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STATE PRESS

ANNUAL GATHERING OF NEW YORK EDITORS AT SARATOGA SPRINGS.

Many Papers of Interest Read and Discussed—W. J. Pollard of Seneca Falls the New President—Postal Rulings Explained by Superintendent of Classification Division at Washington.

The fifty-seventh annual meeting of the New York Press Association closed last Friday night with the largest attendance in the history of the organization. The importance of many of the subjects discussed made the meeting one of great profit. A notable feature was a large addition of active editors to the membership. The following officers were elected at the final business session:

W. J. Pollard, Seneca Falls Journal, president; vice-presidents, W. D. McKinstry of the Watertown Times, E. L. Adams of the Marathon Independent, J. K. Walbridge of the Saratogian, George C. Marcellus of LeRoy Gazette, Don C. Seitz of the New York World; A. O. Bunnell, Dansville Advertiser, secretary and treasurer; executive committee, Will O. Greene of the Fairport Mail, C. I. Combes of the Johnstown Republican, R. L. Forbes of the New Rochelle Paragon, Dr. E. H. Porter of the New York Journal of Homeopathy and Gardiner Kline of the American Recorder.

At the opening session, President W. H. Greenlow of the Howell Tribune, in his annual address, called attention to the passing of the party organ. He said, in part:

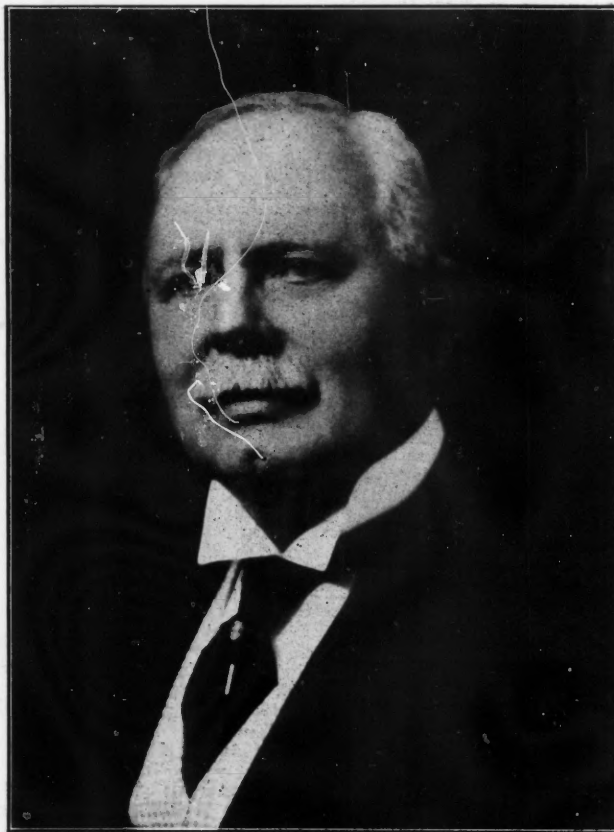
"The future publisher, like all other business men, must depend upon the quality of his goods and methods to secure his market. When that time comes it will be better all around.

"Some men are quick to adapt themselves to these changing conditions. Others are long in considering them; while still others are indifferent, content to plod along with all the handicap of archaic methods.

"The tone and editorial attitude of the press is changing for the better. The old 'party organ' is passing.

"Newspaper plants are getting to be too costly, and the expense of running them too great to be jeopardized by catering to any boss. The circulation, too, must be a general one to insure financial success. The public is getting too critical. It is demanding facts clear of personal bias or prejudice. A spirit of independence is, on that account, constantly growing. The shortcomings of their party managers is as clearly criticised as the position of their opponents is fairly stated. For a realization of the work done by the army of editors, animated by a spirit of devotion to the public interests, and official honesty, one has only to watch the results of recent Congressional elections; the dragging into the sunlight of publicity and the fate of polit-

(Continued on page 3.



CHARLES W. KNAPP.

EDITOR OF THE ST. LOUIS REPUBLIC, WHO IS IN THE FORTY-SECOND YEAR OF HIS ACTIVE CONNECTION WITH THE PAPER.

FINED FOR CONTEMPT.

Salt Lake City Paper Published Confession of Murderer.

The Salt Lake City Herald Publishing Company was found guilty of contempt of court by Judge T. D. Lewis of the District Court last week. Fines of \$200 on two counts were inflicted against the company. Manager George Hale was sentenced to thirty days in jail, and A. J. Brown, managing editor, Paul Armstrong, acting city editor, and C. R. Williams, reporter, were fined \$10 each.

The offense was the publication of a confession made by Harry Thorne, a murderer since convicted, at the time of the trial of James Riley, Thorne's partner, also since convicted. The court had great difficulty in obtaining a jury and declared this difficulty was attributable to the repeated publication of the confession. The court had warned the newspapers.

The newspaper company will carry the matter to the Supreme Court on habeas corpus, and a stay of one week was granted for this purpose.

American Suburbs is the name of an illustrated monthly launched at Philadelphia.

HIGH CABLE TOLLS

Between London and Australia May Mean Subsidized News Agency.

Owing to the high cost of cablegrams, Australian newspapers complain that they are unable to get adequate news stories from London. The cable rate on news matter from London to Australia is twenty-four cents a word. They rely chiefly upon the news agencies for matter from the mother country.

It is said that Prime Minister Fisher offers a subsidy of \$10,000 a year for three years to any news agency that will cable one thousand words a day from London. The condition is named, however, that the service shall be non-partisan and that the news matter must be sent by an English cable to Canada, over Canadian telegraph wires to the Pacific Coast, and thence by the Pacific cable. This route will insure that the subsidized service would pass over British owned wires and cables only.

Will Gather Chicago News.

Publishers of three Chicago afternoon papers have incorporated the City News Bureau to collect city and suburban news.

"CENTURY CLUB"

NINETY-FIVE AMERICAN PAPERS HAVE REACHED AGE OF 100 YEARS.

St. Louis Republic Prints List of Thirteen Papers Which Had Been Overlooked—Two Centenarians Died and Two Came of Age Last Year—Republic Celebrates One Hundred and Second Birthday.

On Tuesday, July 12, the St. Louis Republic was 102 years old, and properly called attention to the fact that it is the oldest newspaper west of the Mississippi River.

Two years ago, when the Republic celebrated its centennial, the management began the organization of the "Century Club," the membership of which was to be limited to newspapers which had reached the age of 100 years. In the centennial edition of the Republic the names and "biographies" of sixty American newspapers that had passed the century mark were printed. This list has been reprinted in THE EDITOR AND PUBLISHER. Last fall the Republic company issued a booklet entitled "Century Club of American Newspapers," containing the names and histories of eighty-two newspapers which constituted the membership in 1909, nineteen having qualified in the period of fourteen months after the organization of the club. The monograph is a work of great value to the historian of American journalism.

Since September, 1909, the Kentucky Gazette of Lexington, Ky., and Der Volksfreund und Beobachter of Lancaster, Pa., have died. On the other hand, the Homer (N. Y.) Gazette and the Allentown (Pa.) Unabhengiger Republikaner came of age.

In a special supplement of last Sunday's issue, the Republican prints the following additional list of centenarians which had been overlooked in compiling the booklet:

Wilmington (Del.) Every Evening, Annapolis (Md.) Advertiser-Republican, Boston (Mass.) Missionary Herald, Newburyport (Mass.) Herald, Trenton (N. J.) State Gazette, Missions of New York City, Owego (N. Y.) Gazette, Dayton (O.) News, Zanesville (O.) Courier, Beaver (Pa.) Argus and Radical, Gettysburg (Pa.) Star and Sentinel, Pittsburg (Pa.) Post, and Leesburg (Va.) Loudoun Mirror. Historical sketches and biographies of each of these thirteen new members were also printed.

The total membership of the Century Club now numbers ninety-five.

The St. Louis Republic was founded by Joseph Charloss, an Irish emigre, who arrived at St. Louis in a keelboat down the Ohio early in 1808. The paper was called the Missouri Gazette. In 1827 George Knapp began as an apprentice in the office of the Republic. In 1837 he bought a part interest in the paper, and ever since then a Knapp and a Paschall, representing the proprietary interests of the two families that have owned the paper

for seventy-five years, have been at the heads of the editorial and business departments.

The present editor, Charles W. Knapp, is in the forty-second year of his active connection with the Republic. The head of the business department is a Paschall—Walter B. Carr.

RECORD SLOGAN CONTEST.

Over 6,000 Received in Response to Call in Mobile Register.

(Special to THE EDITOR AND PUBLISHER.)

Mobile, Ala., July 12.—As indicating the progressive spirit animating Southern cities, the recent activity of Mobile is an apt illustration. Under the call of the Mobile Register for one hundred men at \$100 to form a business organization for Mobile, in eight days one hundred and thirty-two men had subscribed \$100 per year each for a business organization, subsequently titled the Mobile Progressive Association.

To arouse the interest of the people, a call was made in the columns of the Mobile Register for a slogan for the city, and a prize was offered by the Register for the one selected. It was expected that about five or six hundred slogans would be submitted. In six days more than 6,000 slogans were received, and exactly 5,332 admitted as eligible to the contest. It required a special supplement of eight pages in the Register to print all the slogans submitted in the contest, and finally the one selected was "Export or Import—Mobile's the Port," this slogan winning in close rivalry with "Mobile, the City of Now."

The slogans came in from New York on the east, down the line through Washington and Buffalo and Philadelphia and Baltimore, west from Chicago and Wichita, Kan., through Oklahoma, and from Texas. Every State within that belt was represented in the answers. Telegrams came in on the last day announcing the coming of slogans by mail, and special delivery letters came in on the last two days. The enthusiasm which Mobilians have for Mobile was well indicated by the tremendous number of slogans received—a record the Mobile Register, in an announcement, is claiming has never been equalled before.

Mark Twain's Library.

The directors of the Mark Twain free library at Redding, Conn., have been formally notified by Mrs. Clara Clemens Gabrilowitsch, daughter of the late Samuel M. Clemens, that she will present to that institution practically the entire library of her father. The gift includes nearly 2,500 volumes.

The Pittsburg Press
HAS THE LARGEST
DAILY AND SUNDAY
CIRCULATION
IN PITTSBURG

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

PRESS DESTROYS FORESTS.

Declares President Remsen of Johns Hopkins Before Chemical Society.

In the course of an address dealing with the conservation of the natural resources of the United States, before the Society of Chemical Industry at Glasgow, Scotland, last week, President Ira Remsen of Johns Hopkins University said, among other things: "The forests of the United States are being rapidly and ruthlessly destroyed. The manufacture of wood pulp has made cruel inroads on the forests. This drain is partly—perhaps largely—the result of a depraved state of mind on the part of the people, who seem to delight in the masses of trash served up in the form of the daily newspaper, and especially the Sunday newspaper.

"This depraved state of mind is so closely connected with the forest problem that honesty compels me to mention it. There are many newspapers—even Sunday newspapers—in the United States which exert a wholesome influence, but besides these there are others, and they are the loudest, which tend only to lower the mental and moral conditions of their readers, and the point is that these are the largest in size and circulation, and they therefore affect the forest problem most seriously.

"The demand for these demoralizing sheets seem to be increasing, and they have to choose between remedies—either the moral tone of the people must be so elevated as to lead to a distaste for such stuff, or some other material must be found for paper-making. The second remedy appears to be the more promising, although, up to the present, not much progress has been made along this line.

"Chemistry will be the chief agent in the solution of this problem. The United States has established laboratories to investigate the value for pulp purposes of various abundant woods and to save the valuable spruce and poplar forests for lumber. The results of this work, according to a recent Government report, has been most encouraging, a number of wood fibres being shown to be valuable raw material for paper."

INSURES ITS EMPLOYEES.

Nevens-Church Press Will Protect One Hundred and Fifty Employees.

The Nevens-Church Press Company, printers of Glen Ridge, N. J., has insured its one hundred and fifty employees, both men and women, for sums ranging from \$250 to \$1,000. The premiums have been paid by the company and will be continued as long as the insured are in its employ.

In the event of their resignation or discharge the policy will be turned over to the employee, who may continue it or let it lapse, as he sees fit.

Will Edit Eldorado Republican.

L. L. Smucker, formerly an editorial writer on the Wichita (Kan.) Eagle, has assumed editorial charge of the Eldorado (Kan.) Republican. The report that he had purchased the paper from Mrs. Marie Antoinette Murdock, widow of T. B. Murdock, is unfounded.

Kentucky Paper Changes Hands.

Thomas W. Mattingly has sold his interest in the Lebanon (Ky.) Enterprise to his partner, Oliver G. Kelly, who will conduct the paper in the future.

NEWSPAPER FOR WOMEN.

Will Be Printed in Philadelphia and Edited by Fair Sex.

A woman's newspaper will be shortly launched in Philadelphia. It will be edited entirely by women, reported by women, and devoted entirely to women's interests. Mrs. E. C. Atwood of Idaho, who has spent the past year in the East on Government affairs, is behind the venture. Concerning the project, she says, in a published interview:

"It has been by dream all my life to run a newspaper for women only, and I would rather live the next three years, which will see my dream become a reality, than to have lived all the years of my past life.

"I intend to devote my entire time to this paper, and it must succeed. Why, I have put my heart and soul into the plans so thoroughly that should it fail I would be down and out for fair, but fail it cannot. With my determination and the support of every woman in America, which I must and will have, it will succeed. My publication is not to be one for the furtherance of beauty or fashion, or cooking or fancy work, but it is to be one for the women who want to be directed how to find themselves, the women who think and don't know how to direct their thoughts, as it were.

"Its policy is to be the broadest and most fearless in America. We shall stand for free speech, first, last and all the time—free speech and fearlessness. We shall attack where we think it necessary, without a scruple, and we shall also give praise where praise is due.

"In August I expect to print our birthday number of 50,000 copies. The first month we shall no doubt be forced to publish a weekly paper, but when the autumn arrives we shall come out boldly, I think, with a daily sheet for women alone, edited and written entirely by women and devoted to the furthering of the women's interests."

CHICAGO AD MEN.

Special Train Will Carry Large Party to Omaha Convention.

A monster party of Chicago advertising men and fellows of the craft from the East will leave the Union Station in that city on the night of July 17 for Omaha to attend the annual convention of the Associated Advertising Clubs of America. A special train over the Chicago, Milwaukee & St. Paul Railroad will carry the party.

The trip is being arranged by the convention committee of the Chicago Advertising Association, in conjunction with the advertising clubs of New York, Boston, Philadelphia and other Eastern cities. When the train pulls out there will be nearly one hundred and fifty ad men aboard. The train will consist of the best equipment obtainable, including baggage car, dining car, observation car and library car.

Join Advertisers' Association.

The Association of American Advertisers has recently added the following named advertisers to its list of members: Sherwin-Williams Company, paints and varnishes, Cleveland; Ferd. T. Hopkins, toilet preparations, New York; Borden's Condensed Milk Company, milk and cheese, New York

SECURED RESULTS.

LITCHFIELD, ILL., July 6, 1910.
MR. J. B. SHALE,
PRES. EDITOR AND PUBLISHER,
13-21 Park Row,
New York.

Dear Sir:

It may interest you to know that recently a small adv. in THE EDITOR AND PUBLISHER, costing only a few cents, was instrumental in selling for me a forty-thousand-dollar property. I have no kick coming on THE EDITOR AND PUBLISHER as an advertising medium. Yours very truly,

H. F. HENRICHS.

Newspaper Broker.

HENRY DEXTER DEAD.

Founder of American News Company Succumbs After Short Illness.

Henry Dexter, founder and former president of the American News Company, died last Monday at his home in New York City. He was seventy-seven years old and was born at West Cambridge, Mass. He was very active for a man of his years and made frequent visits to his office until recently. The last years of his life were embittered by the murder of his son, Orlando P. Dexter, who was murdered in the Adirondacks in 1903.

His early life was spent in his native town of West Cambridge, Mass., where he was educated in the public schools. Until 1836 he worked in Cambridge and Boston publishing houses. Then he took up the hardware business for half a dozen years. But he preferred the handling of publications, and he returned to that business in 1842. He organized the American News Company in 1864, and remained with it actively till his death.

A Remarkable Sales Record.

The Reno Nevada State Journal, edited by F. F. Runyen, established a new record for sales on July 4. For a week previous to the fight, the Journal, which is a morning paper, printed an afternoon edition that sold like the proverbial hot cakes. Although the city has approximately only 10,000 inhabitants, the street sales of the Journal averaged over 11,000 copies. Mr. Runyen, who is from Pasadena, Cal., took charge of the Journal only six weeks ago.

Ready to Make Contracts.

Messrs. Scott & Bowne, now located at Bloomfield, N. J., are now ready to make contracts for the fall business Publishers and specials can arrange for a hearing by writing or telephoning Miss Ida Clarke, advertising manager. The new location is on the D., L. & W. R. R., and the station is called Watsessing.

Over Quarter Million Lines Gain in Advertising

The New York Times published 3,804,517 lines of advertising in the first half of 1910 compared with 3,528,844 lines in the corresponding period in 1909, a gain of 275,673 lines. The New York Times with a daily sale of more than 175,000 copies among the classes advertisers desire to reach, has made notable strides in advertising in every department, and it is recognized as the medium possessing readers with a greater purchasing power than any other newspaper in the United States. Objectionable and fraudulent advertising excluded.

STATE PRESS

(Continued from page 1.)

ical grafters of every party, from Missouri to Pittsburg. Reason is taking the place of vituperation, as patriotism is of partizanship. The remodeling of public policies and the advance of public honesty are pronounced effects of editorial causes."

The following committees were appointed by the president: Organization, Eugene H. Porter, State Commissioner of Health, and Messrs. Frisbie, Vair, Hall and Kline; Finance, Messrs. Underhill, Overton, Allen, Adams and Forbes; Resolutions, Messrs. Sleicher, Collins, McHenry, Marcellus and Greene. The secretary's report showed a total membership of over two hundred. The finances of the organization were also reported to be in a flourishing condition.

Willard D. McKinstry of the Water-town Times read an interesting paper on "Have the Newspapers Lost Their Influence?" Mr. McKinstry held that the influence of the press for good is greater than ever. Other papers were read by William J. Kline of the Amsterdam Recorder, Will O. Greene of the Fairport Mail, E. L. Adams of the Marathon Independent and Elias Vair of the Waterloo News.

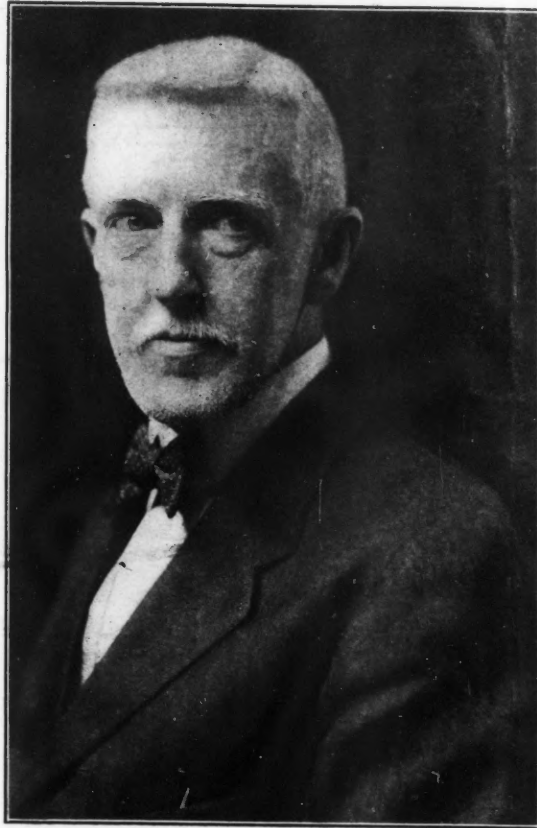
The feature of Friday's session aside from routine business, was a talk on "Postal Rulings in Relation to Newspapers," by H. M. Bacon, superintendent of the classification division of the Postoffice Department, Washington. Mr. Bacon's address is printed in full on another page.

The United States Hotel was the headquarters of the association. It was also the scene of numerous entertainments in honor of the visiting editors. Recreation features included an automobile ride to the Saratoga battleground and a trip to Mount Mac Gregor, General Grant's last home. The program of entertainment was in charge of John K. Walbridge of the Saratogian, and Mrs. Walbridge.

The convention closed with a banquet at the United States Hotel.

At the annual meeting of the Select County Weeklies, held on Thursday George E. Marcellus of the LeRoy Gazette was re-elected president; L. C. Sutton of the Massena Observer was chosen vice-president, and Will O. Greene of the Fairport Mail was elected secretary and treasurer. The following directors were also chosen: Harry Hall, Catskill Recorder; Will O. Greene, Fairport Mail; L. C. Sutton, Massena Observer; Frank Walker, Hamburg Independent; P. A. Blossom, Brockport Republic; J. L. McArthur, Granville Sentinel.

The Select County Weeklies is composed of weekly papers in the State of New York which have 2,000 circula-



W. J. POLLARD,

EDITOR OF THE SENECA (N. Y.) COURIER-JOURNAL, WHO WAS ELECTED PRESIDENT OF THE NEW YORK PRESS ASSOCIATION LAST WEEK.

tion or more, or have the largest weekly circulation in the county where published.

In addition to electing officers a general conference was held and plans for the year's work were discussed.

W. J. POLLARD,

The New Head of the New York State Press Association.

W. J. Pollard, editor of the Seneca County Courier-Journal and president of the New York Press Association, was born in Seneca Falls, N. Y., in 1861. He attended the public schools of the city and was graduated from Union College in the class of 1882. While in college he was elected a member of the Psi Upsilon fraternity and was elected to membership in the honorary society, the Phi Beta Kappa, on graduation. He was twice elected supervisor of Seneca Falls and was appointed by Governor Morton a member of the board of managers of the Willard State Hospital for the Insane and served five years.

Mr. Pollard has been the president of the Journal Publishing Company and editor and manager of the Courier-Journal, a weekly, since 1885. The Journal, while Republican in politics, has always been run along independent lines.

Mr. Pollard was married in 1883 and has six children, three boys and three girls. He joined the New York Press Association in 1896 and has been a regular attendant at its annual gatherings since that date.

The Leroy (N. Y.) News has made its appearance.

PERSONA NON GRATA.

Correspondent of New York World Barred at Summer Capital.

H. L. Dunlap, Washington correspondent of the New York World, has been informed that he is *persona non grata* at Beverly, Mass., the summer capital.

In the World of July 12, Mr. Dunlap quoted Taft as saying that William Loeb, Jr., was levelheaded. The next day he received a letter from Charles Dyer Norton, secretary to the President, stating that in the future neither the President nor Mr. Norton will receive him.

Mr. Norton's letter was as follows:

Mr. H. L. Dunlap, Beverly, Mass.
Dear Mr. Dunlap: After you and the group of newspaper men intimated to me this evening that I would find something of interest in today's New York World I must say I am sorry to find a deliberate infraction of the very necessary and well accepted rule laid down by the President that he be never quoted unless a written statement is given out by this office. To quote the President is, therefore, unfair to him, to your paper and to your associate correspondents.

The cordial recognition accorded to you in this office as a veteran correspondent of a great paper, with wide Washington experience, the President's personal liking for you, and my own, make this episode particularly regrettable.

In your despatch to-day you state that you deliberately violated the rule. The President, therefore, directs that hereafter you be excluded from the newspaper correspondents received either by him or by this office. He would make this direction even if your quotation were an accurate one. The offense is aggravated by the fact that you did not quote the President correctly.

Yours truly,
CHARLES D. NORTON,
Secretary to the President.

A special to the World from Beverly and printed in the issue of July 14, says in part:

"Mr. Norton's statement that the quotation about Mr. Loeb was inaccurate is in itself inaccurate. The

statement was made three times in the course of a three-quarter hour talk by President Taft in the presence of seven newspaper men and one magazine correspondent, all of whom tonight agreed that the World's statement was correct in substance, if not in stenographic accuracy. The President said that William Loeb, Jr., was one of the most level-headed men he had ever met.

"All the correspondents are included in an order by Secretary Norton, barring them even from the water cooler."

ST. LOUIS TIMES CONTEST.

Col. Preetorius Hopes to Discover Hidden Genius Among Readers.

E. L. Preetorius, editor of the St. Louis Times, has adopted a unique idea for discovering hidden genius among women readers of that paper.

Through popular vote, nineteen young ladies and a chaperon were selected and they sailed for a two months' stay on the continent. One of the stipulations placed on each winner was that she must write at least two letters, each more than 500 words, descriptive of her experiences abroad, and through these letters Mr. Preetorius hopes to find some latent talent which will be developed and the writer encouraged to take up the profession of journalism on the staff of the Times.

The tour which the winners will take is on an unusually large scale and embraces a visit to six countries—England, Belgium, Holland, Germany, Switzerland and France, including a visit to the Passion Play, where the party will be the guests of Abton Lang. No expense will be spared to make the trip one which will never be cast into the dust bin of forgetfulness, as the tour affords exceptional facilities for education to the "Twenty Times Trippers."

The party will return on the SS. Nieuw Amsterdam late in August and will spend several days in New York to give them an opportunity of comparing our own largest city and its customs with those they visited on the Continent.

The contest was conducted by the Publishers' Circulation Service Co. of New York.

The Munsey Automobile Tour.

Twenty-one cars are now entered in the Munsey automobile tour. The start will be made from Philadelphia on the morning of August 16 and the night stops for the twelve days will be West Point, N. Y.; New London, Conn.; Boston, Mass.; Portland, Me.; Bethlehem, N. H. (Sunday layover); Burlington, Vt.; Saratoga, N. Y.; Binghamton, N. Y.; Wilkes-Barre, Pa.; Harrisburg, Pa.; Washington, D. C. This route will take in a part of the United States teeming with historic interest, while from a scenic point of view the route leaves nothing to be desired.

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

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., 521 Cherry St.,
N. Y. Philadelphia
Allied with
BINGHAM & RUNGE, CLEVELAND

MISUSED WORDS

A Man Is Not "Executed" When He Is "Hanged," Nor Can a Woman "Marry" a Man, According to Richard Grant White, Who Is an Authority.

The following, selected from that famous book "Words and Their Uses," by Richard Grant White, seems to be timely and pertinent just now when so many newspaper writers use the words "executed" and "marry" carelessly or misunderstandingly:

ANNE BOLEYN WAS NOT "EXECUTED."

EXECUTED.—A vicious use of this word has prevailed so long, become so common, that, although it produces sheer nonsense, there is little hope of its reformation, except in case of that rare occurrence in the history of language, a vigorous and persistent effort on the part of the best speakers and writers and professional teachers toward the accomplishment of a special purpose.

The perversion referred to is the use of executed to mean hanged, beheaded, put to death. Thus a well-known historian says of Anne Boleyn that "she was tried, found guilty, and executed;" and in the newspapers we almost always read of the "execution" of a murderer. The writers declare the performance of an impossibility. A law may be executed; a sentence may be executed; and the execution of the law or of a sentence sometimes, although not once in a thousand times, results in the death of the person upon whom it is executed.

The coroner's jury, which sits in the prison yard upon the body of a felon who has been hanged, brings in its formal verdict, "execution of the law." To execute (from *sequor*) is to follow to the end, and so to carry out, and to perform; and how is it possible that a human being can be executed? A plea of metaphorical or secondary use will not save the word in this sense; for the law or a sentence is as much executed when a condemned felon is imprisoned as when he is put to death. But who would think of saying that the man was executed because he was shut up in the State prison? And even were it not so, how much simpler and more significant a use of language to say that a felon, or a victim of tyranny, had been hanged, beheaded, shot, or generally put to death, than to say he was executed! Of which use of this word there is no justification, its only palliation being that afforded by custom and bad example.

HOW TO REPORT WEDDINGS.

MARRY.—There has been not a little discussion as to the use of this word, chiefly in regard to public announcements of marriage. The usual

Summer Is Twice JELLITAC Time

First, because JELLITAC will neither sour, mould nor deteriorate no matter how hot the weather.

Second, because the use of JELLITAC cuts paste bills in half—now when every possible cent must be saved.

A 50-lb. box of JELLITAC will be sent anywhere "on suspicion"—and Hoyt takes the risk.

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

WARNING!

AS is well known throughout the newspaper world, we recently brought out a Stereotype Rotary Press of such novel construction and superior advantages that it at once attracted universal attention and secured the general approval of newspaper publishers. This press is now in use in a large number of important offices throughout the country, including the NEW YORK WORLD, the NEW YORK JOURNAL OF COMMERCE, the TORONTO WORLD, the MILWAUKEE DAILY NEWS, the RICHMOND TIMES-DESPATCH, the VANCOUVER PROVINCE, etc.

A close imitation of this machine is now being advertised by R. Hoe & Company, of New York. Our machine is fully protected by United States Patent No. 814,510, issued March 6, 1906, and by other patents belonging to us, and in order that no one may be unwittingly misled,

We Hereby Give Public Notice

That any party purchasing and using this or any other imitation of our press would at once become liable to PROSECUTION AS AN INFRINGER.

Having given this full and timely warning, we shall protect our rights.

DUPLEX PRINTING PRESS CO.

Battle Creek, Mich.
June 24, 1910

mode of making the announcement is—Married, John Smith to Mary Jones. Some people having been dissatisfied with this form, we have seen, of late years, in certain quarters—Married, John Smith with Mary Jones; and in others, John Smith and Mary Jones. I have no hesitation in saying that all of these forms are incorrect. We know, indeed, what is meant by any one of them; but the same is true of hundreds and thousands of erroneous uses of language.

Properly speaking, a man is not married to a woman or married with her; nor are a man and woman married with each other. The woman is married to the man. It is her name that is lost in his, not his in hers; she becomes a member of his family, not he of hers; it is her life that is merged, or supposed to be merged, in his, not his in hers; she follows his fortunes, and takes his station, not he hers. And thus, manifestly, she has been attached to him by a legal bond, not he to her; except, indeed, as all attachment is necessarily mutual. But, nevertheless, we do not speak of tying a ship to a boat, but a boat to a ship. And so long, at least, as man is the larger, the stronger, the more individually important, as long as woman generally lives in her husband's house and bears his name—still more should she not bear his name—it is the woman who is married to the man. "*Nubo: viro trador*: to be married to a man. For it is in the woman's part only."—Lilly's Grammar.

In speaking of the ceremony it is proper to say that he married her (*duxit in matrimonio*), and not that she married him, but that she was married to him; and the proper form of announcement is—Married, Mary Jones to John Smith. The etymology of the word agrees entirely with the conditions of the act which it expresses. To marry is to give, or to be given to a husband, *mari*.

KAISER MAY EDIT PAPER.

German Emperor Will Fight Socialism with Big Daily.

Prince von Fürstenberg of Germany, a millionaire and personal friend of the Kaiser, plans to launch a newspaper to combat socialism at the next election.

According to the Bavarian Kourier the paper will have the support of the Emperor, who will order that it be read throughout court circles. He will have printed in it all official announcements and Government advertising.

Half of the necessary capital of a million dollars has been subscribed and it is understood the Emperor has a financial interest in the undertaking. The price of the paper will be one cent a copy. It is planned to throw to the new paper all the prestige that a close alliance with the Government can give.

The Kaiser is also interested in another newspaper venture, which will give a daily review of the principal contents of the newspapers of the world. Nearly one hundred and fifty experts have been secured to make abstracts of the world's progress, and work will be begun this fall. The paper will be issued daily at a cost to subscribers of \$2.50 a month.

West Virginia Daily Sold.

Col. W. E. Chilton and others have purchased the plant of the Charleston (W. Va.) Gazette. The consideration was \$30,000. Mr. Chilton and his associates have been operating the plant for the past four years under lease.

INCORPORATIONS.

Chisholm Publishing Co., Chisholm, Minn. Capital, \$50,000. Incorporators: E. A. Rydeen, Bessie Rydeen, B. W. Skeede.

News Publishing Company of Caldwell; capital, \$50,000. Incorporators: H. B. Aven, Walter Griffiths, J. F. Nugent and W. N. Donaldson.

Oswego Institute, Oswego, N. Y.—Print and publish newspapers, books, magazines, school books, stationery, etc.; capital, \$50,000. Incorporators: Sheldon R. Wright, 523 Plymouth avenue, Rochester, N. Y.; David B. McClosky, 81 West Third street, Oswego, N. Y.; Glenn Wright, 1181 Clifford street, Rochester, N. Y.

Empire State Motorist Publishing Company, Lyons, Wayne County, N. Y.—Publishing business, automobile and other magazines; general printing and advertising business; capital, \$15,000. Incorporators: John A. Ritchie, Harold N. DeWitt, 637 South Salina street, Syracuse, N. Y.; Frank Barry, No. 6 "The Snowden," Syracuse, N. Y.

Tandy Publishing Company, New York—Print and publish newspapers, magazines, maps, etc.; capital, \$50,000. Incorporators: Francis D. Tandy, H. D. McKenzie, 31 East Twenty-seventh street; H. D. Robins, 381 Fourth avenue; W. W. Hoag, 34 East Twenty-seventh street.

Keystone Alliance Company, New York—Print and publish books, magazines, newspapers, etc.; capital, \$10,000. Incorporators: Herman M. Williams, 13 Clinton place, New Rochelle, N. Y.; Francis J. Walsh, 285 West One Hundred and Fiftieth street, New York; Irving F. Runey, 123 Coligny avenue, New Rochelle, N. Y.

"The Catholic Messenger Publishing Company," Binghamton, N. Y.—Publish newspapers, magazines, etc.; capital, \$5,000. Incorporators: E. Chas. McCarthy, Margaret McCarthy, 2 Florence avenue, Binghamton, N. Y.; John J. McLoughlin, 9 Leroy street, Binghamton, N. Y., and two others.

James A. Stills Publishing Company, Glen Cove, Nassau County, N. Y.—Engraving, lithographing, etc.; print and publish newspapers, etc.; capital, \$10,000. Incorporators: James A. Stiles, Bellmore, Nassau County, N. Y.; Jean M. Stiles, Bellmore, Nassau County, N. Y.; David J. Wagner, 147½ Oakland street, Brooklyn, N. Y.

IN KANSAS

There is more money per capita to-day than ever before in the state's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of 33,500. It reaches every post-office in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FREELY, Flatiron Bldg., New York City
JUSTIN E. BROWN, Hartford Bldg., Chicago Ill.

NEW SOURCES FOR PAPER.

German Government Experiments with Different Fibres.

Consul Thomas H. Norton of Chemnitz reports as follows concerning the recent efforts of the German Government and the German paper makers to secure new fibres for the manufacture of paper:

"Within the past two years special interest has been taken in Germany in studying the extent to which the various indigenous fibres can be utilized in paper making. The results of careful investigation show that the regions in question produce naturally a vast amount of fibres admirably adapted to serve as paper stock. In a number of German mills their exact industrial value is being determined, and plans are being matured for systematic collection and shipment of the crude material. The facts thus far secured by combined study of German botanists and technical experts may be briefly summarized as follows:

"Sisal hemp is one of the cheapest fibres available. It furnishes an excellent material, as the shortness of the cells permits easy disintegration and facilitates the production of pulp. The chief difficulty is the lowness of pulp yield. Experiments are being made to perfect the process of treating crude stock to increase the yield. The great advantage which the sisal possesses over flax and other tropical hems is the ease with which it can be cultivated in soils ordinarily considered barren.

"Wild Grasses—It has been found that the wild grass occurring on sandy stretches in Germany is capable of furnishing an excellent grade of paper. The same valuable qualities characterize the enormous quantities of grass growing on South African hills and plains which now dry up and are totally wasted. The chief factor of success in this field is the cutting and gathering at the proper time. With esparto, now employed so extensively by the paper makers, delayed cutting means brittleness in the fibre and a distinct loss of value.

"In general these tropical plants can be most advantageously treated by careful retting, rather than by chemicals, as in ordinary European mills.

"Rice straw, for example, furnishes an admirable stock when properly retted. Nettles are completely changed by careful retting for five days, to a white, fibrous mass. Good results have likewise been secured with bamboo, which is simply a giant grass. The canes, freed from leaves, are covered with lime and water and left in vats or cellars for three or four months, the resultant product yielding an excellent pulp."

EARLY WISCONSIN EDITORS.

Pioneers of Old Days Were Real Leaders of People.

In a talk before the Wisconsin Press Association on "Early Day and Present Day Journalism," Lieut. Col. J. A. Watrous said among other things:

"There were heroes in the make-shift printing offices of the long ago—in small rooms scantily equipped with type where a Ramage or Washington press was the best that could be afforded.

"They were leaders, too—live, powerful, courageous, just, safe, patriotic leaders, men of affairs. Some of them were leaders in securing territorial organization; more of them were foremost in bringing about admission to the sisterhood as a state. They were watchful, aggressive, progressive, public-spirited leaders in building up and advancing the interests of their villages and cities—in pushing forward all good interest in the state. They were leaders in securing the early railroads.

"The pioneers and their always wideawake papers were the real political leaders in those days, and I doubt if the state has ever had safer, wiser, honest or better leaders. In those days the party press—all were party papers then, and there was no trouble in finding out what party a paper favored—had the most effective part in making up village, city, county, district and state tickets.

"There was much power in the conscientious editorial expressions of those days; they were read, digested and read again, and they convinced. If one of those old day papers went to press with less than two or three columns of manly, strong, convincing editorials, it was because the editor had just died, was totally disabled by accident or disease, and it had been impossible to secure the services of another editor.

"A paper that is not a leader—a leader in all worthy directions, including politics—does its town more harm than good, and can best help the newspaper profession by dying or changing hands.

"It should not be remembered against a lover of the profession if he manifests both contempt and disgust when he turns to an editorial page and finds medicine locals, legal notices or society tittle-tattle where there should be editorial expression. With such a state of affairs on that page we may be sure to find few or no attractions on any page."

Will Take Over Louisiana Papers.

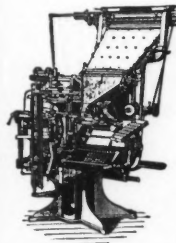
The Sentinel Publishing Company of Plaquemine, La., has been incorporated, with a capital stock of \$10,000. The officers are: J. H. Pugh, president; B. C. Le Blanc, vice-president; L. A. Delacroix, secretary and treasurer. The officers, with J. McWilliams and L. M. Soniat, constitute the board of directors. It is understood that the Weekly Sentinel and the Daily Champion will be taken over by the new company.

Boston Herald Bonds.

R. L. Day & Co. sold at auction, Thursday morning 225,000 Boston Herald first mortgage five per cent. bonds at \$40 to Clarence Haskell, brother of Col. William E. Haskell, the former manager of the Herald. The issue made in 1908 was for \$1,695,000.

Even the Smaller Dailies

**Find Our New Attachments
Immensely Profitable**



James F. O'Donnell, Bus. Manager of the

**Bloomington (Ill.)
Daily Bulletin**

says the Head Letter and Advertising Figure equipments have more than made good expectations. Ad room expenses are surprisingly cut down, work in the composing room is much easier handled, and they have effected sufficient saving in three months to pay for themselves.

**The Bulletin Uses
Five Linotypes**

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

ADVERTISING NOTES.

Joseph Brown, of the Chas. H. Fuller Advertising Agency of Chicago, spent part of his vacation period with Howard C. Story, the well-known advertising manager of the Philadelphia German Gazette.

Walter E. Edge, of the Dorland Advertising Agency of Atlantic City, N. J., and also connected with the Atlantic City Press, has been elected secretary of the newly organized Aero Club of that city.

M. V. Kelley, of the Macmanus Kelley Advertising Agency of Detroit, has joined the forces of the Chas. H. Fuller Agency of Chicago. Mr. Randall, of Lord & Thomas, has also joined the Fuller agency.

Marquis Regan, chairman of the publicity committee of the Rochester (N. Y.) Chamber of Commerce and advertising manager of Yawman & Erbe Company, will become the general sales manager of the Woodward & Tiernan Printing Company of St. Louis on August 1.

Government Regulation of Poets.

In its treatment of poets the world has always been inconsistent and irrational. A Danish poet is refused admission to this country on the ground that his profession is not a sufficiently remunerative one to insure him against becoming a public charge. Yet only a few weeks ago an English poet who was serving a term for burglary in a Minnesota jail was released because of the wide sympathy and admiration aroused by some of his prison songs. Now, it is evident that if a poet's trade is no guarantee against starvation, it was both unwise and cruel to take the Minne-

sota poet from an environment where he was not only assured of food, shelter and clothes, but where his poetic talents seemed to find full room for play, and to cast him out into the midst of a society which refuses admission to William Petersen of Denmark because he is fifty years old, has only \$24, and is a poet. If an absolutely secure living is necessary before a poet can be a good citizen, then John Carter of Minnesota and Mr. Alfred Austin were, until the former's liberation, the only two poets in the world who could meet that requirement. But, as a matter of fact, we think that such a test for poets is absurd. The danger of their becoming a public charge is infinitesimal. If they earn little they also eat little. The real danger with a poet is not in his becoming a public charge but in his becoming a public nuisance when he insists on reading his verses to everybody.—New York Evening Post.

Collier Estate.

Peter Collier, the New York publisher, who died last April, left an estate valued at \$2,889,450, according to the appraisers' report filed in the state tax office.

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 Street NEW YORK

The Evening Wisconsin.

Milwaukee's Leading Home Paper.

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—5020 Metropolitan Bldg.
CHICAGO—150 Michigan Ave.

POSTAL RATES

The Attitude of the Government Towards the Newspapers—Present Regulations Beneficial to Legitimate Publishing Interests of the Company.

Discussing "Postal Rulings in Relation to Newspapers," before the New York Press Association, in convention at Saratoga Springs last week, H. M. Bacon, superintendent of the classification division of the Postoffice Department at Washington, said:

"My appearance before you is by direction of the Postmaster General in accordance with the request of your organization that a representative of the department address you on the subject of second class matter. The Postmaster General feels that a better understanding by publishers as to second class conditions, the law on the subject and the department's administration thereunder, cannot help but prove highly beneficial to all parties concerned.

"On numerous occasions within the last three years departmental officials have had opportunity of explaining its policy, with the result that assembled publishers have been convinced that a friendly attitude exists toward them and that the efforts that are being made to improve conditions are with the idea of helping the legitimate publisher by removing as far as possible unfair conditions which some misguided persons think should be allowed to exist under the present statutes.

"On these occasions publishers appear to have been satisfied, from the tone of their resolutions and the personal expressions of approval received, that the department's efforts were along the right lines and that the administration of the law was safe and sane. I trust that this occasion will be no exception in that regard.

WHAT DEPARTMENT HAS ACCOMPLISHED.

"Early in 1908 I talked to the assembled members of the New York Associated Dailies in convention at Albany. Some of those now present heard me on that occasion. At that time I was telling publishers what the Postoffice Department hoped to do in the way of improving conditions and how it expected to do it. The prospects were hopeful from the standpoint of all legitimate interests. My remarks to-day will be what the Postoffice Department has accomplished and how it has done it.

"In 1907 the Postmaster General promulgated some regulations governing the second class of mail matter. These regulations were radically different from those which they superseded, particularly in respect of the attitude of the department in the mat-

ter of mailing sample copies and the carrying of expired subscriptions. For instance, the sample copy privilege, which for several years prior to that time amounted to a number of copies equal to the number of subscribers to the publication, was placed at ten per cent. of the weight of mailings as to subscribers for the year, and the Postmaster General determined upon a time for carrying subscriptions on credit after which he could not regard such delinquent subscribers as forming a part of the legitimate list of subscribers required by the law.

"These regulations were issued under the provisions of the Revised Statutes, which in prescribing the duties of the Postmaster General, place upon him the necessity of 'executing all laws relative to the postal service' (R. S., 396), and provide for the issuance by him of 'regulations, not inconsistent with law, for the government of his department' (R. S., 161). The regulations in question were based upon a careful study of the law covering the second class of mail matter and the application thereunder of what was believed to be reasonable and legal rules. It was the belief then, as it is the conviction now, that these regulations were justifiable and desirable from a postal standpoint, and that they would result most beneficially to the legitimate publishing interests of the country. From the first the sample copy rule had almost universal indorsement, the opposition coming from certain unexpected quarters. Thus the righteousness of the department's action was made more apparent.

EXPIRED SUBSCRIPTIONS.

"The other important rule was that in respect of so-called expired subscriptions. This rule appears as paragraph 3, section 436, Postal Laws and Regulations, and is as follows:

"3. A reasonable time will be allowed publishers to secure renewals of subscriptions, but unless subscriptions are expressly renewed after the term for which they are paid, within the following periods:

"Dailies, within three months;
"Tri-weeklies, within six months;
"Semi-weeklies, within nine months;
"Semi-monthlies, within three months;

"Monthlies, within four months;
"Bimonthlies, within six months;

"Quarterlies, within six months;

"they shall not be counted in the legitimate list of subscribers, and copies mailed on account thereof shall not be accepted for mailing at the second class postage rate of one cent a pound, but may be mailed at the transient second class postage rate of one cent for each four ounces or fraction thereof, prepaid by stamps affixed. The right of a publisher to extend credit for subscriptions to his publication is not denied or questioned, but his compliance or non-compliance with this regulation will be taken into consideration in determining whether the publication is entitled to transmission at the second class postage rates."

NEED FOR A RULE.

"You might be interested in knowing at least one of the things that convinced the Postmaster General that some reasonable rule should be promulgated. For instance, prior to 1908, a publisher might have claimed a million circulation and such a circulation might be based upon a 'legitimate list of subscribers' numbering not to ex-

ceed two hundred thousand. The course pursued by the publisher would be somewhat as follows: Persons whose subscriptions had expired would not be removed from the list except when a sufficient number of new subscriptions had been received to maintain a list, current and delinquent, of approximately five hundred thousand; that is to say, the publisher would eliminate from his claimed subscription list only enough names to maintain the mailing of five hundred thousand copies as to subscribers, retaining on his list three hundred thousand subscriptions which had expired for long periods, which, together with the two hundred thousand actual subscriptions, would make the necessary quota.

"Upon this mailing of five hundred thousand, under the old one hundred per cent. sample copy rule, the publisher could mail five hundred thousand sample copies. In this way he was able to maintain, primarily for advertising purposes, a guaranteed circulation of one million copies. An item in the October, 1908, issue of the Mail Order Journal, which devotes much of its space to information regarding the so-called mail order papers, reads as follows:

"Before the postoffice started its crusade against the mail order publications to weed out those that were fakes, the combined circulation of all mail order papers was, as claimed by them, about 30,000,000. What of these monthlies have been left, will hardly amount to over 12,000,000."

"About the time this rule was promulgated the department had a typical but abnormal case before it, in which on a claimed list of six hundred thousand only three per cent. were current subscriptions, ninety-seven per cent. had expired.

"You will thus see that in such a case, and there were many such, a real abuse of the second class rates resulted, and that by reason of the department having no definite rule as to how long a subscription that had expired would be recognized as a part of a legitimate list, the publisher was disposed to take the view that, without a rule, the Postmaster General had no right to hold that from an expiration standpoint he did not have a legitimate list. This expired 'subscription' regulation was, therefore, aimed at the publisher of the abuser type and was not directed at the publisher whose practices were normal and legitimate and who only carried on his list as subscribers the names of those persons whom he had reason to believe wanted his publication sufficiently to pay for it and would renew their subscriptions when called upon to do so.

PREMIUMS.

"In examining the topics for discussion at the 1908 meeting at Albany of the New York Associated Dailies I have noticed that one of the topics related to the use of voting contests as a subscription producer. Although these remarks are two years late, I believe that the information before the department on this subject will prove of interest to you. The experience of the department is that where publishers give their agents a premium of high value or highly represented value the so-called agent pursues the course of least resistance in attaining his ends, with the result that in many cases when he thinks he is within the prize money in a voting contest or a popularity contest, he resorts to paying the subscriptions of persons or having his friends pay such subscrip-

tions in order that he may win the prize. Thus you do not get what you are looking for. You expected genuine subscriptions, and what you received was merely a list of names sent in by your agents for the purpose of obtaining your prize money.

"He puts up \$200 to win your \$500. In some cases the recipients do not care to receive the paper nor be placed in the light of subscribers thereto, and at best your circulation on that basis is merely a temporary expedient and of no lasting benefit to your paper. The net result of this is that you pay a high price to an agent for effecting the free circulation of your publication. It has seemed to the department that if publishers realized that under such offers they were not obtaining in all cases genuine subscriptions to their publications, they would be less inclined to resort to the prize or guessing or voting contest for the purpose of advancing their circulation.

"In conclusion I want to say that the most desirable thing is a purifying of existing second class conditions so that the circulation of publications will be on the basis of the merit of the papers as such, and that when a copy of a paper is not sent to an actual subscriber thereto a higher than the pound rate of postage will be paid thereon. My personal view is that the bringing about or right conditions will do more to save the existing low second class rate to publishers than any other one thing."

To Keep in Touch with
BRITISH TRADE
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FIFTIETH YEAR OF ISSUE
Published **\$1.80** Per Annum
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Advertisement Rates and Specimen
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Headquarters for
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TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES
We manufacture the best line of
TYPEWRITER SUPPLIES
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Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same.
DISCOUNTS ON APPLICATION.

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
901 Peoples Gas Building, CHICAGO

"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



PERSONAL EQUATION

The Old System of Journalism Has Gone Out—"There Will Never Again Be a Greeley, or a Raymond or a Dana Playing the Role of Star."

Colonel Henry Watterson, editor of the Louisville Courier-Journal, discusses the "Personal Equation in Journalism" in the current number of the Atlantic Monthly. He says, in part:

"The good old times, when it was thought that a man who had failed at all else could still keep a hotel and edit a newspaper, have passed away. They are gone forever. If a gentleman kills his man nowadays, even in honest and fair fight, they call it murder. Editors have actually to be educated to their work, and to work for their living. The soul of Bombastes has departed, and journalism is no longer irradiated and advertised by the flash of arms.

"We are wont to hear of the superior integrity of those days. There will always be in direct accountability a certain sense of obligation lacking to the anonymous and impersonal. Most men will think twice before they commit their thoughts to print where their names are affixed. Ambition and vanity, as well as discretion, play a restraining part here; they play it even though there be no provocation to danger. Yet, seeing that somebody must be somewhere back of the pen, the result would appear still to be referable to private character.

IN ALLIANCE WITH POLITICIANS.

"Most of the personal journalists were in alliance with the contemporary politicians; all of them were the slaves of party. Many of them were without convictions, holding to the measures of the time the relation held by the play-actors to the parts that come to them on the stage. Before the advent of the elder Bennett, independent journalism was unknown. In the 'partnership' of Seward, Weed, and Greeley—Mr. Greeley himself described it, he being 'the junior member'—office, no less than public printing, was the object of at least two of the firm. Lesser figures were squires instead of partners, their chiefs as knights of old. Callender first served, then maligned, Jefferson. Crosswell was the man-at-arms of the Albany Regency, valet to Mr. Van Buren. Forney played major-domo to Mr. Buchanan until Buchanan, becoming President, left his poor follower to hustle for himself; a signal, but not anomalous, piece of ingratitude. Prentice held himself to the orders of Clay. Even Raymond, set up in business by the money of Seward's friends, could only call his soul his own toward the end of his life, and then by a single but fatal misstep brought ruin upon the property his genius had created.

"Not, indeed, until the latter third of the last century did independent journalism acquire considerable vogue, with Samuel Bowles and Charles A.

Dana to lead it in the East, and Murat Halstead and Horace White, followed by Joseph Medill, Victor F. Lawson, Melville E. Stone and William R. Nelson, in the West.

INDIFFERENCE OF PRESS.

"My own observation leads me to believe that more is to be charged against the levity and indifference of the average newspaper—perhaps I should say its ignorance and indolence—than against the suppression of important news. As a matter of fact, suppression does not suppress. Conflicting interests attend to that.

"Mr. Ross relates that on the desk of every editor and sub-editor of a newspaper run by a certain capitalist, who was also a promoter, lay a list of sixteen corporations in which the owner was interested. This was to remind them not to print anything damaging to those particular concerns. In the office the exempted subjects were jocularly referred to as 'sacred cows.'

"This case, familiar to all newspaper men, was an extreme one. The newspaper proved a costly and ignominious failure. Its owner, who ran it on the lines of an 'amusement park,' landed first in bankruptcy and then in a criminal court, finally to round up in the penitentiary. Before him, and in the same city, a 'journalist' had been given a State prison sentence. In another and adjacent city the editor and owner of a famous and influential newspaper who had prostituted himself and his calling escaped the stripes of a convict only through executive clemency.

THE INVASION OF THE HOME.

"The disposition to publish everything without regard to private feeling or good neighborhood, may be carried to an excess quite as hurtful to the community as the suppressions of which Mr. Ross tells us in his interesting résumé. The newspaper which constitutes itself judge and jury, which condemns in advance of conviction, which, reversing the English rule of law, assumes the accused guilty instead of innocent—the newspaper, in short, which sets itself up as a public prosecutor—is likely to become a common scold and to arouse its readers out of all proportion to any good achieved by publicity. As in other affairs of life, the sense of decency imposes certain reserves, and also the sense of charity.

"The justest complaint which may be laid at the door of the modern newspaper seems to me its invasion of the home, and the conversion of its reporters into detectives. Pretending to be a defender of liberty, it too often is the assailant of private right. Each daily issue should indeed aim to be the history of yesterday, but it should be clean as well as truthful; and as we seek in our usual walks and ways to avoid that which is nasty and ghastly, so should we, in the narration of scandal and crime, guard equally against exaggeration and pruriency, nor be ashamed to suppress that which may be too vile to tell.

MR. ROSS A VISIONARY.

In a recent article Mr. Victor Rosewater, the accomplished editor of the Omaha Bee, takes issue with Mr. Ross upon the whole line of his argument, which he subjects to the critical analysis of a practical journalist. The muck-raking magazines, so extolled by Mr. Ross, are shown by Mr. Rosewater to be the merest collection of already printed newspaper material, the periodical writer having time to put them together in more connected form. He also shows that the Chautauqua Circuits are but the emanations of newspaper advertising; and that if newspapers of one party make suppressions in the interest of their party, the newspapers of the other are ready with the antidote. Obviously, Mr.

Ross is either a newspaper subaltern, or a college professor. In either case he is, as Mr. Rosewater shows, a visionary.

"In nothing does this betray itself so clearly as in the suggestion of 'an endowed newspaper,' which is Mr. Ross' remedy for the evils he enumerates.

THE ENDOWED NEWSPAPER.

"Personally,' says Mr. Rosewater, 'I would like to see the experiment of an endowed newspaper tried, because I am convinced comparison would only redound to the advantage of the newspaper privately conducted as a commercial undertaking. The newspaper most akin to the endowed newspaper in this country is published in the interest of the Christian Science Church. With it, "important news" is news calculated to promote the propaganda of the faith, and close inspection of its columns would disclose news-suppression in every issue. On the other hand, a daily newspaper standing on its own bottom, must have readers to make its advertising space valuable, and without a reasonable effort to cover all the news and command public confidence, the standing and clientele of the paper cannot be successfully maintained.

"The endowed paper pictured to us as the ideal paper, run by a board of governors filled in turn by representatives of the various uplift societies enumerated by Professor Ross, would blow hot and would blow cold, would have no consistent policy or principles, would be unable to alter the prevailing notion of what constitutes important news, and would be from the outset busily engaged in a work of news-suppression to suit the whims of the particular hobby-riders who happened for the moment to be in dominating control."

A PERIOD OF TRANSITION.

"We are passing through a period of transition. The old system of personal journalism having gone out, and the new system of counting-room journalism having not quite reached a full realization of itself, the editorial function seems to have fallen into a lean and slippared state, the matters of tone and style honored rather in the breach than in the observance. Too many ill-trained, uneducated lads have graduated out of the city editor's room by sheer force of audacity and enterprise into the more important posts. Too often the counting-room takes no supervision of the editorial room beyond the immediate selling value of the paper the latter turns out. Things upstairs are left at loose ends. There are examples of opportunities lost through absentee landlordism.

"These conditions, however, are ephemeral. They will yield before the progressive requirement of a process of popular evolution which is steadily lifting the masses out of the slough of degeneracy and ignorance. The dime novel has not the vogue it once had. Neither has the party organ. Readers will not rest forever content under the impositions of fake or colored news; of misleading headlines; of false alarms and slovenly writing. Already they begin to discriminate, and more and more clearly they will learn to discriminate, between the meretricious and the true.

CLEANLINESS AND ACCURACY WILL WIN.

"The competition in sensationalism, to which we owe the yellow press, as it is called, will become a competition in cleanliness and accuracy. The counting-room, which is next to the people and carries the purse, will see that decency pays, that good sense and good faith are good investments, and it will look closer to the personal character and the moral product of the editorial room, requiring better equipment and more elevated standards. There will never again be a Greeley, or a Raymond, or a Dana, playing the rôle of 'star' and personally exploited by everything appearing in journals which seemed to exist mainly to glorify them.

"Each was in his way a man of superior attainments. Each thought himself an unselfish servant of the public. Yet each had his limitations—his ambitions and prejudices, his likes and dislikes, intensified and amplified by the habit of personalism, often unconscious. And, this personal element eliminated, why may not the impersonal head of the coming newspaper—proud of his profession, and satisfied with the results of its ministrations—render a yet better account to God and the people in unselfish devotion to the common interest?"

CLUB FOR NEWSIES.

Business Men of Omaha Will Back Model Enterprise.

In order to keep four hundred newsboys of Omaha, Neb., from shooting craps, swearing, smoking, etc., a number of the leading business men of the city have organized a club and will back the enterprise with the necessary funds.

Quarters have been secured near the business portion of the city and the rooms have been equipped with a small library, tables on which games of many kinds can be played, tubs and shower baths. The club will be self-governed and officered by the boys, but over its affairs the committee of business men will have general supervision.

The following rules have been adopted by the two committees to govern the action of the boys:

- No smoking, chewing, gambling or jumping on street cars.
- Must have clean faces and hands.
- No going into saloons.
- Must be loyal to another.
- Must be off the streets at 8 o'clock at night unless an extra is out.
- No boy under eight years of age shall sell papers.
- Every boy under sixteen years of age shall attend one session of school daily.
- No foul or profane language.

Will Teach Journalism.

Harry F. Harrington, formerly a well-known newspaper man of Columbus, O., has been made an instructor in English at the Ohio State University and will teach journalism the coming year. Mr. Harrington leaves a similar post at the Ohio Wesleyan University.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

AMERICAN INK CO., 12 Duane Street, New York City

Name or Number of Newspaper	Publishers' Inks	at	4c.
Guaranteed News	" "	" "	" "
" "	(less than bbls.)	" "	" "
Firecracker Red,*	lots of 25 lbs. and over	" "	25c.
No. 4 Yellow,*	" "	" "	18c.
No. 9 Blue	" "	" "	18c.
Half-Tone Magazine Black †	" "	" "	12c.
Flat Bed Black, ‡	lots of 100 lbs. and over	" "	30c.

* For Comic and Magazine Supplements, also "Red Lines" and "Fudges"
† For Sunday Magazine Supplement (Cylinder Press)
‡ For Flat Bed Illustrated Supplements, printed on Superfine Paper.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.

Reading Notices, 25 cents per agate line.

Classified, 1 cent per word.

Liberal discount for time contracts.

NEW YORK, SATURDAY, JULY 16, 1910.

COLLEGES VERSUS HIGH SCHOOLS.

It was natural that newspaper men should have felt spontaneous interest in the doings of the National Educational Association in Boston last week. It was said in the telegraphic report of the debate between the aristocrats and the commoners of education that Dr. Wm. McAndrews, principal of a public high school in New York, "poured hot shot into the colleges." We suspect that the majority of working newspaper men are inclined to root for Dr. McAndrews, with the sporting motive that prompts the average journalist to sympathize with good fighters who try to pull down aristocracy in football, pugilism or education. Said Dr. McAndrews:

"There is no spectacle in American life to-day more pitiful than the contrast between what the college advertisers do and what it performs."

He further said, in speaking of the subjects which are not taught in schools that "prepare" pupils for college:

"I suggest that the curriculum be made up from some of these subjects: Biography (they tell us that biography is one of the most interesting things to study and most profitable because so human, but we never have it in a high school); Latin literature, Greek prose (and not have it befuddled); orchestral playing, magazine reading, newspaper reporting, dairying, politics, caring for babies, the beautification of cities, wage-earning processes, human conduct and similar subjects."

There are many competent working newspaper men who think that the curriculum, though merely "preparatory" to college entrance, is pretty well designed to fit out journalists for their first jobs, without more ado of esoteric lore. In short, that the public high schools have in hand the making of better newspaper men than the colleges. Of course, this cannot be proved on paper, as the professional wit might say.

To be sure, the college aims to turn out better thinkers and better writers than the high school. It ought to do so, seeing that the college man is older than the high school graduate,

but there seems to be much doubt about college excellence just now.

To be a good thinker and a good writer, in the college meaning, is not necessarily to be a good reporter in the newspaper office sense. And also it is true that some great writers, such as John Bunyan, had hardly any school education.

But, after all, the Boston convention has not decided the matter. The "study of human conduct and similar subjects," as Dr. McAndrews so nicely and vaguely puts it, will continue to be the main subject for men who aspire to succeed in journalism, whether they graduate from colleges, high schools or the office boy's palaestra.

HENRY WATTERSON, GOOD JUDGE AND MASTER OF STYLE.

We have read, with fine satisfaction, Henry Watterson's article entitled "The Personal Equation in Journalism," printed in the July issue of the Atlantic Monthly.

Here, at last, in the series of essays on the newspaper of to-day which the Boston magazine is publishing, is the point of view from which publishers and public may together look into the heart of things.

It is good for the whole profession of journalism that the dean of American journalists has put forth, in this form, his judgment of the questions which so intimately concern publishers in these days when the newspaper, as an institution, is undergoing a searching investigation and analysis.

The authority of Mr. Watterson, as a thinker and as a practical newspaper man, is admitted by nearly all, and no magazine publicist we can recall approaches his mastery of style. Indeed, his article is a gem, regarded as a literary performance.

It is exhilarating to have this proof of Henry Watterson's splendid ripeness; to know that one who was the contemporary of Dana, Greeley, Raymond and Prentice, still goes forward in the van of progress, seeing the good that was in the past, the good as well as the evil in the change to present

conditions, and the good that present vital influences is leading to.

"PROVINCIAL" BASEBALL NEWS.

The sporting editor of a New York paper began his leading baseball article one day last week with this announcement:

"The second Western invasion of the East begins to-day. For the best part of the next three weeks the provincial teams of the American League will tour this section of the country. They all come here, the Chicago White Sox leading the way."

"Provincial teams," indeed!

Nor is this New York sporting editor a humorist.

MILLIONS FOR ADVERTISING.

Enormous Waste of Money for New York's Municipal Publicity.

The New York World has been investigating city advertising on its own account, and supplementing the report of the committee appointed by Mayor Gaynor, which was published several weeks ago. The result of the World investigation was published in detail last Sunday. A boxed summary, under the heading, "How Nearly \$5,000,000 Was Spent in City Advertising," tells the whole story in short, as follows:

Total spent in advertising during six years of Mayor McClellan's administration—1904 to 1909 inclusive—\$4,855,798.57.

Number of newspapers and periodicals favored—362.

Total paid to seven newspapers in Manhattan designated as official—\$1,344,392.32.

Total paid to five principal Brooklyn newspapers—\$1,909,108.43.

Number of newspapers that existed wholly or in part from city advertising—80.

Amount paid to them—\$536,389.47.

Number of favored neighborhood newspapers in Bronx and Harlem—15.

Amount paid to them—\$71,863.44.

Number of favored Long Island newspapers—32.

Amount paid to them—\$80,930.83.

Population of Long Island by special 1905 census (exclusive of Brooklyn)—349,370.

Number of favored Staten Island newspapers—12.

Amount paid to them—\$42,914.24.

Population of Staten Island (1905 census)—72,845.

Number of British newspapers used—22.

Amount paid to them—\$4,420.94.

Amount wasted in six years (estimated from contemplated cut of 50 per cent. by Comptroller Prendergast)—\$2,427,899.28.

"George Eliot, Esq."

Mr. Fisher Unwin published recently a finely illustrated edition of *Romola*. He has since received a letter addressed: "George Eliot, Esq., care of Messrs. Fisher Unwin, 1 Adelphi Terrace, W. C." On opening the envelope it was found to contain a circular from a London press-cutting agency inviting George Eliot to become a subscriber.—*London Evening Standard*.

Punishment of Joke Thief.

What do you suppose will happen to the chap who habitually swipes another fellow's jokes?

"Oh, he will probably have to listen to chestnuts all through eternity."—*Birmingham (Ala.) Age-Herald*.

Newspapers Lend a Hand.

Efforts of the newspapers to assist in securing a correct census in La Crosse have resulted in the addition of many new names to the list in Mr. Winter's office.—*La Crosse (Wis.) Press*.

UNKNOWN WRITERS.

Editor of Saturday Evening Post Tells of Search for Stories.

George Horace Lorimer, editor of the Saturday Evening Post, has the following to say of unknown writers:

"As a matter of fact we have always refused to buy stories on names or to value them by the yardstick. The greatest successes that we have made have been with comparatively unknown or with anonymous authors. The story of 5,000 words is often worth more than the story of 10,000 by the same author.

"The English magazines are a horrible example of the evils of buying on name. It has become increasingly common over there to shop for stories as if they were herring; to go to an agent and say: 'I want half a dozen Kiplings,' or 'I'll take a hundred thousand words of Gilbert Parker;' and the editor takes them, whether he likes them or not; whether they are suited to his magazine or not.

"Under this system the English, with some of the best story writers living, are rapidly building up the poorest popular magazines in the world. Any magazine edited in this way is necessarily a haphazard performance, without plan or policy, every contributor to it being in effect an editor without an editor's responsibilities.

"An American editor realizes that a magazine cannot be slung together in a happy-go-lucky fashion. Around him and in sympathy with his plans scattered from the Atlantic to the Pacific he must have a body of men who will suggest to him and to whom he can suggest, on whose work he can depend and build.

"Then he must watch his mails and the other magazines and newspapers all the time for new possibilities. Yet in spite of the fact that the very life of the magazines is bound up in discovering new men, many writers still declare that they cannot get a fair hearing. Let them address and drop their manuscripts in the nearest letter box and they will get under present conditions an honest hearing and, unfortunately for both sides concerned, in the case of ninety-nine out of every hundred a rejection slip for their pains.

"For a writer to glue pages together and all that sort of thing, to prove that a manuscript hasn't been read from beginning to end, is a waste of time and trouble. It may be freely admitted that while all manuscripts have honest consideration not all are read—through. To draw again on our useful friend the hen, which Brother Hapgood delights to honor on his editorial page, it really isn't necessary to eat certain eggs to determine their quality.

"Magazines are not correspondence schools for incompetents. Almost every one has a notion that he can farm or write without call or training. I know of nothing harder than to win and keep a worth-while success at writing. After an apprenticeship which, in most cases, must be quite as laborious as that for any profession, a writer must win his battle all over again with everything that he publishes.

"On every piece of work there is a plebiscite to determine whether he shall be encouraged to continue writing books or to go back to keeping them."

PERSONAL.

David E. Lavigne, editor of the Woonsocket (R. I.) Tribune for several years past, has resigned and will practice law in Massachusetts.

William J. Clarke, editor of the Gervais (Ore.) Weekly Star, is a candidate for the office of State printer.

Ralph W. Wheelock, secretary to Governor Eberhart of Minnesota, will have charge of the Republican campaign press bureau this fall. Mr. Wheelock is an old newspaper man.

As the result of a nervous breakdown, Theodore Fincke, formerly editor of the Butler (N. Y.) Argus, is suffering from a temporary mental derangement.

Clyde B. West, of the editorial staff of the New York Journal, is spending part of his vacation in Richmond, Va., with relatives.

J. N. Taylor, editor and publisher of the Northeast Herald, which was recently destroyed by fire, was in New York last week buying new machinery for his plant.

Lonis A. Nell, editor of the Port Huron (Mich.) Times-Herald, has received a commission from Governor Warner as a member of the Mackinac Island State park commission.

John S. Smith, editor and publisher of the New Washington (Ky.) Courier, who has been seriously ill for some time, is reported much improved.

Karl Edwin Harriman, editor of the Green Book Album of New York, has left for British Columbia on a vacation tour.

Clark H. Quinn, of the Rochester (N. Y.) Evening Times staff, has been appointed advertising manager for the Garfield Real Estate Company.

Paul V. Flynn, editor of the New Jersey Trade Review, was married in Jersey City last week to Miss Mary Gray Nebinger, of Newark.

Col. W. B. Haldeman, editor of the Louisville Times, has been spending some time at Martinsville, Ind. He will motor from there to Milwaukee.

George P. Brown, of the Anderson (S. C.) Mail, was in New York this week on business. Mr. Brown will spend some time at Atlantic City before returning home.

M. H. Newton, for nine years connected with the Brooklyn Eagle and recently with the New York Press as automobile editor, has joined the forces of the United States Motor Company.

OBITUARY.

Emelius Le Sere Duvall, for many years connected with the advertising departments of Washington papers, died in that city last week. He was sixty-three years old.

Mrs. Kate Tannatt Woods, the well-known writer of Boston, died in Buffalo, N. Y., Tuesday. She was seventy years old. "A Fair Maid of Marblehead" and "That Dreadful Boy" were her chief books. She was among the founders of the General Federation of Women's Clubs.

Daniel H. Mullaly, a founder of the Springfield (Mass.) Tribune and a well-known newspaper man, died last week after an illness of two weeks. He

was fifty-two years old. He began his newspaper career in 1884, when he joined the staff of the Springfield Union, after which he went to the Daily News. After a short time he accepted a professorship in a Canadian college and three years later bought a half interest in the Holyoke Democrat. In 1887 he sold his interests and started the Tribune. He sold it in 1893 and went to Canada to make his home. He returned to Springfield to live two years ago.

James Whitley Herron, for many years business manager of the Washington Evening Star, died at his home in Washington Tuesday. He was fifty-six years old and had been in poor health for many months. He was a prominent member of the American Newspaper Publishers' Association.

W. O. Morgan, vice-president of the Harrodsburg (Ky.) Republican Publishing Company, died last week at his home following a paralytic stroke.

Clarence K. Arnold, senior member of the Arnold Dyer Advertising Agency of Philadelphia, died last Sunday at the Pierpoint Hotel, Atlantic City, where he had been living for the past seven months. He was thirty-eight years old and had been ill two years. He engaged in newspaper work at the age of fourteen and was subsequently identified with the advertising departments of various Philadelphia papers. About eight years ago he founded the Arnold Dyer Advertising Agency, which he continued until his illness compelled him to relinquish the business.

Joseph A. Ward, for many years a prominent newspaper man of Lockport, N. Y., and until 1901 business manager of the Lockport Journal, died last week. He was seventy-eight years old.

Joseph A. Schneider, editor of the Rochester (N. Y.) German Catholic Journal, died last week at his home in that city. He was sixty years old.

J. V. Baugh, who recently retired from the editorship of the Mount Vernon (Ill.) News, died of cancer of the stomach last week. He was seventy-two years old. He founded the Jefferson County Democrat and the Mining Life, the first paper published in the Rocky Mountains outside of Denver. He was prominent as a Mason and a Methodist.

CLUBS AND ASSOCIATIONS.

The Wisconsin Press Association held its annual session in Milwaukee, closing July 8. At the business meeting the following officers were elected: President, W. H. Bridgman, Stanley Republican; secretary, Frank E. Andrew, Bloomer Advance; treasurer, Cassius L. Coward, Lodi Enterprise, vice-presidents by Congressional districts—First, A. P. Colby, Union Grove; second, G. L. Schwartz, Poyntette; third, I. W. Fogo, Richland Center; fourth, C. A. Booth, Milwaukee; fifth, Henry Youmans, Waukesha; sixth, H. M. Bolens, Port Washington; seventh, Merlin Hull, Black River Falls; eighth, Mrs. Annette Carpenter, Waupaca; ninth, A. T. O'Brien, Kaukauna; tenth, E. J. Scott, Shawano; eleventh, A. C. Chase, Colfax.

Officers elected for the next semi-annual period by the Upper Des Moines editors, in session at Iowa City last week, are: President, J. C.

Gillespie, Le Mars Sentinel; vice-president, Paul C. Woods, Eldora Ledger; secretary-treasurer, Al. M. Adams, Humboldt Independent. The association indorsed the Postoffice Department for its new rules as to delinquent subscribers and the abuse of the second class privilege.

The California State Press Association, in annual session at Lake Tahoe, has elected the following officers for the year: President, F. W. Richardson, Berkeley Gazette; vice-president, P. C. Harbison, San Bernardino Sun; secretary, O. A. King, Benicia Herald; treasurer, Duncan McPherson, Santa Cruz Sentinel.

The Piedmont Editorial Association was organized at Lynchburg, Va., last week with these officers: President, Walter E. Addison, Lynchburg; vice-presidents, A. H. Clement of Appomattox and T. M. Richardson of Bedford City; secretary, Edgar Sydnestricker of Lynchburg. The meeting was well attended, and the visitors given an automobile ride around the city, being entertained at night by the Chamber of Commerce.

Will Entertain Roosevelt.

The Milwaukee Press Club will have Theodore Roosevelt as its guest on September 7. The ex-President will be entertained at a regular old-time Press Club smoker in the rooms of the club. This will be for the members of the club and Colonel Roosevelt and his traveling companions exclusively.

Central West

daily newspaper property and real estate Annual income over \$60,000.00 A dividend payer for many years. 1909 cash profit after paying all salaries \$8,850.00. Substantial cash payment necessary to bring about a transfer. An interest might be sold to a capable advertising man.

Proposition No. 20.

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

BAIN NEWS SERVICE

sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.
GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

"GOTHAM GOSSIP"

is the newest, 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.

WHO IS FARMER SMITH?

NEW YORK HERALD SYNDICATE
Special Services of all kinds for Newspapers
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE
FEATURES FOR NEWSPAPERS

Established 1899
Baltimore Maryland

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED—POSITION

as Stereotyper or Pressman. Stereotyper on good daily. Best of reference. Address Good, care THE EDITOR AND PUBLISHER.

NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

FOR SALE

NEWSPAPER

and Job Plant, 5 miles from Atlantic City; in town of 4,500; no competition; doing over \$15,000 business annually. Will sell at inventory. G. W. M. BRAUN, Pleasantville, New Jersey.

BUS. OPPORTUNITIES

RESULTS GUARANTEED

Publishers for whom we have operated agree that we can follow others in the contest business, and PRODUCE DOUBLE THE AMOUNT OF BUSINESS.

Because we have THE BEST SYSTEM and use ONLY TRAINED MEN all of whom are stockholders of this company.

On the Tribune at Greensburg, Pa., last year another company "lead" with \$5,600, while we "followed" this year with a total of \$7,734 notwithstanding the fact that another paper was running a contest at the same time and there being 10,000 miners on strike. Ask H. L. Allen, Manager of The Tribune.

OTHER REFERENCES

W. M. Hardy Tribune, Rome, Ga.
Fred L. Weede, Herald, Erie, Pa.
C. C. Hollenback, Gen. Mgr. American Pub. Co., Columbus, O.

WE FINANCE YOUR CONTEST

We will furnish all of the prizes and assume all of the "RISK" for substantial daily newspapers.

We will further guarantee to make the ACTUAL NEW BUSINESS pay all of the cost.

We operate "Tour of Europe" Bermuda Trip and Automobile, Piano and Diamond Ring Contests. Write us for terms.

THE UNITED CONTEST COMPANY, Incorporated
Cleveland, Ohio

NEWSPAPER MEN

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

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, league ball scores daily, special and Chicago news. Year's News Bureau, 166 Washington st., Chicago, Ill.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday Newspaper west of New York, and the great Home medium of the Middle West.

NEW YORK.

THE BUFFALO EVENING NEWS

is read in over 90% of the homes of Buffalo and its suburbs, and has no 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, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

HAND, KNOX & CO. PUBLISHERS' REPRESENTATIVES

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

WILBERDING

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

Louis B. Urmy, 41 Park Row, New York, is placing orders in Southwestern and Pacific Coast papers.

Sherman & Bryan, 79 Fifth avenue, New York, are placing orders in Middle West papers for Frisbie, Coon & Co., Collars and Cuffs, Troy, N. Y.

M. M. Pearsall, 203 Broadway, New York, is asking for rates on 10,000 lines.

The George Batten Company, Fourth Avenue Building, New York, is placing orders in New York State papers for the Ultramarine Company, Bleachette Blue, 38 Park Row, New York. This agency is also planning a campaign for a new advertiser.

Walter Baker & Co., Baker's Cocoa and Chocolate, Boston, are asking for rates generally on twelve inches one time a week for twenty-six weeks.

The Spafford Advertising Agency, John Hancock Building, Boston, is placing some large advertising in metropolitan cities for the Thomas C Plant Company, Boston, to advertise Anti-Trust Shoe Machinery and Shoes made by their machinery.

The J. Walter Thompson Company 44 East Twenty-third street, New York, is adding new papers to the list for the Horlick Food Company, Horlick's Malted Milk, Racine, Wis.

The Mahin Advertising Agency Chicago, is placing 140 lines ten times in Pacific Coast papers for the advertising of the Blackstone Hotel.

The Rich Grain Distilling Company is placing orders through H. W. Kas tor & Sons, St. Louis, Mo.

W. W. Sharpe & Co., 99 Nassau street, New York, are placing additional orders in Southern papers for the Anchor Line Steamship Company, 19 Broadway, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing 1,000-inch contracts in Southern papers for the E. M. F. Automobile Company, Detroit.

The Mead Advertising Agency, Chicago, is placing 140 lines thirty times in Western papers for the advertising of the New Arlington Hotel.

The Pinex Company, Fort Wayne, Ind., is placing 3,000-line orders through Russell M. Seeds, Indianapolis, Ind.

The Stack-Parker Advertising Agency, Chicago, is placing 5,000-line con-

tracts in Western papers for the Northern Pacific Railroad, St. Paul.

The Charles H. Fuller Company, Chicago, is placing orders in Southwestern papers for the Cuticlay Company, same city.

The Johnson-Dallas Company, Atlanta, Ga., is placing 5,000-line contracts in Southern papers for the Southern State Life Insurance Company.

H. E. Ayres & Co., 164 Federal street, Boston, are placing additional orders in New England papers for the Mentor Company, Ramlly Cigarette, Boston.

The Bankers & Merchants' Agency, 6 Wall street, New York, are placing orders in Southern papers for the South Carolina Medical College, Charleston, S. C.

The Blackman-Ross Company, 10 East Twenty-third street, New York, is placing orders in the larger city dailies for the American "Z" Electric Lamp Company, 149 Broadway, New York.

The Darlow Advertising Agency, Omaha, Neb., are placing orders in Southwestern papers for the National Roofing Company.

Charles H. Fuller Company, Chicago, is placing orders in Southern papers for the Standard Tire Protection Company, Chicago. This agency is also placing orders in Western and Southern papers for the Frontier Asthma Company, Buffalo, N. Y.

The Gardner Advertising Agency, Kinloch Building, St. Louis, is placing orders in Southern papers for the American Conservatory of Music, St. Louis.

The M. P. Gould Company, 31 East Twenty-second street, New York, is placing orders in Vermont and Minnesota papers for two inches e. o. d. for one year for the Kickapoo Indian Medicine Company, Kickapoo Indian Remedies, Clintonville, Conn.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing orders in the larger city dailies for the Creslo Laboratories, Crystalis, Scranton, Pa.

The H. C. Lesan Advertising Agency, 527 Fifth avenue, New York, is placing orders in New York City papers for the Harry S. Houtt Manufacturing Company, Houtt Rockwell Auto Car, 2010 Broadway, New York

The Long-Critchfield Corporation, Chicago, is making 6,000-line contracts with New York and New England papers for the Alabastine Company, Alabastine, Grand Rapids, Mich.

The William D. McJunkin Agency, 167 Dearborn street, Chicago, is placing orders in the larger city dailies for the Commonwealth Edison Company, same city.

The J. L. Stack Advertising Agency, Chicago, is making contracts with Canadian papers for William Wriggley, Wriggley's Spearmint Gum, Philadelphia.

Staples & Lemons, Richmond, Va., will place orders early in August in Southern papers for the Etchison Hat Company, Chesterfield Hats, same city.

ROLL OF HONOR

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

ALABAMA.	NORTH CAROLINA.
ITEM Mobile	NEWS (Av. cir. mo. of Aug., 7,609).....Charlotte
ARIZONA.	NORTH DAKOTA.
GAZETTE Phoenix	NEWS Fargo
ARKANSAS.	OHIO.
SOUTHWEST AMERICAN Fort Smith	PLAIN DEALER Cleveland (June, D. 58,239—S. 113,132.)
CALIFORNIA.	VINDICATOR Youngstown
INDEPENDENT Santa Barbara	OKLAHOMA.
BULLETIN San Francisco	OKLAHOMAN Oklahoma City
CALL San Francisco	PENNSYLVANIA.
EXAMINER San Francisco	TIMES Chester
FLORIDA.	DAILY DEMOCRAT Johnstown
METROPOLIS Jacksonville	JOURNAL Johnstown
GEORGIA.	DISPATCH Pittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	GERMAN GAZETTE Philadelphia
CHRONICLE Augusta	PRESS Pittsburg
HERALD Augusta	TIMES-LEADER Wilkes-Barre
ENQUIRER-SUN Columbus	DISPATCH AND DAILY York
LEDGER Columbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL Anderson
POLISH DAILY ZGODA Chicago	DAILY RECORD Columbia
SKANDINAVEN Chicago	THE STATE (Cir., D. 14,047—S. 14,163) Columbia
HERALD Joliet	DAILY PIEDMONT Greenville
HERALD-TRANSCRIPT Peoria	TENNESSEE.
JOURNAL Peoria	NEWS-SCIMITAR Memphis
INDIANA.	BANNER Nashville
JOURNAL-GAZETTE Ft. Wayne	TEXAS.
NEWS-TRIBUNE Marion	RECORD Fort Worth
TRIBUNE Terre Haute	CHRONICLE Houston
THE AVE MARIA Notre Dame	SEMI-WEEKLY TRIBUNE Waco
IOWA.	TIMES-HERALD Waco
EVENING GAZETTE Burlington	WASHINGTON.
CAPITAL Des Moines	MORNING TRIBUNE Everett
REGISTER AND LEADER Des Moines	WISCONSIN.
THE TIMES-JOURNAL Dubuque	EVENING WISCONSIN Milwaukee
KANSAS.	CANADA.
GAZETTE Hutchinson	ALBERTA.
CAPITAL Topeka	HERALD Calgary
KENTUCKY.	BRITISH COLUMBIA.
COURIER-JOURNAL Louisville	WORLD Vancouver
TIMES Louisville	TIMES Victoria
LOUISIANA.	ONTARIO.
ITEM New Orleans	EXAMINER Peterborough
STATES New Orleans	FREE PRESS London
TIMES DEMOCRAT New Orleans	QUEBEC.
MAINE.	LA PATRIE Montreal
JOURNAL Lewiston	LA PRESSE Montreal
MICHIGAN.	GET THE BEST ALWAYS!
PATRIOT (June, D. 10,881—S. 11,877) Jackson	The Pittsburg Dispatch
MINNESOTA.	Greater Pittsburg's Greatest Newspaper
TRIBUNE (Morning and Evening).....Minneapolis	WALLACE C. BROOKE Brunswick Bldg. New York
MISSOURI.	HORACE M. FORD Peoples Gas Bldg. Chicago
DAILY AND SUNDAY GLOBE.....Joplin	NEW BEDFORD TIMES
MONTANA.	The paper that has made New Bedford, Mass., the fastest growing city in the world.
MINER Butte	Average to July 1, 1910
NEBRASKA.	Evening, 7,840 Sunday, 13,756
FREE PRESSE (aver. circ. 142,440).....Lincoln	ALFRED B. LUKENS New York Representative Tribune Bldg. New York
NEW JERSEY.	FRANK W. HENRELL Western Representative 150 Michigan Ave. Chicago
PRESS Asbury Park	Anderson (S.C.) Mail
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- CARPENTER & CORCORAN**
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- DEBEVOISE, FOSTER CO.**
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225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL AD TIPS.

The Vollman Advertising Agency, 5 Beekman street, New York, is placing orders generally for the Kintho Manufacturing Company, Kintho, Buffalo.

E. E. Vreeland, 113 West Thirty-first street, New York, is placing orders generally for one and one-half inches double column twenty-six times for the Batcheller Importing Company, Bathasweet, 901 Park avenue, New York.

Novel Advertising Plan.

The Neenah Club, a big commercial organization of Neenah, Wis., is about to put into operation a new and novel plan for advertising the city. Five touring cars, decorated with advertising banners, each carrying five hustlers and one good press agent, will be sent through Wisconsin, Illinois, Indiana, Michigan and Minnesota, exploiting the advantages of the city and making an effort to bring new business and new industries to Neenah.

Published for Cash.

"Published, not for love, nor influence, nor fame, nor favor, but for cash," is the motto of a new paper launched last week at McLaughlin, S. D. W. Dean Hurlbut is the publisher.

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.

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By a complicated system of newspaper circulation, in which the same paper is circulated in as many as three different households, a Bombay firm, which contracts with the newspapers for fresh supplies every day, shows a thriftiness that would put an American newsboy to shame.

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Amateur Journalists Elect Officers.

The National Amateur Press Association, in annual convention at Cleveland, O., last week, elected the following officers: President, Edward N. Suhre, St. Louis; first vice-president, George J. Hougain, New York City; second vice-president, E. H. Morris, Bridgeport, Conn.; recording secretary, Harry L. Lindquist of Chicago, and treasurer, Tim Thrift, Cleveland. The next meeting will be held in Chicago.

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

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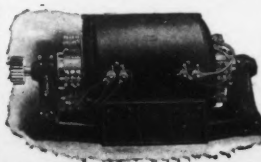
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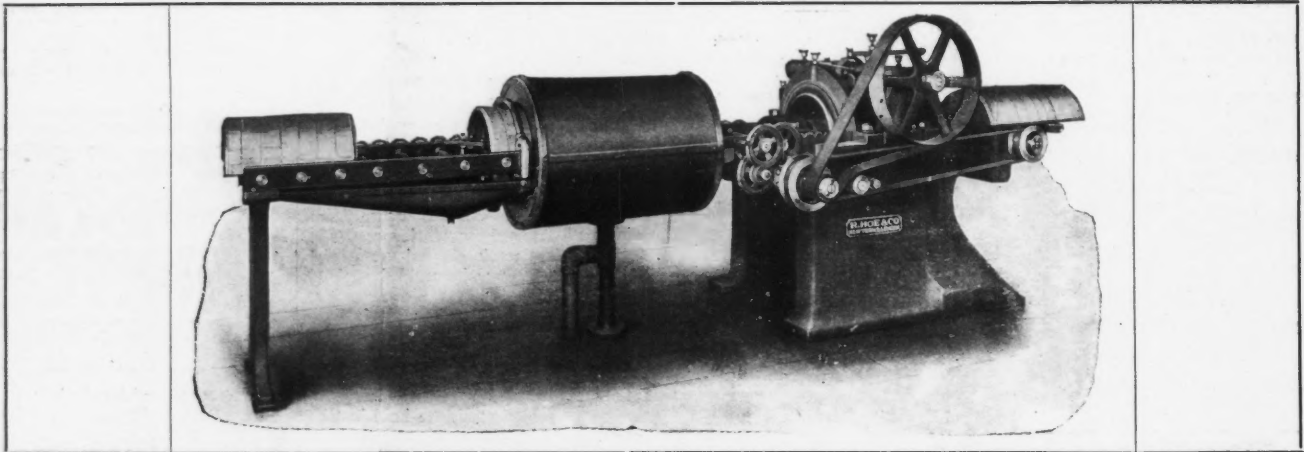
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