

# THE EDITOR AND PUBLISHER

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## CHICAGO PRINTING.

**CLAIM MADE THAT ILLINOIS CITY LEADS THE WHOLE WORLD IN BIG ORDERS.**

**Won Encyclopedia-Britannica Job Over New York, London and Paris—Some Think Chicago Will Be the Great Magazine Publishing Center—\$20,000,000 Invested and Annual Output \$30,000,000.**

The Chicago Tribune last week reviewed exhaustively the printing business of Commercial Organization declared eral branches of the industry. The following article, in which the printing business of Chicago is compared with that of New York, contains much information that has not heretofore been printed:

Chicago is the greatest printing center in the world. The world concedes this and sends its largest orders to Chicago printing establishments.

One Chicago house lately has landed the biggest order ever given to an individual house. It is the printing of the Encyclopedia Britannica, published by Cambridge University, England. Bids on this job came from all over the world. The best printers of London, New York, Paris and other printing centers entered into competition for the work, but a Chicago house, although its price was higher than many of the others, was awarded the prize.

### WHY CHICAGO LEADS.

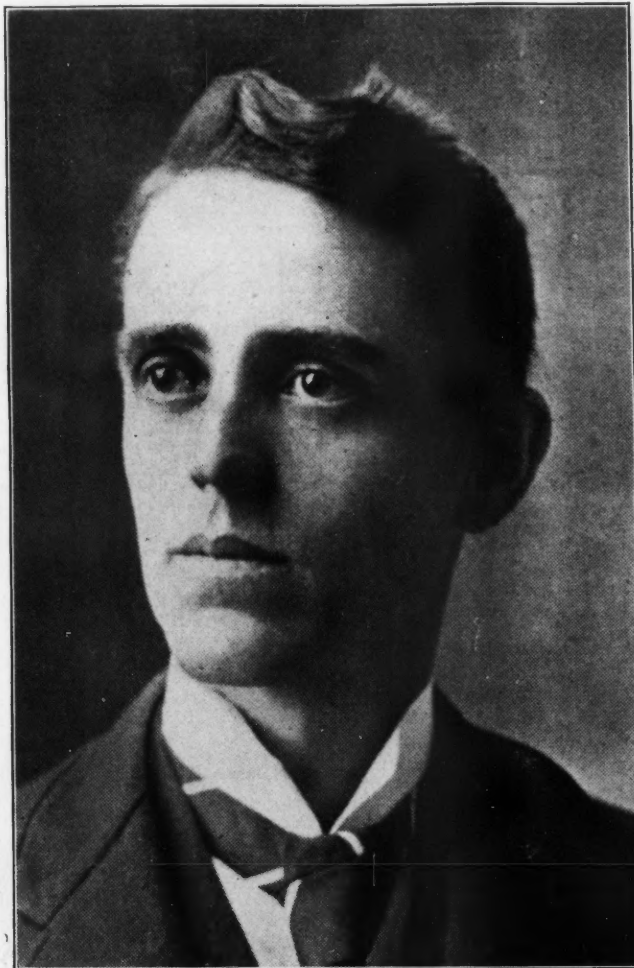
The question is often asked, Why has Chicago such a supremacy over other cities in the matter of printing? New York has more printing establishments, the majority of magazines published in the United States are published in New York, there are large publishing houses there or in the vicinity—so why does Chicago lead in printing? Because Chicago is the business center of the United States. The jobbing houses in Chicago exceed those of New York many times over, the large mail order houses are in Chicago, and the business of the Chicago printers which gives it the lead over other cities is the catalogue business.

Figures in regard to the catalogue business are surprising and stupendous. One of the large mail order houses of Chicago turns out daily an average of 60,000 catalogues, and another house probably is turning out a similar amount. Every wholesale house has its catalogues, which change as frequently as there come changes in the business or the prices of the articles advertised, or as new articles appear on the market. \* \* \*

### COLOR PRINTING.

In addition comes what is known as three color printing. Chicago is the headquarters for printing of this nature. The invention was made by a Chicago man, and since the start there has been nothing superior in this line anywhere to support the business which began in Chicago. This includes practically all the printing done in colors—calendars, catalogues and colored plates of all kinds. From New York, with its multiplicity of printing houses, come the orders from the large carpet and rug manufacturers for the printing of the plates which are a reproduction of the

(Continued on page 3.)



ARTHUR CAPPER.

NOTED KANSAS PUBLISHER WHO BEGAN HIS CAREER AT THE "CASE" WHEN THIRTEEN YEARS OLD.

## CANADIAN PRESS LIMITED.

**New News Service for Daily Papers of the Dominion.**

Representatives of the daily press of Canada have completed arrangements for the launching of the Canadian Press Limited, a co-operative organization which will control the service of the Associated Press in Canada.

It was decided that the organization should extend over the entire Dominion, with subsidiary organizations for handling such local or inter-provincial services as may be agreed upon—in British Columbia, the three prairie provinces of Manitoba, Saskatchewan, and Alberta; Ontario and Quebec as one group, and the three maritime provinces as one group.

It is proposed that the various groups shall exchange Canadian news of a general character, which shall be incorporated with the Associated Press report as sent out on the various provincial or district wires. The service is to go into effect January 1.

L. E. Beau will launch the Radisson (Wis.) Courier.

## SECURES INJUNCTION.

**Moline Mail Would Prohibit Publication of Moline Press.**

C. J. Zaiser, publisher of the Moline (Ill.) Mail, has been granted an injunction restraining the Moline Press from issuing a newspaper in Moline, Ill.

Three years ago the Mail purchased the Journal, and the Journal owners, it is said, agreed not to enter the publishing field for five years. Recently they started the Moline Press and the Mail applied for an injunction, with the above result.

## New Virginia Daily.

The Petersburg (Va.) Index-Appeal, which was purchased recently by Walter Edward Harris, a well known Washington correspondent, has launched an afternoon paper called the Evening Record. The Index-Appeal will be continued as a morning paper. Petersburg now has three dailies.

The Granfordville (Ga.) Advocate-Democrat has been sold to Harry Wilson.

## EXPLOITING CITIES.

**CAMPAIGN TO COMPEL APPROPRIATION OF PUBLIC FUNDS FOR ADVERTISING.**

**Lawyers Say Municipal Funds Cannot Be Used for Advertising, but Associations of Commercial Organizations Would Change Their Opinion—Unfair to Let Volunteer Bodies Carry the Burden.**

The recent convention at Grand Rapids, Mich., of the American Association of Commercial Organizations declared that every municipality should pay its own advertising bills and that the present system of raising funds by popular subscription to exploit a city is all wrong.

It is proposed to make a campaign over the country with the intent to bring about changes of law so as to permit the appropriation of public funds for "advertising."

According to the officials of this organization, several attorneys-general of different States have expressed the opinion that a municipality may spend its money only for "municipal purposes," and so these legal authorities say "advertising is not a municipal purpose."

The association is sending out printed arguments against the old-fashioned habit of construing the law. The following argument is made:

### INCREASING LAND VALUATION.

"If advertising brings new industries or new citizens, the immediate result is an increased land valuation, and the property owner—be his property in the center of the city or in the suburbs—is the recipient directly or indirectly of resulting advantages.

"The landlord who rents to the downtown merchant raises the price of the rental; the merchant pays the higher rent and is happy because he foresees a larger business.

"The non-resident property owner, the man who cannot be found when the general subscription fund is being passed around, but who can always be found when a purchaser is on hand to pay a high price for his property, enjoys increased valuation on his holdings.

### SUBSCRIPTION METHOD UNFAIR.

"The narrow-minded, close-fisted citizen, who will not loosen his purse-strings, but will burn midnight oil calculating increased profits from an advertising campaign, paid for by others, is compelled to pay his share.

"And what is this share? Take for instance the city of Schenectady, with 77,000 population and an assessed valuation of \$38,000,000. An appropriation of one-half mill tax would net \$19,000 as a fund by means of which Schenectady's advantages might be exploited.

"Every man pays his share, and it is not necessary for any committee to go around from door to door on a begging expedition. No professional money raising expert is made necessary and his compensation of ten or twenty per cent. of the fund raised is saved.

### WHAT MEANS "MUNICIPAL PURPOSE."

"If as a result of the expenditure of that \$19,000 fund in general advertising, one factory is secured that will employ 150 hands, with an annual pay roll

of \$150,000, there is a net annual profit to the city of at least \$16,000—a profit which it would not have enjoyed had it not been for that advertising campaign.

"It is a fair estimate that ten per cent. of money expended by wage earners is a profit to the merchant, the landlord, and the butcher and baker and candlestick maker. If by expending \$19,000 a city can secure to its business interests an annual net profit of \$16,000, is it fair to say that advertising a city is not directly a 'municipal purpose?'"

#### KNOXVILLE WORLD.

##### New Evening Daily Suspends After Thirty-three Weeks' Existence.

The Knoxville (Tenn.) Evening World suspended publication last week, after an existence of thirty-three weeks. Regarding the suspension Gordon Nye, the editor and manager, says:

"The paper made perhaps one of the most remarkable records ever made in the newspaper world. The company had but \$13,000 cash to buy equipment, install the plant and publish the paper, yet with this small amount of capital the paper has existed about thirty-three weeks.

"At one time it had a circulation of 19,000, and this large circulation, with no advertising, is what caused the suspension."

In the last issue the World said editorially, in part:

"It is a pity that just at this time, when the paper was signing advertising contracts and winning the confidence of the progressive business men of the city, it had to suspend publication for the lack of a few dollars to meet creditors."

#### NEWSPRINT.

##### Great Northern Mills Turning Out More Than 500 Tons Daily.

It is said that the two mills of the Great Northern Paper Co., the second largest maker of newsprint in this country, are making approximately 515 tons of newsprint daily.

The officials of the company state that they have on hand about fifty per cent. of a normal stock of paper and the demand is so great as to preclude the possibility of accumulating stock.

The International Paper Company and the Great Northern together have an output of about 2,100 tons of newsprint daily.

##### Will Edit Sunday Telegraph.

Frederic Blount Warren, the magazine writer, is the new Sunday editor of the New York Morning Telegraph. Mr. Warren was formerly city editor of the New York Evening Mail, and for several years on the editorial staff of the Philadelphia North American and Inquirer.

The Ute (Ia.) Independent has been sold to J. W. Downing.

**The Pittsburgh Press**  
HAS THE LARGEST  
Daily and Sunday  
**CIRCULATION IN PITTSBURG**

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

#### MILLIONS FOR ADVERTISING.

##### America Leads World, Says Dan A. Carroll to Poor Richard Club.

Dan A. Carroll, secretary of the Six Point League of New York, was the chief speaker at the luncheon of the Poor Richard Club, Philadelphia, last Tuesday. Mr. Carroll's topic was "Newspapers and General Advertising." He said in part:

"Advertising is a great business, no matter whether you are buying or selling. During last year statistics show that over half a billion dollars were spent for it alone, and when this sum is considered as about ten per cent. of the actual business obtained through advertising, an idea can be gotten of the country's business in a year. At that, this sum does not represent corporation advertising, which in itself is another big adjunct.

"Most rapidly is this country going ahead in advertising, and already American merchants have carried their systems into England and caused a revolution in advertising there. It has been the means of the people buying with a greater knowledge of goods instead of prices, and in my opinion from this fact alone has great educational value. The palm is handed to the United States as the best advertising country.

"During the past ten years there has been a reform among the publishers. Both magazines and papers used to issue false circulation figures and quote bad advertising rates. Lately this has altogether ceased. Now it is understood that advertising is not a false proposition, but a legitimate business proposition.

"The national medium gradually being developed for advertising is the newspaper. I maintain that newspaper advertising can be systematized, first being taken up by States, and then localized until it is better than the magazines. It is just as effective as the magazines and less costly.

"The copy used in newspaper advertising should be written differently from the magazine stuff. It should be straight talk with good cuts and not the half-tones used in magazines. The presses of a daily print far better and look far neater if a line drawing is used. So far national advertisers have not given the newspapers the attention they ought, but the time is shortly coming when they will be appreciated."

Those present included: Thomas Martindale, Dan Carroll, Ferdinand P. Beeber, Clinton Rhoades, Edwin Moore, E. J. Cummings, E. M. Bait, D. E. Woley, W. B. Oliver, William Murphy, Harry Gatchell, C. H. Graves, Robert L. McLean, C. V. McLean, Theodore B. Cramer, W. Percy Mills, R. H. Durbin, George Nowland, W. B. MacKenney, E. M. Kadden, C. Chalmer Jones, George W. Tryon, Roy A. Simpson, Senator Philip P. Baker, New Jersey; P. C. Staples, William Simpson, Joseph Simpson, Hugh O'Donnell, C. H. Goussiss, W. F. Fell, W. B. Waddell, Lewis Gilman, R. H. Dippy, F. G. Holmes and G. E. Gables.

##### Wood Pulp Production.

During the whole or part of the calendar year 1909 there were 253 wood pulp mills in operation in the United States, as against 251 in 1908. In 1909 these mills consumed 4,002,090 cords of pulp wood valued at \$34,470,000, as against 3,347,000 cords in 1908 valued at \$28,360,000, an increase of about 19 per cent.

Terre Haute, Ind., socialists will start a weekly.

#### CHANGES NAME.

##### American Newspaper Service Succeeds Phillips Newspaper Service.

With the granting of a prayer by the petitioners last week the Supreme Court of the District of Columbia changed the name of The Harold W. Phillips Newspaper Service to the American Newspaper Service, the occasion of the change being the retirement of Harold W. Phillips from the corporation bearing his name and the taking over of his interests in several newspaper enterprises.

The new company is composed of Gerald Rickard, late advertising manager of the Washington Post; Charles Fletcher, until recently cashier of the Philadelphia North American; Charles Lanman, of the Lanman Engraving Company of Washington, and a number of Washington business men who have purchased all of the outstanding stock of Phillips' former associates.

The new location of the American Newspaper Service will be at 1421 F. St., N. W. The ground floor of the property is being remodeled for the counting rooms of the Washington Advertiser and Washingtonia, two local weekly newspapers published by the concern.

Hereafter the American Newspaper Service will confine its activities to developing its own newspaper properties.

#### INTER-OCEAN VETERANS.

##### Old Time Chicago Newspaper Men Dine in New York.

A meeting and dinner was held at Baker's, West Twenty-fourth street, New York City, Thursday, November 7, for the purpose of reminiscent enjoyment by men who have been connected with the Chicago Inter-Ocean. Melville E. Stone, of the Associated Press, one of the first editors of the Inter-Ocean, acted as toastmaster. Editors William Penn Nixon and H. H. Kohlsaat were present.

The following also sat at the table: I. Harry Ballard, of the New York Evening Telegram; William A. Taylor, of the Associated Sunday Magazine; "Art" Young, cartoonist; William A. Trowbridge, Ralph Earley, John Woodward, Leander H. Crall, H. E. Crall, Wesley Sisson, A. E. Morford, Harry E. Church, Guy Patton, Oliver Oliver, C. F. Carter, Howard Woody and Edward Freiburger.

##### George J. Burns Weds.

It was a surprise to the many friends of George J. Burns, of the Payne & Young Special Agency, to learn that he was married on Wednesday, November 23, to Miss Jeannette Geraty. After a brief honeymoon they will be at home to friends at 541 East One Hundred and Eighty-second street. Mr. Burns was for four years connected with the C. E. Sherin Company, and later, before joining forces with Payne & Young, was with the Frank Presbrey Agency.

##### Dedicates New Quarters.

The new club rooms of the Advertisers' Club of Cincinnati, in the Ogden building at 118 East Fourth street, was dedicated last week. Nearly one hundred members attended. Howard Sasby acted as toastmaster. The speakers included Ren Mulford, J. C. Schaefer, W. C. Culkins, C. B. Willoughby and C. L. Thomas.

The Spearfish (S. Dak.) Caravan has been purchased by J. I. Wright, who will continue it.

#### LABOR PUBLISHERS MEET.

##### Hold Second Annual Convention in St. Louis and Elect Officers.

The International Labor Press of America held its second annual convention in St. Louis last week. Officers were elected as follows: Charles W. Fear, Joplin (Mo.) Trades Unionist, president; Ed Hirsch, Baltimore Labor Leader, first vice-president; R. G. Stewart, Cedar Rapids Tribune, second vice-president; P. D. Drain, Evansville Advocate, third vice-president; Jerome Jones, Atlanta Labor Journal, fourth vice-president; O. S. Wilson, Oklahoma City Labor Unit, fifth vice-president; Sam De Nedrey, Washington (D. C.) Trades Unionist, sixth vice-president; W. J. Kelly, Pittsburg Iron Trades Journal, seventh vice-president; Will M. Maupin, Lincoln Wage Reader, secretary-treasurer.

The officers constitute the executive committee of the organization, which now embraces thirty-six labor newspaper publishers and editors. The organization proposed that the daily press throughout the country should be encouraged to publish labor news and pledged its support to that end.

#### OKLAHOMA CITY TIMES.

##### New Owner Reorganizes Business and Editorial Departments.

The Oklahoma City Times has lately passed under the control of Dennis T. Flynn, an attorney, who is said to have considerable means. Mr. Flynn has purchased the interest of all the small and some of the large stockholders, thereby, with his associates, obtaining full ownership of the company.

H. G. Eastman, who for the past three years has been business manager, becomes general manager, and has secured as news editor J. W. McCammon from the Omaha Bee, and as associate editor R. S. Graves, for years with the St. Joseph Gazette, but lately of the Scripps-McRae League.

#### SACRAMENTO UNION SOLD.

##### New Owner Is L. E. Boutz, Who Was Formerly Connected with the Paper.

Following negotiations extending over a long period, the Sacramento (Cal.) Union has been purchased by L. E. Boutz from Sidney M. Ehrman of San Francisco. Concerning the future policy of the Union, the new owner says:

"The Union will be broadly progressive in National, State and local affairs, supporting heartily such policies as it believes to be for the best interests of the people. And whatever its editorial policy may be regarding men and affairs, its invariable rule will be to print the news without partisan bias."

H. M. Kellogg has purchased a half interest in the Fullerton (Neb.) News-Journal.

#### The New York Times First in General Advertising.

In the ten months of 1910 The New York Times led all other morning newspapers in the volume of advertising (Wants excluded) six days in the week. The Times published 4,140,869 lines and the next morning newspaper 3,815,647 lines, or over 300,000 lines less. The New York Times has a larger circulation among the money spending classes than any other newspaper in the United States.

**CHICAGO PRINTING.**

(Continued from page 1.)

colors of the carpets they manufacture and advertise.

The growth of the printing business in Chicago has been one almost of leaps and bounds. It has exceeded the growth of the city by three or four times in the last twenty years, and there are now five exceptionally large printing establishments, with any number of smaller concerns, doing a good business in the city. And although New York must be allowed the supremacy in the matter of magazine publications there are six or seven magazines with large circulations published weekly in Chicago, and one large New York publishing house recently has brought one of its most popular publications to Chicago, from whence it will be issued in the future. In the opinion of one of the oldest and most prominent printers in the city Chicago is destined in the future to become the magazine center of the country, because of the advantages of its central location over the large cities of the East. \* \* \*

**CHICAGO'S TOTAL BUSINESS.**

A glance at an estimate of the amount of business being done in Chicago to-day as compared with figures prepared by the United States Government in 1904 will give some idea of the tremendous importance of the printing industry in Chicago. In 1904 it was found that there was \$16,061,020 invested in Chicago printing establishments. To-day the minimum estimates put the amount invested at \$4,000,000 more, making more than \$20,000,000 invested in printing. The number of employes, all told, in the printing business amounted in 1904 to 14,340. In 1910 there are more than 16,000 employes.

Salaries paid to office employes and officers of printing establishments were in 1904, \$2,436,023. In 1910 it is estimated that the amount will be increased to \$2,500,000, and in the matter of wage earners' salaries the amount increases from \$6,816,681 to more than \$7,500,000. The value of production in 1904 was found to be \$26,200,564, while this year it will be more than \$30,000,000.

These figures represent the printing business, exclusive of the newspapers. In the newspaper business it was found in 1904 that the investment amounted to \$13,758,199. In 1910 it is estimated that there is at least an increase of \$2,000,000 on these figures, and the estimated amount of paper used daily in Chicago by newspapers is eighty-six tons. \* \* \*

The voice of the printer is being heard in national affairs in such manner that it carries weight with the legislators at Washington. Nearly every city of any size boasts its Ben Franklin club, and Chicago has one of the strongest in existence. There are weekly luncheons and meetings where the problems of the business are discussed by practical printers.

**NEWSPAPER BEST MEDIUM.**

**No Limit to Its Business Bringing Power Says Advertising Manager.**

Advertising mediums was the chief topic for discussion at the regular meeting of the Binghamton (N. Y.) Merchants and Advertisers' Association held last week at the Court Inn.

Concerning the value of the newspaper, William McMahon, advertising manager of Sisson Bros.-Welden Co said in part:

"In my estimation the handbill and the rest of its kind bear much the same relation to the recognized best means of publicity as the old-fashioned, muzzle-loading blunderbusses of the past do to the rapid-fire magazine guns of the present day. If you were going out gunning to-day you wouldn't select a blunderbuss. Then why, in hunting up new business, do you use those same methods?"

"You probably want to know by this time what I consider the best means of publicity. To my mind, there's no doubt about it—newspaper advertising.

"It's the most profitable advertising—therefore, the best. There is no limit to its business-bringing powers, provided it is backed up with the right merchandise at the right price. It is the repeating gun of present-day business-hunting methods. It hits hard and fast, and you get in six, eight, ten shots in the same time that you were firing one under the old methods. The man who cannot afford to advertise can't afford to waste his time in his business. And if he advertises at all, his first and last and main reliance should be the newspaper."

**COPYRIGHT CONFERENCE.**

**Canadian Publishers Discuss Measure Now Before Parliament.**

Canadian publishers held a conference in the office of the Minister of Agriculture at Ottawa last Saturday for the purpose of discussing the copyright question.

The bill agreed upon by the Government will provide that a British copyright will no longer be valid in Canada. It must be followed by a Canadian copyright. While the British act provides for copyright after registration, the Canadian act will require printing, publication and registration before actual copyright.

The United States will not benefit by the proposed British and Canadian legislation, as it is not a member of the International Union. It is understood, however, that an application for reciprocity in copyright would be considered.

**Early Press Restrictions.**

Many of the restrictions that hampered the influence of the press remained in force until the close of the eighteenth century in England. It was not till that period that newspapers obtained the right to criticize the policy of ministers and of the King. Mr. Walter, the first editor of the London Times, was prosecuted for censuring the Duke of York. He was sentenced to pay a fine of \$250, stand in the pillory for an hour, be imprisoned for a year, and give security for his good behavior for seven years. The order with regard to the pillory was cancelled, but he had to serve his term in jail.—*New York Evening Telegram.*

Sam A. Fife has purchased a half interest in the Des Arc (Ark.) Guidon from R. F. Wair.

**ENCOURAGE THE LOCAL PAPER.**

**Merchants Should Co-operate with It to Advantage of Both.**

"Few merchants and corporations realize the full value of adequate and systematic use of newspapers in advertising their business," declared Ben S. Jacobs, advertising manager for Conrad & Co., of Boston, before the Pilgrim Publicity Association last week.

"A local paper ought to be encouraged," said Mr. Jacobs. "It is the most powerful agent of public opinion in the community and the broadest carrier of your own talk about your store. Papers should cater to the advertisers and the merchants should co-operate with the paper to the mutual advantage of both. The newspaper is usually willing to do what it can. A city ought to have civic pride in a clean newspaper with modern type, neatly printed; and if this is so, the advertisements generally pay much better. Get in touch with the newspaper man. He is generally a mighty decent sort of fellow, and he and you should be in business together for mutual profit."

**ARBITRATION BOARD.**

**Chicago Publishers and Union Officials Confer in St. Louis.**

The National Arbitration Board of the Typographical Union met in St. Louis last week to fix a wage scale for Chicago.

The board consists of Harry N. Kellogg, commissioner for the American Newspaper Publishers' Association; E. H. Baker, of the Cleveland (O.) Plain Dealer; Mr. Reese, of the Springfield (Ill.) State Register; James M. Lynch, president of the International Typographical Union; J. W. Hayes, vice-president, and Hugo Miller, vice-president. Lynch, Hayes and Miller are of Indianapolis, Ind.

In the interest of their respective publications the following Chicago publishers were in St. Louis during the sessions: L. L. Jones, Chicago Journal; H. L. Rogers, Chicago Daily News; James Keeley, Chicago Tribune, and A. M. Lawrence, Chicago Examiner.

Chicago union printers recently asked for a change in working hours and scale of wages.

**Society Paper Assigns.**

The Westchester Life Company of New York, publisher of a weekly society paper called Westchester Life, made an assignment last week to George H. Hinman. The company was incorporated December 1, 1909, with a capital stock of \$10,000. Lyman H. Weeks is president.

**Democrats Want Newspaper.**

Leading Democrats of Columbus, Ind., met last week and took preliminary steps towards the establishment of a daily newspaper in that city. The plans provide for the organization of a stock company. It is said an effort will be made to sell \$20,000 worth of stock.

**Wisconsin Dailies Meet.**

The Association of Wisconsin Dailies met in Milwaukee last week. Among the papers represented were the Superior Telegram, Oshkosh Northwestern, Racine Journal, Eau Claire Leader, Marinette Eagle-Star and the Beloit News.

Thomas. J. Stahl, for many years Gettysburg correspondent of the Associated Press and a lifelong newspaperman, died at his home there last week.

**HOW EDITORS GET RICH.**

(From Centreville (Mich.) Observer.)

It is not good policy to give business secrets away, but as many people wonder how editors get rich so quick, we give out the following information, remarks the editor of the Paxton (Ill.) Register, hoping that every one of our readers will not take advantage of this and engage in the newspaper business:

A fellow terming himself "Ganderbone's Forecast," located at St. Louis, offers to furnish us a lot of poetry and other silly stuff, if we will only run an advertisement in the Register each week.

A fellow out West wants us to run a lot of advertising for him for nothing, and if it brings results he may become a customer.

A gun firm wants us to run \$19 worth of advertising and then send them \$10 in exchange for a shotgun. Such a gun would retail at about \$6. For running \$17 worth of locals we can get a \$1 magazine telling us how to do dress-making at home. By running \$50 worth of advertising and sending \$25 to an Atlantic City firm we will be given a deed to a lot. When the tide is in the lot stands six feet under water.

A Kansas real estate firm will give us a deed to a lot 22 by 60 feet for \$40 worth of advertising and \$25 cash. We wrote a fellow who knew of the lots offered and he replied that they had no cash value, but a trading value of about \$5.

If we can run a column write-up of a doings to be held in North Dakota this fall, amounting to about \$7, we will be sent two \$1 tickets. Our railroad fare up there and back, for two, would be about \$60. We can have almost any Chicago daily paper sent us free. The subscription rate is only \$4, but all we have to do is to run \$36 worth of locals.

For \$40 worth of advertising and \$25 cash we can own a bicycle. The wheel sells at just \$12. About one dozen firms are wanting to give us shares in gold mines for advertising. A nursery firm will send us a 25-cent rosebush for only \$5 worth of advertising. For running a six-inch advertisement for one year we get a gross of pills.

**Composing Room Blown Up.**

The composing room of the Anniston (Ala.) Hot Blast, a morning paper, was completely destroyed by dynamite last week. The loss is estimated at over \$12,000.

**Why the Philadelphia Merchant Is a Generous Advertiser in the Consolidated German Newspapers.**

He knows that the Consolidated German Newspapers alone reach the 350,000 Germans in the city. That these Germans represent the very brightest type of old-world people, and that they are the best housed, best educated and most liberal spenders in the City of Brotherly Love.

He knows that for a low combination rate he can get into the 60,000 German homes.

He is a far-seeing advertiser who includes these papers on his list when he comes into the Philadelphia field.

The Consolidated German Newspapers usually rank second or third in the morning field in volume of display advertising.


**WEEK ENDING NOV. 1.**

First Newspaper.....	93,525 Lines
Second Newspaper.....	80,775 "
<b>GAZETTE .....</b>	<b>70,714 "</b>
Fourth Newspaper.....	63,525 "
Fifth Newspaper.....	58,120 "
Sixth Newspaper.....	55,385 "

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

**Many Do**

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



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

Allied with  
**BINGHAM & RUNGE, CLEVELAND**

## TO CONGRESS BY ONE VOTE.

**Corrected Count Shows Buffalo Editor Has Plurality of One.**

Charles Bennett Smith, managing editor of the Buffalo Courier and Democratic nominee for Congress in the Thirty-sixth District, has been given a plurality of one over Colonel D. S. Alexander, Republican. More than 41,000 ballots were cast in the district.

The face of the returns indicated a tie. Representative D. S. Alexander and Mr. Smith received 20,684 each. There was an error of one in the total on a tally sheet from one district. The board corrected the returns, giving Mr. Smith the one vote necessary to elect him.

Mr. Smith's margin of one came from the First District in the town of Amherst, where the count has been in dispute.

It was in this district that Norman E. Mack, chairman of the Democratic National Committee, accidentally voted the straight Republican ticket, thereby depriving Mr. Smith of a vote he intended to give him.

**C. S. YOUNG.**

**New Advertising Manager of the San Francisco Examiner.**

C. S. Young, for seven years advertising manager of the Chicago, Milwaukee & St. Paul Railroad, has resigned to become advertising manager of the San Francisco Examiner.

Mr. Young was formerly connected with the editorial department of the Omaha Bee, which position he gave up to become advertising manager of the Chicago, Burlington & Quincy lines west of the Missouri River, leaving the Burlington in 1903 to take charge of the advertising department of the St. Paul road.

A farewell banquet will be tendered him by his friends to-night at the Chicago Athletic Association.

**Warren's Sentence Affirmed.**

The sentence of F. D. Warren, of Gerard, Kan., editor of the Appeal to Reason, to serve six months in the federal prison at Leavenworth and pay a fine of \$1,000 imposed by a jury in the United States Court in Kansas, was affirmed by the United States Circuit Court of Appeals at St. Paul Monday. Warren was accused of mailing envelopes, on the outside of which was printed, "\$1,000 reward will be paid to any person who kidnaps Ex-Governor Taylor and returns him to the Kentucky authorities."

**Magazine Office Romance.**

Parker Thayer Barnes, associate editor of Suburban Life, was married in Springfield, Mass., last Monday, to Miss Emma Olive Miller, of Harrisburg, Pa. Mrs. Barnes was also a member of the magazine staff.

**The San Diego Sun**

covers San Diego County like the dew, and carries more foreign advertising than either of its contemporaries.

**WHY?**

Because it has the largest circulation and gives the biggest results.

ESTABLISHED 29 YEARS

**THE Cleveland Plain Dealer**

ADVERTISING RATES IN EFFECT JAN. 1, 1911

These rates are based upon a guaranteed average net paid circulation of 80,000 copies of the Morning Plain Dealer and 110,000 copies of the Sunday Plain Dealer. A pro rata refund will be made any advertiser using space at these rates should the Daily or Sunday averages fall below the figures guaranteed.

**Display Advertising**

Run of Paper—Per Agate Line

	Daily.	Sunday.
Single insertion.....	17c.	20c.
26 times, or 1,000 lines.....	15c.	17c.
52 times, or 2,500 lines.....	14c.	16c.
104 times, or 5,000 lines.....	13c.	15c.
156 times, or 7,500 lines.....	12c.	14c.

**Position Charges on Display Advertising**

Position, when contracted for, will be charged as follows:

Next to reading matter.....	Add 1 cent to each rate
First following and next to reading matter.....	Add 2 cents to each rate

**Special Advertising**

Run of Paper—Per Agate Line

	Daily.	Sunday.
Automobile—52 times, or 5,000 lines.....	\$0.12	\$0.14
Less than 52 times or 5,000 lines, card rates.....		
Mail Order—Strictly mail order advertising with no local business address included, accepted on open contracts at the 5,000 line rate.....	.13	.15
Telegraphic Readers.....	1.50	1.50
Reading Notices.....	1.00	1.00
Local Reading Notices.....	.50	.50
Hotel, Resort, Publishers, School and College.....	.12½	.15
Ocean Steamships and Time Cards.....	.12½	.12½
Classified advertising—all classifications.....	.13	.15

**Special Information**

Contracts will be written for one year only

Minimum display space accepted 7 lines; minimum classified or reading, 2 lines. If cuts or display type are used in a classified advertisement, the entire space occupied will be measured.

All measurements are on the basis of 14 agate lines to the inch; length of column 295 agate lines; width, 12½ ems pica, or 2 1-16 inches; 8 columns (2,360 lines) to the page.

All pages are made up from the bottom. No advertisement less than 28 lines in depth accepted for position. Position on guaranteed page will not be contracted for.

The Plain Dealer expressly reserves the right to revise or reject at its option any advertisement deemed objectionable in either subject matter or phraseology.

**THE PLAIN DEALER PUBLISHING CO.**

Cleveland, Ohio

Advertising Representatives

**J. C. WILBERDING**  
Brunswick Building  
New York City

**JOHN GLASS**  
People's Gas Building  
Chicago

**DR. WOODS RESIGNS.****Noted Poultry Writer Leaves American Poultry Publishing Co.**

Dr. Prince T. Woods has resigned as vice-president and director of the American Poultry Publishing Company, of Buffalo, N. Y., also as managing editor of the American Poultry World, also as associate editor of the Reliable Poultry Journal of Quincy, Ill.

Dr. Woods has been for eight years associated with Grant M. Curtis publications, having been the leading contributor on practical poultry keeping for the Reliable Poultry Journal. He also edited the Cyphers Incubator Company's series of poultry books, and created the American Poultry World, one of the newest poultry publications.

Dr. Woods will continue to write for the poultry press.

**New Chicago Agency.**

A new advertising agency has been organized in Chicago by Samuel C. Stewart and Seward M. Davis under the name of the Stewart-Davis Advertising Agency, with temporary offices in the McCormick building and permanent offices in the Kesner building. Mr. Stewart has been manager and treasurer of the Stack-Parker Advertising Agency, and Mr. Davis has been space buyer and secretary of the same agency for the past eight years.

**Will Hold Photographic Exhibit**

The Schenectady (N. Y.) Press Club will hold a photographic exhibit at the rooms of the club on Dec. 8, 9 and 10. In connection with the exhibition there will be three talks on photography.

**J. A. ROUNTREE.****Honorary Life Member National Good Roads Association.**

J. A. Rountree, editor Dixie Manufacturer, Birmingham, Ala., has been elected as honorary life member of the National Good Roads Congress. He is also a member of the board of directors of the National Good Roads Association.

Mr. Rountree devotes much space to good roads in his industrial journal, The Dixie Manufacturer, and takes great interest in good roads organizations. He is secretary of the Alabama Good Roads Association and has held that office since the association was organized fourteen years ago.

**Austin Statesman Sold.**

The Austin (Tex.) Statesman, the second oldest paper in the State, has been taken over by F. A. Petit, who is now in charge. The Statesman was established in 1871, and in 1903 was acquired by J. H. Kirby, who sold it to Mr. Petit.

D. L. Crellin has purchased the Page (Neb.) Reporter.

**SUES POSTUM COMPANY.****Collier's Weekly Files Libel Suit Against Cereal Concern.**

Robert J. Collier, of Collier's Weekly, has filed a \$250,000 libel suit against the Postum Cereal Co., of Battle Creek, Mich.

Collier charges that the Postum Co. in the fall of 1907 published a statement that his magazine had run "false and malicious articles of and concerning the defendant and the defendant's business because the defendant had refused to advertise in Collier's Weekly."

The defendant in answer points to an editorial that appeared in the weekly in the preceding summer, and contends that the company's statements complained of were published without malice in the belief of their truth, and that they were "wholly provoked by the said libelous attack of said Collier's Weekly, and were published in self-defense and to repulse and reprove such attacks."

**ILLUSTRATED JOURNALISM.**

The recent death of W. St. John Harper recalls to the minds of many the old Daily Graphic, an ambitious and costly essay in illustrated journalism, of which he was the art director. The Herald had long before printed occasional war maps and pictures, but the Graphic endeavored to illustrate the news of every day by means of a lithographic process that was too slow and expensive for practical use. The paper served its purpose—and an important one, too—as a nursery for the budding talent of its day. E. A. Abbey, A. B. Frost, E. W. Kemble, W. A. Rogers and C. J. Taylor were all graduates of this school.

V. Gribayedoff and Baron de Grimm were the pioneers in the form of illustrated journalism that has reached its finest fruition in the Sunday Herald of to-day. Gribayedoff confined himself to portraits, but de Grimm's pictures in the Herald and Evening Telegram covered a much wider field. So accustomed are newspaper readers to pictures and cartoons in the daily papers and elaborate reproductions and colored supplements on Sunday that it is difficult for the younger generation to conceive of a time when such features were unknown.

—New York Herald.

Each issue of the EDITOR AND PUBLISHER contains something of value.

**Illustrations**

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

**The Ethridge Company**

Madison Square Building  
25 East 26th St. NEW YORK

**919**

This is the number of a good Black News Ink we recommend to small publishers who use a flat bed Press. 6c. F.O.B. New York City.

American Ink Co.

**TRADE JOURNAL PUBLISHING.**

**Chicago Telephone Directory Has Names of 421 Publishing Concerns.**

Louis Eckstein, president of the Red Book Magazine, the Blue Book Magazine and the Green Book Album, all published in Chicago, writes as follows in the Chicago Tribune:

"The amazing development of trade journal publishing in Chicago is, as I have said, the result of Chicago's equally amazing growth in trade importance, as the metropolis of the greatest buying section of this country. In order that the reader who happens to be interested vitally, if not exclusively, in bee keeping, for instance, rather than in publishing, may obtain a solid idea of what the publishing development of Chicago has been, I need only point out that the latest directory of the Chicago Telephone Company lists 421 concerns in this city devoted to the business of publishing. That that number comprises the total there is no reason to assume. How many publishing houses there are here which have not as yet risen to that plane of affluence permitting the installation of a telephone heaven only knows.

"In a word, Chicago need no longer dream of the day when it is to become a publishing center. It is that now. It has become so, as I have said, as the logical result of its own wonderful development and due to its location in the throbbing heart of this eager, abundant midwest life which is the bone and sinew of the republic."

**PRAYERS FOR PRINTERS.**

**Roman Catholic Church Provides Ritualistic Form of Blessing.**

The Roman Catholic Church has a special form of prayer for publishing houses. The Roman ritual provides the following:

"O God, fill the authors, directors, and employes (scriptores, rectores, et operarios) with the spirit of science, prudence and fortitude, and possess them with the spirit of thy fear so that they may follow faithfully the commands of thy church and work worthily for the welfare of mankind."

Catholic clergymen are authorized to use the following prayer in blessing a printing establishment:

"Lord God, only source of all science, who didst illuminate the genius of man and enabled the invention of a machine for the art of writing by means of types, bless, we beseech you, these machines, so that in the books printed for our use we may learn, by your grace, naught but your science, which truly leads to life."

**Installs New Goss Press.**

The Hudson (N. Y.) Republican has just installed a new Goss Semi-Rotary press. It will print four, six, eight or ten pages in one operation at a speed of 4,200 to 5,000 folded copies an hour.

**Candor.**

"In next Saturday's issue of this paper the writer will give the concluding article to this series, when the vexed question of whether there are or are not tigers in the New Territory will be discussed, a subject about which so much that is unnecessary and absurd has already been written."—*Hongkong Daily Press.*

**THE UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: World Building, New York

**MANAGES COLLEGE DAILY.**

**Joseph E. Chasnoff at Helm of University Missourian, Students' Paper.**

Joseph E. Chasnoff, of Sedalia, Mo., has been chosen Managing Editor of the University Missourian, the daily afternoon newspaper published by the students of the School of Journalism of the University of Missouri. Mr. Chasnoff is a senior in Journalism and will be graduated next June.

The University Missourian is controlled by a board of nine directors elected annually by the students from their own number. This board selects the managing editor. Mr. Chasnoff succeeds Gordon Fisher, who was accidentally drowned last summer while boating on the White River in Southern Missouri.

Each year more women enroll as students in the School of Journalism. During the current year twelve young women are students in the school out of a total enrolment of more than one hundred. This number is twice as many as the number of women enrolled last year.

The women students are: Misses Amy Valentine Armstrong, St. Louis, Mo.; Marjorie Caroline Ashe, Kansas City, Mo.; Ilena Bailey, Columbia, Mo.; Mabel Couch, Parkville, Mo.; Helen Hammond, Springfield, Mo.; Dottie Hewitt, Mt. Washington, Mo.; Mary Alice Hudson, Buckner, Mo.; Heloise Berenice Kennedy, Denver, Colo.; Florence LaTurno, Belleville, Ill.; Justine Rhea Lopp, Joplin, Mo.; Rosalie McCormick, Richmond, Mo.; Rosalie Mellette, Muskogee, Okla.

**MILWAUKEE AD CLUB.**

**Plan of Campaign Outlined and Committees Appointed for Season.**

At a meeting of the board of governors of the Milwaukee Advertising Club, consisting of Elmer Derr, Edward Fresel, Raymond T. Carver, Herman Black and W. E. Heller, and the officers and chairmen of the committees, a plan of campaign was outlined for the coming season. The president of the club, A. M. Candee, announced the appointment of the following standing committees:

Membership—Henry Brockbank, Herald Israel, R. R. Johnstone, W. S. Pearne, Paul Reed, S. F. Schneck. House—R. R. Kahn, A. D. Grider, A. F. Preussler, W. F. Dun'ap, W. C. Blieding. Press—Vinton H. Place, J. E. Fitzgibbons, C. L. Benjamin, T. T. Offutt, Harry Apple, F. P. Kelsey. Entertainment—M. C. Rotier, Roscoe Moon. Program—C. M. Burdick, A. C. McDonald. Speakers and Course—R. T. Carver, A. L. Green. Advertising—R. T. Carver, Edward Fresel, R. R. Kahn, William Reese, Paul Stern. Soliciting—R. W. Evans, S. R. Tupper, L. Apple, J. A. Loes.

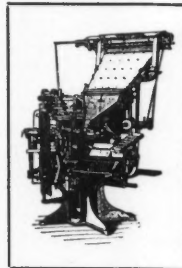
It was decided to invite all the merchants representing any line that might be under discussion in the proposed noon meetings, so that the effect might be as far-reaching as possible.

**Will Have New Home.**

The Oil City (Pa.) Evening News Printing Company will shortly commence the construction of a new newspaper and job printing plant. The structure will consist of one story and a basement and will be ready for occupancy by April 1.

The Mt. Pleasant (Tenn.) Record will be issued weekly in the future. It has been published semi-weekly heretofore.

**REAL ADS**



composed from copy furnished by your department store Advertisers and produced in the regular course of business are the kind which must be submitted in the

**\$1,500 IN PRIZES**

**LINOTYPE AD WORK CONTEST**

This makes it easy for your foreman to submit specimens without interfering with the regular work in your composing room

**ENTRIES COMING RAPIDLY—THERE IS YET TIME FOR YOUR OFFICE TO BE REPRESENTED**

**Contest Does NOT Close Till Nov. 30**

**MERGENTHALER LINOTYPE COMPANY**  
TRIBUNE BUILDING, NEW YORK

CHICAGO 521 Wabash Ave. SAN FRANCISCO 638-646 Sacramento St. NEW ORLEANS 332 Camp Street  
TORONTO, Canadian Linotype, Ltd., 35 Lombard St.

**YALE ALUMNI WEEKLY.**

**Transferred from Private Ownership to Representative Management.**

The Yale Alumni Weekly, published at New Haven, announces that it has changed from private ownership to representative management.

The owners, George Parmley Day, treasurer of the university; C. S. Day, of New York, and Edward Oviatt, of New Haven, have transferred the stock of the publication to a graduate corporation called "The Governors of the Yale Publishing Association, Incorporated." The holding company will own the Weekly, which will be under the management of Edward J. Phelps, '86, of Chicago; Frank L. Bigelow, '81, and Edwin Oviatt, '96, of New Haven, three of the governors who were elected directors.

The object of the transfer, it is stated, is to make the publication purely an alumni organ.

**B. F. Dillon Dead.**

B. F. Dillon, general superintendent of the Southern division of the Western Union Telegraph Co., died last Monday night at Atlanta, Ga., stricken with apoplexy.

**Will Start Advertising Agency.**

Thomas M. Bowers, for many years advertising manager of the Hub Clothing Company of Chicago, will open an advertising agency in that city January 1, with headquarters in the Rector building.

Harry Wilson has purchased the Byron (Okla.) Republican.

**DETROIT ADCRAFT CLUB.**

**Members Enjoy Second Meeting of "Target Talk" Series.**

The Detroit Adcraft Club held the second meeting of its "Target Talk" series in its club rooms November 17. The special feature was Maurice Saunders' lecture on the art of lithography, which proved instructive.

"Target Talks" were given by K. P. Drysdale on "The Advertising Man;" J. B. Schlotman, on "The Breadth of View of the Advertising Man," and by W. H. Sanderson on "The Realignment of the Advertising Manager in the Selling Organization."

"The Preparation of Copy" was discussed by C. C. Winningham, Henry Edwald, L. A. Pratt and others.

**Now Sir George Riddle.**

George Riddle, managing director of the News of the World (London), was knighted recently.

"Our European contests will positively increase your circulation over 25% in two months. They finance themselves. Let us tell you about it."

**Publishers Circulation Service Co.**  
951 Marbridge Bldg. NEW YORK



RECOGNIZED AGENTS.

List as Compiled by American Newspaper Publishers' Association. Revised and Corrected Down to Date. Numbers Two Hundred and Sixteen Agents.

Below is printed a list of advertising agents recognized by the American Newspaper Publishers' Association. It is revised and corrected practically down to date.

This list was printed in the EDITOR AND PUBLISHER of October 8. The demand for copies was so great that the edition was quickly exhausted. It is reprinted at the request of a number of persons who were unable to obtain copies:

- Alden, Edwin Co., 131 E. 4th St., Cincinnati, Ohio.
Allen Advt. Agency (Inc.), 45 West 34th St., N. Y. City.
American Sports Public Co. (Inc.), 21 Warren St., N. Y. City.
Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City.
Armstrong, Collin, Adv. Co. (Inc.), 25 Broad St., N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
Ayers, H. E., & Co., 164 Federal St., Boston, Mass.
Ballard & Alvord (Inc.), 1328 Broadway, N. Y. City.
Bankers and Merchants Agency Co. (Inc.), 6 Wall St., N. Y. City.
Barber, J. W., Adv. Agency (Inc.), 258 Washington St., Boston, Mass.
Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
Batten, Geo., Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
Benson & Easton, Corn Exchange Bank Bldg., Chicago, Ill.
Blackman-Ross Co. (Inc.), 10 E. 33d St., N. Y. City.
Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.
Blum, Charles, 807 Chestnut St., Philadelphia, Pa.
Bond, Arthur T., 16 Central St., Boston, Mass.
Boston Financial News Adv. Agency, 109 State St., Boston, Mass.
Boston News Bureau, 17 Exchange Pl., Boston, Mass.
Bromfield, P. B., Fifth Ave. Bldg., N. Y. City.
Burt International Adv. Agency, White Bldg., Buffalo, N. Y.
Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
Carpenter & Corcoran, 26 Cortlandt St., N. Y. City.
Chambers Agency, Godchaux Bldg., New Orleans, La.
Chapman Adv. Co. (Inc.), Third and Oak Sts., Portland, Ore.
Cheltenham Adv. Service, 150 Fifth Ave., N. Y. City.
Chesman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Trude Bldg., Chicago, Ill.; Brunswick Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
Clague-Painter-Jones Co. (Inc.), First Nat. Bank Bldg., Chicago, Ill.

The Evening Wisconsin IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 40,000 HOME daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager. CHAS. H. EDDY, Foreign Representative. New York Office, 1 Madison Ave. Chicago Office: 150 Michigan Ave. (Robt. J. Virtue, Mgr.)

- Clark, Geo. K., 927 Chestnut St., Philadelphia, Pa.
Clarke, E. H., Adv. Agency (Inc.), 112 Dearborn St., Chicago, Ill.
Cochrane, Witt K., Adv. Agency, Boyce Bldg., Chicago, Ill.
Colton, Wendell P., 220 Broadway, N. Y. City.
Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
Cooper Adv. Co. (Inc.), Umben Bldg., San Francisco, Cal.
Corning Adv. Agency, 633 Ryan Bldg., St. Paul, Minn.
Cowan Co. (Inc.), John Hancock Bldg., Boston, Mass.
Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
Crockett Agency, Maison-Blanche Bldg., New Orleans, La.
Crosby-Chicago, Pullman Bldg., Chicago, Ill.
Curtis, L. Roy, Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Dake Adv. Agency (Inc.), 12 Geary St., San Francisco, Cal.
Darlow Adv. Agency (Inc.), Bee Bldg., Omaha, Neb.
Danielson & Son, 96 Westminster St., Providence, R. I.
D'Arcy Adv. Co. (Inc.), Fullerton Bldg., St. Louis, Mo.
Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
Deibel, Adolph, 785 Bushwick Ave., Brooklyn, N. Y.
Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City.
Desbarats Adv. Agency, Ltd., 42 Victoria Sq., Montreal, P. Q.
Dig, Will H., 12 State St., Chicago, Ill.
Dobbs, William F., Danbury, Conn.
Dollenmayer Adv. Agency (Inc.), Tribune Bldg., Minneapolis, Minn.
Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
Doremus, H. W., Adv. Agency, 50 Pine St., N. Y. City.
Dorland Adv. Agency, Atlantic City, N. J.
Doughty, Chas. L., 519 Main St., Cincinnati, Ohio.
Dukelow & Walker, 246 Washington St., Boston, Mass.
Dunne, Desmond, Co. (Inc.), 176 Montague St., Brooklyn, N. Y.
Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City.
Ellis, A. W., Agency, 10 High St., Boston, Mass.
Erickson, A. W., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City.
Erickson, E. N., Adv. Agency, 24 Park Row, N. Y. City.
Fairfax, H. W., World Bldg., N. Y. City.
Finch, L. J., 1364 Broadway, N. Y. City.
Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa.; Temple Court, N. Y. City.
Fowler-Simpson Co. (Inc.), 500 Schofield Bldg., Cleveland, Ohio.
Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.
Frowert, Percival K., 1115 Stephen Girard Bldg., Philadelphia, Pa.
Fuller, Chas. H., Co. (Inc.), 378-88 Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
Fuller & Smith, Williamson Bldg., Cleveland, Ohio.
Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
Gould, M. P., Co., 31 E. 22d St., N. Y. City.
Goulston, Ernest J., 17 Milk St., Boston, Mass.
Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa.
Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
Guenther-Bradford Co. (Inc.), 109 Randolph St., Chicago, Ill.
Guenther, R., 115 Broadway, N. Y. City.
Gundlach Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill.
Greve, S., Adv. Agency, Sixth and Minnesota Sts., St. Paul, Minn.
Hamblin, W. F., & Co. (Inc.), Fifth Ave. Bldg., N. Y. City.
Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa.
Haulenbeck, G. H., Adv. Agency (Inc.), 31 Union Sq., N. Y. City.
Hays Adv. Agency, 196 Main St., Burlington, Vt.
Hedge, Homer W., Co. (Inc.), 366 Fifth Ave., N. Y. City.
Hibson & Bro., 229 Broadway, N. Y. City.
Hicks Newspaper Adv. Agency (Inc.), 132 Nassau St., N. Y. City.
Hill Adv. Agency, Forsythe Bldg., Fresno, Cal.
Hill & Stocking, May Bldg., Pittsburg, Pa.
Hill, W. S., Co. (Inc.), 323 Fourth Ave., Pittsburg, Pa.
Horn Adv. Service, 177 Post St., San Francisco, Cal.
Hoopes, E. M., 516 Market St., Wilmington, Del.
Horn-Baker Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Hornberger, H. L., Adv. Agency, Fidelity Mutual Life Bldg., Philadelphia, Pa.
Houghton, Walter L., 825 Broad St., Newark, N. J., and 225 Fifth Ave., N. Y. City.
Howard, E. T., Tribune Bldg., N. Y. City.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa.
Ironmonger, C., 18-20 Vesey St., N. Y. City.
Johnson-Dallas Adv. Co., Empire Bldg., Atlanta, Ga.

- Jones, Wylie B., Adv. Agency (Inc.), Birmingham, N. Y.
Kastor, H. W., & Sons, Adv. Co. (Inc.), LaCed Bldg., St. Louis, Mo.; First Nat. Bank Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.
Keane, N. W., 99 Nassau St., N. Y. City.
Kiernan, Frank, & Co., 156 Broadway, N. Y. City.
Klhor, Chas. T., 151 W. 96th St., N. Y. City.
Knopf, Samuel, Co. (Inc.), 32 Union Sq., N. Y. City.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lawyers' Adv. Co. (Inc.), 128 Broadway, N. Y. City.
Lesan, H. E., Adv. Agency (Inc.), 527 Fifth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
Levin, Charles D., 1269 Broadway, N. Y. City.
Lewis, Louis, Adv. Agency, 220 Broadway, N. Y. City.
Lewis, Walter C., Co., Equitable Bldg., Boston, Mass.
Long-Critchfield Corp. (Inc.), Corn Exchange Nat. Bank Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
Lord & Thomas (Inc.), Trude Bldg., Chicago, Ill.; 250 Fifth Ave., N. Y. City.
Lyddon & Hanford Co. (Inc.), Granite Bldg., Main and St. Paul Sts., Rochester, N. Y.
McFarland Publicity Service (Inc.), Crescent and Mulberry Sts., Harrisburg, Pa.
McJunkin, Wm. D., Adv. Agency, 167 Dearborn St., Chicago, Ill.
McKim, A., Ltd., Star Bldg., Montreal, P. Q.
McMullen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
MacIntyre Adv. Co., Times Bldg., Los Angeles, Cal.
MacManus-Kelley Co. (Inc.), Ford Bldg., Detroit, Mich.; Nicholas Bldg., Toledo, O.
Mahin Adv. Co. (Inc.), 125 Monroe St., Chicago, Ill.
Malloy & Mitchell (Inc.), 160 Washington St., Chicago, Ill.
Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City.
Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
Mathews, R. A., Agency, 134 Monroe St., Chicago, Ill.
Mead, Geo. H., Marquette Bldg., Chicago, Ill.
Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
Meyen & Co., Tribune Bldg., N. Y. City.
Miller, A. Co. (Inc.), Nicholas Bldg., Toledo, O.
Mitchell, Geo. L., & Co., 421 Chestnut St., Philadelphia, Pa.
Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City.
Morris, Herbert M., Provident Bldg., Philadelphia, Pa.
Morse Adv. Agency, 35 Milwaukee Ave., West, Detroit, Mich.
Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
Mosessohn Adv. Agency (Inc.), Portland, Ore.
Moss, J. C., Adv. Agency (Inc.), 110 Franklin St., Buffalo, N. Y.
Muller, J. P., & Co. (Inc.), 1570 Broadway, N. Y. City.
Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
Murray Hill Advertising Agency, 650 Third Ave., N. Y. City.
National Adv. Co. (Inc.), 423 Quincy Bldg., Denver, Colo.
Newitt Adv. Co., 314 W. First St., Los Angeles, Cal.
Nichols-Fin Adv. Co. (Inc.), Heyworth Bldg., Chicago, Ill.
Noble Adv. Agency, Ltd., Molson's Bank Bldg., Vancouver, B. C.
Nolley Adv. Agency (Inc.), Light and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City.
Northwestern Adv. Agency, Dispatch Bldg., St. Paul, Minn.
O'Keefe, P. F., 43 Tremont St., Boston, Mass.
Oman & Bub Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
Pearsall, W. Montague, 203 Broadway, N. Y. City.
Philadelphia Adv. Bureau, Harrison Bldg., Philadelphia, Pa.
Plattner, M., 93 Nassau St., N. Y. City.
Pomeroy, Persis M., Brunswick Bldg., N. Y. City.
Powning, Geo. G., New Haven, Conn.
Presbrey, Frank, Co. (Inc.), 3 West 29th St., N. Y. City; 120 Boylston St., Boston, Mass.
Proctor & Collier Co. (Inc.), 15 W. 6th St., Cincinnati, O.
Remington, E. P., Jenkins Bldg., Pittsburg, Pa.; N. Y. Life Bldg., N. Y. City.
Richards, J. A., Tribune Bldg., N. Y. City.
Roberts & MacAvinchie, 114 Dearborn St., Chicago, Ill.
Ruland, O. W., 90 Bible House, N. Y. City.
Rosenbaum, Irving (Advertisers' Publicity Service), 1123 Broadway, N. Y. City.
Rubincam Adv. Agency (Inc.), Drexel Bldg., Philadelphia, Pa.
St. Clair-Edwards Co. (Inc.), 774-76 Drexel Bldg., Philadelphia, Pa.
Sandlass, L. A., 205 Clay St., Baltimore, Md.
Savage, Geo. M., Newberry Bldg., Detroit, Mich.
Scaman, Frank (Inc.), 30 W. 33d St., N. Y. City.
Securities Adv. Agency (Inc.), 44 Broad St., N. Y. City.
Seeds, Russell M., Co. (Inc.), Claypool Bldg., Indianapolis, Ind.
Shaffer, J. Albert, Star Bldg., Washington, D. C.

Alcohol from Paper Mill Waste.

Consul General E. D. Winslow, of Stockholm, reports that a Swedish company is now making ethyl alcohol from lixivium of sulphite. The invention will enable the refuse of paper mills to be utilized, and the sulphite waste, heretofore thrown away and which polluted streams, can now be turned into a profitable by-product. The invention is patented in most countries, including the United States.

To Wholesale Bookbinders, Publishers, Librarians, &c.

THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section will be commenced in the BRITISH & COLONIAL PRINTER & STATIONER (established 1878) in the issue for November 8, and continued thereafter in the first issue of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage. ADVERTISEMENTS-The BRITISH & COLONIAL BOOKBINDER will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers. W. JOHN STONHILL & CO. 55, Shoe Lane, London, E. C.

SENATOR YOUNG DINED.

Des Moines Press Club Gives Dinner in His Honor.

Senator Lafayette Young was the guest of honor at an informal banquet last Saturday night given by the Des Moines Press Club, of which he is a member.

At a meeting of the Press Club earlier in the week resolutions were offered expressing the pleasure of the club over the appointment of Lafayette Young as United States Senator.

"Whereas, Governor B. F. Carroll has appointed Hon. Lafayette Young, of the Des Moines Capital, to the position of Senator in the Congress of the United States, be it

"Resolved, by the Press Club of Des Moines, That we extend to Governor Carroll our heartiest thanks for this great honor conferred upon a member of the club; and, be it further

"Resolved, That we extend our congratulations as a club to Senator Young. His appointment to one of the greatest and most influential posts in the Government of the United States is a signal and just recognition of his merits as a citizen of splendid character and brilliant attainments in his life's work and journalism.

"Resolved, That these resolutions be engrossed on the minutes of the club records, that a copy be given to the newspapers for publication, and that a copy be forwarded to Senator Young."

NATIONAL PRESS CLUB

Entertains Forbes Robertson, the Noted English Actor.

"When I made my first trip to America as an acting manager," said Johnston Forbes-Robertson, the English actor, in an address at the National Press Club last week, where he was the guest of honor, "a young lady of my acquaintance inquired, upon the eve of my departure from England, where I would begin my tour. I replied, 'In Buffalo.' 'How very interesting,' she said, 'for you will see all the cowboys!'"

Forbes-Robertson took this anecdote as the basis for his talk, in which he prophesied a closer spirit of amity and oneness of interest between the two great Anglo-Saxon races.

Rabbi Abram Simon followed Mr. Forbes-Robertson with an eloquent address, in which he spoke of the community of interest between the pulpit and the stage.

J. Adam Bede enlivened the club with one of his characteristic talks.

THE SPOKESMAN-REVIEW

Spokane, Wash., Oct. 29, 1910.
Dear Sir:—Kindly ship us at your earliest convenience one hundred pounds of Oxodio, and oblige yours respectfully,

The Spokesman-Review, J. P. Young, Bus. Mgr.

Table with 2 columns: Date, Weight (lbs). Includes entries for previous orders from 1907 to 1910.



5825 Average Number of Complete Copies Printed of the DAILY TRIBUNE (Evening)

Greensburg, Westmoreland County, Pennsylvania for the period covering six months, ending June 30, 1910.

Table showing actual distribution of the Daily Tribune in 59 towns and rural routes, listing town names and copy counts.

Grand Total CIRCULATED for six months, 896900. Grand Average CIRCULATION for 6 months, 5825.

I hereby certify that the above statement of circulation of publication is true and correct according to the records on file in this office. H. L. ALLEN, Business Manager.

Representative Circulation In 59 Towns 36 Rural Routes

Table titled 'Flat Display Rates' showing rates for set matter, plate per inch, and classified rates.

8 pages, 7 columns, 21 1/4 inches, 13 ems. Every advertisement alongside reading. No trade propositions. Bills payable monthly. New accounts cash with order. \$100.00 plant at your service.

Greensburg, county seat (pop. estimated) 15,000. Westmoreland county (pop.) 200,000. Largest and richest county west of Allegheny Mountains, exceeded only by Pittsburg and Allegheny county.

Westmoreland county realty is assessed at \$135,000,000, representing an actual value of \$200,000,000. Greensburg is the distributing point.

The Daily Tribune covers this rich field. It carries 90 per cent. of local, mail order and national advertising allotted to Westmoreland county.

RATE CARD REVISED JULY, 1910. No Increase in Rates Since September 1, 1906. Almost 2,000 increase in circulation.

If you are not convinced we are telling the whole truth about The Tribune which merits consideration as an advertising medium, make your own investigation. Absolutely nothing concealed—Circulation, Distribution and Rate Records always open for investigation.

TRIBUNE PRESS PUBLISHING CO. CROMBIE ALLEN, Editor. H. L. ALLEN, Manager. GREENSBURG, PENNSYLVANIA "The City With the Cash."

NEWSPAPERS AS EDUCATORS.

Portray Real Life, Says Director of Carnegie Technical Schools.

Speaking on "Present Tendencies in Education" before the pedagogical section of the Academy of Science and Art at the Carnegie Library, Pittsburg, last week, Dr. Arthur A. Hamerschlag, director of the Carnegie Technical School, declared the American newspaper and magazine far above the "best selling" novels as exponents of deep thought and true literature.

Both the newspaper and the magazine, he said, teach the real character of life, while the manufactured fiction teaches nothing. He also lauded the American illustrated as being far ahead of the European artists.

New York Press Club.

At the monthly meeting of the New York Press Club on Tuesday, Nov. 22, forty-seven new members were elected, of whom thirty-four are active, nine associate, and four non-resident members.

NEW COLUMBIA (S. C.) DAILY.

Nine Trustees Will Vote the Stock for Twenty Years.

The Columbia (S. C.) News Publishing Company, which will launch a new morning daily in that city, has been authorized to increase its capital stock from \$50,000 to \$200,000. Nine trustees will have a twenty-year voting trust upon the stock.

The trustees are Joseph Norwood, of Columbia, and J. E. Norwood, of Newberry; Thomas Wilson, of Sumter; W. W. Barre, of Lexington; Lester Webb, E. O. Black and George R. Koester, of Columbia; Frank Watkins, of Anderson, and James Moss, of Calhoun.

Augusta Chronicle Buys Farm Paper.

The Augusta (Ga.) Chronicle has recently purchased the Georgia-Carolina Agriculturist, which is the official organ of the Savannah Valley Farmers' Club and the Augusta Poultry Association.

ADVERTISING SAN ANTONIO.

Alamo City Using Display Space in Northern Newspapers.

An extensive advertising campaign was launched last week by the Publicity League of San Antonio, Tex. More than \$25,000 will be spent and newspapers will be used almost exclusively.

Among the papers that will be used are the Chicago Record-Herald, Chicago Tribune, Chicago Evening Post, Chicago Examiner, St. Louis Globe-Democrat, St. Louis Republic, Minneapolis Tribune, St. Paul Dispatch, Milwaukee Sentinel, Detroit Free Press, Cleveland Plain Dealer, Buffalo Courier, Cincinnati Enquirer, Pittsburg Dispatch, Montreal Standard, Toronto Saturday Night, Indianapolis Star, Muncie Star, Terre Haute Star, Louisville Courier-Journal, Kansas City Journal, Des Moines Register and Leader.

ADVICE TO BOWLING GREEN.

From Bowling Green (Ky.) Journal. If the merchants of Bowling Green followed this example they would make money.

The merchants of Manhattan, Kan., have decided to turn down all fake advertising schemes, and will make all their announcements through the local papers.

The oily-tongued stranger who goes to Manhattan to issue a livery-stable directory will receive no encouragement. The man who offers to plant advertising on trees or barb wire fences at so much a letter will be thrown through the transom.

The merchants of Abilene have followed suit and will hereafter spend no more money to have their names printed on the town signs or on toy balloons or on woodchucks.

The movement is spreading and the merchants will adopt the safe and sane plan and do their advertising in the newspaper.

It is the only way to reach and interest the people who buy things. The people read their home newspapers, but they don't read telephone poles, or cows, or barbed wire fences. You never yet saw a man seated by his fireside reading a board fence or the side of a barn to his children.

There's a Reason.

"Senator," ventured the reporter, "as you look back over the campaign, now that you can view it in perspective, does it not seem to you there was—er—something lacking in the general management of it?" "It does, young man."

THE EUREKA HERALD OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 4,500 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the Herald.

THE EUREKA HERALD EUREKA, CALIFORNIA

A. K. STONE, Editor and Gen'l Mgr.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland.

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

Display, 15 cents per agate line.

Reading Notices, 25 cents per agate line.

Classified, 1 cent per word.

Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 26, 1910

### TOLSTOY.

William Dean Howells says of the dead Tolstoy:

"It is a mistake to consider Tolstoy the man and the creative artist as two separate entities that may be divorced from each other. Who attempts to divorce art and life makes a grave error."

All the world is now considering Tolstoy the man. Tolstoy the writer was but a part, a phase or expression of the man; this attitude of the world is like to be significant to editors and publishers.

Consider what Oscar Wilde wrote: "The fact of a man being a poisoner is nothing against his prose."

Wilde was writing an essay about Wainwright, the Englishman, who was a painter, poet, antiquarian, lover of beautiful books and friend of Charles Lamb; he poisoned his uncle, wife's mother, sister-in-law, and many others. He wrote beautiful prose, and Oscar Wilde tried to make people see that the prose was good and beautiful, no matter what the man was. But still the world remembers Wainwright as one "skulking with poison in his pocket."

And why do we so often put a modifying adjective before the name of Oscar Wilde? Who considers the "Ballad of Reading Gaol" and "De Profundis" as poetry and prose, apart from the character of the man who wrote them? It may well be admitted that greater beauty and truth would be seen in the writings of Wilde if it were possible to blot out of print the story of his trial and condemnation by civilization.

It is not to say that the world is always keener about the personal character of the writer than about his writing. But if the masses condemn a man because of his personal character, they will have none of his teaching, no matter how wondrously beautiful and forceful may be his prose.

Great novels are "War and Peace," "Anna Karenina," "Resurrection." A few persons, in print, only last week flung their favorite word "fakir" at Tolstoy. They say that the beauty of Tolstoy's prose has nothing to do with his real character. But the masses of

the world believe that Tolstoy was a good man, and because of this his books are good and great.

It has been said, "No great or lasting literature was ever written without strong and earnest conviction."

The personal characters of the publisher and the editor and the editorial writer, and all the other writers, are of concern to the readers of the newspaper they put out.

### FILLERS.

The New York Evening Post, in an editorial headed "Reading for Want of Thought," prints the following examples of bits "lying in wait for the unwary reader at the ends of newspaper columns":

The number of horses in the United States, January 1, 1910, was 13,975,432.

In Norway people who are not vaccinated cannot vote at an election.

Of the three thousand automobiles in Argentina, two thousand are in Buenos Ayres.

The militia of Canada numbers 54,000 men.

The highest telegraph and telephone stations in Europe are on Monte Rosa. They are connected with the general Italian system.

The sewers of the largest 157 cities of the United States, if laid end to end, would girdle the earth at the equator.

The Post editorial writer admits that his own paper has this alleged bad habit of printing these short bits of information or exposition at the bottom of columns. He mildly deprecates the habit of magazine editors who print three or four lines of verse at the bottom of the page. He also calls attention to the Westminster Gazette, of London, which leaves blank its half column headed "The Latest News" whenever the editor thinks there is no justifiable stuff to put there.

It is a whimsical suggestion that space in a paper should be left blank rather than fill it with a "filler."

Even so intellectual a paper as the Post has been made up for a hundred years with the aid of "fillers." Shall we have a paper, brave and brainy, whose editors will scorn the "filler" that is intended for emptyheads? The question is intended to amuse. The entire Post editorial is nicely amusing, and perhaps was so designed.

In fact and in practice the well selected "filler" is a "tid-bit," pleasant and useful. So long as printers make up the

paper, the "filler" will fill its place and will continue to amuse and stimulate even the highbrow readers of the Post. Neither shall there be any authority to say whether the "filler" shall be a joke, a verse, an epigram, a motto, or a didactical three-line statement.

It may be that the "filler" will show the manner of the man who publishes or edits.

A ladies' magazine advertises a "check blotter" as a nice present to give to a man. The picture shows how clean the bank check looks after the blotter has been used. The check blotter will be a valuable addition to newspaper office paraphernalia.

### OBITUARY.

C. Bruce McDougall, owner and publisher of the Moncton (N. B.) Vindicator, died at Sydney, C. B., last week as the result of a fall.

Dougal D. Doggett, for some time past market reporter for the St. Louis Times, died last week at his home. He was forty-eight years old.

Allen G. Tripp, one of the publishers of the Highland Falls (N. Y.) News, died last week at Stamford, Conn., of nervous collapse. He was fifty-eight years old.

Leslie E. Brooks, editor and formerly president of the National Board of Trade, and prominent in Alabama politics, died at Mobile last week. He was seventy-four years old.

Columbus James Hamilton, formerly a well-known newspaper man of Baltimore, died last week at his home in that city after a short illness. He was fifty-eight years old and retired from newspaper work seven years ago. At the time of his retirement he was connected with the News. He also served for a number of years as a member of the staff of the Sun. At one time he was connected with the Associated Press.

### King of Newsies to Wed.

Jack Sullivan, "King of the Newsboys," and founder of the New York Newsboys Home at 74 East Fourth street, will be married next Sunday evening to Miss Sarah Siegel. More than 200 newsboys will attend the wedding. Sam H. Harris, the well-known theatrical manager and a former newsboy, will be best man.

### Ad Departments Consolidated.

The advertising departments of the New York, New Haven & Hartford, the Boston & Maine and the Maine Central Railroads were consolidated this week under the management of Charles E. Farnsworth, who for several years has been chief of the advertising departments of the Boston & Maine and the Maine Central.

### Will Give Matinee Dance.

The Times Square Newspaper Club will give a matinee dance next Sunday afternoon at Liederkrantz Hall, Manhattan avenue and Meserole street, Brooklyn.

### No Reason for Pride.

"We won't print any such stuff as that!" said the editor loftily, as he handed back the manuscript.

"Well, you needn't be so haughty about it," retorted the irregular contributor, "you're not the only who won't print it."

—London Tid-Bits.

### STRIKE ON LONDON TIMES.

The London Times, which habitually reprints from its issue of the corresponding day 100 years ago, recently reproduced the account of its case against pressmen and composers who had been indicted "for combining and conspiring together maliciously to injure their masters and employers by quitting their work on account of their demands for an increase of wages not being acceded to." That was in October of the year 1810.

The evidence against the strikers was intended to prove that they had attempted to prevent others from working at the accustomed prices. The prosecution addressed the jury thus: "The gentlemen of the jury must know that the Times is a diurnal newspaper, and that an incalculable injury might be done to the establishment by the workmen refusing to work for a single night."

The jury returned a verdict of guilty against all the defendants—twenty-one persons—though it recommended mercy for eleven of them.

### JAMAICA GINGER.

Once when Charles Michaelson, editor of the Chicago American, came up from the West Indies he brought a bright young Jamaica negro with him and kept him as a servant for a year or two.

Then the Jamaica boy drifted away. Not long ago word came into Mr. Michaelson from the anteroom of his office that a young colored man would like to see him. Mr. Michaelson had him shown in. It was the Jamaica, who was dressed to the nines in plaid clothes and looked very prosperous.

"Lord, Mr. Char'ey," said the visitor, "it's kind of different now than what it was in the old times, ain't it? We're both doin' pretty well an' got along in the world considerable. Here you is editor of a newspaper an' I'm rubber for Jack Johnson."—Saturday Evening Post.

### AN ALPHABETICAL AD.

The following remarkable alphabetical ad appeared in an issue of the London Times away back in 1842:

"To Widowers and Single Gentlemen—Wanted, by a lady, a situation to superintend the household and preside at table. She is agreeable, becoming, careful, desirable, English, facetious, generous, honest, industrious, judicious, keen, lively, merry, natty, obedient, philosophic, quiet, rosy faced, sociable, tasteful, useful, vivacious, womanish, Xantippish, youthful, zealous, etc."—St. Louis Republican.

### Machine Does Work of Fifty.

A device for wetting down paper has been perfected at the Bureau of Engraving and Printing at Washington. It performs the work which twenty men and thirty women have heretofore been employed to do.

### Four Editors Deported.

President Estrada of Nicaragua has deported four newspaper editors, all members of the Liberal party, for publishing alleged incendiary articles.

### Changes to Evening Field.

The Pottsville (Pa.) Journal is now an evening newspaper, the change being made last week. The make-up of the paper has been changed, and the full leased wire report of the New York Sun is a feature.

Each issue of the EDITOR AND PUBLISHER contains something of value.



**PERSONAL.**

Walter H. Page, editor of World's Work, will deliver the first lecture in the Ropes series at the University of Cincinnati on Dec. 5. He will discuss journalism.

Orwell C. Riddle, chairman of the Democratic State press bureau of Ohio for the past two years, with headquarters in Columbus, has resigned and will return to newspaper work.

Allan N. Drake, chairman of the committee on circulation of the Association of American Advertisers, was the chief speaker before the Buffalo Ad Club at its weekly dinner last Saturday.

Albert E. Parmelee, who resigned as city editor of the Omaha (Neb.) World-Herald to become manager of the Northwestern School of Taxidermy, was given a farewell dinner by Omaha newspaper men last week.

Howard Pyle, the well-known illustrator, sailed with his family on the Fabre liner Santa Anna, Tuesday, for Italy.

Charles A. Alden, assistant circulation manager for the Curtis Publishing Co. of Philadelphia, addressed the Omaha Ad Club last Tuesday on "Publicity and Patriotism."

J. S. Cowper, formerly connected with the staff of the Toronto (Can.) Globe, has been appointed managing editor of the Prince Rupert Optimist.

William B. Allen, for the past year editor of the Harrisonburg (Va.) Daily Times, has resigned to accept the managing editorship of the Front Royal Imperial Reporter.

Chas. W. Flodin has recently been made advertising manager of the Sacramento (Cal.) Weekly.

Fred Kelly, for the past five years connected with the editorial staff of the Cleveland (Ohio) Plain Dealer, will be stationed at Washington during the coming session of Congress.

Denman Thompson, a member of the editorial staff of the South Bend (Ind.) News for the past two years, has resigned to become telegraph editor of the Springfield (Mo.) Republican.

Scott C. Bone, editor of the Washington (D. C.) Herald, will be one of the speakers at the annual dinner of the Indiana Society, which will be held at the Waldorf-Astoria on Dec. 2.

Howard Welch, one of the editors of the Mount Union (Pa.) Times, was married last week to Miss Esther Evans Fuller, also of Mount Union.

C. Harrison Green, business manager of the Seattle (Wash.) Star, and who has been connected with the paper for eleven years, has resigned. Mr. Green was the oldest employe of the Star.

C. C. Harvey, editor and proprietor of the Fort Fairfield (Me.) Review, is a candidate for clerk of the Maine House of Representatives.

Albert L. Westerhagen, manager of the Western Newspaper Union at Fargo, N. D., was married in St. Paul recently to Miss Helen Gray, of that city.

G. M. Simonson, of the Associated Press, addressed the members of the

Men's Guild of the Arlington Avenue Presbyterian Church, Brooklyn, last Tuesday.

Frank O'Donnell, for several years assistant advertising manager of the Wilkes-Barre (Pa.) News, has resigned to become connected with the Elmira (N. Y.) Telegram.

Elton Lower, for several years connected with the staff of the Chicago Evening Post, will edit the official newspaper to be published by the Chicago Civil Service Commission.

John Glyde Oswald, publisher of the American Printer and president of the American Trade Press Association, was the chief speaker at the dinner of the Cleveland Advertising Club last week. Mr. Oswald spoke on "The Advertiser's Opportunity."

John Lee Mahon, the noted advertising expert of Chicago, addressed the South Bend (Ind.) Knife and Fork Club last week on "Does Salesmanship Create Value?"

Vincent S. Cooke, of Blanchard & Cooke, Fifth Avenue building, New York, returned from Cleveland, Ohio, last week, where he conducted a seven weeks' advertising campaign for the East Ohio Gas Co.

Thomas F. Flynn, of the New York office of the S. C. Beckwith Special Agency, has returned home after a trip through New York and Pennsylvania in the interest of the papers represented by that agency.

Arthur Brisbane, editor of the New York Evening Journal, will be the guest of honor at the Rochester Ad Club dinner on Dec. 1.

John W. Newbern, for the past two years city editor of the Birmingham (Ala.) Ledger, has resigned to become city editor of the Oklahoma City Daily Oklahoman.

A. L. Fenton, who is well known in newspaper and advertising circles, has joined the staff of the S. C. Beckwith Special Agency, New York office.

T. E. Andrews, advertising manager of the St. Paul (Minn.) Dispatch, has resigned. Mr. Andrews' successor has not yet been named, and he will probably remain with the paper until Jan. 1, 1911.

Emery A. Odell, publisher of the Monroe (Wis.) Times, has been appointed postmaster at Monroe.

F. E. Forshaw has been appointed office manager of the New York office of the S. C. Beckwith Special Agency, succeeding C. H. Miller, who recently resigned to accept the advertising management of the Home Magazine.

Lafayette Young, United States Senator and editor of the Des Moines Capital, will be the principal speaker at a banquet to be given by the Industrial Club of Chicago on Nov. 26.

**The Mobile Register**  
MOBILE ALABAMA

"The Mobile Register for over eighty years has been the principal newspaper of Mobile and as an advertising medium cannot be surpassed."  
The Bank of Mobile, N. B. A.

C. F. KELLY & CO.  
Publishers' Representatives  
New York Chicago

**\$6,000.00 CASH**

available for first payment on daily newspaper property. Independent or Republican evening properties preferred. Willing to consider badly managed or run down properties in good fields. Central West or Pacific Coast locations preferred.

Proposition No. 71.  
**C. M. PALMER,**  
Newspaper Broker, 277 Broadway, New York

**"Not the Cheapest, But the BEST" CIRCULATION PROMOTERS.**

All of our Managers are Stockholders.  
**THE UNITED CONTEST CO.,**  
(Incorporated)  
CLEVELAND, OHIO.

**SPORTING PHOTOGRAPHS**

We cover all amateur and professional sporting events. Sporting Editors will be interested in a special proposition we can make them. Our Matrix Service mailed daily is also the best in the world. Write for free specimens.  
**GEORGE GRANTHAM BAIN**  
32 Union Square, E., New York

**Increase Your Want Ads**

Let me mail samples and quote on my successful Want Ad Service "Tips" used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.  
**THE ADAMS NEWSPAPER SERVICE,**  
George Matthew Adams.  
2018 Peoples Gas Building, CHICAGO.

**"GOTHAM GOSSIP"**

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

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

**NEW YORK HERALD SYNDICATE**

Cable and Feature Service  
Address  
Herald Square Canadian Branch  
New York City Desbarats Bldg., Montreal

**THE INTERNATIONAL SYNDICATE**

FEATURES FOR NEWSPAPERS  
NO CONTRACT—Our subscribers may come and go on notice.  
Baltimore Maryland

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.  
CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**PUBLISHER'S ASSISTANT AND PRIVATE SECRETARY.**

Twelve years' experience with business manager large New York daily and editor and publisher influential Boston newspaper. General knowledge all departments big metropolitan paper; have worth-while ideas, initiative and executive capacity of high order. Wide experience newspaper cost accounting and compiling extensive analyses departmental and general records. Address "S. R.," care THE EDITOR AND PUBLISHER.

**WANTED**

Editorial position on daily paper in growing city. Fifteen years' experience as city editor, news editor, night editor and on Sunday supplements. Address "SUPPLEMENTS," care THE EDITOR AND PUBLISHER.

**WANTED**

Opportunity by man of 45 trained in newspaper work, all positions. Live Eastern city where owner of daily or weekly wants to be relieved. Address "EASTERN," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**EDITOR-WRITER WANTED**

Experienced newspaper man who can write special and magazine articles. Excellent opportunity on Pennsylvania publication for high grade man. State experience and ability. Address "XXX," care THE EDITOR AND PUBLISHER.

**LINOTYPE INSTRUCTION;**

SPECIAL RATE.—Twelve weeks thorough operator-machinist course, \$80. Write for prospectus. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First Ave., New York.

**WANTED—AN EXPERIENCED**

Linotype machine operator on a weekly country newspaper on straight news items and some advertisement matter. No booze need apply. Good weekly wages to a reliable married or single man and a steady position. Apply at once. DUNDEE JOURNAL PRINTING COMPANY, Dundee, N. Y.

**POSITIONS OPEN**

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**MISCELLANEOUS**

**PIANO CONTESTS ARE**

SUBSCRIPTION BUILDERS. We furnish all prizes on commission of business produced. Write us. MALBAR MUSIC CO., 21 Quincy St., Chicago, Ill.

**DAILY NEWS**

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

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

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

**MANY CHOICE NEWSPAPER**

PROPERTIES. Write us if you want to buy or sell. No publicity. BARRYMORE, Newspaper Broker, 21 Quincy St., Chicago, Ill.

**STOCKHOLDERS' MEETING.**

Notice is hereby given to stockholders of The United Contest Company that the annual meeting will be held at the company's office, 1739 E. 21st St., Cleveland, Ohio, on Dec. 10, at 9 P. M., for the purpose of electing officers and transacting such other business as may come before the meeting.  
FRANK HICKS, President.  
G. F. HICKS, Sec. and Treas.

**WILBERDING**

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

H. W. Kastor & Sons, St. Louis, are placing 108 lines t.f. in Southern papers for the Martin Distilling Co., of Kansas City, Mo.

Frank B. Kiernan Agency, 156 Broadway, New York, is placing 5,000 line contracts in Kentucky papers for the Dr. Sanden Electric Drug Co., 1151 Broadway, New York.

Harper Brothers, Pearl street, New York, are placing 300 lines generally for Hibson & Bros.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing some mail order advertising for the S. T. Delano Co., Syracuse, N. Y.

The D'Arcy Agency, St. Louis, is placing 520 lines two times for George A. Dickel & Co., Nashville, Tenn.

The Long Critchfield Corporation, Chicago, is placing 5,600-line contracts in Southwestern papers for the St. Louis & Frisco Railway Co., St. Louis.

The Pepsin Syrup Co., Monticello, Ill., is placing 5,000-line contracts direct.

Lord & Thomas, Chicago, are placing 5,000-line contracts generally for the advertising of the Hudson Motor Car Co.

The Dr. Blosser Co., Atlanta, Ga., is placing orders for 552 lines in the larger Sunday papers.

Henry Decker, Ltd., Flatiron building, New York, is placing seventy lines six times in Sunday papers for the United States School of Music.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new contracts for 5,000 lines in Southern papers for the E. M. F. Automobile Co., Detroit, Mich.

Coupe & Wilcox, 261 Broadway, New York, are placing eighty lines five times for the Onoto Pen Co., same address.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, will send out copy on contracts after January 1, for the De Miracle Chemical Co., 1905 Park avenue, New York.

The Guenther-Bradford Agency, Chicago, is placing orders in Southwestern papers for Charlotte Christopher, 7 Randall street, Chicago.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new contracts for fourteen inches nine times for the American Tobacco Co., Turkey Red Cigarettes, 111 Fifth avenue, New York. This agency is also beginning a campaign in Ohio papers for the Egyptian Luxury Cigarettes, a product of the American Tobacco Co.

The Blaine-Thompson Agency, Cincinnati, is placing two inches seventy-eight times in Southern papers for the Evans Chemical Co., same city.

The Charles H. Fuller Co., Chicago, is placing three and one-half inches e.o.s. until May 1, for Mark H. Jackson, Syracuse, N. Y.

The Federal Advertising Agency, 231

West Thirty-ninth street, New York, is placing orders for the Chattanooga Knitting Mills, Chattanooga, Tenn.

Calkins & Holden, 250 Fifth avenue, New York, is placing orders in a list of Sunday papers for the advertising of the Edison storage battery.

The Wyckoff Advertising Agency, Buffalo, N. Y., is placing 10,000-line contracts for the Stetson Shoe Co., South Weymouth, Mass.

J. W. Davis, Railway Exchange building, New York, will shortly place orders in New York City and vicinity for the Hartford Suspension Co., Jersey City, N. J.

The Federal Advertising Agency, The Rookery, Chicago, Ill., is placing orders for 2,000 lines in Southern papers for the Friedman, Shelby Shoe Co., 900 Washington avenue, Chicago.

Albert Frank & Co., 26 Beaver street, New York, is placing orders in New York City, Boston, Philadelphia, Pittsburgh and Hartford papers for Wabash Pittsburg Terminal Railway bonds.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is placing orders for fourteen lines three times in Western papers for the Cedar Hill Sanitarium.

H. W. Kastor & Sons' Advertising Co., Equitable building, St. Louis Mo., is placing orders for 100 lines, Tuesdays and Fridays, t.f., in Southwestern papers for the St. Joseph Supply Co., St. Louis, Mo.

H. B. Kirk & Co., 156 Franklin street, New York, is making a few contracts with New York State papers.

H. H. Levy, 45 West Thirty-fourth street, New York, is placing orders in a\*selected list of papers for the Fifth Avenue Auction Rooms, 341 Fourth avenue, New York.

Lord & Thomas, 250 Fifth avenue, New York, are placing orders in Canadian papers for Carreras & Marcianus, Ltd., Black Cat Cigarettes, London, England.

Herbert M. Morris, 400 Chestnut street, Philadelphia, is placing contracts with Pennsylvania papers for S. B. Goff & Sons' Co., 217 South Second street, Camden, N. J.

Charles Scribner's Sons, Scribner's Magazine, 153 Fifth avenue, New York, is placing orders for the December edition through various agencies.

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

## THE ITEM

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

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**SMITH & BUDD**  
Foreign Representatives  
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# ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

<b>ALABAMA.</b> ITEM ..... Mobile	<b>NORTH DAKOTA.</b> NEWS ..... Fargo NORMANDEN .. (Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b> GAZETTE ..... Phoenix	<b>OHIO.</b> PLAIN DEALER ..... Cleveland (August, D., 91,999-S., 118,505) VINDICATOR ..... Youngstown
<b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Pittsburgh GERMAN GAZETTE ..... Philadelphia PRESS ..... Pittsburgh TIMES-LEADER ..... Wilkes-Barre DISPATCH AND DAILY ..... York GAZETTE ..... York
<b>FLORIDA.</b> METROPOLIS ..... Jacksonville	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir. D. 14,047-S., 14,163) DAILY PIEDMONT ..... Greenville
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE ..... Augusta HERALD ..... Augusta ENQUIRER-SUN ..... Columbus LEDGER ..... Columbus	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria	<b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston SEMI-WEEKLY TRIBUNE ..... Waco TIMES-HERALD ..... Waco
<b>INDIANA.</b> JOURNAL-GAZETTE ..... Ft. Wayne NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame	<b>WASHINGTON.</b> MORNING TRIBUNE ..... Everett
<b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ..... Dubuque	<b>WISCONSIN.</b> EVENING WISCONSIN ..... Milwaukee
<b>KANSAS.</b> GAZETTE ..... Hutchinson CAPITAL ..... Topeka	<b>CANADA</b>
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>ALBERTA.</b> HERALD ..... Calgary
<b>LOUISIANA.</b> ITEM ..... New Orleans STATES ..... New Orleans TIMES DEMOCRAT ..... New Orleans	<b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria
<b>MAINE.</b> JOURNAL ..... Lewiston	<b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London
<b>MASSACHUSETTS.</b> FARM and HOME ..... Springfield	<b>QUEBEC.</b> LA PRESSE ..... Montreal LA PATRIE ..... Montreal
<b>MICHIGAN.</b> PATRIOT .. Aug. 10, 740; S. 11,858. Jackson	<b>GET THE BEST ALWAYS!</b> <b>The Pittsburg Dispatch</b> Greater Pittsburg's Greatest Newspaper WALLACE G. BROOKE      HORACE M. FORD Brunswick Bldg.      Peoples Gas Bldg. New York      Chicago
<b>MINNESOTA.</b> TRIBUNE ..... Morn. and Eve. .... Minneapolis	<b>NEW BEDFORD TIMES</b> The paper that has made New Bedford, Mass., the fastest growing city in the world. Average to July 1, 1910 Evening, 7,840      Sunday, 13,756 ALFRED B. LUKENS      Tribuna Bldg. New York Representative      New York FRANK W. HENKELL      150 Michigan Ave. Western Representative      Chicago
<b>MISSOURI.</b> DAILY AND SUNDAY GLOBE. Joplin POST-DISPATCH ..... St. Louis	<b>JORNAL DO COMMERCIO</b> OF RIO DE JANEIRO, BRAZIL A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America. VASCO ABREU, Representative Tribune Building - New York
<b>MONTANA.</b> MINER ..... Butte	
<b>NEBRASKA.</b> FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b> MORNING JOURNAL .. Albuquerque	
<b>NEW YORK.</b> BUFFALO EVENING NEWS .. Buffalo LESLIE'S WEEKLY (Cir. 275,000) New York MESSENGER OF THE SACRED HEART .. New York RECORD ..... Troy	

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800
- CONE, ANDREW**  
Tribune Building, New York  
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Bryant 4770
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

- FRORERT, PERCIVAL K.**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5137

**MEXICO**

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

**ADDITIONAL AD TIPS.**

Tracy-Parry Co., Lafayette building, Philadelphia, is placing orders in Scranton papers for the American Macaroni Co.

M. Wineburgh & Co., 576 Fifth avenue, New York, is adding new cities to list for the Omega Chemical Co.,

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

**AUGUSTA HERALD**

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

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6350
- KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**  
30 W. 33d St., New York  
Tel. Madison Sq. 3613
- SMITH & BUDD CO.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- THE FISHER AGENCY**  
118 East 28th St., New York  
506 Boyce Bldg., Chicago  
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5306

Omega Oil, 576 Fifth avenue, New York.

J. Walter Thompson Co., 44 East Twenty-third street, New York, is making contracts generally for two and one-half inches e.o.d. for one year for the Horlick Food Co., Horlick's Malted Milk, Racine, Wis.

The Frowert Advertising Agency of Philadelphia will place the advertising of the Perth Amboy Chemical Company, who will use a list of farm papers, this spring.

The same agency is sending out orders for the Quaker City Flour Mills in Southern papers.

**Mahin Company to Move.**

The Mahin Advertising Company of Chicago has rented the entire tenth floor of the new Monroe building, a fourteen-story structure to be erected next year at Monroe street and Michigan boulevard.

**Will Urge Immigration.**

It is said that 184 Nebraska newspapers will suggest to the State legislature this winter the establishment of a State immigration bureau, to get new settlers into the State.

**Will Go South for Winter.**

S. M. Stouffer, editor of the Sac City (Ia.) Sun, and family have gone to Florida for the winter. Mr. Stouffer is in poor health as the result of close application to business.

**BALTIMORE SUN**

**Has a New Information Bureau Which Is Popular.**

The Baltimore Sun recently established The Sun Information Bureau, and it has already become a popular institution. Here are some questions asked last week:

"Where is Edwin Booth buried?"

"A boy is calling an extra about a terrible fire in New York. My husband is in New York and I am dreadfully worried. Is there a fire?"

"Tell me the plot of 'The Bohemian Girl.'"

"Is the play at — Theatre this week suitable for children?"

"Do you know of a mild brand of cigarettes?"

"How can I grow sweet violets?"

"Is there a cast of the statue of Gen. James Shields on exhibition in Baltimore?"

**A Puzzle in Punctuation.**

(From New York Times.)

New York Times Saturday Review of Books:

How is the unfortunate precisionist to punctuate an exclamative-interrogative sentence? Let us say, for example, that he is criticizing Poe's use of the refrain: "Quoth the raven, 'Nevermore!'" and wishes to express himself interrogatively. He might punctuate thus: "What need to reiterate 'Quoth the raven, 'Nevermore!'"—which asks no question—or thus: "What need to reiterate, 'Quoth the raven, 'Nevermore?'"—which transforms the bird's sombre dictum into a cheery, almost playful, insinuation. To the discerning ear this would sound almost like: "Quoth the raven, 'Oh, you ki-id!'" Is it not high time that "!" and "?" were combined to form a new typographical sign endowed with an exclamative-interrogative value?

MELVILLE CHATER.

Englewood, N. J., Nov. 16.

[Why not put the interrogation outside (beyond) the quotation marks—thus: "Quoth the raven, 'Nevermore!'"?]

A. J. Ferguson will launch a paper at Coon Valley, Wis.

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**BRITISH TRADE**

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FIFTIETH YEAR OF ISSUE

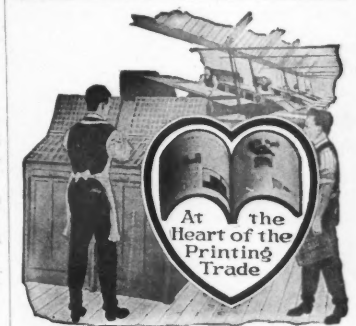
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**Becomes Morning Paper.**

The Jackson (Tenn.) Democrat has entered the morning field. It has been an evening paper heretofore.



Every phase of the printer's activities is treated in a practical way in the pages of

**THE AMERICAN PRINTER**

Regular departments in Typography, Presswork, Commercial Art, Designing, Photo-Engraving, Lithography, Office Accounting and Bookbinding are conducted by masters of these subjects. The best work of the best printers, illustrators and engravers is reproduced—often in full size and color. New processes are described—new ways of doing old things suggested. The subscription price of THE AMERICAN PRINTER is \$2.00 a year. Advertising rates will be furnished on application. Subscribe for it—study it—advertise in it. Oswald Publishing Co., 25 City Hall Place, N. Y.

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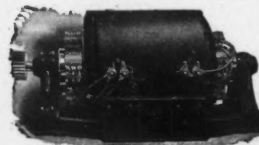
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**THE LOVEJOY CO.** Established 1853

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

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

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Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the FULL run



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Patented and Manufactured by

## THE GOSS PRINTING PRESS CO.

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LONDON - E. C.  
ENGLAND

## THE RISE OF CAPPER.

**Noted Kansas Publisher Began His Career at the "Case." Made Good on His First Job and Has Made Good Ever Since. Plain Story of Success.**

The Kansas City (Mo.) Journal, in a recent issue said in part, concerning Arthur Capper, owner and publisher of the Topeka Capital and other publications:

Thirty-two years ago, when Arthur Capper was 13 years old, he made up his mind that he wanted to be a printer. He was living at the time in Garnett, his birthplace. Dr. George W. Cooper, owner, editor and proprietor of the Garnett Journal, was a noted newspaper man of that day. To him the 13-year-old boy applied for a place.

"What can you do?" asked Cooper. "I can learn," replied Capper.

His first lesson at the "case" he took from the vantage point of a cracker box, for he wasn't big enough of his own height to reach into the boxes. He made good on that first job, as he has made good ever since.

With the help of that cracker box and the "case" Arthur Capper finished the high school course at Garnett in 1884. He determined to go to Topeka. He was 19 years old. Immediately he went to the Topeka Daily Capital office.

He hunted out the foreman and asked for a job at setting type. It was Monday night. Liquor could then still be bought very readily in Topeka. Monday afternoon had been pay day. The foreman had hardly enough men on hand to get out the paper.

He looked at the slender 19-year-old who asked for a job. "Try you for

to-night," he said, and the boy went to work. Again he made good.

Major J. K. Hudson was in command of the Capital at the time. Capper worked along until he was drawing a pay check of a little better than \$20 a week for "sticking type."

The boy wanted to know something about the "local room" of a newspaper. So he walked in on Major Hudson one night and told him he wanted a job as reporter.

"Maybe I can give you a chance," said the major. A month later he called Capper into the office and told him he could go to work the next day gathering "locals" in North Topeka.

"How much will you pay me?" asked Capper.

"We will start you at ten dollars a week," was the reply.

"I'll take it," was the conclusion of the interview.

He went to work and made good on North Topeka. Hudson had a city editor who didn't suit him exactly. One Sunday the city editor was "fired."

"Capper," said Hudson, "you can be city editor."

That was a jump, but the boy deserved it. It was a whole lot of work, but Capper was equal to it. For several years he stuck to that job. All the while he would save a little out of each week's salary check and buy stock in the paper.

Several years later he walked in on Major Hudson one night and said: "Major, I want to know something about New York newspaper work. I would like a six months' leave of absence to go to New York and get a job on one of the big newspapers there."

Capper went to New York. It was the first time he had been east of Kan-

sas City. But he got a job and made good and learned.

Major Hudson decided that he would like to have a Washington correspondent for the Capital at Washington. So he wired Capper in New York and asked him if he would take the job.

He took it, and again he made good.

After serving at Washington for a time, he came back to Topeka and returned to the city desk of the Capital. About that time the North Topeka Mail was for sale at a price of \$2,100. Capper had \$700 in cash. He went to Peter Smith, a North Side banker, and asked for a sufficient loan to get the paper. Smith agreed, and Capper owned his first newspaper plant. It wasn't long until he had paid it out. Along about that time Frank Montgomery and Tom McNeal wanted to sell the Kansas Breeze. Capper bought it for \$2,500. He combined the two and made the paper over into the Mail and Breeze.

He held stock in the Capital right along. The Capital was having rather hard sledding. It changed owners several times. John R. Mulvane, the well-known Topeka banker, was interested in it; he had loaned money to some of the previous owners. Mulvane had been observing Capper closely. One day he sent for him.

"Capper," said Mulvane, "I would like to sell you the Capital. You can have it at almost your own terms."

Capper got together \$5,000. That was what he paid in to start with. The price of the paper was \$56,000. That was in 1896.

To-day the Topeka Daily Capital is estimated as worth a quarter of a million dollars. The new building in which it is housed—and one of the best news-

paper homes in the West—cost \$175,000. Capper to-day owns six publications.

There is something mighty likable about Capper. He is just 45 years old. No one dreamed, when he asked for a job at the "case" on the Topeka Capital that some day he would be its owner. Across the short space of a quarter of a century he has wrung from life's opportunities a splendid success by hard work, courage, faith and manliness. He is still slender and almost boyish looking. His face is smooth shaven. He knows how to smile and always has time to be polite. He does a prodigious amount of work. Seated between a flat desk and a roller-top desk in a big, well lighted office, with stacks of work confronting him, he burrows away and, without apparent effort, accomplishes wonders. For details he is a marvel. He has hundreds of employes and they like him. His office door always swings "in" for them. Their suggestions are welcomed. He likes "push" and "loyalty," and rewards it. He does things quietly and he says things quietly. But he gets things done, and what he says "goes." He has that faculty of a great leader—he does not command; he directs. He is a field marshal in the newspaper business.

### Big Six to Have Big Night.

The sixty-first annual reception and ball of Typographical Union No. 6 will be held at Madison Square Garden next Monday night. Printers from all parts of the United States and Canada are expected to be present, as well as many editors and publishers. The proceeds of the affair will be devoted to the hospital fund.

Aguila (Col.) Record has just been established.

