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THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

THE COMBINE SPEAKS.

BUT ITS VOICE IS HIDDEN BENEATH A ROUTINE NEWS-PAPER ARTICLE.

The October Annual Report Will Show Earning of \$10,000 Over Last Year—Four Per Cent. Dividend Will Be Paid Even Though Production is at a "Minimum"—The Demand for News Print is "Very Disappointing"—Present Output Averages 200 Tons a Day.

The following news statement, somewhat delphic to publishers, and evidently inspired from headquarters of the International Paper Co., was printed in the Wall Street Journal last Saturday:

"The International Paper Co. plans to put in operation its mills, as the condition of the paper trade warrants. This plan of resumption is now under way, but in a very moderate fashion. There are now about twelve machines in the company's various plants working and their combined output averages about 200 tons per day.

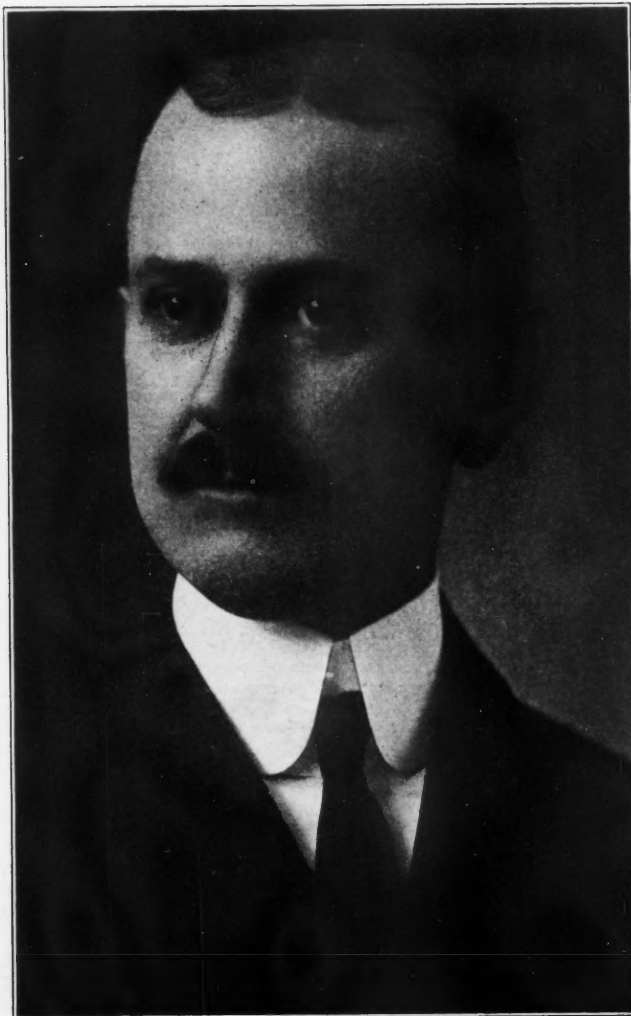
"At present there is no demand for greater activity than this, as the company has not yet been called upon to use its supply of paper which it has stored for market purposes. In fact, the amount of paper which the company had in transit has not yet been utilized by paper consumers. The demand for newsprint is very disappointing, and from present indications the company will have sufficient supply for some time.

"The International Paper Co. has the situation with regard to the production of paper completely in hand, controlling the agencies of its production which it can set producing any time it wishes. It has made an agreement with the larger part of its employees, including the pulp and sulphite workers' union and the firemen's union for eleven months, which was based on a slight reduction. This agreement will expire August 1, 1909, and will be readjusted according to the prevailing conditions. These men stand willing to return to work when the opportunity will be afforded them.

"While the production of the company is at a minimum and its earnings smaller than usual there is little doubt but that when the directors meet for dividend purposes the last day of this month the four per cent. rate on the preferred will be continued.

"The annual report of the company which will not be issued till sometime in October will show earnings about \$10,000 in excess of what they were a year ago. The earnings of the company reached their lowest mark about January and since then have shown moderate but encouraging increases monthly."

The Newark (N. J.) Evening News last week had its twenty-fifth anniversary.



J. T. BECKWITH.

(See page 10.)

PRESIDENT OF THE BECKWITH ADVERTISING AGENCY OF NEW YORK AND CHICAGO.

"THE JANITOR."

An Official Organ for the Tenement Superintendents of New York.

There are 400,000 janitors in New York City, including the janitresses. These are the citizens at whom the American Press Humorists have mercilessly barbed their things. It was safe, because Yens Yensen had no printers' ink weapon to come back with. But the janitor has turned. He will have a magazine organ.

"The Janitor," a monthly magazine, was issued last week in New York. Alexander Schlesinger is the editor. He writes in his salutatory:

Every janitor, if he is to come up to the mark, must be a wonder. He must familiarize himself with the law and the rules and the regulations of the Police, Building and Health departments. And he must possess business ability and pleasant manners so as to keep the house in his care tenanted.

The quality of janitorial scorn is indicated by this flash:

Imagine the sinner who washes the stoop of an apartment house and does not wipe it dry, so as to accommodate the kids who want to sit down on it!

FORMER EDITOR BANKRUPT.

Voluntarily Says He Owes Over \$43,000, With Assets Small.

Frederick H. Howland, formerly editor of the Providence (R. I.) Tribune, has been adjudged a bankrupt, on his own petition. His statement shows debts amounting to \$43,536.60, secured by 190 shares of stock of the Providence Telegram Co., and \$293 of unsecured claims. Assets are represented as worth a total of \$1,600.

New Daily for Boston.

It is reported that powerful interests are promoting a new daily and Sunday paper for Boston. It is said that certain men, closely allied with the Republican National Committee, believe that Boston offers a field for a new Republican organ, and are backing the proposition. John Benyon is named as manager in charge, and it is said a new plant will be installed.

COMIC SUPPLEMENT.

KEEN WOMAN TEACHER ASSESPTS PICTURES DEMORALIZE CHILDREN.

The Annual Congress of the Playground Association of America Devoted Special Attention to Buster Brown — Miss Maud Summers Pleaded for Cleaner Fun in the Supplements and Described the Prevailing Type of Pictures as Coarse and Vulgar.

At the annual congress of the Playground Association of America, held in New York last week, Miss Maud Summers of Cincinnati, in an address assailed the comic supplement of Sunday papers. Miss Summers was conducting a special conference on "Story Telling in the Playground." She attacked the makers of pictures in the comic supplements as persons who were exerting an evil influence on the young. Her words seemed to impress the women in the audience.

She said that the pictures intended to entertain children, in the papers, fostered deceit, cunning and a disrespect for gray hairs. Instead of cultivating admirable traits in the child's character, the up-to-date pictures, she said, taught the young that "it is cunning to throw water from an upper window upon an old person and to outwit an infirm old man." She said also:

"Humor has its place in the literature of childhood, and it would be well if gifted writers for children could be found capable of substituting genuine fun for the coarse, vulgar type now so prominent. It is of the utmost importance that the picture or story for children shall have at its heart a spiritual truth, or, in other words, that it shall have a right motive. This truth may be any one of the many virtues, such as generosity, kindness, hospitality, courage, heroism, chivalry, etc. It should be worked out in terms of cause and effect, according to the immutable law of literature, the law of compensation, which rewards the good, and of retributive justice, which punishes the bad."

Reading (Pa.) Times Changes Hands.

Colonel Thomas C. Zimmermar, for half a century editor and owner of the Reading (Pa.) Morning Times, has retired. A new company will continue the paper with Henry W. Shoemaker of New York as president, and G. Scott Smith, formerly of Bradford, Pa., as editor and manager. Lewis G. Early will continue as night editor. It is announced that the paper is to be improved in all departments.

The Mifflinburg (Pa.) Weekly News is devoted to local news and omits all politics. I. H. Gutelius is publisher and M. C. Guyer city editor.

TYPOTHETAE CONVENTION.

The Boston Meeting Elected Officers With Apparent Harmony.

The annual convention of the United Typothetae of America at Boston last week reported as present 98 delegates, 33 alternates and 77 visitors. The sessions were held in Paul Revere Hall.

The following officers were unanimously elected:

President, E. Lawrence Fells of Philadelphia; vice-president, Wilson H. Lee of New Haven; secretary, John Macintyre of New York; treasurer, A. W. Glossbrenner of Indianapolis, with the following named members of the executive committee: A. R. Barnes of Chicago, Isaac H. Blanchard of New York, George N. Courts of Galveston, J. Stearns Cushing of Norwood, L. T. Davidson of Louisville, H. K. Dean of Grand Rapids, George H. Ellis of Boston, William J. Golder of Pittsburg, Franklin Hudson of Kansas City, H. W. J. Meyer of Milwaukee, Samuel Rees of Omaha, Robert Schallenbach of New York, C. W. Skinner of St. Louis, Fred L. Smith of Minneapolis, Edward Stern of Philadelphia, John Storer of Winnipeg, Canada, E. C. Tanger of Rochester and E. W. Watson of Jersey City.

The convention declared against the practice of the Government printing stamped envelopes and appointed a committee to co-operate with the National Editorial Association and the National Paper Trade Association in an effort to stop the practice.

"History of Buffalo."

A "History of Buffalo" has just been published by the Buffalo Evening News. The wearied book reviewer will wake up when he sees it, for it is decidedly refreshing in literary, illustrative and mechanical make-up and may well become a model for publishers and public bodies who wish to preserve, in permanent book form, the matter contained in special historical and industrial editions of newspaper. The volume contains 132 half-tone illustrations on fine book paper, which alone gives the work great value for library purposes. The general history of the city and biographies of its leading citizens will make it the standard reference work of the Queen City. The book is handsomely bound in cloth and has 250 pages.

Paper With a Long Name.

The Enterprise and the Democrat of Poughkeepsie, N. Y., have consolidated. The new publication has this name at the head: "The Dutchess County Democrat and Peoples' Plain Spokesman and Weekly Enterprise."

The Jamestown (N. Y.) Morning Post has just celebrated its seventh birthday.

"The Bulletin every evening goes into nearly every Philadelphia home."

NET AVERAGE FOR AUGUST
218,807

COPIES A DAY.
The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.
WILLIAM L. McLEAN, Pub.

BUNNELL IS OUT.

Veteran Editor of the Dansville (N. Y.) Advertiser Retires.

A. O. Bunnell, who founded the Dansville (N. Y.) Advertiser forty-eight years ago and has owned and edited the paper all these years, has retired because of poor health. He sold his interests to Joseph W. Burgess, one of the former proprietors of the Dansville Breeze, and Frank Brettle of Ellis, Kas., and these men will continue the Advertiser.

Mr. Bunnell began work in a newspaper office in 1852. He was a boy of eight years then. He became a publisher in 1860. For thirty-four years he has been secretary and treasurer of the New York Press Association. He was elected president of the National Editorial Association in 1894. He is probably the best known "country" editor in the eastern and New England States.

NEWSWRITERS DINED.

Chamber of Commerce Wants Their Co-operation.

The Chamber of Commerce of Rochester, N. Y., last week entertained the newswriters of the city at a dinner in Powers' Hotel. The occasion was made to announce plans for the coming exposition at Rochester. Addresses were made by President Charles Garfield, Marquis Regan of the Publicity Committee, Third Vice-President George Dietrich, N. Frederick Foote, Lipman Holtz, Edgar F. Edwards, president of the Newswriters' Club; Herbert F. Bramley and Nathaniel S. Olds.

Those present were: C. F. Garfield, George Dietrich, John H. Gregory, S. R. Clarke, W. D. Vallette, Earl B. Haas, B. E. Wilson, Frederick Will, L. B. Elliott, Marquis Regan, Nathaniel S. Olds, Thomas F. Brown, Horace G. Myers, William H. Campbell, Herbert F. Bramley, N. Frederick Foote, Lipman Holtz, William W. Dake, Harold H. Moore, Frank C. Emery, Richard Barrett, Edgar F. Edwards, Curtis W. Barker, John Burns, Walter A. Stewart, A. E. Crockett, Chester F. Craigie, Harry C. Goodwin, Clark H. Quinn, Alphonse J. Sigl, Willard A. Marable, H. B. Phillips, Ralph T. Olcott, William A. Searle, Guy Ellis, M. A. Pollock, S. Clarence Stule.

A Tremendous News Item.

French politicians and others in Paris, according to a cable dispatch printed in New York last Saturday, seem to be much exercised over the news that M. Legitimus, a deputy of the island of Guadeloup, West Indies, who is in hiding from the police because he is a revolutionist, is now directing a newspaper, attacking his political opponents.

The New York readers are still in the dark about Monsieur Legitimus, as to the title and location of his newspaper plant, his revolution, and whether or not the police have caught him. There is much complaint in New York about the sublime indifference of French journalists to detail. The Frenchmen seem to think that all nations know all about the famous or notorious M. Legitimus.

Vick's Magazine has moved from Dansville, N. Y., to Chicago. Chas. E. Gardner is still at the head.

INTERNATIONAL SYNDICATE

Celebrates the Beginning of Its Tenth Year in the Field.

The International Syndicate of Baltimore on Wednesday of this week entered upon its tenth year, and its owners and founders celebrated the occasion with the satisfaction felt by those who have labored long and hard toward a single aim and attain the



HOWARD E. MILLER.

President International Syndicate.

solid, established condition which means success.

At the outset, in 1899, it had one service, a weekly comic page. Now it offers sixteen distinct feature services and has agencies in England and Canada.

Four times the Syndicate has been obliged to move to larger and more commodious quarters. Once the vacating was against the will of the owners—when the Baltimore fire destroyed the building. Then for two weeks the International's force was



R. MAURICE MILLER.

Manager International Syndicate.

alternately in Philadelphia and Wilmington, Del., taking care of its subscribers with the assistance of the Philadelphia Item and the Wilmington Morning News.

The active management of affairs is in the hands of two brothers, Howard E. and R. Maurice Miller, presi-

dent and manager respectively. The former has been connected with the company from the outset, originally as secretary; the latter for upwards of four years past. One 31, the other 33 years of age, it may be expected that they will continue strong work for this concern during many a year to come.

The International's staff include Ryan Walker, the well-known cartoonist; Charles Tanner, whose puzzles have been so largely used; Geo. O. Baker, A. Y. Hambleton, James Doyle, W. F. Marriner, Walter Wellman and others. Associated with it in other capacities are: Mrs. Maud Walker, editing children's page; Joel Feder, Fashions; Miss Dorothy Ford, Home Circle page; Charles S. Sedgwick, Architect. Among the special writers are: Chas. B. Hall, Miss Delia Austrian, Forbes Lindsay, Samuel Hippler, A. R. Parkhurst, Jr., A. S. Taylor and Thomas Wilson.

SAILORS FOR THE NAVY.

"Help Wanted" in Daily Newspapers Produce Best Results.

The Bureau of Navigation of the U. S. Navy will spend \$50,000 again this fiscal year in advertising for recruits. The Bureau has given out a report showing the results of an investigation of the expenditure for advertising last year. The investigation showed that all magazine and periodical advertising produced from one-fifth to one-sixteenth as many enlisted men as were directly traced to the daily newspaper advertising.

The most profitable line of advertising was that under "Help Wanted." By using the daily newspapers the Bureau of Navigation got recruits at an advertising cost of \$3.86 each, as against \$15 to \$65 each through the medium of certain magazines and journals.

The Proud Widow.

"That famous editor and statesman, Charles Emory Smith," said a Philadelphia journalist, "was a modest man. He believed in modesty—even in journalism. He thought it paid no better for a newspaper than for a man continually to be bragging.

"I once drew up a prospectus for him. There were several blatantly boastful paragraphs in it, and Mr. Smith ran his pencil through them all. 'If I let this go,' he said, 'it would be pretty nearly as bad as the epitaph that the young widow carved on her aged husband's tomb. This epitaph said: "Sacred to the memory of John James Greer, aged eighty-four, who departed this life bitterly regretting that he must leave forever the most beautiful and best of wives."'"

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:
WALLACE G. BROOKS, 225 Fifth Ave., New York.
HORACE M. FORD, Marquette Bldg., Chicago.

FRANK MUNSEY'S BIG PRESS.

R. H. Hoe Company Completes the Mammoth Installation.

The Frank A. Munsey Company of New York has completed the installation of the largest magazine color press ever constructed. For 18 months R. Hoe & Co., since they received this order, had been busy designing and constructing this mammoth press, the only one of its kind in existence. It prints 384 pages of magazine size at every revolution of its cylinders. It will produce, at a running speed per hour: 156,000 8-page signatures with all the pages printed in two colors; 78,000 8-page signatures with all the pages printed in four colors; 78,000 16-page signatures with all the pages in two colors; 78,000 16-page signatures with half the pages in three colors and half in one color; 39,000 16-page signatures with all the pages in four colors. These are only a few of the combinations possible, for it is most versatile in every respect.

This press prints a web of paper with the imprint of 384 pages, four colors on each side of the web, in perfect register, delivering everything associated and folded without smut in the shape of 8 or 16-page signatures, and all the operations are automatic.

The press weighs about 120 tons, is 28 ft. long, 25 ft. wide and 11 ft. high. It requires two 40 H. P. motors to drive it. One hundred and eighty composition rollers is a full complement when it is ready to run.

Other additions to Mr. Munsey's press plant, installed within the last year, are: Eight of R. Hoe & Co.'s 96-page magazine presses, for producing the advertising and cut forms, and the plain forms, of the magazines. The combined capacity of these eight presses is, at a running speed per hour, 312,000 16-page signatures.

Figuring 200 pages to a magazine, these eight presses will turn out 25,000 complete magazine in one hour at a running speed. Add to this the color press and other machines in operation, the flat-bed and color presses, and the capacity of the Munsey plant is easily from 40,000 to 50,000 magazines per hour, and oftentimes they run the presses day and night, with two crews.

Syracuse Journal Enterprise.

Harvey D. Burrill, publisher of the Syracuse (N. Y.) Journal, afternoon daily, surprised his local contemporaries this week by issuing a "special early morning" edition covering the New York State fair which is now open at Syracuse. The edition was made up by a night force and came from the press at 6 A. M. The State fair is the great annual event of the Syracuse territory.

THE ANDERSON (S. C.) DAILY MAIL

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

DAILY MAIL - Anderson, S. C.

NEW PUBLICATIONS.

The Wage Earner, a twelve-page monthly devoted to labor, reappeared at Orange, N. J., last week. John M. Hague is the editor.

The Gary (Ind.) Daily Tribune arrived last week. It is the outgrowth of the Weekly Tribune which was launched in the big steel town a year ago.

Will F. Baum of Chicago, formerly owner of the Corpus Christi (Tex.) Herald, announces that he will start a new paper at Victoria, Tex. Publication will begin about Nov. 15.

"Commerce" is a new magazine issued this week at Rochester, N. Y., devoted to the business interests of Rochester. It is published by the Publicity Bureau, with offices in the Elwanger & Barry building.

A new weekly will be established at Reliance, S. D., by Geo. H. Smith of Reliance, who is a Democratic nominee for the State Legislature.

The Abilene (Tex.) Morning News is here. It is published by the Taylor County News. The heads of staff are J. W. Crayton, editor; Sterling Hart, manager; E. F. Bones, city editor.

Generous to Divorced Wife.

W. D. Boyce, owner of the Chicago Ledger and the Saturday Blade, has been granted a decree of divorce by Judge Marquis of South Dakota. In his opinion the judge states that the love for money, when proving stronger than the love sworn at the altar, constitutes cruelty, and granted the decree on those grounds. Boyce has settled an annuity of \$22,000 on his wife, and after her death the income will revert to the children.

Anarchist Editor Arrested.

Giuseppe Braile, manager and editor of La Settimana, a newly-born Italian sheet at Utica, N. Y., was arrested last week, charged with being an anarchist. He was taken to New York and turned over to the immigration authorities, who will deport him if he is proved one of those indicated by the paragraph of the immigration law which reads: "An anarchist is a person who expounds the use of force and violence, the overthrow of the government of the United States, or of all governments, or of all forms of law, or the assassination of public officials."

Newsies Have an Outing.

The Bradford (Pa.) Evening Star gave an outing to its newsboys at Riverhurst Park, that city. The boys had everything their own way at the park. There were races with cash prizes to amuse them, besides the moving picture shows and merry-go-rounds. Of course there was a "feed." What would a boys' picnic amount to without plenty to eat? Business Manager O. H. Miller was in charge of the outing.

It's "All to the Good."

Pontiac, Ill., Sept. 4.
The Editor and Publisher.
Gentlemen:—Please continue your paper another year for it is "all to the good" in its line.

GEORGE P. BIGELOW,
City Editor Leader.

YOUNG REID A REPORTER.

Son of Whitelaw Reid Takes Up Newspaper Work on the Tribune.

Ogden Mills Reid, only son of Whitelaw Reid, Ambassador to the Court of St. James, on Wednesday began work as a reporter on the New York Tribune, owned by his father.

Young Mr. Reid's appearance as an active worker on the Tribune staff recalls the story printed recently that Whitelaw Reid had refused several offers to purchase his newspaper on the ground that he desired to leave it as a legacy to his son.

The latter is a Yale graduate of the class of 1904. Subsequently he took a course at the Yale Law School. At the university he was chiefly noted for his interest in aquatic sports. In appearance he does not greatly resemble his father, the Ambassador.

A Monster Picnic.

Newspaper and Mail Deliverers' Union No. 9463, of New York, held its eighth annual picnic last Saturday at Manhattan Casino, New York. The attendance was about 8,000. President Joseph D. Bannon led the grand march. The other officers are: John R. Dunne, secretary-treasurer; Michael W. Finnegan, assistant secretary; Louis Winner, business agent; Patrick J. McCourt, sergeant-at-arms, and Michael L. A. Mulligan, assistant sergeant-at-arms.

Munsey to Speak at Grand Rapids.

The Grand Rapids (Mich.) Advertisers' Club will resume the monthly meetings beginning at a dinner on Oct. 20. President MacInnes has appointed S. W. Stone, W. J. Fenton and E. W. Bliss a committee on arrangements. Frank A. Munsey, the publisher, has written that he will address the club either in October or November. It is expected that President Edward O. Gibbs of the Associated Advertising of America, and Lafayette Young of the Des Moines (Ia.) Capital, will also speak to the members in the near future.

Advertising New Orleans.

The Committee of One Hundred of New Orleans, organized to solicit funds to carry on an advertising campaign for the city, reports steady progress. Twenty of the largest papers of the South are being used for page ads, and over a hundred local papers in Louisiana and Mississippi have been given smaller space. It is proposed to make a feature, at once, of the desirability of New Orleans as a winter climate rivalling Florida and the Pacific Coast. Samuel Blum is chairman of the committee.

Another Way to Get Subscribers.

A pair of newspaper "itinerants" last week struck the town of Redding, Shasta County, Cal. The town marshal did not like them and locked them up. They were making a house-to-house canvass for the Spokane Farmer and the Petaluna Journal, which were unknown in Redding. They offered to send their papers free for a year, if the sum of fifty cents be paid them for postage. The same parties operated in Sacramento and other parts, and in each place were advised to leave. They left.

Walter R. Jenkins, Jr., is now the Eastern representative of Comfort, Augusta, Me.

THE MERIDEN RECORD.

It Reaches a Large and Prosperous Clientele in the Silver City.

Meriden (Conn.) enjoys the distinction of having factories that pay the highest wages earned anywhere in the United States. The returns of the Census Bureau show that the silver workers employed there are the best-paid men in the country. The big manufacturing concerns of this hustling New England town produce shotguns and other firearms, pianos and piano-players, organs, music for piano-players, lamps, gas and electric fixtures, cutglass, pocket and table cutlery, machinery, hardware, clocks and jewelry. There are 60,000 people in Meriden and the surrounding towns.

The Morning Record, the old, established family newspaper of the city, is Meriden's only two-cent newspaper. It has a battery of linotypes, a fast, two-deck Potter perfecting newspaper press and a thoroughly up-to-date plant. It owns its own home, a new, three-story brick building, erected by the company three years ago on one of the best corners in the city. It is a popular newspaper with readers and local advertisers alike, and enjoys the distinction of carrying an unusually large line of foreign advertising for a paper published in a city of the size of Meriden.

ASSOCIATIONS.

D. M. Hutton, editor of the Harrodsburg (Ky.) Herald, was elected president of the Eighth District Publishers' League at the meeting held at Estel Springs, Ky. A. D. Miller of the Richmond (Ky.) Climax, was re-elected secretary and treasurer.

The following former presidents of the Kentucky Press Association were especially invited by President Tim Needham to be present at the opening of the "Good Roads" convention on Sept. 17, at the State Fair: J. Stoddard Johnston, James W. Hopper, E. Polk Johnson, Urey Woodson, H. A. Sommers, C. M. Meacham, Sam J. Roberts, Ion B. Nall, John A. Bell, Ben D. Ringo, L. W. Gaines, H. E. Woolfolk, J. H. Westover, R. W. Brown, Harry McCarty, Paul M. Moore, Louis Landrum, E. A. Gullion, D. B. Wallace and Lew B. Brown.

At the "dollar dinner" of the Democratic State Editorial Association of Missouri, to be given at Hotel Jefferson in St. Louis on Sept. 25, covers will be laid for 500 persons. Charles W. Knapp of the St. Louis Republic will be one of the speakers. It will be strictly a "cold water" affair.

H. C. Ogden, publisher of the Wheeling News, accompanied by his wife, was in New York this week.

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

**Morgen Gazette
Evening Demokrat
Sonnstag Gazette
Week Staats Gazette**

Examined by the Association of American Advertisers.

ERMAN J. RIDGEWAY

A Virile Force in Present-Day Periodical Literature, is the Owner of Everybody's Magazine.

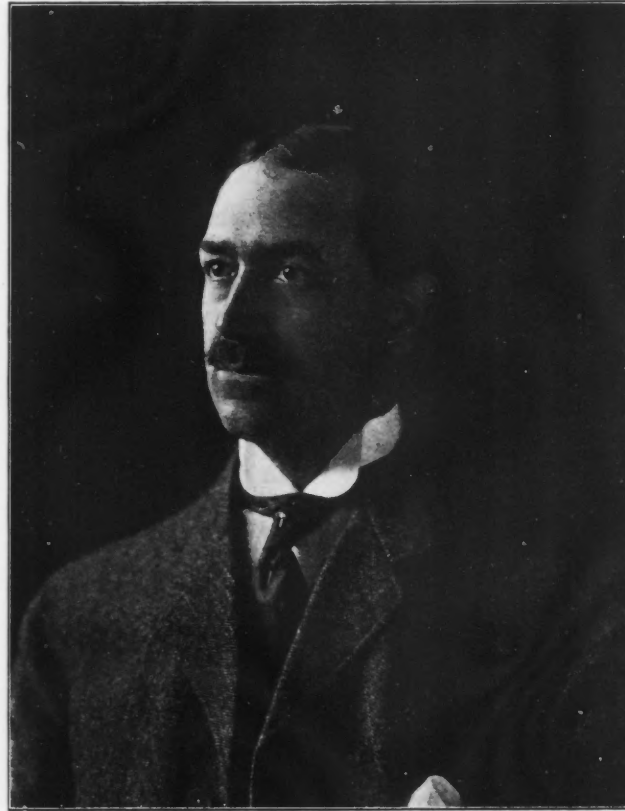
E. J. Ridgeway, of Everybody's Magazine, risked nearly \$350,000 to try out an ideal. He lost the money, but he still believes in his ideal. That's an index of character that comes in these days of commercialism, Mr. Ridgeway's ideal was a national weekly, a veritable intellectual warrior, with its lance ever ready to puncture graft, hypocrisy, and chicanery in public and private life. Ridgeway's Weekly was suspended, but the idealist came out of the fray unscathed, he paid one hundred cents on the dollar, and the mere winning of dollars is not the motif behind the Ridgeway game of life. Was Ridgeway's Weekly ten or fifteen years ahead of the time? This youngest and most virile of magazine publishers had a sunny outlook upon life. He is an optimist, as all true crusaders are, or should be. "I want to make good," he says, "but money-making is not my ambition. I want to make life better and people happier."

There is a high note of firmly grounded principle in the character of the man behind Everybody's that is cheerful to contemplate. It is a note that augurs happily for the country's intellectual tastes.

Mr. Ridgeway is a most serious man. He takes hold of the problem of daily life earnestly. He meets issues gravely and grapples them with a forceful and cautious hand. He is a purveyor of the better thought in the human mind and nothing interests him more than the life story of men who do things. Human life is his absorbing passion. He lives up to the last word in the affairs of today. He draws inspiration from living men like Lyman Abbott and Theodore Roosevelt, his two ideals.

Mr. Ridgeway began his fight for success in the hard school of salesmanship. For two years he was a "drummer," selling paper boxes. For two years he was a contractor and built a macadam road on Long Island and a sewer under Manhattan. Both jobs were done well, but the vocations were not to his taste. Through a friend he came in contact with Frank A. Munsey. Mr. Munsey took him into his office and told him to "get into the atmosphere of the business." After three weeks he told Mr. Munsey he had "breathed up all the atmosphere around the place," and asked to be "put to work." After nine years with Mr. Munsey he bought Everybody's and in two years made it a "leader." Mr. Ridgeway is a graduate of Yale, and believes thoroughly in the value of a college education, but more essentially in its value as a mental training than a practical school for success. He is married and has three children. Strong, mentally and physically, Mr. Ridgeway is a typical aggressive and progressive American who is worth while and whose mark is of some importance. On his desk, in his beautiful office overlooking Union Square, New York, is Mr. Ridgeway's daily prayer, the orison of Thomas Kent:

"Suggest, direct, control this day.
All I design or do or say;
That all my powers with all their might
In Thy sole glory may unite."
—Human Life.



ERMAN J. RIDGEWAY,
OWNER OF EVERYBODY'S MAGAZINE.

ODD NEWSPAPER TITLES.

Striking Names at the Heads of Living Publications.

Here is a list of papers, from the newspaper directories, showing an original bent of mind in their founders:

The Bad Axe Tribune Republican, The Anniston Hot Blast, The Wire Grass Shiftings, The High River Eye Opener, The Punxsutawney Spirit, The Klondike Nugget, The Hanceville Hustler, The Gate City Humming Bird, The Canebroke Herald, The Oakman Goosequill, The Kentucky Thousand Sticks, The Alpine Avalanche, The Blum Paper, The Blanket Gazette, The Booming Grove Rustler, The Bowie Cross Timbers, The Arizona Arrow, The Arkansas City X-Rays, The DeSoto Eagle Eye, The Engham New Leaf, The Gas City Gaslight, The Hopton Headlight, The Larned Tiller and Toiler, The Lyndon Current Remark, The Better Way, The Sprig of Myrtle, The Fulcrum, Push, Wideawake, Mouthpiece, New Wrinkle, Log Cabin, Boomerang, Javelin, Tocsin, Anvil, Round-Up, Opera Glass, Meteor Ball, Maverick, Coaster, Silver X-Ray, Sticker, Coming West, East, Word of Truth, Light and Mathematical Messenger. The most profane name in the newspaper list is The Devil's River News, of Texas.

Richard C. H. Edmonds, editor and general manager of the Manufacturers' Record of Baltimore, has reserved hotel quarters in Chattanooga for the convention of the American Institute of Mining Engineers at Chattanooga, October 1 to 4.

MODERATE DRINKER LIST.

How an Agency Secured It When a Wine Company Had Failed.

An Indianapolis advertising agency has just done a clever stunt for a certain wine company. For years the latter had been trying, without success, to obtain an accurate and complete list of Indiana men "who take a drink when they feel like it." Because of its failure in this direction it turned to the advertising agency which evolved a plan that proved effective.

The agency sent out broadcast throughout the State a letter stating that an organization was being perfected to secure the repeal of local option laws and asking the recipient to furnish a list of men in his town who use liquor moderately in order that the movement might be brought to their attention and their support secured.

It fooled the newspapers, stirred up the Anti-Saloon League and created considerable excitement among the temperance folk, but it accomplished its purpose admirably.

Editor an Army Lieutenant.

Ray W. Winton, formerly city editor of the San Antonio (Tex.) Express, who enlisted two years ago in the U. S. Army as a private, ranked first among 225 applicants for a commission who were examined at Fort Leavenworth, and is to be commissioned a second lieutenant. He is a graduate of the University of Kansas.

KNOXVILLE ADVERTISES.

Full Page Announcement to Be Run in Southern Papers.

The Commercial Club of Knoxville, Tenn., will begin running a new advertisement in eight leading Southern dailies Wednesday. The advertisement, which will be commenced next week, will cover one whole page, and will be composed of reading matter describing Knoxville and her many advantages.

The descriptive matter will be illustrated with pictures of Knoxville. The matter which will be printed is taken from the "Knoxville Market," the book which will be distributed by the Commercial Club next week, and affords much interesting reading.

Besides the page advertisement to be run in daily papers, a large advertisement will be run in the Manufacturers' Record.

The advertising which has been made of Knoxville recently has attracted considerable attention and comment, and the new "ads" which will be commenced next week promise to be just as attractive as those which have already been run.

Southern Editors of the A. P.

The following leading Southern editors of the Associated Press met at Lake Toxaway, N. C., to consider present conditions of the service. Major J. C. Hemphill, of the Charleston News and Courier; Messrs. Bruce Haldeman, Louisville Courier-Journal; Paul E. Rapiet, Mobile Register; J. S. Cohen, Atlanta Journal; G. E. Milton, Knoxville Sentinel; Allen Potts, Richmond Times-Dispatch; F. G. Bell, Savannah Morning News; G. W. Brunson, Greenville News; R. W. Vincent, Charlotte Observer; J. H. Caine, Asheville Citizen; F. M. Messler, Asheville Gazette-News.

Lea Mitchell White, son of R. M. White, of Mexico, Mo., was married last week to Miss Maude See, of Columbia, Mo.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 28 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 Patents, Books and Book Manufacturer's Interests, 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 Shuldenwend & Co., Chicago.

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

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

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

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

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

Rates on application to ALBERT O'DONOGHUE, 317 W. 124th St., New York.
Send for sample copy.

PAGE MATRICES

Our Comic, Fashion, Children's, Special Feature and Home Circle pages can be supplied in this form, column lengths ranging from 20 to 22 inches. We match individual headlines.
Let us send samples if interested.

THE INTERNATIONAL SYNDICATE

Features for Newspapers Baltimore, Maryland

40,000 WORDS AN HOUR.

Marvelous Telephone Machine the Talk of Europe.

Joseph I. Brittain, U. S. Consul at Prague, Austria, reports that the European newspapers have been giving space to the invention of a Hungarian, by which, it is said, 40,000 words an hour may be transmitted over the telephone. The consul furnishes the following description:

The machine consists of three parts, a perforator, transmitter, and receiver. The first may be worked by a typewriter, while the other two are automatic, working through the agencies of electricity and photography, and the instrument may be connected by an ordinary telephone line.

Through operating the keys of the perforator, the operator writes messages upon a long paper ribbon. By touching the keys a series of holes are punched in the ribbon, each set of holes representing a letter.

After taking the ribbon from the perforator, the inventor places it in a small cylinder in the transmitter, and a touch of the switch sets the cylinder revolving and the ribbon with it. Before the ribbon has completely passed through the transmitter, a second broader strip of sensitized paper issues from the receiver, and upon it is written in plain, legible character the actual message which the inventor or operator has written on the typewriter. It is claimed that messages may be thus transmitted hundreds of miles, as well as short distances.

It is said the inventor has discovered a means of harnessing light to electricity, by which a tiny spot of light hundreds of miles away is controlled as readily as when close by.

IN PHILADELPHIA.

Barclay Warburton, publisher of the Evening Telegraph, left for Europe last week to be gone six weeks. His wife and three children are in the south of France. They will return with him, and also Mrs. Norman McLeod, his sister, will return at the same time.

John Gibbs, reporter on the Record, has returned from a trip abroad.

David Lawrence, a member of the Associated Press staff during the summer, has returned to Princeton University, where he is a member of the junior class.

THE PACIFIC NORTHWEST.

(Special Correspondence.)

Spokane, Sept. 16.—E. L. Roney, formerly a newspaper man at Minneapolis and Spokane, has been appointed assistant secretary of the National Apple Show and editor of The Official Bulletin, taking charge at once. He succeeds G. E. A. Bond, who goes into other business.

James A. Ford, editor of The Daily Times, at Wallace, Ida., since its first issue, two years ago, has come to Spokane to engage in the mining brokerage business with his father, and is succeeded by Frank Farrar, formerly with the Rocky Mountain News of Denver. The Times is controlled by the Day interests in the Cœur d'Alene mining district.

Joseph Dill, an experienced newspaper man, connected with the Spokesman-Review of Spokane, has taken charge of the oratory and debating departments in the Spokane high school. Chauncey W. Smith, until recently a reporter on the same journal, has become principal of the public school at Ephrata, Wash.

J. C. Peterson, editor and proprietor of the Sun, at Peck, Ida., where he has been located several years, is now located at Deary, Ida., a lumber town.

F. C. Chekal, owner of the Citizen, at Rosalia, Wash., has installed electric motors to run the linotype machine and presses. **AUGUST WOLF.**

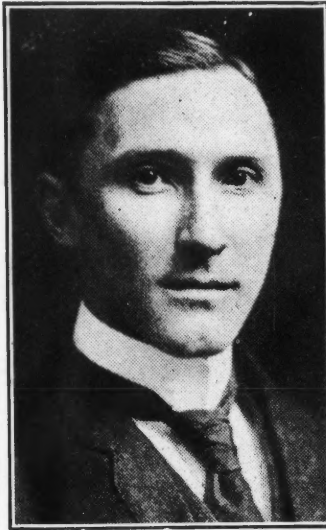
R. H. Henry, editor of the Jackson (Miss.) Clarion-Ledger, has been personally requested by W. J. Bryan to take the stump for the Democratic ticket.

BIG BOOM FOR EDITOR.

Textile Trade of New York Wants Francis A. Adams in Congress.

Fifty of the leading wholesale and retail dry goods concerns of New York have united in a movement to send to Congress Francis A. Adams, textile editor of the New York Commercial. A hustling committee is asking the support of all the textile trade in New York.

Mr. Adams is a native New Yorker, thirty-five years old, and has con-



FRANCIS A. ADAMS.

ducted the textile news department of the Commercial during the past five years. The boom for him started among the merchants who believe that the enormous dry goods interest of New York should have a specially qualified representative in Congress.

The Republican organization of New York county will be asked to give Mr. Adams one of the three nominations where Republicans usually win, and, failing this, he will make a fight as a Republican in one of the Tammany Hall districts.

Ben B. Hampton's Magazine.

"Hampton's Broadway Magazine" is the new title of Broadway Magazine which is out for October. Since Ben B. Hampton purchased the control a year ago, the policy of the management has been to cover the whole field of magazine literature, lessening the characteristic of special New York city interests. The October number is strong, and distinctly prosperous looking, judging from the advertising pages.

The "Original" Press Agent Dead.

Hugh Coyle, credited with being the original of the modern press agent, died at the County Hospital in Chicago last Saturday. He was sixty-five years old. He was a drummer boy in the Civil War, after which he created the position of "press agent," as it is now known, and served for years on the publicity staff of P. T. Barnum.

Miss Jesse Partlon, newspaper and magazine writer, was in Dayton, O., Friday gathering material for a feature story for the Newspaper Enterprise Association, of Cleveland.

CHANGES IN INTEREST.

A. J. Ward has sold his interest in the Rogers (Ark.) Free Press to Rev. A. P. Coppedge, who has taken charge.

G. W. Tidwell has become associated with Editor Hiton of the Dublin (Ga.) Times as business manager.

W. Brant Wilson, for twenty-one years in control of the Lafayette (Ind.) Morning Journal, has sold his interest to Thomas W. Burt and George P. Haywood.

The owners of the Ft. Wayne (Ind.) Freie Presse, the leading German paper of the city, have purchased the Staats Zeitung, the other German paper which was conducted by the widow of State Senator Sarnighauser. Stephen B. Fleming owns the largest interest in the consolidation.

J. A. Bagwell, one of the best-known weekly editors in Georgia, and for a long time owner and proprietor of the Gwinette Journal at Lawrenceville, has bought the plant of the Marietta Courier and will locate in Marietta with his family.

OBITUARY.

Oliver I. Hall, editor of the Humbolt (Neb.) Standard, was stricken with heart failure while running to catch a train. He was thirty-seven years old.

George Washington Prescott, publisher of the Quincy (Mass.) Patriot, and the Quincy Daily Ledger, died last week at his home of heart failure. He was seventy-four years old. For fifty-six years he had been in the publishing business. He was prominently identified with the Massachusetts Press Association, Suburban Editorial Association and the Republican Editorial Association. A widow, two sons and three daughters survive him.

Benjamin Smith Preston, a brilliant young newspaper man of Atlanta, Ga., died of typhoid fever in Atlanta. He was twenty-two years old. He was a lineal descendant of Edmund Randolph of the American Revolution fame and was connected with several of the oldest families in the State.

Edward M. Watson, for many years in charge of the job department of the Jersey City Evening Journal, died at his home in Marbledale, Conn., aged 62 years.

Frederick L. Cox, for five years editor of the Altoona (Pa.) Mirror, was drowned, together with two men companions, while fording the Big Muddy River near Cocapin Falls, Ky., in a wagon. The driver alone jumped out and swam ashore.

Announcements were received by the New York special agents of the marriage of Grace Buford Conklin to William Henry Frey. Miss Conklin was space writer for the Willis Sharpe Kilmer Agency, Binghamton, N. Y., and is recognized as one of the ablest in the profession.

TRIBUTE TO ROWELL.

Six Point League Officially Speaks for Advertising Men.

At a meeting of the Executive Committee of the Six Point League of New York, held in the offices of Verree & Conklin, on Sept. 11, the following memorial was unanimously adopted:

The death of Mr. George P. Rowell, the pioneer advertising agent, is lamented by every advertising man in the country. To those who knew him as a friend, his life represented honest methods and noble endeavor in all things and matters which came before him. To the many thousands in the advertising fraternity who knew him as identified with *Printers' Ink*, his writings and teachings were as an inspiration.

The Six Point League recognizes these virtues and characteristics in the man and pays tribute to his long life of usefulness in this memorial. (Signed)

S. C. WILLIAMS, President.
DAN A. CARROLL, Secretary.

PRESS AGENTS.

Richard Finnegan, of the Chicago Evening Journal, has become publicity manager for the Whitney Opera House of Chicago.

Will R. Antisdell of New York is looking up his newspaper friends in Chicago, and incidentally handing out copy containing pointed references to "The Servant in the House," which was one of the great New York successes of last season, and is now being played at Power's Theatre, Chicago.

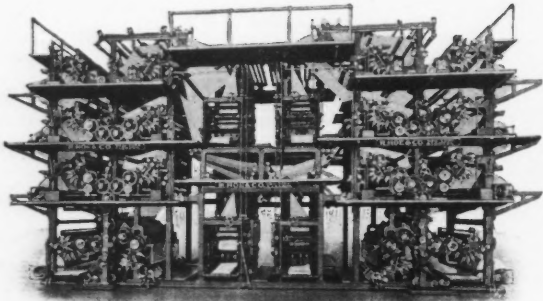
Walter Kingsley prepared the newspaper-reading public of Chicago for the Cohan-Harris Minstrels. They opened at the Auditorium and won. Kingsley covered the Russo-Jap war for the London Mail, but afterward surrendered to one George M. Cohan, who made him the major-general of the Yankee Doodle press agents.

Geo. C. Sellner, a newspaper man of Manila, P. I., is visiting in Buffalo.

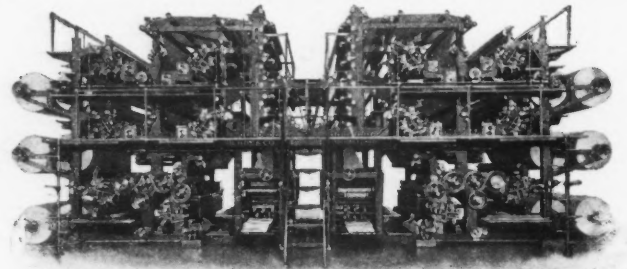
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POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman

THE CHEMICAL ENGRAVING CO.
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HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING
LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES
TELEPHONES 1551 & 1552 - CORTLAND

It is a very simple matter to obtain the maximum rated output for which modern printing presses are designed, if they are controlled by
"THE KOHLER SYSTEM"
Increased output, greater facilitated operation, insurance from accident, are but a few of its merits. Let us tell you about all of them.
KOHLER BROTHERS, Electric Newspaper Engineers
Fisher Bldg., Chicago. No. 1 Madison Ave., New York. No. 56 Ludgate Hill, London. E. C.



DOUBLE OCTUPLE NEWSPAPER PERFECTING PRESS
WITH EIGHT CENTRAL FOLDERS.
THE LARGEST PRINTING MACHINE IN THE WORLD.



DOUBLE SEXTUPLE NEWSPAPER PERFECTING PRESS
WITH CENTRAL FOLDERS.

A Few of R. HOE Improved Newspaper Used by the Leading Publishers

DESIGN.

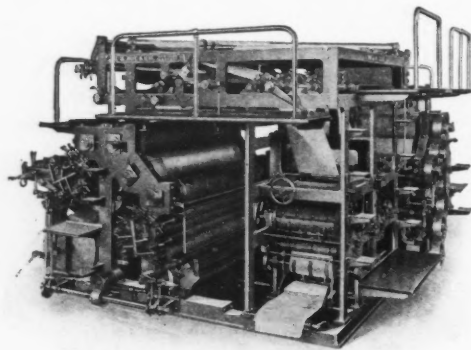
We manufacture an almost endless variety of Printing Machines, large and small, including the STRAIGHT-LINE, ANGLE BAR, CENTRAL FOLDER, COMBINATION NEWSPAPER AND COLOR and other forms of construction, designing them to suit the special needs of offices as to space, capacity, etc. Of the "Quadruple Press" alone we have made and have in successful operation ten entirely different designs, some of which are here shown. Our aim is to meet the requirements of our customers and, at the same time, by constant improvement, make our machines not only the best in existence, but as near perfection as it is possible to attain.

WORKMANSHIP AND DURABILITY.

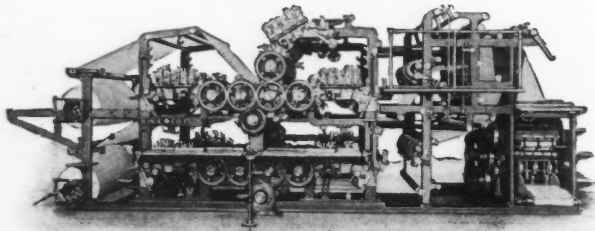
By maintaining a high uniform standard of excellence, both in design and construction, employing only the best materials and workmanship, our machines have always led and still lead the way. They embody the latest practical improvements and are to-day, as they were over sixty years ago, and have been ever since, without an equal, possessing qualities of reliability, efficiency and durability impossible to obtain in any cheaply constructed imitations, which may last for a few years, but are in the end an expensive luxury, made possible only by infringing some of our patents and appropriating others which have expired. Our machinery will bear the closest inspection and, considering its high character, be found cheaper than any other.

SPEED.

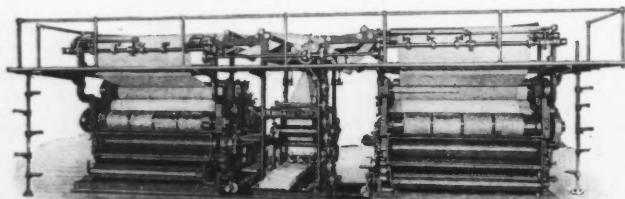
The running speed or capacity of any printing machine depends in a great measure on the size of the sheet, the quality of output desired, and other varying conditions. We publish the average running speeds which we have found most generally practicable and from which the best results



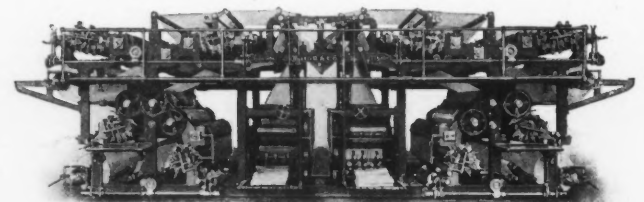
QUADRUPLE NEWSPAPER PERFECTING PRESS,
CONDENSED PATTERN.



QUADRUPLE NEWSPAPER PERFECTING PRESS,
STRAIGHT-LINE PATTERN,
WITH COLOR-CYLINDER.



QUADRUPLE NEWSPAPER PERFECTING PRESS,
CENTRAL FOLDER PATTERN.



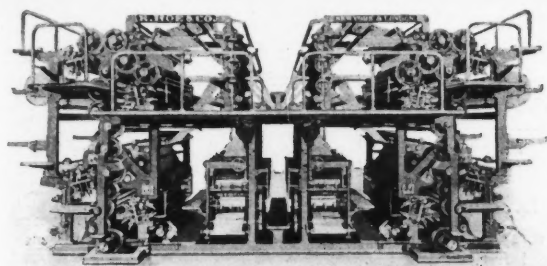
FOUR-ROLL TWO-PLATE-WIDE PERFECTING PRESS
WITH CENTRAL FOLDERS.

Principal Offices: 504-520 GRAV...

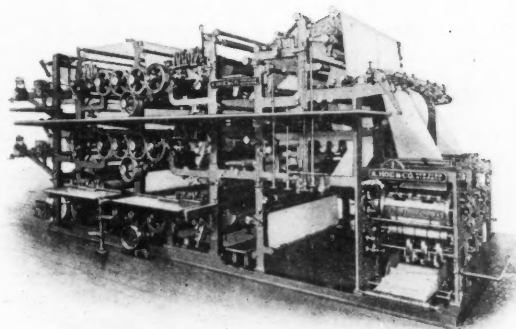
192 Devonshire Street,
BOSTON, MASS.

143 Dearborn Street,
CHICAGO, ILL.

160 St. ...
MR.



OCTUPLE NEWSPAPER PERFECTING PRESS
WITH CENTRAL FOLDERS.



SEXTUPLE NEWSPAPER PERFECTING PRESS,
STRAIGHT-LINE PATTERN.

R. HOE & CO.'S Patented Newspaper Perfecting Presses Sold Everywhere Throughout the World

are obtained, although in many offices our presses have been running for years fully twenty-five per cent. faster than these figures, and, where local conditions permit, the machines we now make can easily be run, without danger of injury, fifty per cent. faster, or as fast as any printing machine can be operated with safety.

PATENTED DEVICES.

• Among the many patented devices employed in these machines are the following:

1. The V-SHAPED "FORMER" and TAPELESS FOLDING AND DELIVERY MECHANISM, which first made possible the rapid folding and delivery of newspapers.

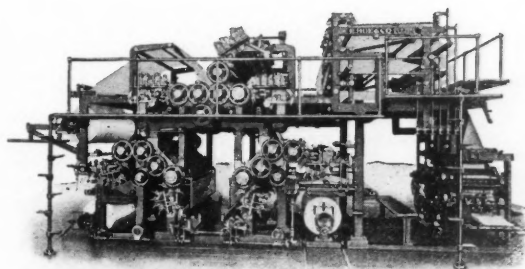
2. The "STAGGERING" OF THE STEREOTYPE PLATES ON THE CYLINDERS, without which it is impossible to obtain a uniform impression or to run a double-width press at fast speed without "jumping" of the rollers.

3. NEW STYLE V PAPER BRAKES and AUTOMATIC SPRING-TENSION DEVICE for equalizing the strain on the paper rolls.

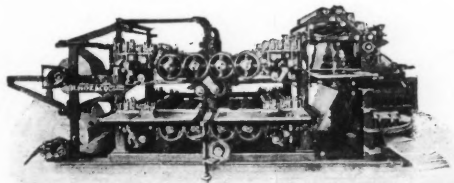
4. FOLDING CYLINDERS MADE WITH ADJUSTABLE SEGMENTS for regulating the relative position of the folding blades to the cutting sticks, to ensure ACCURACY IN THE FOLDING.

5. MILLED ROLLERS WITH ADJUSTABLE SPRING-SEATED PROPELLERS AT THE TOP OF THE FOLDER, to enable the easy regulation and proper control of the tension on the webs of paper.

These essentials to good printing and folding at high speed, which other makers have attempted to copy, were also originated and patented by R. Hoe & Co., and without them the modern newspaper press would be impossible.



SEXTUPLE NEWSPAPER PERFECTING PRESS,
REGULAR PATTERN,
WITH COLOR CYLINDER.



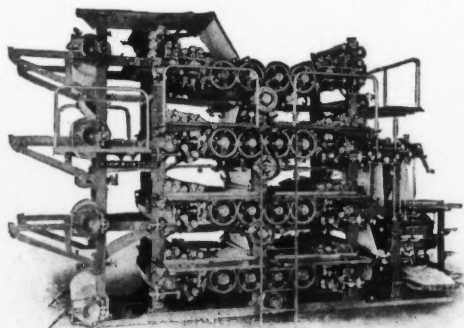
TWO-ROLL TWO-PLATE-WIDE PERFECTING PRESS
WITH INSETTING FOLDER.

RA STREET, NEW YORK, N. Y.

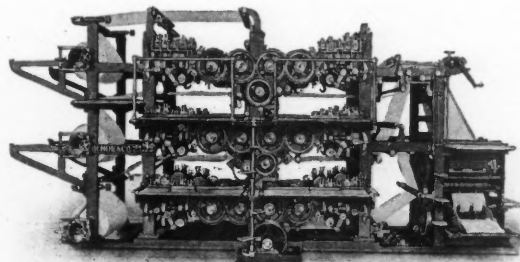
50 St. Street,
MONTREAL CAN.

Borough Road,
LONDON, S. E., ENG.

8 Rue de Chateaudun,
PARIS, FRANCE.



FOUR-DECK TWO-PLATE-WIDE PERFECTING PRESS,
STRAIGHT-LINE PATTERN.



THREE-ROLL TWO-PLATE-WIDE PERFECTING PRESS,
MADE WITH PLAIN OR INSETTING FOLDER.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York.

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

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

ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, SEPTEMBER 19, 1908.

SENATOR CARMACK COMES BACK TO JOURNALISM.

The fact that Edward W. Carmack, ex-United States Senator from Tennessee, has gone back to journalism and is now editing the Nashville Tennessean, seems to have aroused editors all over the country. The Savannah (Ga.) News says:

Ex-Senator Ed Carmack, of Tennessee, is going back into journalism; which is pleasing information. Mr. Carmack is an able editor; and then, too, remounting the tripod will put him in line for still more political preferment. Just note the number of editors in the field this year—Bryan, Graves, Debs and others.

Commenting on the above paragraph, the Springfield (Mass.) Republican delivers a sermon:

The examples are all of men who place politics and other things above the serious work of journalism. In other words, they are politicians first, and writers for the press as a secondary consideration, or for advancing personal or party purposes in public life. The men who take up editorial work in this fashion neither dignify what is a serious and important calling, nor help to make it respected by the public, nor leave any lasting impression in journalism when they turn to politics. The business of making newspapers, and of rendering them honest and impartial recorders of events, and judicial commentators thereon, is sufficient to engage the full energies and attention of those who undertake this work. A lifetime is too short a time in which to achieve the best results. An editor who turns aside to seek public office weakens his influence with his readers, and tends to lower the public estimate of the calling in which he is a passenger and not a lasting factor.

Southern editors almost unanimously welcome Senator Carmack back. The Knoxville (Tenn.) Sentinel expresses the general sentiment:

Mr. Carmack has, we personally know, for some time been desirous of getting back into newspaper work and we believe he will prove that as an editor he occupies a higher position than he did even as a United States senator.

ELECTING THE EDITOR.

When Editor E. G. Lewis of St. Louis proposes something in double leads, it is worth while for even the wisest editors to sit up and read. There is nothing bromidic about Mr. Lewis. There are many who class him as a "theorist." However, a number of tremendously practical men bore up under the scornful epithet—men like Wilbur and Orville Wright.

Mr. Lewis lately bought the St. Louis Star-Chronicle and introduced his dynamic system. Among other

things he will let the bona fide subscribers of the paper nominate and elect the editor, and determine the editorial policy.

Already he has been condemned to the foolish bench by a number of editors who have been so long in harness that they are presumptably wise.

Nevertheless, it may be worth while to watch Mr. Lewis, and get some more evidence, before pronouncing in the manner of indisputable wiseacres.

Certainly history is not repeating itself—not so as you could notice it, in these days. We have seen the wave of radicalism sweep over and it has not yet gone back. We have seen the wave of prohibition come up suddenly, and it is still rolling. We have seen the idea of direct nominations of candidates for political office take hold in many states and it is taking hold in others: it is almost a wave.

There are those of clear vision who see the storm gathering over the present system of newspaperdom. A little while back when a man in the street said—"You can't believe what you read in the newspapers," it did not signify much. The man may have been a sore head. But today thousands are saying it, and there is something sinister in their eyes when they say it.

Perhaps we shall see a smashing wave that will clean out the vices of the present American news system. Perhaps Mr. Lewis is wiser than we know. It is well to wait, but not too long. If the wave comes, it would be well to get on top.

ADVERTISERS WHO PASS UP LEADING PAPERS.

Signs are apparent indicating a coming realization of the short sightedness in the policy which prompts advertisers to select newspapers of comparatively small circulation and influence in many cities and towns, and pass up the leading papers in the same localities.

To be sure, the minor publications offer inducements—low rates and concessions. Advertisers lacking long experience are allured by offers from struggling papers. A low rate means a bigger list of papers for the advertiser with a stated total appropriation. However, the theory that a big list, indiscriminately named, produces better results than a small selected list, is self-evidently fallacious.

It is better to select the leading paper of a community, though the rate is high, than to take the space of two

or more of the minor papers at low rates. The experienced advertiser will employ both classes of mediums, but in any event he will rarely neglect the leading paper.

HAPPY COUNTRY EDITOR.

The Joy He Feels On Day After Publication When the Kicks Arrive and the Bills Come in.

One of the editors of the Boston Post who graduated from a country weekly and now looks back with sympathetic perspective, writes of the "Joys of a Country Weekly":

THE JONAH DAY.

This is the day after publication—in other words—the newspaper man's Jonah day. The editor is taking the brief respite between this and the time when he must again begin to rustle for copy for his next issue, to the making out of his last month's bills which he has not had time to attend to before. "Ding ding!" goes the telephone bell and an irate voice demands "Why didn't we get our paper this week? Of course, we don't care anything about the old rag, but since we paid our good money for it we want it regularly." Apologies and earnest promises on the editor's part, all in smooth, honeyed tones.

He settles down to figure again, when the stenographer ushers in the president of the Woman's Fuss and Bustle club, who takes up half an hour's valuable time persuading him to publish a four-column article on "The Inadvisability of Uneligible Handwriting in Our Public Schools; or What Is This World Coming To?" As she goes out in comes old Reuben Snoopendike of Squeechet Centre, and wants to know if he will take out a part of his back subscription (he is owing from 1893) in potatoes. We have had Reuben's potatoes before and they are pretty poor fodder, but in this business you have to take what you can get when you can get it.

CALLING THE EDITOR "LIAR."

Back to the bills again, when "Ding, ding!" goes that phone again, and another angry voice wants to know why that item was omitted about Saul Smithdyke having two new shingles put on his red barn? Excusable lies follow, and as soon as his wrath is appeased, Mrs. Fotherington Fosdyck of the Smart Set lets us know she is quite put out over that paragraph about their having measles in the family. "Such a common disease and besides it was only one of the kitchen maids had it, not one of the children." More apologies and promises to do better.

Now, here comes the "devil," who is also mail-carrier, back from the post-office with a list as long as your arm of changes of addresses, and as soon as we get our mailing list all nicely revised we will receive another list changing them all back the way they were in the first place. Oh joy! Oh bliss! Along with this mail are three cards informing us that three old duffers, owing us \$10, \$12, and \$20 apiece, have died and were buried at the town's expense. Forty-two dollars more to go on the loss side of the ledger. We see where our wives don't get any of those Merry Ha-ha Widdy brainweights this year.

"LAWYER SKINNEM COMES IN."

Here one of the leading citizens and nuisances of the village calls up and wants to know if we can't drop everything and come up and interview her about the way her neighbor across the street abuses her children. In the course of the next half-hour this office is used as an employment bureau, general information booth, station for hard luck stories, loan dispensary, and what not.

In taking a few minutes to glance

over yesterday's issue it is found that in the medical ad, for Dr. Killyem's Purple Pills for Peculiar People the printer caused one line to read: "Sure Cure or Certain Death."

The last straw is not reached, however, until Lawyer Skinnem comes in and tears up the place, saying that we left out an important legal notice he sent in. At this the poor editor gets so nervous he dips the mucilage brush in the black ink, upsets the red ink all over his neatly made out bills, daubs blue pencil marks all over his chin and finally rushes to the nearest drug store for a Coco-Bolo, this being a no-license town.

And yet, every day dozens of people are remarking on how easily it must be to run a country weekly and what lots of money there must be in it.

EDITING ADVERTISEMENTS.

How the Public Is Protected Against Fraud by the Newspapers.

"You may be surprised to learn," said Mr. Shuman, literary editor of the Chicago Record-Herald, in an address in that city on newspaper work, "that the process of editorial selection is applied to advertisements almost as rigidly as to news matter. The last few years have seen a memorable change in this respect. The paper with which I am best acquainted has within the last year refused hundreds of columns of 'ads' meant to exploit various get-rich-quick schemes. In doing so it deliberately sacrificed many thousands of dollars.

"These advertisements were mostly respectable-looking announcements of large gold-mining and similar enterprises, which were pretending to be about to pay twenty or fifty or a hundred per cent. dividends to those who invest in the stocks thus offered for sale. Many reputable papers printed them, but any experienced business man could see that such promises were false on their face and that the enterprises were merely genteel swindling schemes for luring away the money of unsophisticated investors. So the 'ads.' were refused at the counter, as they deserved to be.

"Likewise there is a large class of obnoxious medical advertising that cannot get into our best papers at any price. Questionable announcements of midwives and self-styled specialists, where there is reason to suspect malpractice, are refused, even though they consist of nothing but the bare name and address of the advertiser. In short, the honorable newspaper tries to protect the bank account as well as the morals of the homes into which it goes. This idea of loyalty to the interests and tastes of its readers has come to be the guiding aim of a good newspaper."

C. Howard Tryon, a well-known newspaper man of Boston and other cities, has purchased a block of un-subscribed capital stock in the J. J. Niland Company of Meriden, Conn., and on Sept. 10 became secretary of the company. Mr. and Mrs. Tryon are now at Lake George, where Mr. Tryon is recuperating.

The Gouverneur (N. Y.) Tribune was sold last week by the referee in bankruptcy proceedings to Alderman Fred B. Fuller of Gouverneur for \$5,930.

Mr. R. F. Kelsey, editor of The Automobile, has moved to Montclair, N. J., and occupies a house opposite the Athletic Club on Valley road.

PERSONALS.

Harold Hall, city editor of the St. Joseph (Mo.) Gazette, and Miss Katherine M. Williams of St. Joseph, were married last week at Maryville, Mo., in the home of B. C. Biggerstaff, newspaper man of Maryville.

At a meeting in Cooper Union, New York, last week, in honor of Count Leo Tolstoy's 80th birthday, the speakers were: Louis Miller, editor of the Warheit; Mr. Wischetzky, editor of the Zukunft; Herman Bernstein, the writer; Bolton Hall, the economist; L. W. Sprague and Dr. I. Hourwich.

Joseph F. Geisinger, city editor of the Richmond (Va.) Times-Dispatch, has relinquished his desk and become a student at the Richmond University College of Medicine. He was presented with a set of medical text-books by his fellow members of the staff.

Mrs. M. E. Aleshire, owner and editor of the Gibsonburg (O.) Derrick, was married to Frank R. Marks, business man of Ashland, O.

Rev. F. C. Anderson of Youngstown, O., and Rev. H. E. Beetham of Seio College, are managing the East Ohio Methodist Conference daily which began issue at East Liverpool, O., on Sept. 16. The conference consists of 131 ministers, representing 570 churches with 80,000 members.

A. P. Langtry, editor of the Springfield (Mass.) Union, and secretary of the Massachusetts Republican State Committee, is a declared candidate for State Treasurer to follow the present incumbent, A. B. Chapin, who has another year of his five-years' term to serve.

Samuel G. McClure, proprietor of the Youngstown (O.) Telegram, gave a dinner to the visiting newspapermen who covered the opening of the Republican campaign at Youngstown.

William Goodyear, owner of the Colfax (Wash.) Commoner, is Democratic candidate for Congress from eastern Washington.

James M. Irvine, editor of The Fruit Grower, published at St. Joseph, Mo., has returned from a tour of the Pacific Northwest, where he visited the fruit belts of Washington as guest of the Spokane Chamber of Commerce.

Richard R. Kilroy, editor and publisher of the Butte (Mont.) News, has been spending a vacation in and near New York. He automobilized through Jersey with F. Augustus Heintze, owner of the News.

Waldo Emerson Ladd, of the New York Press, who was ill in Providence, R. I., is back at his desk after two-months' absence.

Announcement has been made of the marriage of Miss Elisabeth Sohm, editor of the Storm Lake (Ia.) Vidette, and Joseph E. Morcombe, newspaperman of Cedar Rapids, Ia. The wedding took place at Newell, Ia., on May 24, but was kept secret for business reasons.

Dick Little, star special writer of the Chicago Record-Herald, is in Oklahoma fixing up one of his page stories.

Frank L. Blanchard has resigned the managing editorship of the Editor and Publisher and has accepted the appointment as managing editor or Printers' Ink.

J. Edward Scanlan of the editorial staff of the Buffalo Evening News, and Edward W. Mills, sporting editor of the Buffalo Times, have returned to their desks after a two weeks' vacation in Montreal.

Charles Sutherland, formerly one of the star men on the Hearst forces, and for the past several months on the Boston Herald, is back in New York, "taking things easy," he says.

James W. Reilly, political reporter on the Buffalo Times, is acting as private secretary to Norman E. Mack, owner of the Times and chairman of the Democratic National Committee.

R. E. Lee Reynolds, editor of the Amsterdam (N. Y.) Sentinel, has been appointed district deputy of the Elks for the north-east district of New York which includes jurisdiction over Elk lodges of Albany, Amsterdam, Troy, Gloversville, Schenectady, Saratoga, Plattsburg, Hoosick Falls and Glens Falls.

William L. McLaughlin, managing editor of the Wilkes-Barre (Pa.) News, and Miss Abbie C. McGowan, of Wilkes-Barre, were married at Wilkes-Barre. Rev. William Dunn of Baltimore, a cousin of the bride, officiated. Mr. and Mrs. McLaughlin left for a tour of the New England States.

A. G. Munro, business manager of the San Antonio Light, is in New York, in the interest of that paper.

F. L. Seely, publisher of the Atlanta Georgian and News, returned home after a business trip to New York.

W. J. Crawford, publisher of the Memphis Commercial Appeal, accompanied by his wife and daughter, was in New York this week.

POLITICAL CORRESPONDENTS.

Leading Newspaper Writers of the Country in New York.

The following are among the out-of-town newspaper men covering national political headquarters of both parties in New York:

North O. Messenger, Washington Star; Raymond Patterson, Chicago Tribune; Water Wellman, syndicator; Fred Starck, Cincinnati Enquirer; J. C. Welliver, the Munsey papers and others; Hal Smith, Baltimore Sun; Ernest G. Walker, Boston Herald; Charles W. Campbell, Philadelphia Inquirer; Harry S. Brown, New York Herald bureau at Washington.

James S. Henry, Philadelphia Press; Angus McSween, Philadelphia North American; Sumner M. Curtis, Chicago Record-Herald; Jewell H. Aubere, St. Louis Globe-Democrat; W. S. Couch, Cleveland Plain Dealer; James P. Hornaday, Indianapolis News; Arthur W. Dunn, Women's National Daily of St. Louis; James Reilly, Buffalo Times.

STAFF CHANGES.

H. Earl Young, who recently resigned as associate editor of the Huntington (Ind.) Farmer's Guide, has accepted the place of managing editor of the Farmer's Review of Chicago. Last spring he was appointed a member of the State Corn Commission by Governor Hanley to represent Indiana at the Nebraska Corn Exposition in Omaha this year. He is a graduate of Michigan Agricultural College.

Harry J. Dodgson, for three years reporter on the Rochester (N. Y.) Times, has been promoted to assistant city editor.

J. F. Essary has resigned from the staff of the Norfolk (Va.) Landmark and joined the force of the Baltimore (Md.) American-Star, the new afternoon daily.

Spencer G. Sladdin, for twelve years a reporter on the Poughkeepsie (N. Y.) News-Press, went to the staff of the New York American in New York last Monday.

John P. Gavit of the Associated Press has been called from Albany, N. Y., to act temporarily as news editor for the Eastern division of the Associated Press.

Edward R. Anker, Associated Press correspondent at Albany, N. Y., will remain at that post as assistant to John R. Tremain, who succeeded John P. Gavit.

BRINGS GOOD RETURNS.

New York, Sept. 2, 1908.
Dear Mr. Shale:—I am sending you herewith check for \$1 to renew my subscription for the Editor and Publisher. I believe I was one of your original subscribers and I have never regretted the small investment each year which I have made with you. It has brought good returns in the knowledge and information I have received.

Very truly yours,
JOHN A. SLEICHER,
President Judge Company.

Poe's Magazine to Be Revived.

The J. B. Lippincott Company of Philadelphia is planning to revive the famous Southern Literary Messenger which was once conducted by Edgar Allan Poe. It will be edited from Richmond, its original home. It is proposed to make it Southern to the core. Southern writers will feature Southern history.

"The Sphinx" is a new monthly magazine of banking, from Atlanta, Ga., with sixteen pages. It is published by the Central Bank and Trust Corporation of Atlanta.

PICTURES MAKE CIRCULATION

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

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS OR ADVERTISING MANAGER

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

FOR SALE.

GENUINE BARGAIN.

Modern Hoe Double Supplement Press with half deck added. In good running order. Will print 4, 8, 10, 12, 14 or 16 pages, running speed of 2,500 per hour; or a 20, 24, 28 or 32-page paper at running speed of 12,500 per hour. On account of necessity of greater press facilities, the undersigned will sell this at a great discount. About one-third cash payment down, balance in two years with well secured notes. Oakland Tribune, Oakland, Cal.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN.

THE EVENING WISCONSIN,
Milwaukee.

By the Evening Wisconsin Company.
Daily average for 1907, 28,082.

WASHINGTON.

THE DAILY TIMES,
AND THE SUNDAY TIMES.
SEATTLE, WASHINGTON.

Brings best results for money spent for advertising in the Pacific Northwest. Published evenings and Sunday morning.
Classified ads. 10 cts. a line Daily, 15 cts. a line Sunday. Six words in a line nonpareil.

COMICS, NEWS FEATURES, FICTION

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

WRITE US

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

TYPEWRITER RIBBONS

3 for \$1.00 delivered.
ANY MACHINE, ANY COLOR
RECORD OR COPYING
Western Ribbon Co., San Mateo, Cal.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

Wylie B. Jones, of the Wyckoff Agency's Binghamton office, is placing 1,000 inches for the advertising of Dr. Howard's Specific.

The list of daily papers for the advertising of Ed. Pinaud, Perfumer, Fifth Avenue, New York, is being made up. This business will be placed through Louis V. Urmey, 41 Park Row, New York.

J. C. Ayer, Lowell, Mass., is sending out orders for daily newspaper advertising.

Wood, Putnam & Wood, Boston, is sending out orders for Rice & Hutchins, Educator Shoe, same city. This agency is also placing contracts for Le Page's Glue.

The W. T. Hanson Company, Schenectady, N. Y., are making new contracts and renewals for the advertising of Dr. Williams' Pink Pills.

Alfred Gratz, Philadelphia, is sending out 356 lines, two times generally, to advertise Founder's Week, same city.

The Morse Agency, West Thirty-fourth street, New York, is sending out contracts to daily papers for the Van Houten Cocoa advertising.

The Jaros Company, New York, is sending out copy for the Alfred Benjamin & Co., Clothing, same city.

The J. T. Weatherald Agency, Boston, is sending out orders for 2,000 inches for the Pinkham advertising. They also want to place some Vinol copy to apply on this contract.

The Bates Agency, Spruce street, New York, is sending out copy to apply on the Clothcroft contracts.

The C. Ironmonger Agency, Post Building, New York, is using Sunday papers in thirty of the largest cities for E. J. Burrowes, Billiard and Pool Tables, Portland, Me.

Dauchy & Co., Murray street, New York, are sending out renewals for Ely's Cream Balm. The space to be used is two inches e. o. d. for one year.

Walter C. Lewis, Boston, is sending out 1,300 lines for the Fall advertising of Walter M. Lowney, Lowney's Chocolate and Cocoa, same city.

Jules P. Storm, Post Building, New York, is adding new papers to the list for the advertising of the Union Watch Company. The space to be used is 5,000 lines.

Lord & Thomas, Chicago, are placing 1,560 inches in Kansas papers for the advertising of F. P. Rice & Co., same city.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing nine inches eight times for the advertising of Hartshorn's Self-Acting Shade Rollers.

The E. P. Remington Agency, Broadway, New York, is placing twenty-eight lines fifteen times in Sunday papers for the Le Maire Opera Glass advertising.

N. W. Ayer & Son, Philadelphia, are sending out renewals for the Standard Oil advertising.

The Horn-Baker Advertising Company of Kansas City, Mo., is sending out the following for The Jones Bros. Mercantile Company of Kansas City: Page general-and-special catalog copy to Farm weekly and monthly papers; also half-page general-and-special catalog copy to metropolitan weekly newspapers; also the following small advertisements to farm and mail-order papers: 30-line Sewing machine copy; 68-line Cloak and Fur copy; 45-line Men's Shoes copy; 45-line Women's Shoes copy; 56-line Stove heater copy; 56-line Range copy; and 60-line Men's suit copy.

The Merrill Adv. Agency, Inc., 1123 Broadway, New York City, is placing the advertising on the exchange basis for the Hotel Albany, Denver, Colo.; Hotel Standish, Denver, Colo.; Hotel Green, Pasadena, Cal.; Orena Hotel, Los Angeles; Hotel Washington, Kansas City, Mo.; Hotel Perkins, Oregon, and the Hotel Grunewald, New Orleans.

THE BECKWITH AGENCY.

Sends Its Men Over the Continent for Its Clients.

The Beckwith Advertising Agency, offices in New York and Chicago, was founded by the late Samuel C. Beckwith, who died two years ago. The name is almost a household word among the advertising fraternity of the United States. After the death of the elder Beckwith, J. T. Beckwith, brother of the founder, succeeded him as president of the concern and continued the policies which have made the agency one of the most successful in the country. Probably the largest element in this success aside from the splendid planning of the first Beckwith, is the magnetic personality of J. T. Beckwith.

Referring to the equipment, a member of the staff quietly remarked: "The agency can, on twelve hours notice, place eight first class men in as many different cities, to surround any piece of business offered. We never hesitate to send a man anywhere on the continent when there is anything going out."

John Budd, of the Smith & Budd Special Agency, left for Chicago, where he will look after the Western office of the known "Circulation List." Mr. Budd will be in the West for about two weeks.

C. B. Hanson, business manager of the Augusta (Ga.) Chronicle, and his brother, Victor H. Hanson, the well-known and popular advertising manager of the Montgomery Advertiser, are in New York calling on the different general advertisers.

STREET-CAR ADVERTISING.

Thomas Balmer Tells Why It Is Effective in Getting Business.

In his address before the Associated Advertising Club of America at Kansas City, Thomas Balmer, manager of the Street Railways Advertising Co., in speaking of the value of street-car advertising said that "it is this steady and progressive diet of advertising in easily digestible doses, against the spasmodic allopathic tonic manner in which most other advertising is administered, that creates the sales of the street cars, and maintains and creates those sales at so profitable cost that the advertiser can well afford to maintain his campaign.

"I insist," he continued, "that the advertising that creates sales and maintains sales at a profitable cost is the only form that the advertiser can afford to maintain.

"He may get business—perhaps a good deal of it—by a big splurge of advertising which will last for a time, but he can't afford to keep up that pace, and if he cannot, then what must become of business when it stops?

"It is safe to say that whatever business you create through street car advertising, you can afford to maintain and let it grow through the constant use of street-car advertising.

"The great national campaigns which are carried on chiefly through the magazines as primary mediums, can take absolutely no advantage of or regard for local or even sectional conditions.

"An advertiser who used the magazines must treat all sections alike, no matter how different the situation may be for him in the different sections; how far his sales have already progressed in one part, or how little in another.

"The national advertiser in the magazines is like a farmer cultivating a continent-wide field where, irrespective of the weather and sectional conditions, he must prepare all his land at the same time, plow all together, harrow it at once no matter how late his harrowing is for some part of the field and how early for another part; and who also must reap the green, the ripe and the over-ripe together.

"The national advertiser in the street cars, however, can follow closely and exactly the varying needs of the different sections in which he is sowing the seeds for the success of his product. He can sow in first one section and then another, without wasting his seed over the untended fields outside and he can adapt his care of the different sections afterwards exactly as their needs demand."

Tribute to American Advertising.

A. A. Christian, advertising manager of Gimbel Brothers, Philadelphia, is enjoying a well-earned vacation abroad. While in Paris he was interviewed by a Herald reporter. Among other things he said: "American advertising is more rigidly truthful than is any other line of literary work."

W. N. Callender, Jr., of the Hearst newspapers, W. H. Smith, of the Smith & Budd Special Agency, and C. I. Putnam, of the C. E. Sherin Agency, returned home after a vacation spent at Kingston, Jamaica.

ROLL OF HONOR

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

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

Print Paper Investigation.

The special committee of Congress, under Congressman Jas. R. Mann of Chicago, resumed, after the summer vacation, its inquiry into the pulp wood and print paper situation, at Appleton, Wis., last Tuesday.

INTERVIEWING CLEVELAND.

How One Journalist Got a Big Story by Keeping Silent at Right Time.

"It was in 1901 that I had my first opportunity of really knowing Grover Cleveland. He was then a totally scorned and forgotten ex-President. The mad dance of McKinley prosperity, which has left many of us somewhat footsore in these later days, was then in full swing. It was the high noon of the "let-us-alone" era. There was no restraint—no regulation—no Big Stick. And on the few occasions when Grover Cleveland was mentioned, it was customary to flout him as an Ogre of Misrule, who had wrecked his party and brought panic and disaster upon the whole United States," says Herbert N. Casson in an article in the New Broadway Magazine for September.

"Being at that time on the editorial staff of a New York newspaper, I ran out to Princeton one morning to ask Mr. Cleveland for an interview on a political question which had suddenly become exciting. I had no reason to believe that he would talk. Like dozens of newspaper men, I had previously tried many times to "land" a Cleveland interview, and not one of us had succeeded. On every occasion we had been met with very little good will and an absolute rebuff at all points.

"But on this occasion Mr. Cleveland talked. It would be more literally true to say that he exploded. My question had probed a reservoir of long-repressed anger and indignation. He talked fast and he talked well. If he had ever attained such force and fluency on the platform, he would now be starred among the headliners of American eloquence.

"In ten years of busy interviewing, I can remember only three celebrities who were as mad as Grover Cleveland was on that occasion—Mark Twain, when I tried to pacify him because a cub reporter had written him up in a fake interview—Carl Schurz, when I offered him a pittance of \$25 for a special article—and J. P. Morgan, when I was so young and foolish as to ask him his opinion of a certain Wall Street swindler.

"What he said was, of course, not intended for publication; so I went back to New York and reported that Mr. Cleveland had nothing to say. It was a good lie, and one for which I have never been sorry. But several days later I slipped over to Princeton again, and, as I expected, found Mr. Cleveland so pleased that I had not abused his confidence that he gave me not only one interview, but an article of great importance, written and signed in his small, copperplate handwriting. It was his first word to the American public since his retirement."

Labor Editors in Session.

Editors from different cities and representing one hundred and fifty labor papers, met in a convention at the Saratoga Hotel, Chicago, on Tuesday. L. W. Quick, of St. Louis, presided at the opening session, which was devoted to organization work and the appointment of committees. The editors will discuss plans for unity among the various papers in the political campaign, and the question of indorsement of W. J. Bryan is expected to be taken up before the convention adjourns on Saturday.

DENVER POST'S FOUNDER.

Tells of the Difficulties Encountered in Starting the Paper.

George D. Herbert, of Harrisburg, Pa., while in Denver as a delegate to the National Democratic Convention, dropped in at the office of the Denver Post. He looked the plant over and then said:

"The electric lights in the business office of the The Denver Post cost more than the whole plant at first, founded by myself."

Mr. Herbert started The Post in 1892. He went to Denver from the East to turn the searchlight on the silver agitation dissipate the mists and tell the people of the blessings that would follow the adoption of the gold standard.

"What a comparison of the great newspaper of to-day with that of sixteen years ago," exclaimed Mr. Herbert. "I had one pressman and an assistant, who used to do the stereotyping also. It was hard sledding for awhile, but in spite of the constant hammering of the News and the Times we had a circulation of about 11,000 at the end of the first year.

"They tried to make the people believe we were representatives of the Wall Street interests come here to delude the people. We simply wanted to do what has been done by the greatest newspapers in the country.

"I had control of the paper for thirteen months, when the panic came on and we went to the financial wall and the paper went with us.

"Those were a trying thirteen months in Colorado. The people did not like my style of comment and it kept me busy dodging men with guns looking for the editor."

CHILDREN STUDY PAPERS.

How the Teachers of Australia Seek to Instruct Them.

"Newspaper day" has become a popular institution in the Australian primary schools. On that day of the week the ordinary text-books are put aside, and each child in the upper classes concentrates on that morning's journal. Shipping intelligence naturally suggests geographical queries; the casualty column leads to instruction in first aid to the injured, and "Situations Vacant" affords an opportunity for practice in commercial letter writing.

It is claimed for the innovation that children are thus led to understand and appreciate "what a vast amount of useful and practical information can be acquired by an intelligent study of the events of a single day." And don't we remember that a great journalist once wrote an article, "Nothing in the paper"—and found it full!

No Press Clubs Convention.

The 1908 convention of the International League of Press Clubs, scheduled to be held at Seattle, Washington, will not be held this year, as the board of governors of the association have withdrawn the acceptance of the invitation to held the convention at Seattle. The reason given for the convention not being held are because of the financial stringency and the demands made by the Presidential campaign upon the services of the active newspaper men and women of the country, and the excessive cost of the trip and time required for Eastern men to go to Seattle.

It has been decided to postpone the convention until about June, 1909.

TELE-AUTOGRAPH REPORTER.

Ingenious Machine Employed by the New York World.

A bulletin service which the New York Evening World has instituted between the office of that newspaper and Coney Island is regarded as proving the commercial value of the tele-autograph for long-distance work. This instrument is so arranged that any one sending a message picks up a pencil attached to an arm allowing free movement in every direction, and electrically gauged so that another device of a similar construction reproduces the exact handwriting of the sender on a roll of paper at the other end. This instrument will transmit words as fast as a man can write them. A reporter can send his stuff direct to the copy desk. There can be no question of operator's errors, for the sender's own writing is a convincing witness in case of dispute. The World's new service of over fifteen miles of direct wire, passing through no telegraph office nor cut out, is said to be the longest line over which the instrument has ever worked to the entire satisfaction of all concerned. From 3 p. m. to 11 p. m. news bulletins are sent regularly to Coney Island, where they are displayed on a seventy-foot board. The Coney Island reporter in turn sends the news events of that resort direct to the office.—*The Printing Trade News.*

The Read Advertising Agency of Los Angeles, Cal., has expanded and placed a ground floor store in the San Fernando building, retaining its general offices and equipment in the same building.

TOMLIN'S RESPONSIBILITY.

John Harwood Bacon.

"Who is 'the child'?"

As Wilson had been "doing police" for nearly five months, he felt privileged to treat a new reporter's advent with a measure of patronage.

"My, what a pretty boy!" gushed Miss Eldredge, at the next desk. Miss Eldredge had been on the Times for over eleven years, but was still as coy as on the day of her first assignment.

"Hope he'll get my run, and I'll be given hotels," muttered Wilson. "I'm getting tired of all-night work."

Miss Eldredge gave another look.

"How pink and clean he looks! I'll have to take him under my wing." She redirected attention to the anecdote for her "What She Sees and Hears" column, a Sunday feature which an afternoon paper had burlesqued under the suggestive caption, "What He Smokes and Dreams."

The newcomer's arrival was a matter of no general interest. As the reporters loitered in, one by one, each went straight to his desk and became absorbed in that section of the morning's news which he himself had written the night before, giving no heed to the boy standing uneasily beside the city editor.

The Times staff was constantly changing. New men were taken on, old

men dropped. Oftentimes a youngster would "fall down" on an important assignment, and another would be recruited in his place. Occasionally an old-timer would select an inopportune



occasion for a celebration, and, in consequence, find his desk allotted to another, on his remorseful and unshaven reappearance. Frequently a dismantled derelict would drift into the office and receive a spare job at the copy desk—a

favor which usually terminated within a fortnight. At rare intervals a "cyclone" would strike the shop, and the entire staff would find itself reorganized, some men unexpectedly advanced and others unceremoniously dismissed. A new reporter, therefore, was of far less interest than a study of the late edition for the purpose of finding "how much of that story of mine was hacked to pieces by that carpenter of a city editor."

It was nearly half past 1, the hour for afternoon assignments.

"Wilson!"

Sharply, almost surlily, came the summons from the city editor's desk.

"Ten to one, I go up," whispered Wilson, jubilantly. Being on duty long after the other reporters had finished work, he was not due at the office until 3 o'clock. His summons at that hour could therefore have but one meaning; the new man was to be given "police."

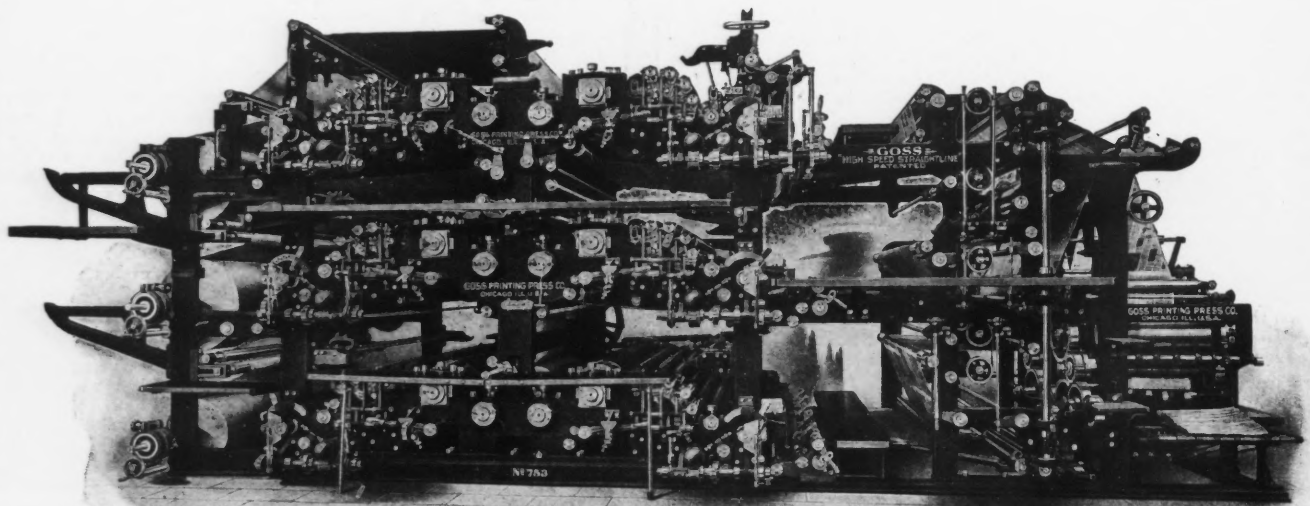
"This is Mr. Tomlin, Wilson," was the editor's curt introduction. "He's to have your run, and you're to be tried on 'marine.' Take him around this afternoon and introduce him, and Butler will put you on to the ropes of your new run tomorrow. No special assignments today; only, look out for a follow-up story on that State street robbery."

SHOWING HOW NEWSPAPERS MAY LOOK IN THE FUTURE IF PRINTED WITH WHITE INK ON BLACK PAPER.

From the Western Publisher.

THE HIGH-SPEED GOSS-STRAIGHTLINE

If the Publishers of Newspapers will investigate these Machines they will appreciate their value



Paper is expensive; so are these Presses, but they will save money on both and make a handsome profit on the investment. Go and see them at the Cincinnati TIMES-STAR

PATENTED AND MANUFACTURED BY

THE GOSS PRINTING PRESS CO.

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue

NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

LONDON: 90 Fleet Street

