

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

MAGAZINE POSTAGE

EDITORS AND PUBLISHERS
DISCUSS POSTMASTER-GENERAL'S REPORT.

Washington Officialdom Favors Increase of Rate For Magazines—Editors of Big Dailies Throughout Country Differ, But Majority are Against Proposal to Increase Magazine Rate.

The report of Postmaster General Hitchcock calling attention to the postal deficit and especially to what he considers the disproportionate share of favor given to the magazines under the second class mail provisions of the postal laws, is being carefully studied by many members of Congress. Apparently, Washington's sentiment is against a continuation of present privileges to the magazine publishers. But for the overwhelming interest in the bigger plans of the Taft administration it is likely that Congress would at once take up the matter of revising the laws and rules for the postal service.

NEW YORK HERALD INTERVIEWS EDITORS.

Among the newspapers, the New York Herald seems to be leading a strong movement for postal revision. Its Washington bureau is giving large attention to the magazine question. While interviews in the Herald are reported fairly and without bias, the general tone of its staff utterances is antagonistic to the magazines.

The following extracts from statements made by newspaper editors, are taken from interviews secured by the Herald.

CHICAGO OPPOSITION TO NEW RATES.

Victor F. Lawson, of the Chicago Daily News: "Magazines as a class are hauled so long a distance that I believe they should pay a higher postage rate than publications which are transported a shorter distance. I do not believe, however, that an increased rate should be put into effect until a thorough investigation as to the cost to the railroads in transporting the mails has been made. It should first be determined whether railroads are receiving too much money for the service."

John C. Shaffer, publisher of the Chicago Evening Post: "I am in favor of an increase in postage on magazines, whether they sell for ten cents a year or twenty-five cents a copy. Magazines are carried greater distances, while newspapers, as a rule, are transported only from twenty to one hundred miles."

SAN FRANCISCO VIEWS.

C. W. Hornick, general manager of the San Francisco Call: "Without any injustice, President Taft might have definitely and strongly recommended as a partial cure for the postal deficit an increase of the rates on magazines and periodicals other than news-

(Continued on page 6.)



COLONEL ALDEN J. BLETHEN. See page 15.

EDITOR-IN-CHIEF OF THE SEATTLE TIMES, WHO HAS THE ESTEEM AND GOODWILL OF THE GREAT ARMY OF MEN AND WOMEN WHO HELP TO MAKE THE PAPER.

DENVER PAPERS RESUME.

New Agreement Signed with Striking Pressmen.

Owing to a difference with the local Pressmen's Union, which resulted in a lock-out, Denver, Col., was without newspapers for two days last week. Publication was resumed Sunday.

A working agreement was signed late Saturday by the managers of the papers, and a representative of the National Pressmen's Union. It provides for a flat increase of 20 per cent. in the wages of pressmen and helpers, an eight-hour day for workmen on afternoon papers, and a seven-hour day for workmen on morning papers, except on Saturday night, when they must work eight hours.

It is understood the men will receive back pay from Jan. 1.

BALTIMORE SUN SOLD.

Controlling Interest Transferred to Charles H. Grasty.

It is said that interests controlling the A. S. Abell estate have transferred to Charles H. Grasty, the controlling interest in A. S. Abell Company, publishers of the Baltimore Sun. The Abells, it is understood, retain a large interest.

It is said that the change will not affect the policy of the Sun or its personnel.

Mr. Grasty is credited with having purchased the Baltimore World, which was sold at receiver's sale about two weeks ago. He has, however, refused to deny or affirm the report.

The Springfield (Ill.) News has been sold to Victor E. Bender.

TIMETABLES

PUBLICATION IN NEWSPAPERS MAY BE MADE MANDATORY.

Attention of New York Legislature Called to Discontinuance of Practice of Steam Railroads to Publish Schedules in Local Newspapers—Press Best Means of Making This Information Accessible.

(Special to THE EDITOR AND PUBLISHER.)

ALBANY, N. Y., Jan. 21. —A law requiring all corporations operating steam railroads in New York State having a station in any village or city in which a newspaper is published, to publish a timetable of passenger trains in such newspaper, is recommended by the Public Service Commission, second district, in its annual report to the Legislature.

The practice of publishing timetables has been discontinued to a great extent by the railroads, and the Public Service Commission believes such publication should be made mandatory. The report of the commission says: "The commission calls attention to the discontinuance of the general practice of steam railroad corporations to publish in local newspapers a timetable showing the scheduled arrival and departure of passenger trains at the station situate in the town of publication, and says it needs no argument to show that both the convenience of the public and the interest of the corporations are served by giving the widest practicable information as to the movements of passenger trains. There is scarcely anyone who has not felt annoyance and been subjected to more or less inconvenience by reason of inability to ascertain readily the departing time of some train. The railroad companies meet the conceded necessity of the case to a limited extent by the use of folders distributed gratuitously to those asking for them at stations, and by cards containing the local timetable which are in many towns hung up in offices and public places. These do not, however, go into the homes of the people, and do not meet the needs of those who are least informed and have no proper facilities for obtaining the desired information.

"No better or more ever-present means of making information readily accessible at all times and to all people has ever been discovered than the local newspapers, which can always be found in every house and nearly every place of business. The commission believes it to be wholly reasonable to require the steam railroad corporations to use this means of informing the public and giving the public notice which the law justly requires. A notice which fails to reach those for whose benefit it is required is in effect no notice, and a notice of train departure which is not available to one desiring to use the train is useless to that person. It is not thought that the expense involved

would be so great as to demand serious consideration. In numerous and diverse cases where publicity is deemed essential the use of newspapers is required by law. The custom for many years has shown its utility in the case under consideration.

The commission has not been able to satisfy itself that it has power to require the publication of local time-tables in newspapers, and recommends the enactment of a law requiring all operating steam railroad corporations having a station in any village or city in which a newspaper is published, to publish in such newspaper or newspapers a proper table showing the time of arrival and departure of all regular passenger trains at such station."

MARYLAND EDITORS

Meet in Baltimore and Organize Press Association.

Editors representing more than sixty of the county papers of Maryland met in Baltimore recently and organized the Maryland State Press Association. The object of the organization is the betterment of the county press, the classification of and the establishment of a uniform rate for advertisements. Another meeting will be held in Baltimore on Feb. 16, at which time the various standing committees will report.

The following officers were elected: President, William S. Powell of the Ellicott City Times; first vice-president, C. O. Melvin, Ledger Enterprise, Pocomoke City; second vice-president, Sterling Galf, Emmitsburg Chronicle; secretary and treasurer, W. S. McCombs, Havre de Grace Republican; executive committee, George R. Ash, Cecil Democrat, Elkton; J. M. Street, Hartford Democrat, Belair; P. M. Englar, Carroll Record, Taneytown, and W. W. Burton, Progress, Ellicott City.

WILL KELLOGG

Joins Advertising Staff of Chicago Tribune.

Will Kellogg, formerly publisher of the Des Moines (Ia.) News when that paper was one of the Clover Leaf Syndicate of newspapers, is now engaged in special advertising work on the Chicago Tribune.

Mr. Kellogg since leaving Des Moines has been in the newspaper business in Kansas City, and also in Los Angeles.

Oklahoma Paper Suspends.

The Ardmore (Okla.) Morning Democrat has suspended publication. It was established two years ago by L. T. Russell, now editor of the Elizabeth (N. J.) Times.

IN PHILADELPHIA IT'S

"The Bulletin"

NET DAILY AVERAGE FOR 1909:

249,811

COPIES A DAY

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

THE INLAND HERALD.

Spokane's New Daily Will Appear February 1.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Jan. 18.—The first issue of the Inland Herald, the new Spokane daily and Sunday to be published by the Allan Haynes Publishing Company, will make its appearance Feb. 1. It is said that the new paper will start out with not less than 12,000 bona-fide paid subscribers. The following is the staff:

General manager, G. A. Somarindyeck; editorial writer, Walter I. Clark, from the Omaha Bee; managing editor, A. R. Fenwick, formerly managing editor Cincinnati Commercial Tribune; news editor, F. W. Harting, formerly managing editor Columbus (O.) News; city editor, Frank H. Whidden, from city desk New York Herald; telegraph editor, Frederic Kinney, from Pittsburg Chronicle Telegraph; cartoonist, C. F. Saurbraun.

The special feature writers and reportorial staff will comprise the following well-known newspaper writers: Messrs. Leigh T. Irvine, late managing editor Calkins Syndicate newspapers; Robert V. Carr, formerly Chicago Tribune, Denver Post and other leading papers, known as "The Cowboy Poet"; Dwight S. Anderson, from Spare Moments; Ross A. Fawcett, the Tribune, Minneapolis; George M. Taylor, the News-Scimitar, Memphis, Tenn.; J. S. Nash, St. Paul Dispatch; Rufus Jones, San Antonio (Tex.) Gazette; Earl B. Faris, St. Louis Globe-Democrat; Fred T. Lincoln, South Haven (Mich.) Gazette, and well known as Washington correspondent of leading newspapers; Ernest E. Wheelock, Washington Post; J. E. Aston, Salt Lake Herald; Chas. L. Sheeley, Salt Lake Tribune; Mrs. A. H. Whitcher, Seattle Post-Intelligencer.

Besides the above mentioned, the staff will be supplemented by the following: H. W. C. Jackson, Donald Campbell, W. L. Morris, H. C. Calhoun, Mrs. C. M. Greening, Miss Serruys.

The advertising staff at present is made up as follows: Advertising manager, J. M. Burnell, Denver Republican; solicitors, Messrs. F. W. Nickerson, F. H. Westfeldt, R. L. Buckley, J. B. Warren, T. A. Kinerk, H. B. Erwin, and G. H. McFarlan.

The circulation department is not yet completed.

Arrested on Libel Charge.

James H. Ferris, editor of the Joliet (Ill.) Daily News, and chairman of the national committee of the People's party, was arrested last week on a charge of criminal libel. The warrant was sworn out by Mayor John Cronin and Police Chief William Mc-Masters of Joliet, who accuse the editor of publishing statements reflecting on their administration.

Michigan Company Incorporates.

The Boyne City (Mich.) Publishing Company, which publishes the Boyne City Journal and the Evening Journal, has been incorporated with a capital stock of \$12,000. C. E. Ramsey has been made president and general manager.

Texas Paper Changes Hands.

J. S. Hardy, formerly of the Ennis (Tex.) Daily News, has purchased the Snyder (Tex.) Western Light from Smith & Jackson. Mr. Hardy plans to greatly enlarge and improve the paper.

ST. LOUIS.

Publisher Lewis Plans to Sell the Star to the People.

(Special to THE EDITOR AND PUBLISHER.)

ST. LOUIS, Jan. 18, 1910.—The St. Louis Star is to be sold to the people. By a unique plan, E. G. Lewis, owner and publisher, intends to give the people within a radius of two hundred miles of St. Louis the controlling interest in the paper's stock.

The plan proposed is announced as the fulfillment of a promise made when he acquired the paper more than a year ago that he would first build up a great newspaper property and then make it a great daily in St. Louis for the people.

The plan proposed is to increase the stock from \$500,000 to \$1,500,000 in \$10 shares. Lewis will take over \$500,000 of this in exchange for the present investment in stock and plant. The rest will be sold, one share to each person. The plan of sale guarantees the future of the paper. One share will go to each person who sends in two paid-up subscriptions to the daily and Sunday paper, totaling \$12.

Should any holder of this stock desire to sell, Lewis himself is to have the option, in order to prevent the stock from falling into hostile hands.

WISCONSIN EDITORS

Organize Progressive Republican League of Newspapers.

The Progressive Republican League of Wisconsin Newspapers was organized at a meeting held in Milwaukee last week. Eight well known Wisconsin newspaper men were present and others were represented by letter.

W. S. Goodland, of the Racine Times, was chosen temporary chairman and L. B. Nagler, of the Hudson Star-Observer, secretary. A committee of five was appointed to draft a constitution and by-laws and report at another meeting to be held shortly.

Those present at the meeting were Col. John Hicks, Oshkosh Northwestern; David B. Worthington, Beloit Daily News; W. S. Goodland, Racine Times; F. H. Burgess, La Crosse Tribune; F. R. Bloodgood, Whitewater Gazette; L. B. Nagler, Hudson Star-Observer; F. M. Higgins, Lake Geneva News; E. A. Odell, Monroe Times, and J. A. Schmidt, editor of a German paper at La Crosse.

Alabama Paper Elects Officers.

The stockholders of the Baldwin (Ala.) Times Publishing Company have elected the following officers: Leslie Hall, president; W. D. Stapleton, vice-president and treasurer; David Holt, secretary. David Holt was elected editor and Leslie Hall general manager.

New Southern Magazine.

Southern Good Roads, a monthly magazine, devoted to highway and street improvements, has made its initial appearance. It is published at Lexington, N. C. H. B. Varner, publisher of the Lexington Dispatch, is the editor and general manager.

Wisconsin Thalbote Changes Hands.

Frank Beer has purchased from Otto Susemihl, the Wisconsin Thalbote, and will continue the publication in Merrill, Wis. Dr. Susemihl states that failing health requires him to give up the paper.

TRIBUTE TO JOURNALISM.

Methodist Bishop Eulogizes Newspapers that Tell the Truth.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, Ill., Jan. 18, 1910.—In an address before the Sunday Evening Club of Chicago, in Orchestra Hall, Bishop William F. McDowell, of the Methodist Episcopal Church, eulogized newspapers that, despite the great pressure brought to bear upon them, tell the truth regarding existing conditions.

The speaker based his address on the text, "For what profiteth a man, if he gain the whole world and lose his own soul?"

"The action of Editor Jones, of the New York Times, when he refused an almost fabulous sum offered by the Tweed ring to suppress evidence he had obtained against those grafters, is an undying tribute to journalism," declared Bishop McDowell. "He was offered 'the whole world,' but would not 'sell his soul' for it. 'This evidence belongs to the public,' Mr. Jones told the grafters, 'and if I sell it, I'm a thief.' A man's ambition is his 'whole world,' and if he doesn't gain it rightfully his soul is lost."

WILLIAM C. NAYLOR

Assumes Management of New Haven Times-Leader.

William G. Naylor, who for the past two years has published the Lancaster (N. Y.) Times in connection with his circulation specialties office in Buffalo, recently sold that paper to a Buffalo syndicate, owning a number of weekly papers in the locality, and has assumed the management of the Times-Leader at New Haven, Conn.

Mr. Naylor has been connected with Syracuse, Olean, Rochester and Buffalo papers, in both editorial and business capacity, for the past eighteen years. His hobby is circulation, and he has made it a special study.

Kenosha Journal Plant to be Sold.

Sheriff William H. Gunter has taken possession of the Kenosha (Wis.) Daily Journal on the demand of the American Type Foundry Company of Chicago, which holds a chattel mortgage on the plant to the amount of \$1,192. Notices have been made out announcing the sale of the plant to satisfy the mortgage. It is understood that other claimants against the plant will take similar steps.

New North Carolina Paper.

J. V. Simms, publisher of the Raleigh (N. C.) Evening Times will launch a new paper at Henderson about February 1. It will be called the Times and will be issued weekly.

The New York Times published 7,194,703 lines of advertising in 1909. This is equivalent to more than 3,426 pages the size of The Times, or 23,982 columns. It represents an increase of 4,324 columns or 1,297,371 lines over 1908, a greater gain than that of any other New York morning or evening newspaper, and a greater gain by 115,542 lines than the combined gains of the three morning and two evening newspapers popularly ranked with The Times as to character of circulation.

CLEVELAND.

Many Newspaper Men Receive Municipal Appointments.

(Special to THE EDITOR AND PUBLISHER.)

CLEVELAND, O., Jan. 17.—Will McKay, for years sporting editor of the Leader, has resigned to become supervisor of park sports under Mayor Baehr. Four other newspaper men get city jobs under the new administration. Randolph McCray, late of the Plain Dealer, becomes city clerk; Chas. A. Marvin, Press, Secretary to Safety Director Hogen; Ira O. Hoffmann, Press, secretary to Service Director Lea, and Henry Gall, political editor of the News until he became Senator Burton's secretary, secretary to the mayor. J. G. Monnett, Jr., of the Press, gets a county job—deputy county recorder.

May L. Bassett, late of the News, and Edith Charlesworth, former society editor of the Leader, have started a new weekly, called The Week in Cleveland.

Benlah Brown, Press, who recently married M. R. Fletcher, Cleveland bureau manager United Press Associations, is convalescing from a severe illness at St. Vincent's Hospital.

Hugh Allen, special writer with the Newspaper Enterprise Association, has become managing editor of the Seattle Star, one of the big Scripps papers on the coast.

Chas. W. Sanders, former city editor of the Leader, is now covering Washington for the Leader.

Ray Long, managing editor of the Press, has been transferred to Columbus, where he has been placed in charge of the Scripps Ohio papers' legislative bureau. V. V. McNitt succeeds him as managing editor; Sam B. Anson, former night city editor of the Plain Dealer, has been made city editor. Burton Knisely, telegraph editor, succeeds Anson as assistant city editor.

Plain Dealer men are looking for a general transfer of department heads to Boston, where E. H. Baker, general manager, and A. F. Holden, big stockholder of the Plain Dealer, have bought the Traveler. Baker and Holden plan a general reorganization of the Traveler, it is said, with Plain Dealer men in the responsible positions. F. S. Baker, business manager of the Plain Dealer, has already been put in charge of the business end of the Traveler.

The Lexington (Mo.) Lexitonian Publishing & Printing Co., has been incorporated. Capital, \$3,000.

IF YOU MAINTAIN



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

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

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

The Wichita Eagle

THE ONE GREAT PAPER
 IN KANSAS AND OKLAHOMA

Circulation Sunday, - 37,128
" Week day, - 34,626

The paper that leads in influence, circulation and advertising. Owned and under one management for forty years.

The Peerless Leader in the fastest growing and richest city of its size in the United States.

Wichita, the Peerless Princess of the Southwest, a city of 50,000, expended \$4,500,000 in new buildings last year, has led the whole country for months in percentage of gain of bank clearings—the Peerless Princess of the Southwest—and the Morning and Sunday Eagle is the paper that has set the pace.

The Eagle has passed **37,000** mark in circulation the and is still going up.

The only Wichita paper with a sworn circulation guaranteed by the A. A. A.

Net gain from January 1, 1909, to January 1, 1910:

Week Day 9,001
Sunday 10,203

Note this Magnificent Circulation for a 50,000 City.

34,626 Week Day
37,128 Sunday

In Wichita by Carrier, Daily..... 9,204
 " " " Sunday..... 9,748
Daily Average 35,043
 Economy Circulation—No premium ever used.
 Carried more advertising in 1909 than any other Kansas paper.
 Minimum rate 4 cents per line—the best value in Kansas.
 For further information address the Eagle, Wichita, Kansas, or

The S. C. Beckwith Special Agency

Sole Agents Foreign Advertising

NEW YORK KANSAS CITY CHICAGO

HANDY RESIGNS.

Managing Editor of St. Paul Pioneer Press Retires.

William C. Handy has resigned as managing editor of the St. Paul Pioneer Press, and will engage in other business.

Mr. Handy began his newspaper work on the Pioneer Press as a reporter. For six years he was city editor, and nine years ago he was promoted to managing editor.

His friends are predicting for him the same success in business that he has achieved in newspaper work.

Newspaper Day at Exposition.

Newspaper men of Knoxville, Tenn., are planning to have a press day at the Appalachian Exposition, which will be held in that city next fall. The idea was suggested by Jesse S. Cottrell, president of the Knoxville Press Club, and it is believed that an interesting programme can be arranged.

Will Change to a Weekly.

Beginning May 1, the Antioch (Ill.) Advertiser, a semi-weekly paper, will change to a weekly publication.

WILL ATTEND BANQUET.

Periodical Publishers' Dinner to be Representative Affair.

Many editors and publishers of both newspapers and magazines will attend the banquet to be given by the Periodical Publishers' Association in Washington on Jan. 28.

A special train will be run from New York to Washington and return for the occasion, and the train will stop at Philadelphia and Baltimore for guests invited from those cities.

Lexington (Ky.) Gazette Suspends.

The Lexington (Ky.) Evening Gazette suspended publication last week. It was started as a daily on Jan. 21, 1907, with Charles I. Stewart as editor and general manager. He was succeeded four months ago by Col. W. P. Walton, formerly editor of the Frankfort State Journal.

New Negro Newspaper.

The Dayton (O.) Citizen, a newspaper for the colored race has made its appearance. It is the first newspaper in the city to be set in type, printed and edited by a colored man. Rev. J. G. Robinson is the editor.

PENNSYLVANIA EDITORS

Meet at Harrisburg and Discuss Live Topics.

More than seventy-five members attended the fortieth annual meeting of the Pennsylvania State Editorial Association in Harrisburg last week. President Harry A. Thompson, of the Tyrone Times, presided.

The meeting was largely given over to the discussion of papers by Ernest G. Smith, of Wilkes-Barre, on "Foreign Advertising," and J. H. Zerbey, of the Pottsville Republican, on "The Business Affairs of a Newspaper Office."

Discussing foreign advertising, Mr. Smith suggested a rate of two cents per inch for every thousand circulation; a flat rate and dealing with advertisers direct; to cut out agents offering goods in exchange for advertising and the adoption of a system by which all members of the association would be protected from bogus agencies and those who do not pay their bills.

Editor Zerbey advocated a system for the protection of newspaper men from exorbitant insurance charges. Mr. Zerbey stated that newspaper plants are listed as hazardous risks, and the rates are higher than those charged department stores and offices—every branch of business in fact, except mills.

The question of lower rates for second class mail matter was also discussed. A resolution was adopted urging the state and national bodies to make every effort to prevent any increase in second class rates.

W. C. Derschuch, of the Hazleton Plain Speaker was unanimously elected president and Robert P. Halgood re-elected secretary.

A banquet was held in the evening at the Board of Trade. Robert P. Halgood acted as toastmaster and addresses were made by A. Nevin Pomery, president of the National Association, Harry S. Thompson, J. H. Zerbey and the newly elected president.

SECOND CLASS MAIL.

Government to Make Test to Determine Amount of Waste Matter.

At several post offices a test is to be made by the Government to determine the amount of "waste" second class mail matter handled in the different offices, and how much care is required in the handling of it and the time it takes.

The report will cover newspapers and other publications that remain unclaimed, are refused, or are not properly addressed.

John H. Tyson Weds.

John H. Tyson of New York, grandson of the founder of the American News Company, was married at Palm Beach, Fla., last Sunday to Miss Dorothy Davidson of New York.

1909 BIG YEAR OF THE GERMAN DAILY PHILADELPHIA German Daily Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising.

350,000 Germans in Philadelphia can be covered thoroughly by using the

Morning Gazette
Evening Demokrat
Sunday Gazette WRITE FOR RATES

PARK ROW

Pointed News and Comment About Persons and Newspapers that Radiate from the District Near the Manhattan End of the Brooklyn Bridge.

BY EDWARD DORF.



A big crowd of advertising men looking for business and combining the search with pleasure, were to be seen at the recent Automobile Show. From Boston, Mass., you could find; James E. Sullivan, Globe; J. J. McNamara, Herald; J. C. Kerrison, American; Jack Wade, Journal; Charles Marten, Transcript, and N. G. Reynolds, Post. From Philadelphia, Pa., there were: Harry Sacher, Press; E. T. Gilchrist, Ledger; Harry J. De Bear, Bulletin; James Hiscock, E. K. Leach, W. E. McGucken, North American; C. A. Woolson, Item. From Chicago, Ill.: Guy Shields, News; J. S. Patterson, Examiner; J. D. Fulton, Record-Herald; Bert Goddard, American; Walter Zimmer, Journal; H. K. Clark, Post; Fred. S. Robinson, Tribune, and J. E. G. Ryan, Inter Ocean. Mixed in with these and many others were the New York brigade, who had their hands full getting business and entertaining.

Gene Carr, the New York Sunday World comic artist, is laid up at his home in Red Bank, N. J., suffering from a broken ankle. The damage was done while he was skating on the Shrewsbury River.

John Kelly, formerly of the Minneapolis Daily News, is writing sketches for vaudeville in this city.

The Woman's Home Companion will do considerable local newspaper advertising for the February issue.

Clem Driscoll, who left the Hearst staff last fall to devote himself to the study of law, returned this week to the Journal staff and is covering City Hall. He is president of the Council of Local School Boards. He will finish his law course and be admitted this winter.

The annual Beefsteak Dinner of the Association of City Hall Reporters will be held on Feb. 19. Mayor Gaynor and 200 others will be there. The place for the dinner has not yet been named.

Bucolics in New York.

(From the New York Press.)

William Numley of South Beach has gone to North Carolina on a pleasure trip.

Miss Ethel Gurin of Rossville is visiting friends in Brooklyn.—Evening World.

All bucolic journalism is not confined to the rural newspapers.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,
225 Fifth Ave., Marquette Bldg.,
New York. Chicago.

NEW YORK TRIBUNE'S BEAT.

Printed First News of Governor Hughes' Retirement.

The New York Tribune is this week being generously congratulated because of its big beat in announcing the coming retirement to private life of Governor Charles E. Hughes of New York. The future of Governor Hughes has been, for some time, a matter of intense interest to the Empire State, and of great interest throughout the country.

Last Monday the Tribune printed an article written by its Albany correspondent stating that the Governor would not accept a renomination. No one was quoted nor was it said that the information had come from the Governor, yet the article was so well and convincingly written that the other editors in New York instantly accepted it as inspired, and referred to the Tribune story.

Next day, Tuesday, the Tribune printed an authorized interview with Governor Hughes, given to the Tribune bureau at Washington, corroborating the story of the prior day. The fact that so many contemporaries frankly and cordially credited the Tribune with the beat, has caused unusual interest and comment among the members of the profession in New York.

MORE APPOINTMENTS.

Two New York Reporters Selected to Help Mayor Gaynor.

John T. Scanlon, formerly of the Harlem bureau of the New York Times and personal representative of Justice Gaynor during the mayoralty political campaign last fall, was last week appointed secretary to Commissioner Edwards of the Department of Street Cleaning. The salary is \$3,000 a year.

Daniel Sullivan, political reporter of the New York Tribune for a number of years, was appointed last Monday secretary to the Superintendent of Buildings of New York, with salary of \$2,500 a year.

KIRCHHOFF HONORED.

Former Editor of Iron Age Presented with Statuette.

Charles Kirchhoff, who retired from the editorship of the Iron Age recently, was the guest of more than two hundred of his friends in the iron and steel industry at a luncheon in the Engineers' Club of New York last Monday.

A number of speeches were made, and George W. Cope, the new editor of the Iron Age, presented to Mr. Kirchhoff, from his friends, a bronze statuette called "Le Source du Pactol," by Picault.

Publishers Attend Banquet.

Thirty-five members of the Western New York Newspaper Publishers' Association attended a banquet in Rochester last week, given by the Rochester Typothetae and Graphic Arts Club. The object of the banquet was to discuss printing and trade conditions in that section of the State, with a view to eliminating abuses and putting the business on a more profitable basis.

Newspaper Office Destroyed.

The office of Ashland (Pa.) Telegram was practically ruined by a fire which destroyed the Ashland Opera House last Tuesday.

FRED G. SAUMENING.

After Being Financial Secretary and Getting Abused, Is Given a Dinner.

Last Saturday night in the New York Press Club home, seventy-five members joined in a testimonial dinner to F. B. Saumening, former financial secretary of the club.

After the dinner, coffee was served in the big assembly room where the diners went and listened to the speeches with the comfort of satisfied epicurians. T. Gorman of the World, was toastmaster and introduced the following speakers: Arthur Bennington of the Sunday World; Geo. F. Lyon, publisher of the Real Estate Journal; Wm. G. McLaughlin, formerly one of the publishers of the old New York Star; Emanuel Loewenstein, former librarian of the club; and George R. McIntyre of the World, former treasurer of the club.

Toastmaster Gorman, on behalf of the assemblage, presented Mr. Saumening with a meerschaum pipe and a gold mounted meerschaum cigar holder.

Mr. Saumening, whose duties as official collector of dues and chairman of the house committee compelled him to meet the enemy many a time, was plainly affected by the enthusiastic kindness of his fellows.

CHICAGO PRESS CLUB.

Annual Dinner in New Home and Telegram to New York Press Club.

The following telegram, signed by President Shaffer was sent to the New York Press Club:

"The Press Club of Chicago, assembled at the thirtieth annual banquet in the new club home, congratulates you on the opening of your magnificent quarters and wishes you continued prosperity."

The telegram was read aloud to members congregated in the New York Press Club building and immediately placed upon the bulletin board where it still remains conspicuously.

The banquet was held in the rooms at 116 Dearborn street. Among those who talked were Opie Read, the Rev. Frank Crane, Wilbur D. Nesbit, S. E. Kiser, Blewett Lee, Leigh Reilly, William J. Hynes, and President John C. Shaffer. Henry Barrett Chamberlain acted as toastmaster.

New York Associated Dailies.

The Associated Dailies of the State of New York met at Albany last Tuesday and elected officers as follows: President, G. S. Griswold, of the Batavia News; vice-president, W. B. Collins, of the Gloversville Leader, and secretary-treasurer, Gardner Kline, of the Amsterdam Democrat. The publishers attended a banquet at the Hotel Ten Eyck.

Pictures for National Press Club.

Three water color paintings have been presented to the National Press Club of Washington by Senator Guggenheim. The pictures are of high rank and have been given permanent positions on the walls of the club. There have also been added to the club's art collection four portraits of famous editors of past days—Greeley, the elder Bennett, Dana, and Raymond.

The Rev. Leslie Adkins has purchased from B. L. Simpson a half-interest in the Burkesville (Ky) News.

EDITOR BUILDS MONUMENT

To Mark Spot Where Irving Camped in Oklahoma.

J. S. Holden, editor of the Fort Gibson (Okla.) Post, is erecting a monument on the spot where stood the tent of Washington Irving when he camped at Fort Gibson preparatory to starting on his tour of the prairies.

The monument consists of a great stone three feet high and two feet thick, taken from the old barracks building and modeled into monument form. This rests on a base, which is another great stone and was used as a doorstep at the home of Jefferson Davis when he lived as an officer at Fort Gibson. In the monument will be placed a strong copper box enclosing a vast amount of historical data, together with poems and other stories about Fort Gibson from the time that it was established as a frontier post until the present day.

This monument is being erected by Mr. Holden personally.

AMERICAN JOURNALISM

Has Not Been Written of Intelligently, Says Will Irwin.

Will Irwin, former newspaper man and well known magazine writer, is touring the United States securing material for a series of articles to appear in Colliers' Weekly on "American Journalism."

While in Atlanta, Ga., last week, Mr. Irwin, in a published interview, is quoted as saying:

"'American journalism' is the one big institution in this country that has not been written of intelligently, and is not intelligently understood by the masses of the people. The relation of the press to public affairs, its mission, its power, its inside phases, have never been fairly and fully treated."

SHOULD PRINT LESS OF SIN.

Press Should Be in Hands of Religious Men, Declares Minister.

Rev. Charles M. Sheldon, D. D., addressing the Christian Endeavor Societies of Providence, R. I., last Monday on "Christianity at Work," said among other things:

"The press should be in the hands of men who are religious and should take its stand against the crying evils of the day in a fearless way. The papers should print less of sin and more that is good."

Gardner Teall.

Gardner Teall has been made associate editor of House and Garden, now published in New York by its new owners, McBride, Winston & Company, of 6 West 29th street.

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—6013 Metropolitan Bldg.
CHICAGO—408 Marquette Bldg.

HEARST AN AVIATOR

Noted Publisher Takes Trip with Paulhan in Airship at Los Angeles—Interesting Description of the Voyage in Mr. Hearst's Own Words.

William Randolph Hearst, the well-known publisher, who is now in California, accepted an invitation of Louis Paulhan last Wednesday to make a flight with him in his Bleriot monoplane, at the aviation meet in Los Angeles. Mr. Hearst's story of the flight follows:

No one could watch an aeroplane skimming swiftly and gracefully through the air without wanting to fly.

No one could see M. Paulhan manage an aeroplane easily and skilfully without feeling complete confidence in that gentleman's ability to fly.

I had sat watching the aeroplanes for two hours on this beautiful afternoon at the Los Angeles meet. I had seen them lift airily from the ground, scurry swiftly around the course, rise to great heights, depart on excursions into the surrounding country, and finally return and alight dramatically in front of the grandstand.

I had seen one machine alight rather unexpectedly on its nose, as it were, but that was not the Paulhan machine. His always did exactly as it was told.

ACCEPTED WITH PLEASURE.

Consequently when M. Paulhan's manager presented M. Paulhan's kind invitation to take a small excursion with him in his airship, which was "waiting at the door," I accepted with much pleasure.

When I approached the machine I was impressed with its apparent frailness. M. Paulhan, who weighs one hundred and forty pounds, seemed to harmonize with the machine, but I, who weigh two hundred, did not.

"Shall I not be too heavy for your frail craft?" I asked.

"Not at all," said M. Paulhan. "Oh, very well," thought I; "you are going up, too, and if you can stand it I can."

I got aboard and managed to fold myself into a little space back of M. Paulhan.

M. Paulhan handed me a heavy woolen cap in place of my hat. "You will need that," he said. "There is both cold and wind in the upper air." And M. Paulhan was right. I could not more succinctly describe the physical characteristics of the upper air.

For a few minutes M. Paulhan busied himself with preliminary adjustment of the machinery. Then he gave a signal, the big propeller behind us swished through the air, the engine gave a musketry fire of successive reports like a racing automobile with its throttle wide open. We started and skimmed

along the wind at a constantly increasing speed. The men who were running alongside the machine let go with a shout of good-by and we rose majestically into space.

LIFTED INTO A NEW LIFE.

We left the commonplace of this worn-out world behind us, beneath us, and lifted into a new life, into a new era.

The sensations of flying are difficult to describe, for the human mind operates through analogy and is convinced by comparisons, and there is nothing with which to compare the sensations of flying. I felt that great sense of exhilaration which all aviators describe, and in addition a deep serenity, a calm enjoyment of what seemed to be the perfect conditions of a new and better state.

The little people below, growing littler, too, every moment, seemed to belong to the past, to a period when men walked miserably upon the face of the earth or rolled uncomfortably in primitive autos over the rough surface.

We, M. Paulhan and I, were of the new era; we were soaring gloriously through space; we were flying. As a matter of fact, M. Paulhan was doing the flying and I was merely holding on, and quite tight, too, but I felt altogether as grand and superior as he could possibly have felt.

SAILED FAR ABOVE FIELDS.

Rising steadily we were now several hundred feet above the earth and our former associates thereon. We had passed, too, out of the limits of the track inclosure and were now sailing far above the road to the city. Many autos were rolling through the dust of this road, for the day was nearly over and the people were beginning to go home.

Some of the autos stopped, and the people in them waved veils and handkerchiefs at us. We waved in return, and then swept past them over the fields where the green grass lay in great square patches on the brown sod. Many were toiling in the fields, toiling below in the work-a-day world, while we were soaring in the sky. I felt it a shame that anybody should have to work when they could fly.

We swept on higher and higher and farther and farther, and then we turned.

Now turning is ticklish business. The aeroplane dips and swells a little and tips upon one side. I confess to leaning over strongly to that side with the idea of helping the machine to maintain its equilibrium. I also lost some of my superior and exalted feelings and began to conclude that the surface of the earth might have advantages that I might have momentarily forgotten.

We got around the corner all right, however, and flew in the face of the wind toward the west.

There was wind and there was cold in the upper air, as M. Paulhan had said, but, oh, there was a glorious view. The sun was just sinking in the Pacific and the clouds were red with its last rays. In the distance was San Pedro harbor, and between it and ourselves some inlets of the sea lay like mirrors and reflected the rose red of the heavens among the greens and grays of the marshes.

Then we turned again. I lost all poetic sentiments when we turned.

It seems unreasonable that a flying machine should not go on and on without turning. We scudded fast before the wind now and were soon back over the grandstand. I looked down and tried to make out the box in which my family were sitting, but I could see nothing but a sea of waving arms and upturned faces. We waved down at the crowd. "Shall we go on?" asked M. Paulhan.

VIEW OF MOUNTAINS AND SEA.

"Go as far as you like," said I. My sporting blood was up.

We made another wide tour of the country, had another glorious view of the snow-capped mountains in the East and of the silver sea in the West, and then turned toward the enclosure again. I was cold; the cold wind was blow-

ing in my eyes; the cold tears were running down my nose.

I said to myself, "If M. Paulhan asks me again what we shall do I shall say, 'Go home!'"

But M. Paulhan did not ask me. He pulled a little cord in front, lowered the front wing of the aeroplane a trifle, and we tipped down toward the earth. We came down very fast.

It was like shooting the chutes for hundreds of yards, but without a splash at the finish, as we neared the earth M. Paulhan tipped up the forward plane again and we settled as calmly and gently as a lighting bird.

ALBERT FRANK & CO. MOVES.

Well Known Agency Establishes New Offices in Beaver Street.

Albert Frank & Co., of New York, of which James Rascovar is president, have removed from the Broad Exchange to the new building of the Stock Quotation Telegraph Company at 26 Beaver street. The agency occupies a handsome suite of offices on the sixteenth and seventeenth floors. On the sixteenth floor are the general offices and on the seventeenth floor is the filing room where over 1,600 publications are kept on file.

The New York News Bureau, of which James Rascovar is the president, has also removed from Stone street to 26 Beaver street, occupying the third and fourth floors. This news agency has direct telegraph wires from New York City to the principal cities west of the Mississippi.

KLEIN ADDS ANOTHER.

Will Represent Cincinnati Enquirer in Eastern Field.

I. A. Klein, publishers' representative, Metropolitan Tower, New York, has been appointed the foreign advertising representative in the Eastern field of the Cincinnati Enquirer. John Glass will be the Western representative.

Mr. Klein, since taking over the Billson list, last January, which consisted of the Pittsburg Press, Detroit News, Grand Rapids Press, Bay City (Mich.) Times, Jackson (Mich.) Citizen Press, and Muskegon (Mich.) News-Chronicle, has added the following well-known papers to his list: New York Press, Chicago Journal and Cincinnati Enquirer.

Chicago Writer a Suicide.

Barrett Eastman, one of Chicago's best known newspaper men, committed suicide at Biloxi, Miss., last week by taking poison. Ill health is believed to have been the cause. Several months ago he retired from newspaper work and went to Los Angeles, where he lived several months.

Pittsburg Leader's Contest.

The Pittsburg (Pa.) Leader is conducting a Popularity Contest, the winners of which will receive as prizes free trips to the Jeffries-Johnson fight in California next July. The contest has aroused intense interest among local athletes.

Wiped Out By Fire.

Fire of unknown origin completely destroyed the plant and building of the Greenwood (Miss.) Commonwealth last Sunday afternoon. The loss is estimated at between \$3,000 and \$4,000, fully covered by insurance.

A NEWSPAPER COMPETITION.

Kansas Editorial Association Offers Prizes for Members.

The annual meeting of the Kansas State Editorial Association, which will be held in Wichita March 7 and 8, promises to be one of unusual interest.

Arthur Capper, publisher of the Topeka Capital and president of the association, has arranged for a number of prizes to be competed for by the weeklies and semi-weeklies of the State. The prizes offered are as follows:

Five reams of 17 x 22 20-pound white wild grass bond by the Carpenter Paper Company, Omaha, Neb., for the neatest appearing paper.

Twenty-five dollars' worth of type by the American Type Founders Company, Kansas City, for the best display in the advertising columns as a whole.

Ten reams fine bond letter heads by the Graham Paper Company of St. Louis for the neatest letter head printed by any weekly paper for its own use.

Five reams of fine bond paper by the Central Paper Company of Topeka for the best displayed single advertisement appearing in a regular issue.

A cash prize of \$15 by a donor whose name is withheld by request for the neatest paper using a ready-print.

Engraving work to the value of \$20 by the Capper Engraving Company, Topeka, for the best article on "How to Get Up an Illustrated Edition."

Engraving work to the value of \$10 by the Capper Engraving Company, Topeka, for the best copy of an illustrated edition of a weekly or semi-weekly paper printed in Kansas in the past year.

Takes Charge of Elgin Daily News.

D. A. McKenzie, formerly of the Dubuque (Ia.) Herald, has assumed charge of the Elgin Daily News of Elgin, Ill., during the absence of Mr. Black, who leaves for a trip around the world on Jan. 26. Mr. Black will remain for an indefinite period, visiting many of the interesting places on the globe.

Spare Moments Sold.

Spare Moments Magazine, published at Rochester, N. Y., was sold last Tuesday by the receiver, Mark T. Goddard. Charles T. Johnstone, a well known advertising man and vice-president of the Wyckoff Advertising Agency, of Buffalo, was the purchaser.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this guaranteed by \$10,000 gold

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information apply to

R. J. SHANNON C. J. ANDERSON
225 Fifth Avenue Marquette Bldg.
New York Chicago

In Kansas

The one daily paper with a State-wide circulation (33,500 guaranteed) is the

Topeka Daily Capital

It is supreme not only in Topeka but also in the State. It is the only Topeka daily from which you can get a definite, exact circulation statement.

Arthur Capper
Publisher

MAGAZINE POSTAGE

(Continued from page 1.)

papers. Considering the difference in hauls and the further fact that newspapers largely patronize the express companies rather than the mails, it will be found, I believe, that the greatest part by far of the volume of second class business comes from the magazines and the periodicals mentioned.

"The President and Congress also should bear it in mind that these magazines and periodicals more often than not are mere vehicles for advertising and that comparatively few of them fulfill the functions of popular education which constitutes the reason for the low second class postage rate."

M. H. De Young, proprietor of the San Francisco Chronicle said: "In the opinion of the President the one cent a pound rate on periodicals exceeds, as to some of them, what is reasonable and to the extent of that excess is a subsidy. The President, however, differentiates, but without expressing much opinion, between newspapers and magazines. The newspapers, whether good, bad or indifferent, do carry intelligence to the people. From day to day they give the history of the day before collected at great cost. The magazines do nothing of that kind. To the extent that they are good magazines they give useful comment, but the great mass of the cheap magazines give actual or avowed fiction which is not deserving of any public subsidy whatever. For most of the year the greater part of their bulk is advertisements, and the real motive of their publication is the circulation of advertising matter at one cent a pound.

OREGON DISLIKES HITCHCOCK SUGGESTION.

Harvey W. Scott, editor of the Portland Morning Oregonian: "An increase in the postage charged for magazines would give an advantage to Sunday newspapers. Magazines, of course, contain much worthless matter, but if they did not interest the people they would not be bought."

George M. Trowbridge, editor of the Oregon Daily Journal, of Portland: "The postal deficit is due more to gross abuses of the franking privilege than to any other single cause. While some readjustment of second class rates may be advisable, it is far more important to check the flood of franked matter sent out from Washington, much of it benefiting no one but the railroads that carry it."

BOSTON DECIDEDLY AGAINST HITCHCOCK.

J. W. Dunphy, business manager of the Boston Record and Advertiser: "Whatever changes in postal rates upon second class mail matter are made or proposed will affect the great dailies but little. I don't see that they have any reason to worry."

John H. Fahey, editor of the Bos-

ton Traveler: "Let it prune some of its subsidies and curtail some of its expenditures, and reduce the deficit in that way. People are inclined to regard this talk of increasing the postal rates as a threat directed toward certain publications that have criticised the acts of the administration and of members of Congress freely."

Charles E. Kelsey of the Youth's Companion: "The question as the President presents it is a very intricate one. It involves the question of what publications should be admitted to that class of mail under the guise of magazines. The question of how much advertising such a publication should be allowed to carry and still be a magazine, as the term is commonly understood, will also come up. I am not prepared to say what change should be made that will be fair to the magazines and to the government, but I feel sure that a change will have to be made. The government cannot go on incurring a deficit in its postal department."

OMAHA SATISFIED WITH PRESENT RATES.

Joseph Polcar, editor of the Omaha Daily News: "The government can well afford to pay, if necessary, what Mr. Taft calls a subsidy in order to permit cheap postage of the circulation of magazines, both by reason of their educational value and by reason of the postal business that they cause. However, such subsidy does not seem necessary, for if the total cost of transportation and delivery is nine cents a pound, as Postmaster General Hitchcock states, the rate is excessive in comparison with passenger transportation and express transportation. It would seem the part of business, therefore, to try to obtain a reduction in railway postal transportation rates rather than an increase in magazine postage rates."

S. H. E. Newbranch, editor of the Omaha World-Herald: "If Canada, with a much smaller population and more magnificent distances, even than our own, can carry second class matter at a half a cent a pound and maintain a surplus in the postal department, then the United States should be able to perform the same service for twice the charge without incurring a deficit."

"When the President and his Postmaster-General admit that it costs the government nine cents a pound to handle matter that the express companies handle profitably for a half cent or a cent they admit that there is incompetence, extravagance and carelessness in the management of the Post Office Department. All the explaining in the world will not get around that conclusion. The remedy should be found, not in compelling the people to pay more money for the highly valuable literature of information that the magazines are furnishing, but in making an honest effort to convert the department from a political to a business institution.

"If that department would devote its brains and energy exclusively to the service of the people instead of devoting at least three-quarters thereof to bringing about a second term the deficit that is now so distressing would melt like snow in August. Looking at the question in another light, the complaint that the newspapers and magazines are, in effect, being subsidized comes with poor grace from a President who stands for a subsidy for ships and who signed the tariff bill that subsidizes the producers of steel and oil and zinc and copper and a hundred other commodities.

Victor Rosewater, editor of the Omaha Bee: "The tendency everywhere in post office development has been for rates to go down instead of up, and the only question I see is whether the present classification of mail matter is properly adjusted. I am not prepared to say that magazines should pay the same rates as newspapers, or should pay more than they do now, as do books. I think the subject should be referred to a commission, on which there should be a representation of practical newspaper and periodical publishers, in addition to representatives of the Post Office Department and of the two houses of Congress."

ST. PAUL SAYS PAY RAILROADS LESS.

Mr. Hunter, managing editor of the Pioneer Press, speaking both for himself and Mr. J. S. McClain, editor in chief, said: "I think there are better ways of wiping out the postal deficit than by increasing the expenses of magazines and newspapers whose work is educational. For example, President Taft's speech at Winona lauding the new tariff law was printed in elaborate form and circulated all over the country at the government's expense.

"If the government could reduce expenses like these and pay less to the railroad companies for carrying the mail the postal deficits could be done away with. This would be a better plan, it seems to me, than increasing the burdens of periodicals."

SALT LAKE CRITICISES MAGAZINES.

H. G. Whitney, manager of the Desert Evening News, the dean of the Mormon Church: "The startling deficiencies in the Postal Department ought to prove eye openers to those in charge of government finances. If such a showing were made in a private business it would be corrected, no matter at what cost.

"There are doubtless many abuses, but the most glaring of all is surely that which allows magazines and so-called magazines printed once a month the same postage rate as that enjoyed by daily newspapers. Some of these magazines are merely advertising circulars disguised. A postal regulation that would draw the line between genuine publications of value to the public and those that are mere fakes would go a long way toward reducing the annual loss in the Postal Department."

Frank T. Sefrit, general manager of the Salt Lake Tribune and Salt Lake Evening Telegram: "Publishers of American periodicals have a right to ask President Taft to make of the Post Office Department a strictly business institution as the real remedy for the deficit in revenues. It is not the proper thing to make them pay for the faults of administration. There are too many sinecures.

"The department is made the clearing house for too many worthless political promises to pay. Postmasters are not appointed to render service to the department, but are expected to keep the party machine well lubricated. The rural free delivery routes are not schemed to serve the whole community, but to carry mail to the home of the farmer who has a pull. Sub-stations are often established to help storekeepers pay their rent, in return for which the storekeepers help in the primaries. Railway mail clerks, some city letter carriers and a percentage of the post office clerks are almost the only ones who earn their salary.

KENTUCKY IMPATIENT AT PROPOSAL.

A. D. Dunlap, editor of the Frankfort (Ky.) Daily News: "I am opposed to increasing postage on magazines. I believe the deficit has been caused by excessive use of the franking privilege by members of Congress and officials."

Hubert Vreeland, manager of the News: "I feel sure that the abuse of the franking privilege has caused the deficit. If this privilege were curtailed to something within reason and the deficit then failed to disappear, I would be in favor of higher postage on magazines. Until then I am opposed to the President's plan."

The editor of the Kentucky State Journal said: "Not content with signing the Payne bill, which lays a heavy and unwarranted tariff upon print paper, the President makes another stab at the newspapers of the country by charging the big deficit in the Postal Department is largely due to loss of carrying newspapers through the mails. How Mr. Taft expects the House to swallow this in the face of the fact that the government receives one cent a pound for carrying them when express companies will carry them for one-half cent is difficult to understand. It is now proposed to increase the rate on magazines, and we presume this will be followed by a proposition to increase the rate on newspapers also. The people are still waiting for the President to propose a reduction in the enormous sums they pay the railroads for carrying the mails, the real cause of the deficit, but so far he has not appeared to be in any hurry to make the suggestion."

FROM RALEIGH, N. C.

Josephus Daniels, editor of the Raleigh (N. C.) News and Observer, says: "If the President will use his influence and compel reduction of excessive prices paid to railroads for carrying the mails and frown upon subsidies, there will be no need to increase rates of postage on legitimate magazines. All others should be excluded."

Mr. Clarence H. Poe, editor of the Progressive Farmer and Southern Farm Gazette, at Raleigh: "The advocates of a ship subsidy are attempting to make it appear that newspapers have a subsidy, when, as a matter of fact, with members of Congress and government officials paying their share and railroad rates on a proper basis, the newspapers already are paying their full share. The magazines and all other publications make profit for the Post Office Department by developing first class mail, and any plan to put a tax on knowledge, while ten thousand genuine abuses are permitted to go unhampered, will be resisted by the people."

The Hillsboro (Tex.) Messenger Publishing Company has decreased its capital from \$12,000 to \$6,000.

WITNESSES FOR THE SHOWALTER SERVICE

NUMBER NINE

MONTREAL LA PRESSE, CANADA'S
LARGEST NEWSPAPER.

"We have been using your promotion service for over five years and we have found same of great assistance to our promotion department."

"We will certainly continue to use same as long as our promotion department will be in existence."

W. D. SHOWALTER

150 NASSAU STREET NEW YORK

\$60,000.00 CASH

Or less available for first payment on attractive daily newspaper property. Southern California locations preferred. Interested individual is a thoroughly experienced newspaper publisher of about 40 years of age, who has made his money in newspaper publishing. Properties in less favored locations offering opportunities for increasing value through rehabilitation considered. Proposition No. 578.

C. M. PALMER
NEWSPAPER BROKER

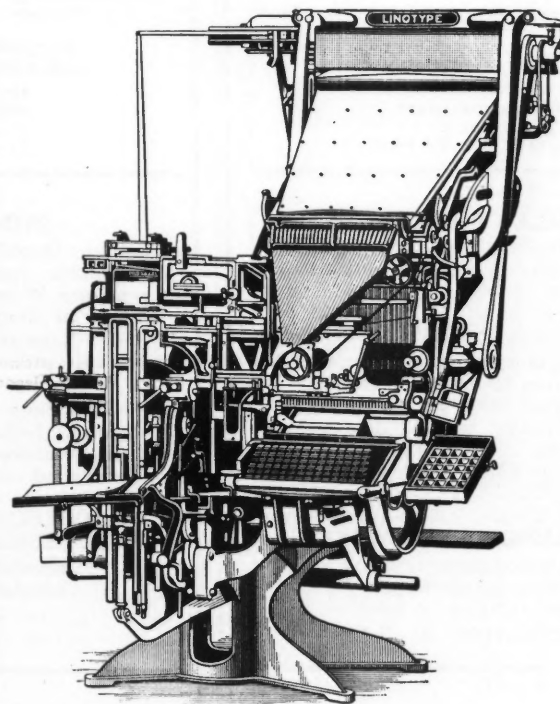
277 Broadway New York

Some Ad. Faces

*Which Will Enable You to Set More of Your Department
Store Advertising on the*

LINOTYPE

The Only
Economical
Time
Saving
Labor
Saving
Profitable
WAY



No Hunting
for Sorts
No Picking
Live Forms
Distribution
Eliminated
A New Dress
Every Issue

The only possible excuse for setting such matter up to and including 14 point any other way has been the lack of some special faces in our specimen book.

These faces are now provided; more will follow from time to time.

Other methods may come and go
But the SLUG-SET WAY
Will be the TWENTIETH CENTURY WAY
In every department of Newspaper Composition

CLASSIC with CENTURY BOLD

8 POINT

ANNUAL SALE NEW 1910 WASH GOODS

Regardless of the fact that Cotton Prices are higher than at any time in the past 36 years, we offer the best quality Cotton materials at these astonishing prices. Stocks are larger than ever before.

25c POPLINS AND PONGEES

Most popular for street dresses; handsome, rich lustre, in every new and staple plain shade; a most extraordinary offering at this season; yard..... 14c

8c APRON GINGHAMS

One of the very best makes, absolutely fast colors, in a large variety of blue and white checks; yard..... 4c

10c OUTING FLANNEL

On special sale, to-morrow only, 5,000 yards splendid heavy quality Outing Flannel, in a variety of dainty pink and blue stripes and checks; yard..... 7c

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstu**vwxyz**
...;- & 1234567890 \$?!''
...;- & 1234567890 \$?!''

10 POINT

MEN'S FUR LINED COATS

Men's Fur Lined Coats, brown Spanish mink lining, pieced Persian fur collar; a \$50 value at... \$18.00

WOMEN'S FUR LINED COATS

Women's Fur Lined Coats, Spanish mink lining, with collar of brown lynx; \$20 value at..... \$10.00

BIG VALUES IN FUR SETS

Persian Paw Sets, 60-inch throwover tie with bat ends, square pillow muff; a \$12 value at..... \$5.75

Black Lynx Sets, shawl tie with heads and tails; newest model rug muff; a \$50 value at..... \$24.75

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstu**vwxyz**
...;- & 1234567890 \$?!''
...;- & 1234567890 \$?!''

12 POINT

BLACK AND COLORED SILKS

Cut Lengths of Plain and Fancy Black and Colored Silks—Taffetas, Messalines, Satin Crepes, Foulards, Crepe de Chines, Voiles.

Silks worth up to 60c a yd.; reduced to 29c

Silks worth up to \$1.00 a yd.; reduced to 59c

Silks worth up to \$1.50 a yd.; reduced to 89c

Silks worth up to \$2.50 a yd.; reduced to \$1.19

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstu**vwxyz**
...;- & 1234567890 \$?!''
...;- & 1234567890 \$?!''

GOTHIC No. 15 with BOLD FACE No. 4

12 POINT

JANUARY CLEARANCE SALE FOR YOUNG MEN:

\$10 to \$13.50 Suits—now \$7.15
\$15 to \$18.00 Suits—now \$10.75

FOR MEN:

\$15 to \$20.00 Suits—now \$11.50
\$20 to \$25.00 Suits—now \$13.15

ABCDEFGHIJKLMN**OPQRSTU**
ABCDEFGHIJKLMN**OPQRSTU**

VWXYZ
VWXYZ

abcdefghijklmnopqrstu**vwxyz**
abcdefghijklmnopqrstu**vwxyz**
...;- & 1234567890 \$?!''
...;- & 1234567890 \$?!''

All the faces shown on these two pages will be sold at the regular price of two-letter fonts, \$66.00

Your Display Ad. Figures?

DO YOU still set them old Gutenberg's way? Or do you slug-set the text and cut in the figures? If you do, there's a better way still—"The Linotype Way" with text and figures all on the slug.

Write for our booklet

DISPLAY AD. FIGURES

YOUR HEADS Are You Still Hand Setting Them?

Don C. Seitz, of the New York World, says

"No newspaper can longer afford to."

"The Only Way Is the Linotype Way"

THESE HEADS NOW IN STOCK; OTHERS BEING MADE

GOTHIC CONDENSED NO. 2 SERIES
18 POINT—ONE LETTER

BANKERS ADMIT FLOW OF GOLD TO EUROPE WILL BEGIN SOON

GOTHIC CONDENSED NO. 3 SERIES
30 POINT—ONE LETTER

THE LUSITANIA DIDN'T EXPERIENCE AN EARTHQUAKE

36 POINT—ONE LETTER

HIGH PRESSURE WATER CONQUERS BLAZE

GOTHIC NO. 14 SERIES
28 POINT—ONE LETTER

A TUNNEL DECISION PUZZLES CITY AND INTERBOROUGH

This face also made on a slightly thicker set body and is known as 28 Point Gothic No. 14-b.

34 POINT—ONE LETTER

CUSTOMS ROBBED FOR 50 YEARS OR MORE

36 POINT—ONE LETTER

SOME THOUSANDS TO LOSE THEIR VOTES

42 POINT—ONE LETTER

AWAY IN MONTANA IT STILL SNOWS

WRITE FOR HEAD LETTER FOLDER

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 521 Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 332 Camp St.

SYDNEY,
WELLINGTON,
MEXICO CITY: } Parsons Trading Co.

TORONTO: { Canadian Linotype, Limited,
35 Lombard St.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.

HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
ST. PETERSBURG: Leopold Heller

INTERNATIONAL PAPER CO.

Officials Expect Material Increase in Earnings.

International Paper is one of several of the leading industrial corporations of the country which at the moment is richer in property assets than in earning power, says the Wall Street Journal. There is, however, no fundamental reason why earnings should not materially increase during 1910, and it is the opinion of many officials of the company that they will and to such an extent as to make probable a larger preferred distribution than is now being paid.

For two years prior to 1909 the price of newsprint had tended downward. Instead of getting 2½ to 2¾ cents per pound, as they were early in 1907, newsprint producers put the prices down to 2 cents, and even less in some instances. In the meantime, labor costs had increased, and pulp wood had advanced 33 per cent., or from \$9 to \$12 per cord. Since the beginning of 1909 no contracts have been taken at less than 2¼ cents per pound, the International Company taking the position that it would either have a reasonable margin of profit, or decline business.

On a capacity as great as that of International Paper it is interesting to figure out what this extra ¼ cent per pound means. The company has a maximum capacity of 1,700 tons of paper daily. Probably 1,500 tons is a fair operating average. This is a production of 3,000,000 pounds per day, or an increase of \$7,500 daily in gross receipts because of a ¼ cent advance in price. For a year of 300 working days this means an increase of \$2,250,000, all of which would inure directly to net earnings.

The value of the company's property may be calculated as follows:

Plants, real estate, machinery, water power, water rights, etc., of International Paper and its subsidiary companies.....	\$45,634,907
Value woodlands—3,975,512 acres, of which 1,138,492 are owned in fee and 2,975,512 acres are leased at \$3.50 per square mile, a very low figure.....	13,912,700
Working capital.....	5,476,146
Miscellaneous securities.....	5,631,267
Total assets.....	\$70,655,020

The first lien upon these assets are the three bond issues, aggregating a par of \$17,306,000, or only 25 per cent. of the total property of the company. The second and third liens are the preferred and common stocks, with a par value of \$39,849,500. The par of all capital obligations is but \$57,155,500, so that on the above showing of property there is a surplus over par of all security issues of \$13,500,000.

The stocks, however, are selling in the market for about 61 for the preferred and 17 for the common. This gives a market value for all securities, allowing par for the bonds, of about \$34,000,000, about half of the value of the property disclosed in the above inventory.

Sells Interest to Partner.

L. B. Raymond, one of the owners of the Hampton (Ia.) Franklin County Recorder, and one of the most widely known editors of the State, has disposed of his interest in the paper to his partner, I. L. Stuart. Mr. Raymond's health made his retirement from business imperative, and the firm has been dissolved by mutual consent. He entered the newspaper field in Franklin County in 1886.

BUSINESS OFFICE NOTES.

The circulation statement of the Seattle Times for 1909 credits that paper with a daily average of 62,529 and a Sunday average of 80,983. The grand total for the year was 23,782,965.

The sworn detailed circulation statement of the Pensacola (Fla.) Journal for 1909 credits that paper with a daily average of 6,025. The grand total of copies printed during the year was 1,885,875. The Pensacola Weekly Journal is credited with a weekly average of 2,564.

The management of the New York Jewish Daily News in a sworn detailed statement for 1909 states that the total number of copies printed during the year was 23,109,526. The daily average for the 301 issues was 76,776.

The Indianapolis (Ind.) News is sending out a detailed statement of circulation for 1909 showing the average to be 90,246 copies, more than half of which is in Indianapolis and suburbs.

A certified statement of the net paid daily average circulation of the Philadelphia Bulletin for 1909 credits that paper with a total of 77,691,367 copies sold. The average daily sales were 249,811.

The Houston (Tex.) Post, in a sworn detailed statement of circulation for 1909, states that the daily average for the year was 21,893 and the Sunday average 30,124.

A statement just issued by the management of the Philadelphia (Pa.) Record shows that during 1909 the number of agate lines of display advertising printed in the Record was 5,556,565.

A Michigan Merger.

The Port Huron (Mich.) Herald and the Port Huron Times, both evening papers, have consolidated. The Herald continues as an evening issue and the Times becomes a morning paper. The personnel of the combination is as follows: Louis N. Weil and E. J. Ottoway, of the Herald, principal owners, with L. A. Sherman, of the Times, and John A. Maurer, of the Herald, stockholders in the Times-Herald Company. Ottoway is president of the new company, L. E. Weil, vice-president and treasurer, Herbert L. Weil, his brother, secretary. L. E. Weil is to have editorial charge.

The Orange (Tex.) Leader.

The holiday number of the Orange (Tex.) Daily Leader was a veritable triumph of art and skill and in keeping with the past record of that paper. It was issued in magazine form on coated paper and contained twenty-four pages exclusive of the cover. The text matter was elaborately illustrated, well written and printed. That the merchants and business men of the city appreciate the value of the Leader is shown by the large amount of advertising carried.

Maine Publishers Elect Officers.

The annual meeting of the Maine Daily Newspaper Publishers' Association was held in Augusta last week. The election of officers resulted as follows: President, J. Norman Towle, Bangor; vice-president, Charles F. Flint, Augusta; treasurer, Oscar F. Wish, Portland; secretary, William H. Dow, Portland.

The Chelsea (Mich.) Weekly Standard burned out recently. Loss, \$5,000.

A GIANT YOUNGSTER
Kalamazoo Evening Press

KALAMAZOO, MICH.

Remarkable growth of the Evening Press during the first ten months of its existence.

THE CAUSE

Complete ascendancy in the evening field. An independent, fearless and just policy. News columns that can not be bought or dictated by a corporation or hidebound party rule.

A booster for Kalamazoo, first, last and all times.

THE RESULT

The net average DAILY circulation follows:

February	3,551	July	5,875
March	4,904	August	6,496
April	5,671	Sept.	6,534
May	5,753	Oct.	6,779
June	5,740	Nov.	7,671
For week ending Dec. 4	7,780		
For week ending Dec. 11	8,291		

ADDITIONAL AD TIPS.

The H. W. Doremus Agency, 50 Pine street, New York, is placing orders in New Jersey State papers for William Morris Imbrie & Co., Taylor Iron & Steel Company, bonds, 45 Broadway, New York.

The Hilton Advertising Agency, Chicago, is placing orders in Western papers for the Business Men's League, Hot Springs, Ark.

E. M. Hoopes, Wilmington, Del., is placing orders in New Jersey State papers for the Nazo Company, Nazo Catarrh Cure.

The H. I. Ireland Agency, Philadelphia, is placing orders in Western papers for Thomas Meehan & Sons, Nurseries, Philadelphia.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders in Pennsylvania and Ohio papers for the Coombs Milling Company, Rob Roy Flour, Coldwater, Mich.

The Volkman Advertising Agency, Temple Court, New York, is placing twenty-five lines, fifty-two times, in Western Sunday papers for the Cacti Specialty Company, 25 Third Avenue, New York.

Walter L. Houghton, 828 Broad street, Newark, N. J., is placing orders for 5,000 lines in Southern and Western papers for the Van Orden Corset Company, same address.

Hall & Ruckel, 215 Washington street, New York, are sending out orders to papers in New York, Pennsylvania, Illinois and Indiana papers for the Sozodent advertising.

Philadelphia Agency Moves.

The E. Everett Smith Advertising Agency, of Philadelphia, has removed from 27 and 29 South Seventh street to 231 Mutual Life Building, 1011 Chestnut street.

APOLOGIZES TO WATSON.

London Daily News Printed Statement Made by Poet's Brother.

The London (Eng.) Daily News on last Monday printed an apology to William Watson, the poet, for publishing the statement made by Mr. Watson's brother, alleging that the poet was insane.

It is stated that the Daily News received a cable on Jan. 9 from William Watson demanding "immediate, conspicuous, unequivocal withdrawal and apology," under pain of a libel suit.

In replying to the cable the editor offered to publish any statement that Mr. Watson chose to cable.

Mr. Watson, it is said, declined to dictate the form of denial and left it to the editor "to efface as completely as possible the injurious impression."

The Daily News prints the following: "It is unimaginable that the Daily News would knowingly circulate any statement calculated to injure William Watson's fame, which is as precious to us as that of the first living singer of liberty and progress."

Sacramento Ad Men's Club.

At the meeting of the Sacramento (Cal.) Ad Men's Club last week the members unanimously decided to go after the 1911 convention of the Pacific Coast Ad Men's Association. The association meets in San Francisco this year. The following officers were elected for the ensuing year: Henry G. Longhurst, who was vice-president during 1909, was elected president; W. H. Caswell, vice-president; George Cummings, secretary, and J. E. Simpson, treasurer. The retiring officers were given a vote of thanks for their work during the past year, and reports were received from the secretary and treasurer.

The Caddo Mills (Tex.) Weekly was burned out last week.

LOOKING FOR GOOD INK ?

Let us come to your aid. We have the factory and experienced men to produce high-grade ink, and we know how to give our patrons what they want.

Eventually, why not now?

AMERICAN INK COMPANY, 12 DUANE STREET, NEW YORK

OFFICE:

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. F. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.
Liberal discount for time contracts.

NEW YORK, SATURDAY, JANUARY 22, 1910.

ORIGINALITY IN EDITORIAL WRITING.

It is the age of originality. Are the editorial writers marching in the front rank where they belong? The pace is swift.

Never was there a time since the beginning of journalism when the editorial statements of newspapers were read with such keen discernment as in this day. The average reader is a critic, and assumes a good measure of competence. At any rate, nobody can question his title to mental independence. Yet he reads hungrily. And what does he search for in editorials? We think he is always hunting for articles that contain NEW IDEAS. We think he turns to the editor who has the quality of ORIGINALITY.

The habit of original thinking by editorial writers is growing, but it has not yet reached that phase or bulk in the whole profession when the lack of originality in the editorial page shall be the sure sign of incompetence, obsolescence, and dead business methods.

There is still left a numerous class of newspapers, mostly in smaller communities, that print, in the space designed for original editorial statements, the editorials of other newspapers, with or without credit. We dismiss those who steal editorials. They are not worth space.

Why does an editor print another's editorial, with credit, in the space reserved for original editorials? This is the question that the average reader asks, and answers. The answer does not help the circulation nor the influence of the paper which this average reader is criticising. Readers are prone enough to charge editors with lack of brains, if they can find any peg to hang the charge from. To be sure, they may, in perverseness, fling the charge even at the editorial writer who is original in his thinking and writing, but they are nevertheless like to keep on reading those editorials; for the charge of brainlessness will not lie against the original thinker and writer, no matter in what form his originality is expressed.

We are led here to comment on one cause of weak editorial writing in even leading newspapers which do not reprint exchange editorials in space nominally reserved for original editorial statement. There are publish-

ers who employ editorial writers without careful inquiry into the personal faith or convictions of the writer who is to express the principles and policy of the paper in its editorials. A brilliancy of literary style, or a cogent method of reasoning, in some other field, may have attracted the publisher.

James Russell Lowell is credited with the assertion that no great or lasting work was ever written without strong and earnest conviction. We have heard editorial writers say, "I can write either Republican or Democratic editorials." The demand for such men is growing less. The reader nowadays swiftly discerns the weakness of the man who is so versatile that he can shift his beliefs in a jiffy. The reader is now expert in picking out sophistry. He is bored by editorial briefs which have the lawyerlike stamp of paid-in-cash advocacy without personal conviction.

The editorial writer who can convince the readers must be ORIGINAL, and he must have a strong and earnest conviction of the truth of what he writes.

RAILROAD TIME TABLE ADVERTISING IN NEW YORK.

In this issue is printed the report of the Public Service Commission of the Second District of the State of New York in the matter of advertising railroad time tables. The Commission has jurisdiction in all the territory of the State outside the metropolitan district.

When the anti-pass ruling of the Public Service Commission was interpreted by certain legal technicians to mean that no publisher would be allowed to accept transportation in exchange for space given to the publication of time tables, many railroad officials were pleased. For they had virtually grown to regard the giving of transportation for time table advertising space as a gratuity bestowed on impecunious ones. Some of them frankly said they didn't care anything about having their time tables printed in the newspapers. It seems that their attitude was wrong.

The time tables will probably be published, and they will be paid for like all other legitimate advertising.

Probably no act of his life produced more real joy for Alden J.

Blethen, editor of the Seattle (Wash.) Times than the distribution among his employees of \$3,000 in new gold coin as a token of his appreciation of their services during the past year. And we have no doubt it will produce business later.

He who would become a convincing writer must cultivate a disposition to transfer himself into the article he is writing. Otherwise his writings will lack human interest, and will not influence the reader.

The newspaper that is the organ of an individual company or corporation seldom becomes influential or has merit as an advertising medium, for it cannot serve two masters (the public and its owner), for the serving of either satisfactorily is a difficult task.

RUFUS N. RHODES.

Birmingham Chamber of Commerce Pays Tribute to Dead Editor.

The Birmingham (Ala.) Chamber of Commerce, of which the late Gen. Rufus N. Rhodes, editor of the Birmingham News, was a member and former president, adopted the following resolutions at a called meeting last week:

"Rufus N. Rhodes was one of the promoters of the Commercial Club, the predecessor of the Chamber of Commerce. He served as its second president, and has been continuously a director in these institutions. In every movement inaugurated by the Chamber of Commerce he served conspicuously. Through his newspaper he inculcated civic pride and patriotism. In all of his public utterances he spoke for a larger and broader life. He had the rare faculty of inspiration.

"Those with whom he came in contact caught his enthusiasm. His optimism was contagious.

"He was a man of ideals. His aspirations for the community were pure and unselfish. Love of Birmingham with him was a passion. Her praises were ever upon his lips, her welfare ever in his heart.

"No man did more in times of stress to restore serenity and confidence than he. In every crisis Birmingham has faced he was a valuable champion to defend and promote the best interests of this city.

"His service and activities extended to every worthy movement. Every philanthropic project had his support. His private charities were innumerable.

"Be it resolved by the Chamber of Commerce, that in the loss of Rufus N. Rhodes the Chamber of Commerce and the city of Birmingham have suffered an irreparable loss; that we commend his life and service as an example for all of our citizens, but especially for the young men to whom the welfare of Birmingham is to be entrusted; that none can take his place in our councils and deliberations.

"Be it further resolved, that we extend to his family the condolence of the Chamber of Commerce in their sorrow, and that a copy of these resolutions be spread upon the minutes of the Chamber of Commerce."

Write to Father.

"Would you advise me to write for money or for posterity?" asked the budding poet. "Write for money, by all means, if the folks at home will stand for it," replied the hardened man.—Philadelphia Record.

OBITUARY.

C. A. Noble, editor of the Belle Plane (Ia.) Union, died last week of typhoid fever. He was thirty-five years old and one of the best known newspaper men of the State.

James Hannay, for many years editor of the St. John (N. B.) Telegraph and at one time connected with the Brooklyn Eagle, died last week of paralysis. He was born in Richibucto in 1842. From 1872-83 he was assistant editor of the St. John Telegraph. After brief service with the Montreal Herald, he joined the Brooklyn Eagle as editorial writer. This post he held for two years. Later he was editor of the New Brunswick Gazette and the St. John Daily Telegraph. He was the author of a volume on the war of 1812, of a history of New Brunswick and a number of historical essays. He was a frequent contributor to the magazines.

Oliver Edgar Stanton, for many years connected with the Brooklyn Eagle and for the past eight years employed in the Finance Department of the City of New York, died at his home in Brooklyn last Sunday of heart trouble. He was fifty years old.

Walter George Pierson, publisher of Motor Car and other publications, died last week in Brooklyn. He was twenty-eight years old.

Charles G. Smith, editor of the Vandalia (Ill.) Democrat, died in that city last week at the age of eighty-one. He was at one time foreman of the composing rooms of the Louisville Journal under George D. Prentice. He established the Democrat in 1862.

Col. Van B. Wisker, former owner of the Sedalia (Mo.) Sentinel and well known educator, linguist and preacher, died last week at Auburn, Cal. He was born in New York.

Charles D. Lane, for many years editor of the Warren (O.) Western Reserve Democrat, died in the Warren Hospital, following an illness of several months with tuberculosis.

Alexander J. Reid, editor of the Appleton (Wis.) Daily Post, died last Tuesday from anaemia. He was sixty-four years old. Mr. Reid was formerly Consul at Dublin, Ireland. He was a member of the staff of Gen. Charles King during the Philippine insurrection.

John Cooper, for the past year editor and manager of St. Mary's (Kan.) Eagle-Journal, died suddenly last week from injuries received from a fall.

John B. Smith, for many years connected with Boston newspapers and former secretary to Ex-Governor Crane, died last week at Roxbury, Mass., after a short illness. He was fifty-five years old.

Durham Sun to Enlarge.

The Durham (N. C.) Sun, owned and edited by James A. Robinson, is to be enlarged. It will be made an evening daily, and will combine the Weekly Recorder, owned by Z. P. Council.

McClevey Joins Newspaper Union.

W. S. McClevey, formerly manager of the Chicago office of the American Press Association, has joined the executive staff of the Western newspaper Union. Mr. McClevey's headquarters will be in Chicago.

PERSONAL

J. A. Macdonald, editor of the Toronto Globe, discussed "New York's Place in the Evangelization of the World" before the Laymen's Missionary Movement in convention at New York last Sunday.

L. P. McLaren, formerly connected with the Clinton (Ia.) Herald and recently editor of the Sterling (Ia.) Standard, has been made managing editor of the Moline (Ill.) Mail and Journal.

David Holt, one of Alabama's best known newspaper writers, has assumed the active management of the Baldwin Times.

D. H. Young, veteran editor of the Delaware County News at Manchester, Ia., had his hand painfully crushed by a power press last week.

Colonel Henry Watterson of the Louisville Courier-Journal will be one of the principal speakers to address the Illinois Mayors' Association, which meets at Cairo, Ill., in May.

D. W. Norris, Jr., editor of the Marshalltown (Ia.) Times-Republican and Council Bluffs (Ia.) Nonpareil, recently took possession of a new home, said to be the finest in Marshalltown.

William M. Ramsdell, publisher of the Buffalo (N. Y.) Express, lectured before the Y. M. C. A. of that city last week on "The Newspaper as an Advertising Medium."

Frank P. McLennan, editor and publisher of the Topeka (Kan.) Journal, was a Des Moines (Ia.) visitor last week for the purpose of examining the machinery, building, etc., of the Des Moines Capital. Mr. McLennan expects to erect a new building and install new machinery during this year. He was winding up a tour among the leading newspaper offices of the West. Mr. McLennan was accompanied by his wife.

Fred D. Bagley, former city editor of the Bridgeport (Conn.) Post, has joined the staff of the Brockton (Mass.) Times. He succeeds C. C. Henneman, who has been made managing editor of the Hartford Post.

E. W. Howe, editor of the Atchison (Kan.) Globe, sailed from New York today for Panama, Venezuela and the West Indies. He was accompanied by his daughter. Mr. Howe is taking the trip as a vacation, but will write a series of travel letters covering the journey. He will be gone about two months, stopping at the Florida winter resorts on the return trip.

C. A. Foresman has been made editor and manager of the Wallace (Ida.) Times. Mr. Foresman is a member of the Legislature from Nez Perce County, and for many years has been editor of the Lewiston Teller.

Arthur Brisbane, editor of the New York Evening Journal, will be the chief speaker at the annual meeting of the New Jersey Editorial Association which will be held in Trenton, Feb. 14.

J. A. Stockton, editor of the Hastings (Okla.) News, has been elected president of the Hastings Commercial Club.

James O'Donnell Bennett, dramatic critic of the Chicago Record-Herald, discussed "The Public and the Play"

at an open meeting of the Dramatic League in Milwaukee last week.

Charles S. Stewart, editor and manager of the Enid (Okla.) Morning News, was married in Lexington, Ky., last week to Miss Margaret O'Brien.

Joseph Medill Patterson has the distinction of having his two popular dramas running at different Chicago theaters at the same time. While his newspaper play, "The Fourth Estate," is being produced at the Grand Opera House, his other play, "A Little Brother of the Rich," is now at the Studebaker for a return engagement.

John M. Herndon, city editor of the Danville (Va.) Register, has been appointed Colonel on the staff of Governor-elect William Hodges Mann.

Harry Van Denmark, for many years connected with Houston, (Tex.), newspapers, and well known as a magazine writer, has been made editor of the Texas Magazine, published in Houston.

F. W. Mackenzie, managing editor of La Follette's Weekly Magazine, of Madison, Wis., is visiting Washington and New York this week.

T. R. Williams, managing editor of the Pittsburg Press, was in New York last week on business connected with that paper.

George B. Freese, publisher of the Canton (O.) Repository, was in New York last week to attend the dinner of the Ohio Society.

C. C. Marquis, publisher of the Bloomington (Ill.) Pantagraph, was in New York this week in the interest of his paper.

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

CLUBS AND ASSOCIATIONS.

The German Press Club of Pittsburg, Pa., at its annual meeting last week elected officers as follows: President, Frederic Sommer; vice-president, Franz Nielerin; secretary, Willi Leo Kukowitsch; treasurer, Carl Mehrlich.

The second annual meeting of the Westmoreland (Pa.) County Press Association was held at Greensburg last week. Addresses were given by E. E. Helman of the Irwin Republican Standard on "Subscription Contests," and by A. F. Landis of the Jeannette Journal on "Experience with Present Advertising Rates." A resolution was adopted protesting against the proposed advance in postage on second class matter. The election of officers resulted as follows: President, I. M. Graham, Ligonier Echo; vice-president, S. J. Humphreys, Bolivar News; secretary, George B. Shupe, Scottdale Independent; treasurer, J. C. Loughhead, Jeannette Dispatch.

The members of the Colorado State Editorial Association in session at Albany last week elected the following officers: Frank A. Moore, Florence Ex-Parte, president; H. F. Lake, Jr., Gunnison News-Champion, first vice-president; J. J. Barkhausen, Denver Democrat, second vice-president; C. E. Adams, Daily Press, Montrose, secretary-treasurer. Delegates to the annual convention of the National Editorial Association at New Orleans this

year were selected as follows: Guy U. Hardy, Canon City; O. H. Wangelin, Boulder; David Elliott, Colorado Springs; G. E. Hosmer, Fort Morgan; Lute Wilcox, Field and Farm; George M. Kimball, Golden; Carl Anderson, Fort Collins; Leo Vincent, Boulder, and J. W. Kelley, Moffat road.

The South Dakota Press Association will meet in Sioux Falls, Jan. 27 and 28. The program is said to be an excellent one and a large attendance is looked for.

Shackled Press in Kansas.

We have been a newspaper man a good many years, and, take it from us, the only thing a newspaper man can safely abuse is the man-eating shark.—Topeka Capital.

**HEADQUARTERS FOR
TYPEWRITER RIBBONS, TYPEWRITER PAPER,
CARBON PAPER FOR ALL USES**

We manufacture the best line of TYPEWRITER SUPPLIES on the market.

THE S. T. SMITH COMPANY
11 BARCLAY ST. NEW YORK CITY
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Type-writer Linen and Carbon Papers; also Price Lists of same. **DISCOUNTS ON APPLICATION.**

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

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.

PHOTO NEWS SERVICE

Quickest, best, broadest, cheapest. Covers every kind of news pictorially. Adequate letter press, shipped daily. Particulars on request. Trial free. George Grantham Bain, 32 Union Sq. East, N. Y.

NEW YORK HERALD SYNDICATE

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

The INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible. Features for Newspapers. BALTIMORE, MD.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

SITUATION WANTED.

Experienced newspaper man now engaged in voting contest business wants position on daily newspaper as business manager in city of less than 30,000, or as circulation manager in city of more than 40,000; if you want temporary man to conduct a contest for you, on a commission basis.

Publishers having other business interests or those with bad health wishing to sell an interest on an easy payment plan should write me. H., care The Public Opinion, Chambersburg, Pa.

NEWSPAPER PRESSMAN.

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

HELP WANTED

PRESS SALESMAN WANTED.

UP-TO-DATE EXPERIENCED PRINTING PRESS SALESMAN, FOR ANY AND ALL KINDS OF MACHINES. ADDRESS, WITH FULL PARTICULARS: A. B. C/O THE EDITOR AND PUBLISHER.

WANTED, IMMEDIATELY,

Two first-class Special Edition men for work in Okla. Reference: Address 1001 East 10th street, Oklahoma City, Okla.

WANTED.

First-class Duplex pressman, who understands job work or make up. Address "DUPLEX PRESS," care THE EDITOR AND PUBLISHER.

FOR SALE

LINOTYPE, MODEL 5.

For sale, about one year old, perfect condition, \$2,850.00. Extra magazine, \$75.00. Also Model 1 Standard Linotype, thoroughly rebuilt and guaranteed, \$1,850.00. Rebuilt magazine for Model 3 and Model 1. Immediate delivery. THOMAS KNAPP, 1241-3 State street, Chicago.

UNIVERSAL ADJUSTABLE

and Reversed Linotype Molds, practically new, at greatly reduced price. THOMAS KNAPP, 1241-3 State street, Chicago.

MISCELLANEOUS.

INSTRUCTION

By mail in newspaper writing, editing, brevity, expression, reporting, interviewing, punctuating. Particulars free. Address HAWKINS BUREAU, 45 DeKoven Court, Brooklyn, New York.

"GEMS OF THE POETS"

is the title of a little book containing favorite gems from Longfellow, Burns, Holmes, Field, Whittier and others. Just the thing for your library table. Send 15c. for copy. Two for 25c. A nice gift to your correspondents to show your appreciation for their items. H. B. CLEMMONS, 6721 Vincennes avenue, Chicago, Ill.

GENERAL NEWS

for evening papers. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

AUTHORS SEEKING A PUBLISHER

Should communicate with the Coburn Publishing Co., 1286 Tribune Building, New York City.

LET ME REPRESENT YOU

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

WILBERDING

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES
Brunswick Building, New York City.
Boyes Building, Chicago.
WESTERN } Victoria Building, St. Louis.
OFFICES: } Journal Building, Kansas City.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

The United Fruit Company, 17 Battery place, New York, are sending out orders for advertising in New York, Philadelphia, Boston, Baltimore and Washington papers. It is said that this concern will take up the other city dailies in the very near future.

Henry Decker, Ltd., Flatiron Building, New York, is placing orders for 282 lines two times in a number of papers for the United States School of Music, New York.

J. W. Morgan, 44 East 23d street, New York, is placing 752 lines two times for the Crowell Publishing Company, Woman's Home Companion, New York.

The Robert McMullen Company, Cambridge Building, New York, is preparing a new line of copy which will go out Feb. 1 to apply on the contracts for the Waltham Watch advertising.

The Frank Seaman Agency, 33 West 33d street, New York, is placing contracts for 1,000 inches in Southern papers for the advertising of Collier's Weekly, New York.

Street & Finney, 43 West 34th street, New York, are placing orders for the advertising of Strouse, Adler & Co., 45 East 17th street, C. B. la Spirite corsets.

Charles M. Lobdell, advertising manager of Julius Kayser & Co., Kayser's Glove, 45 East 17th street, New York, is sending out notices to the different newspapers announcing that he is ready to make new contracts for their annual advertising.

The Domestic Manufacturing Company, Long Island City, N. Y., is placing advertising in cities where their goods are on sale.

The Charles H. Fuller Agency, Chicago, is placing 1,000 line contracts in Western papers for Dr. W. S. Rice, Adams, N. Y. This agency is also placing 1,000-line contracts in the same territory for the advertising of Dr. Oren Oneal.

The Physicians' Co-operative Association, Chicago, is placing 1,000-line contracts in Eastern papers through E. H. Clarke Agency, Chicago.

The Pepsin Syrup Company, Monticello, Ill., is placing 10,000-line contracts direct in Southern and Western papers.

The National Toilet Company, Paris, Tenn., is placing 5,000-line contracts in Western papers through Nelson Chesman & Co., St. Louis.

The Charles H. Fuller Agency, Chicago, is placing 5,000 lines in Southern papers for the advertising of the Walter

Luther Dodge Company. This agency is also placing thirty-three lines five times in Pacific Coast Sunday papers for the Salubrin Laboratory, Chicago.

H. W. Kastor & Sons, St. Louis, are placing 1,000-line contracts for the advertising of the G. Strauss Brokerage Company.

The Long-Critchfield Corporation, Chicago, is placing 10,000 line contracts in Southern and Pacific Coast papers for the American Radiator Company, Chicago.

The Horn-Baker Agency, Kansas City, Mo., is placing 2,000-line contracts in Western papers for M. C. Reefer & Co., whisky, same city.

The Gardner Advertising Agency, St. Louis, is placing 300-inch contracts in papers in the Southwest for the Ralston Purina Mills, St. Louis.

H. W. Kastor & Sons, St. Louis, are placing 1,000 lines in Western papers for J. Reiger & Co., whisky, Kansas City, Mo. This agency is also placing 10,000-line contracts in Southern papers for Hirsch Bros. & Co.

Roberts & MacAvineche, Chicago, are placing 3,000-line contracts in Southern papers for the Aseptic Chemical Company.

The Long-Critchfield Corporation, Chicago, is placing 1,000-line contracts in Western papers for John Magee.

The Price Flavoring Extract Company, Chicago, is making contracts for 5,000 lines in Southern and Western papers direct.

F. C. Williams, 108 Fulton street, New York, is placing new contracts for 7,000 lines in Southwestern papers for the advertising of India tea.

The Long-Critchfield Corporation, Chicago, is placing 2,500-line contracts in Western papers for the advertising of the Troy Chemical Company, Binghamton, N. Y.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders on a trade basis for the advertising of the Knickerbocker Hotel, New York.

It is reported that N. W. Ayer & Son, Philadelphia, will make up the list of papers in February for the advertising of the Mutual Insurance Company of New York. This agency is placing orders for eight inches twenty-six times daily and twenty-one inches, three times Sunday, for the Griffin & Skelley Company, Griffin's Seedless Raisins, San Francisco.

The Balckman-Ross Company, 10 East 33d street, New York, is placing orders in the larger city dailies for the advertising of the Hotel Gotham, New York.

Nelson Chesman & Co., Chattanooga office, are placing orders in Southern papers for the advertising of the Purity Extract & Tonic Co., Poinsettia, Chattanooga, Tenn.

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.	PENNSYLVANIA.
ITEM Mobile	TIMES Chester
ARIZONA.	DAILY DEMOCRAT Johnstown
GAZETTE Phoenix	BULLETIN Philadelphia
ARKANSAS.	DISPATCH Pittsburgh
SOUTHWEST AMERICAN Fort Smith	GERMAN GAZETTE Philadelphia
CALIFORNIA.	PRESS Pittsburgh
BULLETIN San Francisco	TIMES-LEADER Wilkes-Barre
CALL San Francisco	TENNESSEE.
EXAMINER San Francisco	NEWS-SCIMITAR Memphis
FLORIDA.	BANNER Nashville
METROPOLIS Jacksonville	TEXAS.
GEORGIA.	RECORD Fort Worth
THE ATLANTA JOURNAL Atlanta	CHRONICLE Houston
CHRONICLE Augusta	SEMI-WEEKLY TRIBUNE Waco
ENQUIRER-SUN Columbus	TIMES-HERALD Waco
LEDGER Columbus	WASHINGTON.
ILLINOIS.	MORNING TRIBUNE Everett
SKANDINAVEN Chicago	TIMES Seattle
HERALD Joliet	WISCONSIN.
JOURNAL Peoria	EVENING WISCONSIN Milwaukee
INDIANA.	CANADA.
THE AVE MARIA Notre Dame	BRITISH COLUMBIA.
IOWA.	WORLD Vancouver
EVENING GAZETTE Burlington	ONTARIO.
CAPITAL Des Moines	FREE PRESS London
REGISTER AND LEADER Des Moines	QUEBEC.
THE TIMES-JOURNAL Dubuque	LA PRESSE Montreal
KANSAS.	
GLOBE Atchison	
GAZETTE Hutchinson	
CAPITAL Topeka	
EAGLE Wichita	
KENTUCKY.	
COURIER-JOURNAL Louisville	
TIMES Louisville	
LOUISIANA.	
ITEM New Orleans	
STATES New Orleans	
TIMES DEMOCRAT New Orleans	
MICHIGAN.	
PATRIOT (Dec. D. 10,786-S. 11,814) Jackson	
MINNESOTA.	
TRIBUNE (Morning and Evening) Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE Joplin	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREE PRESSE (aver. circ. 142,440) Lincoln	
NEW JERSEY.	
PRESS Asbury Park	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) New York	
PARIS MODES New York	
RECORD Troy	
NORTH CAROLINA.	
NEWS (Av. cir. mo. of Aug., 7,609) Charlotte	
OHIO.	
REGISTER (Daily, Sunday, Weekly) Sandusky	
OKLAHOMA.	
OKLAHOMAN Oklahoma City	

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

NEW BEDFORD TIMES
 The paper that has made New Bedford, Mass., the fastest growing city in the world.
 Average to Dec. 1
 Evening, 7,561 Sunday, 14,621
 ALFRED E. LUKENS, Tribune Bldg., New York
 FRANK W. HENKELL, Tribune Bldg., Chicago
 Western Representative

Anderson (S. C.) Mail
 You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
 MacQuoid-Alcorn Special Agency
 Tribune Building, N. Y.
 Boice Building, Chicago

THE ASBURY PARK PRESS
 is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.
 J. LYLE KINMONTH, Publisher
 ASBURY PARK, N. J.

Statement of CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
 Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

The New Orleans Item
 Largest Total Circulation by Thousands
 Greater City Circulation Than Any Two Combined
SMITH & BUDD
 FOREIGN ADVERTISING REPRESENTATIVES
 Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
 New York St. Louis Chicago

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

THE SEATTLE TIMES

A Story of Christmas Cheer Which May Explain the Esprit du Corps for Which the Times Is Known Among Newspaper Men.

Of the great army of Seattle newspaper men and women none had greater cause for rejoicing at last Christmas than the workers on the Seattle Daily Times.

Virgin gold coin, fresh from the mint, to the amount of \$3,000, was distributed by Colonel Alden J. Blethen, editor-in-chief, as a remembrance for the one hundred and forty-five men and women who help make the paper.

The smallest donations were \$5 gold pieces, one each to the messengers and office boys; the largest were sums of \$150 each, to associates of Colonel Blethen for many years; and the average, ranging through the entire office, including salaried men in the mechanical department, business office, and editorial rooms, was \$20.60.

To quote a member of the Times staff, "it was the biggest potlatch in the history of the newspaper business on the Pacific coast."

In distributing the gifts to the employees, who were assembled for the occasion, Colonel Blethen addressed them in part as follows:

Girls and Boys: It has been my observation and experience that the man who has passed through adversity, and knows the meaning of hard knocks, is the one who deep down in his individuality has a kindly feeling for his fellow man; while the man who has been reared in luxury, and does not know the meaning of privation and want, is mighty apt to close his purse and his heart.

I was brought up in a school of hardship. When I was very young my father died, leaving my mother with six children. I went into the household of an uncle before I was 5 years old. When I was 9 he said it was necessary that I make my own way in the world, and he asked me to take an ox team and plow an acre tract to show his neighbors what I could do.

As I plowed that field three farmers, who had been invited by my uncle, were watching me; and after awhile, I was directed to return to the house, where my uncle told me I would have to be bound out.

SOLED AT AUCTION.

I was put up at auction, to be knocked down to the highest bidder. The first farmer bid my board, three months of schooling and a suit of clothes a year. The second farmer raised the price, by bidding the same things, and promising to give me 25 cents each Fourth of July as spending money. Now 25 cents was a great deal of money in Maine at that time. On 25 cents you could have almost as much fun as with \$100 today. The third farmer bid two suits of clothes, three months' schooling a year and \$1 on the Fourth of July. He got me.

He was a man who bought cattle and sheep, and he put me to work helping him drive stock to market—not a choice occupation, I think you must admit, for a boy of my years.

So at the age of 9 I was sold like a slave in the open market. That is the way I began—and I have had to hustle ever since.

After briefly describing his struggles to get an education Colonel Blethen continued:

NO BUSINESS INVESTMENT.

Only today a business man was speaking to me of the policy of the Times in this regard, and he said to me, "Why, of course you can afford to do this

thing; it is really a good business investment." But I want to say to you all that it has never appealed to me in that light—I do this because I like to do it. It gives me pleasure to do it.

Always the Times has tried to take care of its employees. If they fall ill, their salaries go on. Each year they are given a vacation on full pay; and many of them we have helped to buy homes of their own. This has not been done by a payment of money, but by indorsing their notes, which for some reason the banks of Seattle are always glad to honor. At least twenty employees of the Times have thus become the owners of their own homes, and are now rent free; and I am proud to say that not in a single instance have we lost a cent. Every such employee has met his obligations, fully, promptly and honestly.

The fellow we have to look out for is the one who rushes into the office, asks for \$20, \$30 or \$50 for three months—with a prospect of getting rich in two months. At the end of two months he disappears; and we never hear of him again.

Now, as to this Christmas present from the Times, I want to say to each of you that no one except myself and the recipient can know what is in an envelope, unless you choose to tell. I have made the division myself, and I have given to each one as I have thought he deserves. You may be sure, all of you, that you would not receive anything, unless I have confidence in you, and believe you to be honest, upright, faithful and trustworthy.

During the distribution which followed, Colonel Blethen showed his intimate personal acquaintance with his employees and greeted them in turn with some congratulatory remark.

Later a perfect avalanche of acknowledgments poured in on the editor-in-chief, each voicing a spirit of harmony, loyalty and good cheer.

The Times recently installed a seven cylinder multi-color Hoe Perfecting press. It is more than fifty-five feet long and weighs 101 tons.

The press stands nine feet in height and is eleven feet wide. It contains seven plate cylinders. When the cylinders are completely covered, the press carries fifty-six plates. The ink is distributed by means of sixty-three ink rollers.

This great machine will print 48,000 four to twelve-page papers an hour, using colors, and turning them out cut, folded, stacked and counted. It will print 24,000 twelve to twenty-four page papers an hour, all black, cut, folded, stacked and counted.

The installation of the new equipment gives the Times, it is said, the largest group of presses of any newspaper west of Chicago.

Successful Voting Contest.

The Rome (Ga.) Tribune-Herald has just concluded a popular voting contest for young ladies of the vicinity. A player piano, cash prizes and a number of other articles were given to the winners. The Tribune-Herald's subscription list, it is said, was increased more than 800, and the total receipts from the contest exceeded \$4,000. The contest was conducted by George F. Houlihan of the United Contest Company, of Cleveland, Ohio.

Provides Rest Room for Visitors.

The DeLand (Fla.) News Publishing Company has established a rest room for visitors to DeLand. The room is located in the News building, and is provided with tables, writing materials, daily newspapers and magazines. It is open to the use of the public.

CHANGES IN INTEREST.

S. A. Roberts has purchased the Miami (Okla.) Republican.

The Farnhamville (Ia.) Index has been sold to Fred A. Moore.

To Keep in Touch with BRITISH TRADE

Subscribe to and Advertise in

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THE PUBLISHERS METAL CO. 134 Metropolitan Ave., Brooklyn. Adopt our system and save 20% on your metal bill. We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial. FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Send To-day for the List of Users of "THE KOHLER SYSTEM". We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses. Kohler Brothers, 277 Dearborn St., CHICAGO

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1876. Evary Thursday. W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

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

Annual Subscription (52 issues), post free, \$3.00. The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo. "We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shledenwenz & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago. "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Iilon, N. Y.

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

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

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

Rates on application to ALBERT O'DONOGHUE, 634 W. 125th St., New York. Send for sample copy.

AMERICAN PRINTER. A magazine that epitomizes American Printing Progress. The foremost journal in its field—ably edited by experts in every branch of the "Art Pressing" as one paper or object lesson in correct typography, illustration and presswork—each number containing inserts and exhibits from America's most gifted commercial artists, engravers, and printers. Read It—Advertise in It. THE AMERICAN PRINTER should be on the desk of every man who appreciates the value of good printing. It will mold the shopman's taste, show him new looks and short cuts, help him to perfect himself in the mastery of his craft. Men who buy printing find its pages fascinating—men who sell printing profit by its wealth of practical suggestions on their own peculiar problems.

TAKE IT TO POWERS. OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH. ON TIME ALL THE TIME. POWERS PHOTO ENGRAVING CO. 154 Nassau St. N.Y. Tel. 4200-4 Beekman

NOTICE

If you are about to purchase a new Press and are making the first move toward putting your Stereotyping Foundry upon a Machine-Worked basis, insist that your press builder supply you with a

TAIL-CUTTING AUTOSHAVER

This machine finishes, cools, and delivers ready for press plates made in *Hand Boxes* and runs at the rate of five plates a minute.

Eventually you will adopt Machine Casting, as every newspaper must, and install a

JUNIOR AUTOPLATE

The Tail-Cutting Autoshaver will then serve as an

AUTOSHAVER

to finish and cool the product of the Junior Autoplate.

Messrs. Walter Scott & Co., in conformity with this practice, are now equipping the "WORCESTER TELEGRAM" with a Double Quadruple Combination Octuple Press, of their new Multiple Pattern, and a *Tail-Cutting Autoshaver*.

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

One Madison Avenue

NEW YORK CITY

