

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 42

NEW YORK, APRIL 15, 1911

5 Cents a Copy

JOURNALISM WEEK.

**NOTED SPEAKERS WILL ADDRESS
BIG GATHERING AT
COLUMBIA, MO.**

Topics of Vital Interest Will Be Discussed by Prominent Newspaper Folk—Large Attendance Expected and Occasion Promises to Be a Notable One—Meetings Will Be Informal and Open to Everybody.

Men and women of national reputation in various fields of journalism are scheduled to speak at Columbia, Mo., the week of April 17-21, when "Journalism Week" will be observed by the University of Missouri. Topics of vital interest to the entire profession will be discussed each day by those who can speak with special information, and the occasion promises to be a notable one.

Monday and Tuesday will be largely, though not entirely, devoted to cost production; Wednesday, to the daily newspaper; Thursday, to advertising; and Friday to the county weekly, agricultural and magazine journalism. While these are the chief topics on the particular days, other topics will be discussed. The meetings will be informal and open to everybody. Aside from the regular business sessions there will be numerous social features, including a reception at the home of E. W. Stephens, automobile rides, smokers at Dana House and others.

Regular classes in journalism open to all visitors will be held during the week at times not in conflict with the special program.

The program is as follows:

MONDAY, APRIL 17.

2 p. m.—Missouri Press Association. Opening address, President J. R. Lowell, Democrat, Moberly. "The Ben Franklin Cost System—What It Means to the Country Publisher," Jens K. Grondahl, Republican, Red Wing, Minn. "Management of Shop Engineering," B. B. Herbert, editor National Printer-Journalist, Chicago. "The County Weekly—Its Cost," informal discussion led by Ovid Bell, Gazette, Fulton; J. M. Grimes, Republican, Booneville; E. L. Purcell, Democrat-News, Fredericktown; Harry Denman, News, Farmington; W. C. Price, Post, Princeton; Bernard Finn, Record, Sarcosie.

8 p. m.—"The Duty of the Journalist," Oswald Garrison Villard, editor Evening Post, New York City.

TUESDAY, APRIL 18.

9 a. m.—Missouri Press Association. "Co-operative Publishing," John B. Gairing, editor Western Publisher, Chicago.

10 a. m.—Universal Assembly.

11 a. m.—"The Real Art of Real Reporting," Mrs. C. A. Bonfils (Winifred Black), Post, Kansas City.

2 p. m.—"Journalism as a Career for Women," Miss V. A. L. Jones (Serena Lamb), Republic, St. Louis. "The County Weekly—Its Cost," informal discussion led by C. L. Hobart, Progress, Holden; Lewis Lamkin, Journal, Lee's Summit; O. B. Davis, Advance, Ava; John M. Sosey, Spectator, Palmyra. "The County Weekly—Its News," informal discussion led by Mrs. James Watson, Democrat, Dearborn; H. F. Stapel, Mail, Rock Port; C. J. Blackburn, Record, Blackburn; Charles L. Woods, Herald, Rolla. "The County Weekly—Its Editorial," informal discussion led by W. T. Jenkins, Landmark, Plate City; Cornelius Roach, Democrat, Carthage, Secretary of State; John E. Swanger, formerly of the Standard, Milan, State Bank Commissioner.

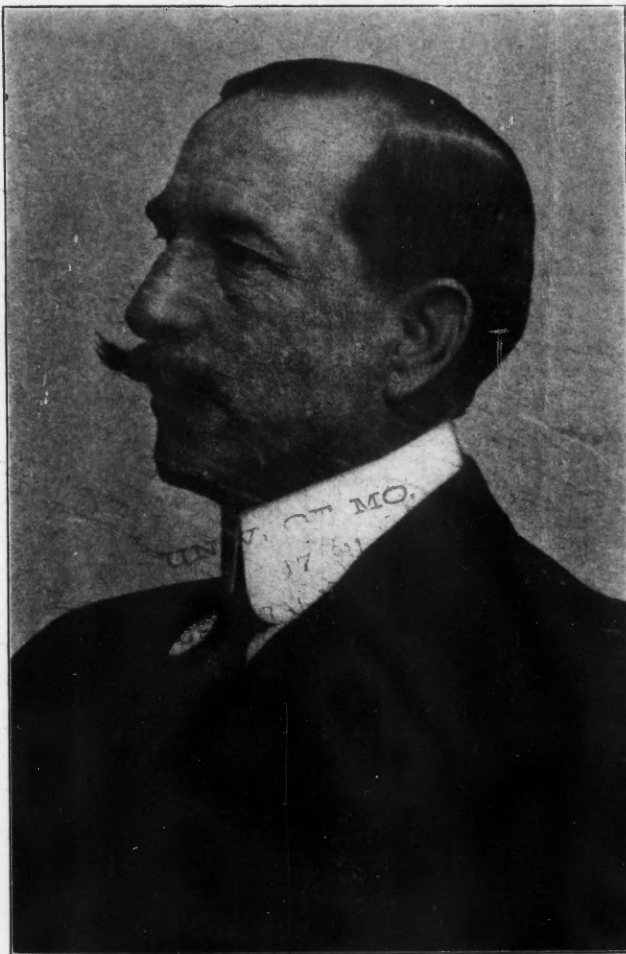
4 p. m.—Automobile tour, courtesy Columbia Commercial Club.

8 p. m.—"The New Journalism," Charles H. Grasty, Sun, Baltimore, Md. "The Responsibility of the Journalist," United States Senator Lafayette Young, Capital, Des Moines, Ia.

WEDNESDAY, APRIL 19.

9 a. m.—"The Sunday Newspaper," Casper Yost, editor Sunday Globe-Democrat, St. Louis.

10 a. m.—"The Missouri Dailies," "The New City Daily," and "The Daily in a Small Town," informal discussion led by W. J. Sewall, Press, Carthage; William Southern, Jr., Jackson Examiner, Independence; Bart B. Howard, Globe, (Continued on page 4.)



HENRY A. WISE WOOD,

PRESIDENT OF THE AUTOPLATE COMPANY OF AMERICA, WHICH HAS BEEN ORGANIZED WITH A CAPITAL STOCK OF \$1,200,000.

BATTLE ROYAL WITH NEWSPAPERS PREDICTED

HEINZE, COPPER KING, REPORTED TO BE NEGOTIATING FOR PURCHASE OF NEW YORK DAILY WITH WHICH TO WAGE WARFARE WITH MORGAN.

With the avowed purpose of crossing swords with J. Pierpont Morgan, a group of well-known capitalists headed by F. Augustus Heinze, the copper magnate, are secretly conducting negotiations for the purchase of a New York morning newspaper, according to an apparently well-authenticated rumor which became current late Friday.

Associated with Mr. Heinze in the deal, according to the report, are ex-Senator William A. Clark and others of equal prominence in the financial world.

The rumor says further, that Heinze and the group above mentioned, are determined to place themselves on an equal footing in the journalistic field with Morgan, who is credited with owning or controlling one or more New York publications.

Inasmuch as it has long been reported that the relations existing between the Heinze group and Morgan have been anything but cordial, it is freely predicted by those in the know that exciting developments may be expected.

Will Banquet Over-Sea Members.

The Empire Press Union will give a banquet in London on June 17, to the newspaper men from various parts of the British Empire who will be in London for the coronation. Lord Burnham has promised to preside.

Diehl and Beach Honored.

Colonel Charles S. Diehl and Harry L. Beach, who recently purchased the San Antonio (Tex.) Light and Gazette, were the guests of honor at a luncheon given last week by the business men of San Antonio.

WASHINGTON.

**GUS J. KARGER AT THE HELM
OF TAFT ADMINISTRATION
PUBLICITY.**

Washington Correspondent Has Wide Acquaintance With Public Men—Long Regarded as Spokesman of the Tafts—Carolina-Virginia Associated Press Organized by Representatives of Southern Circuits.

WASHINGTON, April 14.—Taft administration publicity is being worked out in Washington with Gus J. Karger at the helm. Karger is one of the oldest in experience among the Washington correspondents, and represents an Ohio string of papers comprising the Cincinnati Times-Star, the Cleveland News and the Columbus Dispatch. He is the right arm of Charles P. Taft, the President's brother, and has been generally regarded as the spokesman of the Tafts. Now he is looking after the publicity promotion work of the White House for C. P. Taft. In Washington and in Ohio, and in politics everywhere, everybody knows Karger, and he knows everybody who is worth while.

The Carolina-Virginia Associated Press has been formed by representatives of the newspapers on the Southern circuits of the Associated Press between Atlanta and Washington. This action was taken the other day at a meeting in Asheville, N. C., at which John P. Gavit, chief of staff of the Washington office; Paul Cowles, superintendent of the Southern division, with headquarters at Atlanta, who used to be superintendent of the Western division at San Francisco, and Thomas F. Edmunds, one of the bright young men of the Washington staff of the Associated Press, were present as representatives of that organization. The Carolina-Virginia organization will meet twice each year, in April and October, at the call of the executive committee, with a view to discussing the good of the service. James H. Caine, of the Asheville Citizen, was elected chairman; R. W. Vincent, of the Charlotte Observer, secretary and treasurer; Allen Potts, of the Richmond Times-Dispatch; J. F. Thompson, of the Wilmington Star, and George W. Brunson, of the Greenville News, together with Mr. Caine, members of the executive committee.

The Washington Herald has moved into new offices, from the Dockon Building in Washington's Wall Street block to a more commodious building on New York avenue, between Thirteenth and Fourteenth streets, without interference in any way with the operation of the plant, and taking advantage of much better quarters with enlarged equipment.

ASSOCIATED PRESS GOSSIP.

Robert T. Small, one of the best known men in the Associated Press service, some of whose feature stories, notably on the departure of the battleship fleet on its cruise around the world, deserve to rank with the classics of all times, has been appointed day manager of the Washington Bureau of the Associated Press.

Thomas F. Edmunds has resumed the

night Southern editorship of the Washington Bureau.

John P. Gavit, chief of the Washington staff and acting superintendent of the Central division of the service, with headquarters at Chicago, has returned to Chicago after a flying trip to Washington, Asheville and New York.

SPHINX CLUB ELECTS.

George B. Van Cleve Elected President at 115th Annual Meeting.

The last Sphinx Club dinner of the season was held at the Waldorf last Tuesday evening. More than two hundred were present. The following officers were elected: President, George B. Van Cleve; vice-presidents, Collin Armstrong, W. R. Hotchkiss, Gay Brandt and John H. Hawley; secretary, Justin McCarthy, Jr.; treasurer, R. F. R. Huntsman; executive committee, James O. Flaherty, Samuel Brill, William C. Freeman, George Ethridge, Preston R. Lynn, P. A. Conne and Walter Hammit.

The relationship of salesmanship to advertising was the principal topic discussed. The speakers included: H. C. Brown, Camden, N. J.; M. P. Gould, New York City, and J. D. Kenyon, of Chicago.

Among those at the dinner were F. W. Andress, D. A. Carroll, H. C. Brown, F. W. Aldred, D. C. Adams, Collin Armstrong, Samuel Brill, Thomas Cleary, J. H. Bagley, C. E. Barker, C. L. Bonta, W. C. Bates, Charles J. Brooks, A. M. Bedell, W. E. Bunnell, Jr., P. A. Conne, M. W. Coburn, W. S. Constant, H. H. Cooke, J. C. Cook, W. J. Cobb, W. C. Cooper, Fred S. Clark, T. P. Comerford, A. G. Clark, Charles F. Dodd, Chapin V. Daggett, C. M. Dexter, W. J. Donlan, J. P. Duncan, D. M. Elliott, J. George Fredericks, W. C. Freeman, W. H. Meyer, Paul Meyer, Charles E. Marks, J. C. Levine, Preston P. Lynn, Charles A. Lee, R. N. Lockwood, F. M. Lawrence, Ivan Lytton, R. W. Lawrence, S. E. Leith, G. G. Kane, Dr. Nathan Krass, I. A. Klein, W. J. Kennedy, C. P. Knill, C. B. Kirtland, Byron C. Gould, H. S. Griffin, Louis A. Guillemet, Ray Gardner, H. J. Garrison, H. H. Good, J. L. Given, Irving P. Marks, Theron McCampbell, Charles Millang, Corbett McCarthy, A. J. Meston, A. W. McCann, R. L. Muller, Justin McCarthy, Jr., James O'Flaherty, Einar C. Petersen, H. J. Prudden, C. H. Post, O. J. Ridenour, Martin G. Ready, Louis Rosenberg, C. S. Reuter, Louis H. Soule, William Shillaber, Jr., Jules P. Storm, John H. Seagers, G. B. Sharpe, J. B. Sheffield, J. A. Sullivan, Milton Towne, Louis Wiley, J. R. Wakeman and Eben B. Wright.

The Cuyuna (Minn.) Range Miner is the name of a weekly. George S. Breidford is the editor and publisher.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives:

L. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

GUILD AS ENVOY TO CZAR.

Boston Publisher Appointed Ambassador to Russia Succeeding Rockhill.

President Taft has appointed Curtis Guild, Jr., former Governor of Massachusetts and publisher of the Boston Commercial Bulletin, as Ambassador to Russia to succeed W. W. Rockhill, who becomes Ambassador to Turkey.

Ex-Governor Guild is a close friend of President Taft and Colonel Roosevelt and his name has often been mentioned in connection with the diplomatic service. As special ambassador, he represented the United States at the Mexican Centennial celebration last September, and it was predicted that he would return to that country as Ambassador. He was also considered for the post at Rome two years ago.

Mr. Guild is a son of the founder of the Boston Commercial Bulletin, and succeeded to the control of the paper in 1902. He is fifty years old and a man of commanding presence and strong personality. He graduated from Harvard in 1881. Following the outbreak of the Spanish-American War he volunteered as a private, was given a commission and served with distinction on the staff of General Fitzhugh Lee. He was the first man to enter Havana after the General, and subsequently became General Inspector of the Seventh Infantry Corps.

Mr. Guild was elected Lieutenant-Governor of Massachusetts in 1902, became Governor in 1905, was re-elected the following year and again in 1907. His governorship was marked by the passage of more new legislation than that of any previous one.

AUTOPLATE CO. ORGANIZED.

Henry A. Wise Wood Heads Big Million Dollar Corporation.

The Autoplate Company of America has been organized with a capital of \$1,200,000 for the purpose of doing a general business in stereotyping and other machinery. It has absorbed the Campbell Printing Press & Mfg. Co. of New York, and through it obtained possession of the Autoplate and other valuable patents. Henry A. Wise Wood, the inventor of the Autoplate machine, is its president, and his brother, Benjamin Wood, its secretary and treasurer. The offices of the Autoplate Company of America will be at No. 1 Madison avenue, New York City.

The further development of automatic appliances for the stereotyping foundry is the especial object of the undertaking. The character of the men behind the new company augurs well for its success.

Preparing for Annual Show.

The San Francisco Press Club is making preparations for its annual dramatic exhibition, which will be given on the evening of April 18, at the Valencia Theatre. The entertainment will consist of one minstrel act and seven vaudeville acts. The date of the show is the anniversary of the big fire of 1906. The affair promises to be one of the most enjoyable in the history of the organization.

Will Give Old-Fashioned Supper.

The New England Press Association will give an old fashioned supper, followed by an original play entitled "New England Reveries," in Copley Hall, Boston, on April 29, for the benefit of the journalistic fund. The play was written by Miss Susan T. Bowker, a member of the association.

LIBEL RULING.

Officers of Star Company Not Personally Responsible, Court Rules.

Officers of a newspaper corporation cannot be held personally responsible for libellous matter in their paper, according to a decision handed down by the Appellate Division of the New York Supreme Court last week. The case was that of John D. Rockefeller, Jr., against S. S. Carvallo, president of the Star Co., which publishes the New York American; Bradford Merrill, treasurer, and Edward H. Clark, secretary.

The article printed in the American related to the alleged abuse of men employed by a corporation which Mr. Rockefeller was said to control. The statute under which proceedings were brought provided as follows:

"Every editor or proprietor of a book, newspaper or serial, and every manager of a partnership or incorporated association by which a book, newspaper or serial is issued, is chargeable with the publication of any matter, contained in such book, newspaper or serial. But in every prosecution for libel the defendant may show in his defense that the matter complained of was published without his knowledge or fault and against his wishes, by another, who had no authority from him to make the publication and whose act was disavowed by him as soon as known."

HUMAN LIFE FAILS.

Publishers of Magazine Make Assignment to Herbert H. White.

The Human Life Publishing Company of Boston, made an assignment Tuesday to Herbert H. White, treasurer of the University Press, Cambridge, which printed the publication. The liabilities are believed to be in excess of \$50,000.

The company was incorporated in 1905 and its capital stock was \$500,000. In November of last year it was voted to increase the capital stock by issuing 30,000 more shares. It is stated that much of the company's stock was taken up by subscribers to the magazine.

Marion Leader Plant to Be Sold.

The plant of the Marion (Ind.) Leader Publishing Company will be sold at public auction, on May 1, at 10 a. m. According to the order of the court the paper and the equipment must sell for not less than \$37,580.10, the full amount of the judgment on mortgaged bonds, interest and costs. Providing the plant cannot be sold for the amount stated at public auction, the receiver is then authorized to sell at private sale for the highest and best bid, subject to the approval of the court.

International Files Libel Action.

The International Paper Co. has filed suit for libel against the Lewiston (Me.) Journal Co., asking for \$100,000 damage, because of editorials alleged to accuse the plaintiff of being in an unlawful trust, of steering a conspiracy, of violating the anti-trust laws; that prosecution was to be commenced by the Attorney General, and that the company was using its funds for speculation, with other charges concerning the business of the company.

Country Syndicate Organized.

A country newspaper syndicate has been organized by E. B. Yale, editor of the Waynesfield (O.) Chronicle. The syndicate includes papers at Waynesfield, Harrod, Spencerville, Continental, Kalida and Columbus Grove.

INVESTIGATE POSTAL METHODS.

Senate Would Know Why Weeklies Are Denied Proper Rate.

On Monday of this week, Senator Jeff Davis secured the adoption of his resolution requesting the Post Office Department to furnish its reasons for refusing to accept at second class rates copies of weekly papers published in St. Louis and Denver, which have been paid for by others than the subscribers.

Explaining his introduction of the resolution, Senator Davis said that ordinarily he did not appear as the champion of the newspapers, adding: "I have been hounded and dogged by the papers until the epidermis has become a bit raw." In the discussion which followed consideration was given to the right of the Post Office Department to discriminate against newspapers paid for by others than those to whom they may be sent. Senator Heyburn contended that the department can exercise no such prerogative, while Senator Page argued that if the practice is permitted serious abuses of second class mail privileges may occur.

The resolution was finally adopted, with the understanding that when the reply of the department shall be received the whole subject shall be referred to the post-office committee for thorough inquiry.

BUYS NEW EQUIPMENT.

New York Globe Purchases Large Presses and Other Machinery.

The New York Globe has just purchased a new Hoe pattern sextuple press with lightning folders; also a new Goss high-speed sextuple press. The Goss press is the first of its kind to be installed by any paper in New York City.

A double junior autoplate and auto-slaver have also been ordered from the American Auto-plate Co. Four new West electric drying tables will be installed. All the machinery is to be delivered about May 15.

Lord Succeeds Banks.

George Frank Lord has succeeded E. E. Banks as advertising manager of the E. I. duPont de Nemours Powder Co., of Wilmington, Del. Mr. Lord has been associated recently with the J. Walter Thompson Advertising Co., of New York, and was at one time manager of the advertising of the International Correspondence School of Scranton. He is the author of the advertising course taught by that school, and has written much on advertising subjects.

Appointed Western Representative.

F. W. Henkel, Peoples Gas Building, Chicago, has been appointed representative in the western field of the Raleigh (N. C.) Times and the Boise (Idaho) Capital News.

The Only Gain.

In March The New York Times published 707,934 lines of advertising compared with 663,022 lines in March, 1910, a gain of 44,912 agate lines, the only gain made by any metropolitan morning newspaper and a noteworthy tribute by New York's merchants to the efficiency of The Times as an advertising medium.

KEEP IN TOUCH.

Keynote of Address Before Six Point League by George P. Metzger— Declares Newspapers Should Show Constant Interest in Advertisers' Business — Urges Co-operation.

The last Six Point League luncheon of the season was held at the rooms of the Aldine Association Tuesday. The chief speakers were George P. Metzger, advertising manager of the Columbia Phonograph Co., and Charles Babcock, president of the Denver Ad Club, and for five years advertising manager of the May Co., Denver. Following an outline of his early newspaper experiences, Mr. Metzger said among other things:

"A newspaper must advertise itself just as you know well enough your advertiser has to advertise *himself* and his goods—in the columns of the paper and direct, by correspondence and otherwise. It seems to me that there is a possibility of great improvement in the conduct of the average newspaper business office, not only in giving good service to its advertisers in the matter of position, but in establishing a close, interested, sincere, consulting relationship with the local merchants and foreign advertisers who make the paper possible.

KEEP IN PERSONAL TOUCH.

"If I owned a small paper (and was so financed that I didn't have to put in all my time dodging due dates), I would keep in *personal* touch with my advertisers, *not always soliciting new business*, but showing a constant interest in that advertiser's making a success of his advertising. Locally, I would make frequent calls for the good of the house. In dealing with foreign advertisers, I would send occasional letters relating to the *advertiser's* business, and not by any means soliciting an increase or continuance of advertising, and not always centering the whole argument on the value of my particular newspaper. If the newspaper were too big to admit of this being done as personal work, I would have the same thing done by the best man I could employ.

How is a newspaper so blessed different from any other business, anyhow? How many newspaper could keep on disseminating scare-headed news and double-leaded editorials without a continuance of their close association with



GEORGE P. METZGER,

ADVERTISING MANAGER OF THE COLUMBIA PHONOGRAPH CO., WHO DECLARES THE PUBLISHER SHOULD KEEP IN CLOSE TOUCH WITH HIS ADVERTISERS.

the clothier and the shoemaker and the grocer and the drygoods dealer? How far can the publisher stand away from the commercial activity of his town? About as far as his tariff editorial is from the fashion emporium's millinery editorial in the same issue. And everybody knows it. Why shouldn't the co-operation be *active*? I believe the newspaper publisher would find it to be good business to do for his newspaper exactly what the hardware dealer ought to do to maintain the prosperity and build up the good will of his store.

"I have never seen a hardware dealer do this, but I think you will all unite in solemnly advising him to: He ought to make it a regular duty to keep in touch with his good customers. *Calls*, when they are business men and can be reached, and with no axe to grind in the way of soliciting immediate business. That last lot of paint he sold to the builder: Interested to see how it 'covered' and if it looked as good as it ought to look. That last lot of garden tools sold to a householder last spring—hope he got much pleasure out of using them and plenty of green vegetables out of the garden.

CIRCULAR LETTERS USEFUL.

"Once in a while circular letters, cheerfully assured in tone, to such regular customers as may be worth a postage stamp, referring to past transactions and thereby showing an intelligent appreciation of his customer's *viewpoint* as well as of his *patronage*.

"All right—why can't the newspaper publisher keep in touch with his local advertisers in just this way?

If anybody in the world is truly interested in the local advertiser's advertising success it is the publisher of the newspaper. Why not show *that* as well as a keen interest in getting another slice of that advertiser's appropriation?

"Consider the national advertiser for a minute. He ought to reach his retailers once in a while with a letter showing the great interest he really has in that dealer's operations and growth. His whole business may depend on proper representation by the retailer who has bought his wares, yet too often his only communications with that retailer are pleas for orders or brusque and cold-blooded receipts from the accounting department. Why shouldn't he get out of his way, or rather go a little bit further in his way, to share with the retailer any ideas and methods of selling his merchandise (or any other merchandise) that his sales force have discovered or can be made to dig up? When the retailer gets that sort of letter once in a while, with no message in it except one of co-operation and mutual interest, won't he be likely to pay somewhat better attention to the straight business-getting letter when it *does* come?

"Well, why can't the newspaper profitably adopt the same method with the national advertisers who help to make his enterprise possible? What is the limit of the field of proper co-opera-

tion between the national advertiser and the newspaper?

PUBLISHER SHOULD SHOW HIS INTEREST.

"The publisher *feels* a very sincere interest in that advertiser's success in his town. Why shouldn't he *say* it and *show* it—not by merely jolly along, but by assurance of intent to co-operate in every possible legitimate way?

"How many national advertisers would fail to appreciate—and how many of their advertising agents could possibly object to—letters from newspapers used by them, relating to the best buying days in that particular town, or the conditions of labor, the activities of retailers, the establishment of new industries, and to any other subject of mutual concern? How often might such work at least take the sting out of a controversy, or revive the advertiser's courage, or avoid a small complaint, or become the deciding point between one paper and another?

"I believe it's *business—money—advertising—service*, and when the average newspaper is half as well advertised as the average business whose advertising it solicits, the value of the average newspaper to the advertiser will be a good bit higher than it is now."

TRUSTESHIP FOR PROPERTIES.

Publisher Lewis, of St. Louis, Plans to Consolidate Various Interests.

E. G. Lewis, publisher of the St. Louis Star, Women's National Weekly and other publications, has arranged to consolidate his various interests and place the same in the hands of trustees for five years to make more effective a plan of reorganization he has had in mind for some time.

This, it is said, will not in the slightest degree affect the St. Louis Star, which will continue under its present management without change of any kind.

Miller Buys Ohio Daily.

W. M. Miller, widely known Ohio newspaper man, has purchased the Portsmouth (O.) Blade. A new Cox tubular rotary press will be installed and another linotype has been purchased, giving the Blade a battery of three machines. A new home for the paper will be erected next September.

It is reported that Edward McBride will launch a new paper at Moberge, S. Dak.

The Evening Wisconsin.

is conceded to be the most thorough HOME paper in the State. This, together with the fact that its average daily circulation is over

40,000

makes it the most necessary medium to use in Milwaukee. There is no waste to Evening Wisconsin circulation. Every copy goes direct into the HOME of a buyer.

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.)

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia. Total display advertising in the Philadelphia morning newspapers for February, 1911:

Record	334,260	agate lines
German Gazette	327,285	" "
North American	307,995	" "
Inquirer	234,980	" "
Press	228,590	" "
Ledger	203,360	" "

The German Gazette Publishing Co. PHILADELPHIA

JOURNALISTIC WEEK.

(Continued from page 1.)

Joplin: D. L. Burnside, Republican, Poplar Bluff; N. G. Rogers, Republican-Tribune, Trenton; John G. Miller, Democrat-News, Marshall; J. W. Hyder, Call, Excelsior Springs; Ray V. Denslow, News, Trenton; J. S. Brennenman, Capital, Sedalia; W. R. Painter, Democrat, Carrollton; Hal. M. Wise, Sentinel, Webb City.

2 p. m.—"The News as the City Editor Sees It." H. H. Herr, city editor, Post, Kansas City. "The New Journalism," E. G. Lewis, Star, St. Louis.

5 p. m.—Meeting of Association of Past-Presidents of Missouri Press Association.

8 p. m.—Reception to visitors and students of School of Journalism at the home of E. W. Stephens.

THURSDAY, APRIL 20.

9 a. m.—"The News From the City Editor's Viewpoint," George B. Longan, Jr., city editor, Star, Kansas City.

10 a. m.—University Assembly.

11 a. m.—"Other Things Than News in the Newspaper," Roswell M. Field, American, Chicago. "Advertising," informal discussion by representatives of the St. Louis, Kansas City and St. Joseph Ad. Clubs.

2 p. m.—"The Organization of the Metropolitan Newspaper," D. J. McAuliffe, editor, Republic, St. Louis. "The Ethics of the New Advertising," E. St. Elmo Lewis, President Association of National Advertising Managers, Detroit, Mich. "The Near City Daily," P. E. Burton, News-Herald, Joplin; Michell White, Ledger, Mexico; F. C. Naeter, Republican, Cape Girardeau; R. M. Thomson, Banner-News, St. Charles; H. W. Ferguson, Citizen-Democrat, Poplar Bluff; John A. Knott, Journal, Hannibal, State Railroad Commissioner.

8 p. m.—"Present Day Advertising," Thomas Balmer, advertising director, Woman's World, Chicago. "The One Best Feature for the Daily Newspaper—Humor," J. B. Dignam, Hand, Knox & Co., Chicago.

FRIDAY, APRIL 21.

9 a. m.—National Conference of Teachers of Journalism, Charles M. Harger, University of Kansas, presiding. "The Making of a County Newspaper," informal discussion led by H. J. Blanton, Appeal, Paris, president Northeast Missouri Press Association. "Country Journalism as a Field for Women," Mrs. H. J. Simmons, Courier, Clarence. "Newspaper Policies," W. J. Hill, Courier Post, Hannibal; Walter Ridgway, Express, Kirksville; N. M. Baskett, Monitor, Moberly; Rufus Jackson, Intelligence, Mexico; N. E. Williams, Torchlight, Shelbina.

2 p. m.—Northeast Missouri Press Association. "Special Features in the County Newspaper," Thos. V. Bodine, Mercury, Paris. "The Newspaper Conscience," Charles M. Harger, Ahilene, Kansas, Director of the Kansas University School of Journalism, discussion led by W. G. Blever, Director of the Wisconsin University School of Journalism.

4 p. m.—Automobile tour, courtesy Columbia Commercial Club.

8 p. m.—"The Making of an Agricultural Editor," Henry Wallace, editor Wallace's Farmer, Des Moines, Ia. "Magazine Journalism," Shailer Mathews, editor World To-Day, Chicago. Informal smoker, Dana House.

Chicago Press League Elects.

The following officers were elected at the annual meeting of the Chicago Press League last Saturday: President, S. K. Barnes; vice-president, Miss Meta Wellers; second vice-president, Dr. Eliza H. Root; recording secretary, Mrs. Rose L. Colby; corresponding secretary, Mrs. Rena F. Puthill; treasurer, Miss Florence King; directors, Mrs. P. L. McKinney, Mrs. Henry L. Green and Mrs. Mark Henry.

New Trade Magazine.

The Player Piano is the name of a new class publication scheduled to appear on May 1. It will be issued monthly, and will be devoted to the player piano industry. It will be published by the Wood Publishing Co., 366 Fifth avenue, New York.

ADAMS-FAVER-ELLIS CONTEST CO.

"The Company That Can Come Back"

CLEAN CIRCULATION CAMPAIGNS

Personally managed with experienced crews.

We will submit plans without any obligations on your part.

Write nearest office at our expense.

Eastern Office—786 12th St., N. W., Washington, D. C.
Southern Office—504 Washington St., Atlanta, Ga.
Western Office—1257 Jackson St., Oakland, Cal.

PEACE DINNER TO CARNEGIE.

Iron Master Entertained by the New York Press Club.

Andrew Carnegie was the guest of honor at a "Peace Dinner" given by the New York Press Club last Saturday evening. More than one hundred and twenty-five were present. The affair was held in the club auditorium, which was decorated by flags of many nations, each separated by peace flags. Charles R. Macauley, president of the club, presided, and sitting at the guest table, besides Mr. Carnegie, were Ralph Pulitzer, John Temple Graves, Dr. William O. McDowell, Franklin W. Hooper, the Rev. John Wesley Hill, Samuel Bell Thomas, A. L. Varges and Sir Robert Peck.

Mr. Carnegie said he was sure that the arbitration treaty between this country and England would be signed, and that his chief concern now was what to do with the peace fund of a half million dollars.

"If the two great branches of the English-speaking race sign this treaty," he continued, "we need not bother about the rest of the world. It will come in. France wants to come in now, and so does Japan, and we need not worry about partisan lines when the treaty comes before the Senate. The treaty will go through the Senate with both the old parties and the insurgents and progressives working for it almost as one man, and, of course, Britain will ratify it."

President Taft, who had been invited to speak at the dinner, sent the following letter:

"I regret that I shall be unable to attend the peace dinner at the Press Club of New York on the night of April 8. It is gratifying that the proposal looking to a treaty of general arbitration between Great Britain and the United States is receiving widespread commendation."

Other speakers included Sir Robert Peck, Ralph Pulitzer, John Temple Graves and Dr. John Wesley Hill.

The following resolution was adopted: "Resolved, That the chairman of this meeting is authorized and instructed to appoint a committee of 300, of which he shall be one, to further in every way the ratification by the United States Senate of a treaty with Great Britain and a similar treaty with other nations agreeing to submit all differences of every nature to arbitration."

The menu:

Cape Cod Oyster Cocktail
Clear Green Turtle Soup
Celery Olives Radishes
Filet English Sole vin Blanc
Bermuda Potatoes Cucumbers
Hot House Spring Lamb
New Green Peas
Sweetbread Glacé
String Beans Fresh Mushrooms
Asparagus Hollandaise
Roast Royal Squab
Salad Saison
Lalla Rookh
Brie-Roquefort Petits Fours
Café Apollinaris

Advertising San Antonio.

According to records kept by the press bureau of the Publicity League, Chamber of Commerce, San Antonio, Tex., 3,000 lines were printed in Northern and Eastern newspapers during the month of March, telling about San Antonio and tributary territory. During March 235 different papers printed stories under San Antonio date lines that were sent out by the bureau.

Elected to Membership in A. N. P. A.

The Beaumont (Tex.) Daily Enterprise has been elected to membership in the American Newspaper Publishers' Association.

TEXAS EDITORS TO MEET.

Attractive Program Prepared for Annual Gathering at Port Lavaca.

According to the program as announced this week the annual meeting of the Texas Press Association, which will be held at Port Lavaca, May 11, 12 and 13, promises to be one of the most successful gatherings in the history of the association. Aside from the actual profit to be derived from the meeting, numerous other attractions are offered in the way of splendid fishing and bathing. The following program is announced:

Thursday—Song, "America;" address of welcome; response to address of welcome by C. H. Boynton, of Hamilton; president's address; appointment of committees.

Second Session—Vocal solo, Mrs. A. A. Abney, of Denton; address, "Texas Under Six Flags," F. B. Baillio, of Cleburne; paper, "Should the Press Give Free Publicity to Fairs and Meetings of Any Character Calculated to Boost Certain Cities or Localities?" W. C. Edwards, of Denton; paper, "Foreign Advertising in Small Dailies and Country Weeklies," A. R. McCollom, of Waco; paper, "The Sphere and Influence of the Rural Press," W. A. Bowen, of Arlington; annual essay, Ashley Evans, of Bonham.

Friday Morning Session—Address, Hon. Cato Sells, of Cleburne; paper, "Should a Paper Accept as Paid Matter, Arguments, Political or Otherwise, in Conflict with Its Own Views?" by Ashley Evans, of Bonham; paper, "Is There a Good Reason Why Newspaper Ethics Should Not Be as Broad as Lawyers' Ethics?" by Tom Bell, of Weatherford; annual oration, Sumner Lansdale, of McKinney.

Fourth Session—Reading, Miss Abney, of Denton; address, "From Printer's Devil to Governor," Gov. O. B. Colquitt; paper, "Are Voting Contests Ethical? If Not, Should Members of the Texas Press Association Conduct Them?" F. M. Getzendaner, Uvalde; annual poem, W. Z. Spearman, of Whitewright; paper, "Printers' Rollers and Their Care," R. B. Dyer, of Dallas; address, "The Value of the Newspaper Association to Newspaper Publishers," Will H. Mayes, of Brownwood; selection of next place of meeting; election of officers; adjournment.

Watson's Magazine Expands.

Watson's Magazine, published by the Jefferson Publishing Co., of Thomson, Ga., has taken over the subscription list of the Taylor-Trotwood Magazine, formerly published at Nashville, Tenn. The company recently moved its plant from Atlanta to Thomson, Ga., where buildings and warehouses have been erected, and an up-to-date plant, electrically operated, has been installed. They have just bought from the Walter Scott Co. a perfecting press, which will be installed this month. They will also put in a large stereotyping outfit and bookbinding.

Jersey Press Women Elect.

The New Jersey Woman's Press Club elected the following officers at the annual meeting held in Newark last week: President, Miss Marie F. Ryerson; first vice-president, Miss Hester E. Hosford; second vice-president, Miss Amanda M. Douglass; corresponding secretary, Miss Ethel Rosemon; recording secretary, Mrs. Florence V. Frapwell; treasurer, Miss Maud E. Butler; auditor, Miss Margaret L. McGrath.

INCORPORATIONS.

National Poultry Publishing Co., Fabius, N. Y. Printing and publishing; capital, \$50,000. Incorporators, J. A. McDonnell, E. W. Dehler, E. L. Vezina, Syracuse.

The West Coast Publishing Co., Manhattan.—Printers, publishers, etc.; capital, \$40,000. Incorporators, F. L. White, B. D. Wise, W. J. Mahon, New York City.

New Netherlands Printing and Publishing Co., Paterson.—Printers, publishers, etc.; capital, \$50,000. Incorporators, C. Beeling, Jr., J. Egberts, C. Kamer, Jr., Paterson; J. de E. F. Van Folker, New York City; L. J. Van den Berg, Hoboken.

The Advocate Tribune Co., of New Philadelphia, O.; daily newspaper; capital, \$15,000; incorporators, Wilson A. Kones and others.

Slovenian Printing and Publishing Co., Ely, Minn. \$10,000; Anton Hrast, Joseph Gerzin, Frank Veranth, Raymond Feigel, Karl Merhar.

Sport and Stage Publishing Co., St. Louis; capital stock, more than half paid, \$2,000. Incorporators, Carl Zork, 9 shares; H. W. Lanigan and George J. Ghio, 5 each; John A. Taly, 1. To do a general newspaper and printing business.

The Norwood Gazette Co., of Norwood, O., newspaper; \$15,000. Frank C. Workman and others.

Enterprise Printing and Publishing Co., Noblesville, Ind.; publishers, capital stock, \$10,000; directors, Edward E. Neal, Charles S. Neal and Irene D. Neal.

Citizens' Publishing Co., Bowman, N. D., Bowman county; capital stock, \$10,000. Incorporators, Edward P. Totten, Homer A. Lombard, Oscar M. Young, Carl M. Hjerleid and Ralph T. Heywood, all of Bowman. Filed March 8.

Now All Home Print.

The Richmond (Ill.) Gazette and Hebron (Ill.) Tribune have discarded their "patent inside" service and are now all-home-print publications. The Gazette has been reduced to a seven-column folio and the Tribune to a six-column folio form. Both papers will pay more attention to home and local news.

Times Real Estate Review.

The Real Estate Review of the New York Times will appear Sunday, April 23. The number will devote special consideration to the New York Real Estate and Ideal Homes Exposition at Madison Square Garden.

THE UNITED PRESS

BEST Telegraph News
Services for Afternoon
and Sunday Morning
Newspapers.

General Offices:

World Building, New York

EMBARGO ON PULP WOOD.**All Timber Cut in Canadian Province Must Be Manufactured There.**

In the Legislature of New Brunswick last week the Hon. Grimmer, surveyor general, introduced a bill to prevent the export of pulpwood from the crown lands of the province. The act provides that every timber license or permit conferring authority to cut spruce or soft wood trees or timber, not being pine, suitable for manufacturing pulp or paper on the ungranted lands of the crown, shall contain and be subject to the condition that all such timber cut under the authority or permissions of such license or permit shall be manufactured in Canada; that is to say, into merchantable pulp or paper or into sawn lumber, woodenware utensils or other articles of commerce or merchandise, as distinguished from the said spruce or other timber in its raw or unmanufactured state.

There are provisions for the enforcement of the regulation and also exempting such logs as may be required for fuel or building purposes. The regulation applies to all licenses or permits hereafter issued, whether for the first time or in the renewal of licenses or permits heretofore issued or granted, and the act comes in force when proclaimed by the governor-in-council.

TRUTH IN ADVERTISING**One of the Three Great Essentials, Says Kansas City Divine.**

"Truth, reverence and beauty, are the three essentials of advertising," said the Rev. Naphtali Lucock, pastor of the Hyde Park Methodist Church, before the Kansas City Ad Club last week.

"Advertising that is not truthful is like a structure built upon a weak foundation, sooner or later it must crumble. An untruth always come home to a man. There are many ways of telling the truth and the best one in advertising is to say it in the most attractive manner. There is a great difference, however, between speaking the truth and changing the environment of a fact until it changes its color. Coloring the truth is not speaking truths.

"I believe the world of advertisers is growing more reverent every year. Reverence is a quality which must be observed. How disgusting it is to see the American flag used to advertise beer. What hollow mockery it is to exploit the charms of a female person for advertising."

Wholesale Bookbinders, Publishers, Librarians, &c.**Under the Title of 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, 76 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.
58, Shoe Lane, London, E. C.

HEADS TENNESSEE PRESS.**John C. Rogers Elected President of Association at Annual Meeting.**

John C. Rogers, of the Dyersburg Gazette, was elected president of the Tennessee Press Association at the annual meeting held at Nashville last week. Other officers elected were: Vice-Presidents: First, J. I. Finney, Columbia Herald; second, A. N. Shearman, Athens Post; third, J. H. Baird, Union City Commercial. Secretary, D. L. Smith, Sweetwater Telephone. Treasurer, Rob Roy, Alexandria Times. The elections were all unanimous and by acclamation.

Following the adjournment, President Rogers made the following appointments. Statistician, Col. W. J. Slatter, Winchester. Executive Committee, Rutledge Smith, chairman, Cookeville; T. L. Turner, Martin; H. M. Linn, Cleveland; W. T. Loggins, Somerville; W. B. Romine, Pulaski. Credentials Committee: D. L. Smith, chairman, ex-officio, Sweetwater; T. L. Turner, Martin; O. W. Patton, Nashville.

Legislative Committee: John R. Rison, chairman, Paris; C. W. Turner, Waverly; Harvey Whitfield, Clarksville; R. H. Green, Covington; H. C. Beauchamp, Jonesboro.

Advertising Committee: R. H. Green, Covington; W. L. Pinkerton, Dickson; G. W. Boucher, Dyer; E. C. Perry, Columbia; M. H. Irwin, Coal Creek.

Membership Committee: J. G. Cisco, chairman, Nashville; John R. Rison, Paris; W. B. Romine, Pulaski.

The meeting was one of great profit, and was largely attended. Those who registered with the secretary included:

J. R. Rison, Paris Post-Intelligencer; R. P. Sulte, Rockwood Times; W. R. Montgomery, Sevierville Vindicator; John Baird, Union City Commercial; C. W. Turner, Waverly Sentinel; G. W. Boucher, Dyer Reporter; H. C. Beauchamp, Jonesboro Herald and Tribune; Maj. E. B. Stahlman, Nashville Banner; W. B. Romine, Pulaski Citizen; W. M. Clemens, Memphis News - Scimitar; Hugh Hugh, Memphis Commercial Appeal; E. B. Sweeney, Paris Parisian; W. T. Loggins, Fayette Falcon; R. G. Claggett, Hickman, County Citizen; I. N. Clements, Tellico Times; G. F. Peck, Etowah Enterprise; R. M. Reams, McMinnville Standard; G. B. McGehee, Livingston Enterprise; Hervey Whitfield, Clarksville Leaf-Chronicle; A. N. Sherman, Athens Post; Rob Roy, Alexandria Times; H. M. Linn, Cleveland Journal and Banner; J. I. Finney, Columbia Herald; J. F. Toney, Erwin Magnet; Rutledge Smith, Cookeville Press; R. H. Green, Tipton Record; W. L. Pinkerton, Dickson Herald; J. C. Rogers, Dyersburg State-Gazette; G. F. Milton, Knoxville Sentinel and Chattanooga News; T. L. Turner, Martin Mail; O. W. Patton, Midland Methodist.

John A. Hennessy Ill.

John A. Hennessy, managing editor of the New York Press and former president of the New York Press Club, is seriously ill at his home in Brooklyn to the trade, news items, etc., will be welcomed. While his condition has been reported as very grave, at various times during the week, it is believed that he will recover.

Kenosha May Have New Daily.

Rumor has it that another attempt will be made to launch another paper at Kenosha, Wis., in opposition to the Daily News. Several members of the city council of that city are interested in the project. Two dailies started in the last few years failed.

AD GOLFERS PROSPEROUS.**Metropolitan Association Reported in Healthy Condition.**

The president's report of the Metropolitan Advertising Golf Association has just been sent to the members. The report shows that the association is in a healthy condition, having 103 active members. Four tournaments are scheduled for 1911 as follows: May 11, Oakland; June 8, Apawamis; September 28, Montclair; October 26, Knollwood. The following are the officers and directors for the ensuing year: President, William H. Beers; vice-president, Don M. Parker; treasurer, Bernard H. Rider, and secretary, Louis B. DeVeau. Directors—William C. Freeman, Arthur S. Higgins, W. Eugene Conklin, R. R. Mamlock and S. Keith Evans.

Two new committees have just been appointed by the president to act during the year, membership and tournament. The membership committee consists of Arthur S. Higgins, chairman; John H. Hawley, John B. Woodward, John H. Eggers, Ernest Elmo Calkins, J. J. Hazen and H. R. Reed.

The tournament committee is as follows: William C. Freeman, chairman; W. E. Conklyn, F. J. Ross, Marshall Whitlatch and S. Keith Evans.

ISSUES SWORN STATEMENT.**Boston News Bureau, A Financial Paper, Prints Circulation Figures.**

The Boston News Bureau has issued a sworn circulation statement which it declares worthy of the attention of those who are placing financial advertising. The statement shows that on Feb. 25, 1911, the morning and evening editions totaled 10,648 copies, of which all but 167 were delivered to paid subscribers, the 167 being exchanges and free copies to advertisers. It is also stated that the daily average circulation for December, January and February was 11,967, and that fully 95 per cent. of that number was delivered to bona fide subscribers. It is further stated that an average of 7,145 copies is distributed in New England States and the balance throughout the other States of the Union.

The publishing of a sworn statement covering the circulation of a financial paper is not common and has not been customary in the past. This circulation should not be compared with the circulation of the big daily newspapers for the reason that the News Bureau sells for 5 cents per copy, or \$12 per year, and is strictly a financial paper, which naturally limits its field.

Supply of News Print Decreases.

Production of news print paper stocks on hand and shipments all show decreases for February, according to reports made by the American Pulp and Paper Association to the commissioner of corporations, covering fifty mills. February, compared to the month previous, shows shrinkage of 10,379 tons in production, 1,115 tons on stocks on hand, 9,805 tons in shipments.

Chicago Printer Heir to Fortune.

James F. Glover, for nearly thirty-five years a printer in the employ of the Chicago Daily News, has fallen heir to more than \$300,000. He was formally notified last week that he is to share in the estate left by his great-great-grandfather, Francis Glover, who died in England in 1796. The estate has never been settled, and now is said to amount to about \$60,000,000.

WOOD PULP IN INDIA.**Supply of Raw Material in Certain Districts Almost Inexhaustible.**

A recent report of the Indian Foreign Department furnishes interesting data in regard to India's ability to meet the world's demand for wood pulp. Among the many materials referred to in the report, the most important is bamboo, which, if properly taken in hand, may be expected to become the leading material, as the pulp made therefrom resembles closely that made from American and European spruce and fir.

In those districts where the bamboo grows with most luxuriance (Bengal, Assam, Burma, etc.) the supply may be described as almost inexhaustible, for it reproduces itself naturally; and by a judicious system of cutting a mill located in a suitable district could depend upon a perpetual supply from the surrounding area.

Paper mills in India have so far not been largely remunerative, owing to the fact that they have to obtain the raw material from long distances, and the cost of the freight eats up the profits; but by the establishment of wood pulp factories in this country the freight item could be eliminated and India would be in position not only to supply its own requirements in cheap paper now purchased abroad (the imports of paper and pasteboard in the fiscal year 1909 amounted to \$3,007,500 and in the year 1910 to \$3,284,900), but could also export wood pulp.—Daily Consular and Trade Reports.

Stock Company Buys Old Weekly.

A stock company of forty-two shareholders has been organized with a capital stock of \$5,000 to purchase the Columbus (Tex.) Colorado Citizen. The paper will be edited and managed by Judge J. J. Mansfield. The officers of the company will be Dr. B. J. Fehrenkamp, president; S. K. Seymour, first vice-president; Herman Braden, second vice-president; P. F. Poorbaugh, third vice-president; H. C. Mitchell, secretary; O. A. Zuniwalt, treasurer. The Colorado Citizen was established in 1857.

Fifteen Million for Advertising.

At the recent annual meeting of the stockholders of A. F. Pears, manufacturer of Pears' soap, it was announced that the company since it was founded has spent \$15,000,000 for advertising. This expenditure, according to the chairman, has made the name of Pears a household word and increased the business a hundred-fold. The business was started with a capital of \$35,000.

To Keep in Touch with
BRITISH TRADE
Subscribe to and Advertise in
The Stationer
FIFTIETH YEAR OF ISSUE
Published Monthly **\$1.80** Per Annum Post Free
Advertisement Rates and Specimen Copy Sent on Application
160a FLEET ST., LONDON, ENGLAND

MIRACLE OF PRINT.

The Alphabet the Greatest Triumph of Human Ingenuity—Its Development Took Longer Range of Time and Wider Range of Co-operation Than Any Other Human Device.


Harry Lyman Koopman in the Graphic Arts.

Few, we imagine, will dispute the correctness of the idea contained in the heading of this article. It surely is a miracle that every morning the news of the world is laid at our doors. It is another miracle that the librarian finds every morning upon his table some thirty new books emanating from the presses of America alone, many of them being issued in large editions. These are indeed miracles, and would have been impossible even two generations ago, but they are not the supreme miracle of print. That was equally enjoyed—and overlooked—by the founders of typography. That miracle is the greatest triumph of human ingenuity, more important than the utilization of the metals or the powers of animals, wind, water, steam, electricity, or even the Promethean gift of fire, greater than the conquest of the waves or the air, for they belong to the realm of matter, while this added new powers to the mind. Yet so familiar has this wonder grown that it has become a synonym of simplicity, and we refer to it every day when we call anything as easy as A, B, C.

DEVELOPMENT OF THE ALPHABET.

The Greeks called it the A-B, alphabet, and the alphabet is easy enough if we refer to the learning of it, but its invention or development took a longer period of time and a wider range of co-operation than any other human device, so far as we know. The mechanical power of steam was known for thousands of years before it was finally utilized, but during all that period it remained only a curiosity. What preceded the alphabet was in daily use for as long a time before it attained the simplicity which made it at once an alphabet and the chief of human inventions. The solution of what seems to us so simple a problem that we never think of it as a problem at all, demanded the co-operation of the three branches of the Caucasian race, the Hamites, the Semites, and the Aryans, who lived respectively on the three continents then known to civilization, Africa, Asia, and Europe. We refer here to our own alphabet, which belongs to the Egyptian system. There are four other systems: the Cuneiform, the Chinese, the Hitite, and the Mexican. They all appear, so far as they were developed, to have followed the same line, and therefore what is true of ours will be in principle true of the rest.

An alphabet seems compelled to pass through the following stages before it becomes a simple register of sounds: picture writing, including symbolic pic-

tures for invisible things, word signs and syllable signs; lastly come signs for individual sounds, or letters, and the alphabet is attained. So conservative is human nature that we have never quite let go of any of these outgrown stages. The hands of our clocks still point to primitive pictures around the dial: one, two, three, four fingers, the whole hand with the fingers together and the thumb separated making a V; then the fingers of the next hand are added, and finally the two hands are put together with the V's point to point, and we have X for ten. The familiar  is a still more unmistakable piece of picture writing. Our sign & is a conventionalized form of the Latin et, and appears still more conventionalized in the +, which, curiously enough, we call by a different Latin name, plus. This may be regarded as either a word or a syllable sign. There are others equally curious which we have not room to mention. Even such English letters as J, the sound of which a German spells out as dsch, or X, which stands for ks, may be regarded as still imperfectly alphabetic; for a perfect alphabet implies one letter for each indivisible sound and only that letter. Let us now briefly trace the path which our alphabet followed in passing from picture writing to what it is.

SERIES OF VISUAL SYMBOLS.

An alphabet is really a series of visual symbols, unmeaning in themselves, representing spoken sounds apart from their combination in words. These sounds are so few and distinct that it would seem the most natural thing, if they are to be represented to the eye, to represent them by the most convenient arbitrary symbols. We should think a child capable of so obvious a device; and yet, like telegraphy without the clumsy intervention of wires, it was the last thing thought of. So the primitive man went to work with main strength to make a picture of everything that he wanted to describe without the voice; the idea of translating visually the voice itself being too subtle a piece of simplicity for him to attain to. If he wished to convey to any one at a distance in time or space the idea of an owl, for instance, he made a picture of an owl. The name for this bird in old Egyptian happens to be Mulak. Then, as he always called this picture Mulak, he came to associate it with the sounds of that word. Later it came to stand for the initial sounds of the word, the first syllable, and still later it came to be used for the first sound alone, M. If you will look at the letter with this history in mind, you will see where its form came from; it represents the two "ears" of the owl with the valley between them. So with the other letters. The bar of the F represents the two horns of the Egyptian asp. A was originally an eagle—it is still so in the German Adler—R was a mouth, D, a hand, H, a sieve, etc. But, curiously enough, though at the earliest known stages—before the traditional date for the creation of the world—the Egyptians had true alphabetic signs, they seem not to have realized their triumph, and so on down through their entire history they clung to the complicated form of conventionalized picture writing known as hieroglyphics. Isaac Taylor calls their writing a tangled wilderness. They expressed the same idea at the same time with a picture, with syllable signs and with true letters, all heaped on one another in maddening confusion. It was left for another race to find the jewel in this rubbish pile.

It was when a people speaking a different language, especially a commer-

cial race without the pensioned leisure of the Egyptian priestly class—for hieroglyphic means sacred writing—sought to apply the Egyptian system to its own language, that this cumbersome tradition broke down, and we have what is truly alphabetic if not a true alphabet. The Phoenicians did this incomparable service for mankind, and, while they did not take the final step of representing vowels, for the Semitic alphabets indicate these sounds by mere dots, they did make the completed alphabet the next step.

THE MIRACLE OF PRINT.

That step of perfecting the alphabet belongs to the Aryan race. The origin of the Roman alphabet, which is our own, is as Tacitus gives it, from Greece, through Phoenicia, and originally from Egypt. Modern scholarship finds this tradition substantially true, though many of the intermediate steps are still obscure; but whatever future discoveries may show, the order of development is not likely to be disturbed, for it is the same as we find in other alphabetic systems, the Chinese, for instance, in which primitive picture writing is clearly discernible. At any rate the step was taken, and man was furnished with an instrument that made the expression of his thought for evermore superior to space and time. Plato's words are ours in spite of the thousands of miles and the thousands of years that separate us. It was this humble instrument that, in the service of his genius, made Horace's literary monument more enduring than brass. It is this same "miraculous organ" that will carry our thoughts, so far as they are worth carrying, on into future ages more remote from our own than that of the men who preceded the pyramid builders. How great is the miracle that is summed up in the very letters which convey the idea itself may be appreciated if we stop to think how we could communicate the idea of "miracle" to a person out of the hearing of our voices; and this is merely a noun idea, not a sentence idea. Without the forerunners of the alphabet we should hardly have had civilization at all, for society would have had no continuity in time or space; and without the greater convenience of the alphabet itself, our civilization would always have remained primitive, devoid of all those inventions and discoveries which make it modern and which by their prominence cause us to overlook the humble A, B, C which alone made them possible.

Eakin in New York Next Week.

Will S. Eakin, advertising manager of the S. S. Co., of Atlanta, Ga., writes THE EDITOR AND PUBLISHER as follows: "I am just completing a two months' trip through the Southwest. Will be in New York at the Martinique Hotel, April 17 to May 17, placing S. S. Co. business."

"In the Maine Woods."

The Bangor & Aroostook Railroad annual "In the Maine Woods" has made its appearance. The book was written and arranged by Wilfred S. Hennessy, secretary of the Bangor Chamber of Commerce, and former city editor of the Bangor Commercial.

SPECIAL TRAIN TO BOSTON.

Iowa Ad Men Will Ride in Pullman to National Convention.

Unless all plans miscarry, a special train will carry the advertising men of Iowa to the annual convention of Associated Advertising Clubs of America at Boston next August.

E. T. Meredith, publisher of Successful Farming, will pay the fares of fifty advertising men, or approximately \$2,000, providing the advertising men of Iowa pay the railroad fares of one hundred, amounting approximately to \$4,000.

All the clubs in the State organization are busily planning methods to raise the necessary funds.

Catholic Paper Launched.

The Southern Guardian is the name of a new Catholic paper which has made its appearance at Little Rock, Ark. The paper will deal with State as well as religious news. Father J. M. Lucey, of Pine Bluff, is the editor and A. B. Wallerman, formerly of Colorado Springs, is the business manager.

**"Not the Cheapest,
But the BEST"**

CIRCULATION PROMOTERS

All of our managers are stockholders

THE UNITED CONTEST CO.
CLEVELAND, OHIO (Incorporated)
Bank References Furnished

What Does This Mean ?

A gentleman who has considerable money which he is going to invest in a publishing property said to us the other day:

"The propositions you have laid before me involve properties that I have been unable to reach through any other source, although I have been making investigations for several months."

Does this mean anything to you, Mr. Buyer ?

HARWELL & CANNON
Brokers in Newspaper and Magazine Properties
200 Fifth Ave. (cor. 23d St.)
NEW YORK

THE EUREKA HERALD

OF EUREKA, CALIFORNIA
NET PAID CIRCULATION, 5,200
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 FISHER AGENCY, Special Representative, New York and Chicago.

IN CALIFORNIA

there are two papers which stand out head and shoulders above the other evening papers. They are the

LOS ANGELES RECORD
AND
SAN DIEGO SUN

They guarantee the largest city circulation in each city.

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES
Set matter, per inch.....10¢
Plate Matter, per inch.....12¢
Matrices at Plate rate.....12¢

No Special Representatives

R. W. HERBERT, President.

ARGENTINA'S COPYRIGHT LAW.

Decree Provides for "Legal Deposit" Where Titles Will Be Registered.

A decree dated February 4, 1911, has been issued by the Ministry of Education, regulating the execution of article 7 of the copyright law of September 10, 1910.

The decree directs that there be created in the National Library a section to be known as the "legal deposit," in which will be registered the title of every work deposited, the name of its author, and the date of its registration. A receipt, without charge, will be given to the depositor, and a list of the works deposited will be published from time to time. In the case of dramatic or musical works not printed, the copy of the manuscript, signed by the author, will be sufficient for the purpose of registration. Publishers, printers, and translators of works of foreign ownership are allowed 30 days from the date of the decree for proving, by means of invoices, receipts of the printers of the works in question, custom house documents, etc., the number of copies of publications they had at the date of the promulgation of the law. —Daily Consular Report.

AD MEN TO VISIT PORTLAND.

Big Excursion Planned from Eastern Cities Latter Part of May.

It is expected that more than one hundred advertising men from eastern points will visit Portland, Ore., during the week of the Rose Carnival. A special train will leave Chicago, May 28, over the Chicago & Northwestern Railway.

Special invitations have been extended by the officers of the Rose Festival, Portland Admen's Club, Commercial Club and other civic organizations. The members of this excursion will be limited to advertising agencies' officers and solicitors.

It is understood that Lord & Thomas, Long-Critchfield Corporation, C. H. Fuller Advertising Agency, N. W. Ayer & Son, Mahin Advertising Agency, J. Walter Thompson Agency and a dozen other of the larger concerns will be represented.

CO-EDS. WIN FIGHT.

Will Have Representation on Staff of Northwestern College Daily.

Northwestern University co-eds. have won their fight for representation on the staff of the Northwestern, the college daily, and four of them will become associate editors. The appointments will be made following a competition among all the young women who aspire to be "journalists."

Each will turn in an article every day. News articles are preferred and "scoops" will receive the highest marks, as indicating a nose for news. The positions open to women are associate editor, liberal arts editors, society editor and athletic editor.

WE'VE been making metals since 1827—three generations of us. Is there any excuse for us if we did not make the best possible metal?

Thomas Wilder's Sons
NEW YORK

BUSINESS OFFICE NOTES.

In a sworn statement, H. E. Rhoads, general manager of the Los Angeles (Cal.) Record, states that the average daily circulation of the Record for March, 1911, was 41,986, showing a gain of 9,387 over the corresponding month of 1910.

The McKeesport (Pa.) Daily News launched a popular voting contest last week. Ten young women of the city and vicinity will be given a two-weeks vacation trip, and the itinerary will include New York, Albany and Atlantic City. The contest is being conducted by the News.

The San Francisco Chronicle is now conducting, under the management of the Adams-Favor-Ellis Contest Co., what is said to be the largest subscription contest ever conducted by a newspaper. The prizes to be given away aggregate \$110,000.

On April 1, the Erie (Pa.) Daily Times devoted an entire page to an elaborate detailed statement of its circulation in the city of Erie and the surrounding territory. According to a sworn statement, the Times published during the month of March, 1911, a total of 620,619 copies. The daily average was 22,986. Both the total and the average were the largest in the history of the paper.

From December 1, 1910, up to and including Saturday, April 1, 1911, 7,623 new names have been added to the subscription list of the Grand Rapids (Mich.) Daily News, according to a statement printed in a recent issue of that paper.

The Bay City (Mich.) Tribune recently issued a spring fashion number that is to be commended for its typographical excellence and the general attractiveness of its contents. The number contained forty-six pages, and carried 4,226 inches of local display advertising. This is said to be a new record for Bay City, and that section of Michigan. The splendid showing of business reflects great credit on C. W. Meyers, the advertising manager.

The Helena (Mont.) Staats Zeitung will issue a special edition industrial early in August, exploiting all the resources of the State.

SUED BY CHINESE.

Liverpool Celestials File Action Against Magazine Editor.

Prominent Chinese of Liverpool, Eng., have filed suit for libel against the editor of the Liverpool Magazine.

The defendant is charged with imputing immoral practices to Chinese laundries, and with defaming generally "subjects of the Chinese Emperor, with intent to excite hatred against them."

Indiana Weekly Sold.

I. D. Landis has sold the Nappanee Advance, one of the best country weeklies in northern Indiana, to C. A. Collins, of Kankakee, Ill. H. F. Henrichs, the Litchfield, Ill., newspaper broker, negotiated the deal. Mr. Collins, the new owner, is a newspaper man of twenty years' experience.

F. P. Glasner has sold the Tyndall (S. D.) Tribune to Dr. H. Klima, C. C. Puckett and W. W. French. Mr. Glasner recently became affiliated with the Aberdeen (S. D.) News.

162 NEWSPAPERS
set their Display Heads on the

Linotype

by means of **Head Letter Equipment**

Heads up to 42-point can now be composed on the Linotype direct from the keyboard, thus eliminating all hand setting and subsequent distribution.

The Head Letter equipment can be applied to any outstanding Linotype except Model 1. Send for

"Big Heads—The Linotype Way"

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK
CHICAGO 1100 S. Wabash Ave. SAN FRANCISCO 638-646 Sacramento St. NEW ORLEANS 32 Camp St.
TORONTO: Canadian Linotype, Ltd., 35 Lombard St.



25,000 in Daily Use

BIBLE GREATEST AD MEDIUM.

Rabbi Declares Almighty Used Book to Declare His Works.

"If the Almighty found it necessary to advertise by means of the Bible, why should we not tell of our work? Why should not we describe the merits of a new shirtwaist or a harem skirt?" said Rabbi Lipkind at a recent meeting of the Milwaukee Ad Club. "The Bible is the greatest advertising medium and as such deserves special consideration at your hands."

"Another great place to tell of one's merits is the graveyard. Sometimes when I walk through a cemetery and read the inscriptions on the tombstones I wonder if those living are the only ones qualified for hell."

Des Moines Scribes Grill Solons.

More than two hundred attended the second annual gridiron dinner of the Des Moines (Ia.) Press Club, held at the Savoy last week. Members of the State Legislature were the guests of honor, and each and every one came in for much good natured grilling.

CHANGES IN INTEREST.

W. F. Frazier and J. R. Nichols have purchased the Timpson (Tex.) Daily Times from Mrs. J. D. Ford, who has conducted the paper since the death of Mr. Ford, which occurred in 1908.

Lloyd Astell, publisher of the Pepin (Wis.) Herald, has taken over the Maiden Rock (Wis.) Press and will continue both papers.

Ray Graham, formerly of the Odebolt (Ia.) Record, has purchased the Sloan (Ia.) Star from S. L. Frisbie & Son. The paper will be changed from Democratic to independent in policy.

The Wyocena (Wis.) Advance has been sold to J. M. Bushnell. L. Hobart Doyle was the former owner.

C. M. Junkin has sold a half interest in the Fairfield (Ia.) Ledger to his brother, W. D. Junkin. The firm name is now C. M. & W. D. Junkin.

The De Kalb New Era, published at Decatur, Ga., has been purchased by J. A. Hall, of Calhoun, Ga.

"Publishers who attend 1911 Banquet of the A. N. P. A. at the Waldorf Astoria in the end of April are invited to investigate our Guaranteed News Ink at 4c. per pound while in New York City," American Ink Co., 12 Duane St.

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.

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.

Copies of THE EDITOR AND PUBLISHER can be had from any newsdealer in the United States or Canada.

American News Company, New York, Selling Agents.

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.
Classified, 1 cent per word.

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

NEW YORK, SATURDAY, APRIL 15, 1911

It has been said that advertising is to business what steam is to the locomotive. We say advertising is to business what the electric current is to the motor. While you cannot see its propelling power, it has wonderful force just the same.

A newspaper is individual in its character and it is just as necessary to procure and retain the respect and confidence of its readers as it is for an individual to procure and retain the respect and confidence of his neighbors and business associates. The largest asset an individual can have is a reputation for honesty and integrity. The same is true of a newspaper.

After more than two years had elapsed from the time the ad appeared, we received a request for a sample copy of THE EDITOR AND PUBLISHER AND JOURNALIST from a young man residing in North Carolina, who says: "I saw your advertisement in the American Printer, issue of March, 1909." This emphasizes two facts; first, that an advertisement lives and works long after it has appeared in a newspaper, and second, that it pays to advertise your own publication.

DEAD WOOD.

The time-honored saying that you cannot kill a tree by cutting off the dead branches might well be applied to newspaper circulation. When a publisher permits hundreds and thousands of copies of his publication to be distributed either through agencies or by mail with the knowledge that the major portion will not be sold, but will be returned or thrown away, and then certifies to the circulation of his paper, including the number of copies so distributed, he is not only cheating the advertiser why buys space in his publication, but he is deceiving himself and making a wilful waste of his money. The sooner he cuts off the dead wood, so to speak, the better for all concerned. In our opinion, a reasonable number

of exchanges is allowable and may be legitimately included in the circulation of a newspaper. Copies may also be furnished to regular advertisers, but in order that they may not be termed free copies such copies should be included in the price charged for space. We do not believe in the complimentary or free-list idea, for we are of the opinion that the majority of those receiving free copies of a newspaper do not read them. If they do, there is a lack of appreciation, for the very reason that they are free.

"PASS IT ALONG."

The above phrase was not born in our office, but it is so clever that we feel like giving it a boost and passing it along. The Christian Science Monitor of Boston, Mass., claims that many new subscribers have been procured by having those who are already subscribers to the paper pass it along to their neighbors and friends after having read it. We make the same request to our readers, when you are through reading THE EDITOR AND PUBLISHER AND JOURNALIST pass it along to some one that may be benefited by reading it.

STUB ENDS OF THOUGHT.

(Arthur G. Lewis in Book of the Royal Blue.)

We are constrained to respect public opinion or public opinion will not respect us.

As long as a man endeavors to make good there is always a chance for him to do so.

It is not the size of the dog in the fight that counts, but the fight in the dog that wins.

But few friendships survive the "down and out" condition of multiplied misfortunes.

Our wrongs are always our own, but our atonements are frequently in the hands of others.

No genuine philosopher applies his logic to himself.

Nothing is permanently ahead of well-matured ideas.

There is a beautiful heroism in earnest business effort.

Thought is the principal factor in the process of accomplishment.

PRaises U. S. Press.

Newnes Says American Papers Seem to Give Everything for Nothing.

"I am amazed and delighted at the enterprise, broad-mindedness and liberality of your American newspapers," said Sir Frank Newnes, owner and publisher of the Strand Magazine, Tit-Bits and other English publications, and a member of Parliament, in the course of an interview in Chicago this week.

"Your newspaper publishers seem literally to give their readers everything for nothing. You give such large issues it would seem the cost of the white paper is greater than the price you receive for the copies. In England the daily newspaper publishers leave the news illustrations and cartoons to the more expensive weekly papers."

EVERYTHING OF VALUE.

Office of C. M. Palmer, Newspaper Broker, 277 Broadway.
New York, April 12, 1911.

Dear Mr. Shale:

I enclose renewal of subscription for the EDITOR AND PUBLISHER and want to take this occasion to congratulate you on the markedly steady improvement in the publication. It seems to contain almost everything of value, and interest to newspaper men, in the way of current news. I am confident that it is well read in the trade, as the response to advertisements published therein is frequent and from a good class of intending newspaper buyers. Wishing you continued success,

I am, yours very sincerely,

C. M. PALMER.

RUSSIAN EMPEROR'S TITLE.

Frequently the inquiry is made as to why the spelling Tsar, to designate the Emperor of All Russia, should be preferred to Czar. The most natural and obvious answer is that the spelling indicates the Russian pronunciation of the word, which Czar does not.

The title comes from an old Slavonic word, which some authorities are agreed is not derived from the Latin Caesar; but there are authorities who hold that its ultimate derivation is from the Roman.

The origin of the common spelling is supposed to be the writings of Herberstein, about 1550. The letter C in Roman-Slavonic has the sound of "ts." The letter was copied; but the sound was not. The letter z never belonged in the word. The spelling Czar is now regarded by many as old fashioned. With some Germans the spelling is Zar, which is pronounced Tsar; many of the French have adopted Tsar as the spelling, and that form is increasing in English. The London Times, a most careful authority, employs it, and so does the Encyclopedia Britannica in its supplementary volumes.—*Sunday Magazine*.

CHURCH ADVERTISING.

The potency of newspapers of reputable standing as advertising mediums is becoming more generally recognized by religious organizations throughout the country. The local clergy have often complimented the Daily News in this respect. One of the most successful revivals ever held in this city was that of the First United Presbyterian Church, in advance of which extraordinary event the congregation used for and paid at the regular business rates, large display advertising space.—*McKeesport (Pa.) Daily News*.

The Cumberland (Wis.) Journal has made its initial appearance.

PRINTERS' ERRORS.

One of our linotypists says we are mistaken in supposing that the newspaper compositor pays much attention to a writer's punctuation. Few writers know where to put their "stops." The linotype operator, who has to correct mistakes at his own expense, soon acquires the art of punctuation. In this he is little influenced by a writer's idiosyncrasies, but seeks to make clear the grammatical meaning. On the whole he succeeds. With the compositor, punctuation, like spelling, is to some extent a mechanical process, performed almost sub-consciously. In a newspaper office an operator who knows his business will produce his lines three to a minute. In doing so he will watch his machine and frequently carry on a conversation. A "take" of thirty lines can be completed in this way, and the lynx-eyed proof-reader may not find a single error.

We must be fair to the compositor, and not judge his capacity by the "printers' errors" which sometimes get into the newspaper. A speech delivered late at night comes to the composing room mutilated by the blue pencil. It is cut up into small portions, and the compositor may not know the name of the speaker or the theme. He may begin his "take" in the middle of one paragraph and end it before the close of another. If the manuscript is illegible there is no context to guide him to the sense. In this way errors are sometimes made, ridiculous enough when the speech is completed, but clear and sensible in an isolated sentence. Take an article and cover it up, leaving bare only a few lines, and you will see how easy it is to make a "printers' error."—*London Daily Chronicle*.

BEHIND THE TIMES.

(From London Newspaper Owner.)

Some curious instances of the loose way in which some people read newspapers have followed upon the publication in the Exeter Flying Post of a weekly column of extracts from the issues of 100 years and fifty years ago. Among these an advertisement of a century ago was reproduced to show that a particular firm had been long established in the city. It offered a situation, and the firm as present constituted duly received an application for the berth from a man in South Devon.

Another case gained national attention. A century-old paragraph relating to the finding of a large quantity of smuggled tobacco off the South Devon coast was seized upon by the local correspondent of a London daily and was telegraphed as an item of current news, with the result that the excise authorities in London and elsewhere were thrown into a state of considerable excitement, to find eventually that they were a hundred years behind in their supposed information.

In yet another instance a fifty-year-old birth was communicated to a number of firms as of recent occurrence, with the consequence that there arrived at the address given a series of samples of baby foods, etc., and pamphlets relating to perambulators, clothing and various other infantile luxuries and necessities. The extracts are always clearly headed as being from old issues, so that such errors as those mentioned can be due only to carelessness.

Florida Press Association.

An instructive program has been prepared for the annual meeting of the Florida Press Association, which will be held in Tallahassee, April 24-26. Every newspaper man in the State, whether a member of the association or not, has been invited to attend.

PERSONAL.

Robert Frothingham, advertising manager of Everybody's Magazine, and the Butterick Trio will be the chief speaker at the annual dinner of the New Haven (Conn.) Publicity Club on the night of April 25.

James Robinson, editor of the Durham (N. C.) Sun, which he founded twenty-two years ago, and which he owned until April of last year, has retired from the paper.

Frank Nibelhizer, for five years business manager of the Waukegan (Ill.) Daily Sun, has resigned to accept a position with the Western Dock & Coal Company of Waukegan.

Samuel S. McClure, president of the S. S. McClure Company, addressed the Advertising Forum of the West Side Y. M. C. A. of New York last Tuesday evening on "The Making of a Magazine."

C. L. Adams, editor of the Danbury (Ia.) Review and postmaster of the city, was married recently to Miss Alice Pierce, of Manchester, Ia.

S. C. Dobbs, advertising manager of the Coca-Cola Company, has received and accepted a complimentary invitation to address the Texas Press Association at the annual meeting at Lavaca next month.

Francis Lawton, Jr., president of the Baltimore Advertising Club, and for some time connected with the Chesapeake and Potomac Telephone Company has resigned to become connected with the Bell Telephone and Telegraph Company of New York.

C. E. Everet, who recently resigned as manager of the Terre Haute (Ind.) Star, has been made manager of the Public Official Magazine, which is devoted to the interests of county officers and contractors.

Justice James Cooper, president of the Babylon Publishing Company and editor of the Babylon (L. I.) Leader, was re-elected one of the magistrates of the town and ex-officio town trustee at Tuesday's election.

Harold W. Belcher, formerly connected with the editorial staff of the Rochester (N. Y.) Herald and the Rochester Evening Times, is now assistant city editor of the Batavia (N. Y.) Daily News.

N. D. Colcord, widely known in Maine newspaper circles, has departed for Washington to take up his duties as private secretary to Congressman Samuel W. Gould of Skowhegan. For the past year Mr. Colcord has acted as Portland correspondent of the Lewiston Journal.

Miss Marion Brazier, well-known Boston society writer and clubwoman, who has conducted the society department of the Boston Journal for the past seven years, has resigned. Miss Brazier will resume her penwork following a much-needed rest.

To Abolish Advertising Nuisances.

The Society for the Prevention of Unightly and Annoying Street Advertising Dodges has been organized in Paris with the object of confining advertising to the newspapers exclusively.

OBITUARY.

Charles A. Williams, assistant managing editor of the Seattle (Wash.) Times, died last Monday as the result of injuries received in the Minneapolis Tribune fire on November 30, 1889, when eight persons were killed and forty more were saved by the heroism of Williams, who was then managing editor of the Tribune. He was fifty-one years old.

Cornelius McAulif, until recently managing editor of the Chicago Record-Herald, died at the Michael Reese Hospital in that city last Monday of diabetes, from which he had suffered for five years. He was sixty-one years old and was born in Ireland. He came to America with his parents when a boy and was educated in the public schools of the Middle West. He graduated from the law department of the University of Chicago. Before going to Chicago in 1879 he was a newspaper man in the iron fields of northern Michigan. Arriving in Chicago he entered immediately into newspaper work, and between then and 1890 he held various editorial positions. In that year he became the first managing editor of the Evening Post. Later he accepted a similar position when the Chicago Times was consolidated with the Herald, and when, in 1895, the Times-Herald consolidated with the Record, he remained as managing editor of the Record-Herald, which position he held until a short time ago.

Benjamin Cumberland Stuart, president and general manager of the Standard News Association, died last Tuesday at the home of his sister in Paterson, N. J. He had been ill since Saturday of heart trouble and acute indigestion. He was born in Brooklyn, where he began newspaper work early in life, working for various New York and Brooklyn papers. For the past sixteen years he had been at the head of the Standard News Service.

Sam Lloyd, the puzzle man, whose puzzles have been familiar to newspaper readers for many years, died at his home in Brooklyn, Monday, of apoplexy. He was seventy years old and had made a large fortune out of his puzzles. At the time of his death he was puzzle editor of the Woman's Home Companion. He was for a number of years chess editor of the Scientific American.

Peter Paulding, one of the best known newspaper men in Westchester County, N. Y., died at his home in White Plains last Tuesday. He was fifty-four years old. He was a direct descendant of John Paulding, one of the captors of Major Andre, and was also a relative of the Irving family.

Fort Worth Ad Club.

At the regular meeting of the Fort Worth Advertising Men's Club at the Westbrook Hotel, last week, the principal address was made by W. K. Patrick, cartoonist for The Record, on "Art in Advertising." A. B. Vera, the retiring secretary was presented with a handsome gold pin in recognition of his efficient services as an official of the club.

An Advertising Conference in London.

A conference of British advertising men will be held in London during May under the auspices of the Incorporated Society of Advertisement Consultants. The aim of the conference is to interest provincial advertisers.

Southern Daily

newspaper property at \$22,000. 1910 cash receipts over \$38,500. Adequately equipped. An excellent opportunity. Proposition K.

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

"Uncle Walt"

(Walt Mason)
America's Most Popular Newspaper Feature
THE ADAMS NEWSPAPER SERVICE
People's 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.

A BAD MAT

You are using a bad matrix for illustrations. We have the only up-to-date newspaper service and the only up-to-date Newsy daily matrix page. Try it for a month and for the first time illustrate current news.
BAIN NEWS SERVICE
32 Union Square New York

FEATURES

The International Syndicate
Established 1899
Baltimore, Maryland

NEW YORK HERALD SYNDICATE

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

WILBERDING

"AD"
popularity to your Newspaper
Send for samples of our Black and Yellow Celluloid Top Buttons.
MUSCHOID SYNDICATE, SAN FRANCISCO

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,202—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

BUSINESS MANAGER

of daily paper is open for position. Man of ability, experienced in advertising, local and foreign circulation, systematizer of office work, job plant, etc.; successful handling men; good references. Address "ABILITY," care THE EDITOR AND PUBLISHER.

FOREIGN EXCHANGES OR BOOKS.

An experienced foreign exchange editor and translator or reviewer of volumes published abroad, open for engagement or special work. Thoroughly fluent German and French scholar. British and American experience. "X. V.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

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

Notice of Special Meeting of Stockholders for April 29, 1911.

A special meeting of the stockholders of the Cripple River Hydraulic Mining Company will be held at the office of the company at No. 13-21 Park Row, in the Borough of Manhattan, New York City, on April 29, 1911, at 1 o'clock p. m., to vote upon a proposition to increase the capital stock of this company from One Million Dollars (\$1,000,000), consisting of two hundred thousand shares of the par value of Five Dollars (\$5.00) each, to One Million Two Hundred Thousand Dollars (\$1,200,000), consisting of Two Hundred and Forty Thousand (\$240,000) shares of the par value of Five Dollars (\$5.00) each.
Dated, New York, April 14, 1911.
JACOB B. SHALE, President.
FREDERICK C. HUNTER, Secretary.

LINOTYPE COMPOSITION.

Our experience and equipment enables us to furnish publishers and printers with first-class linotype composition at reasonable rates. Estimates cheerfully furnished on all classes of linotype composition. BOYLE, O'BRIEN & CHAMPLIN, 244 West 23d St., New York.

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

FOR SALE

HOE 20-PAGE

press, full stereotype outfit included, for sale. Price low and reasonable terms. "HERALD," Binghamton, N. Y.

FOR SALE—ONE OF THE

best country newspaper propositions ever offered, in good Indiana manufacturing town and rich agricultural community. Price, \$4,500 cash. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

LINOTYPE BARGAINS.

Model No. 1, includes 6, 8, and 11 point mats, good order. Model No. 3, good order, fully equipped. Low prices, easy terms, immediate delivery. Price F. O. B. cars. Best bargains. W. M. B. BOYD, 47 West 34th St., New York.

SIMPLEX FOR SALE.

Excellent condition. Plenty of type. Immediate delivery. \$425 complete. W. M. B. BOYD, 47 West 34th St., New York.

FOR SALE—SEVEN NO. 1

Model linotype single-letter with standard moulds in good condition. Ten makeup tables with chases, complete; one Miller saw trimmer with one horse power motor; one stereotype saw trimmer; one set of stereotype machinery; one-half dozen job cabinets; two imposing stones; seven linotype motors, 220 volt direct; six linotype motors, 110 volts; one motor generator set reducing volts from 500 volts direct to 220 volts direct; one three horse power motor, 500 volts direct; one paper cutter. Address NASHVILLE TENNESSEAN AND AMERICAN, Nashville, Tenn.

CAMPBELL CYLINDERS

for newspaper and job work, run by hand or power: five folio, \$325; six folio, \$375; seven folio, \$400; five quarto, \$425; six quarto, \$450; sold with our guarantee; send for illustrations and descriptions. Address WAXNER MCHY. CO., 45 Congress 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.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The George Batten Co., Fourth Avenue building, New York, is renewing contracts with Southern papers for the F. M. Hoyt Shoe Co., Beacon Shoe, Manchester, N. H.

The H. E. Benjamin Advertising Agency, Drury building, Philadelphia, is placing orders for three inches e. o. d. one year with Pennsylvania papers for Keelers' Cold Cream Co., Philadelphia.

Nelson Chesman & Co., 225 Fifth avenue, New York, is placing orders with Baltimore, Philadelphia, Washington, D. C., New York City and Greening's special list for the U. S. School of Secretaries, 509 Fifth avenue, New York.

The Clague-Painter-Jones Co., First National Bank building, Chicago, is again renewing contracts with Western papers for the Calumet Baking Powder Co., Chicago.

Coupe & Wilcox Co., 261 Broadway, New York, is placing orders with Newark, N. J., papers for the present for the George Washington Coffee Co., 66 Beaver street, New York.

The M. P. Gould Co., 31 East Twenty-second street, New York, is placing new orders for fifty-six lines three times a week, one year generally, for the Star Expansion Bolt Co., 147 Cedar street, New York.

H. W. Kastor & Sons, Equitable building, St. Louis, Mo., it is reported, will shortly place orders with Western papers for the May Drug Co., Dy-It, Fifth avenue, Pittsburg, Pa.

Ewing & Miles, 949 Broadway, New York, are placing a few orders with Chicago and Minneapolis papers for the present for the Ammo Co., Buffalo, N. Y.

The H. E. Lesan Advertising Agency, Four Avenue building, New York, is placing orders for 10,000 lines one year with Southern and Western papers for the Charles B. Knox Estate, Knox Gelatine, Johnstown, N. Y.

The Leven-Nichols Co., 75 Monroe street, Chicago, is placing orders with Western papers for the Patent Vulcanite Roofing Co., Vulcanite Woven Roofing, 1288 South Campbell avenue, Chicago.

Lord & Thomas, Trude building, Chicago, are placing seventy lines thirty-nine times with Western papers for E. A. Kline & Co., El Symphonie Cigar, Cleveland, Ohio.

Mallory & Mitchell, 160 Washington

THE New Orleans Item

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

Elmer E. Clarke, Business Manager

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

street, Chicago, are making contracts for 2,000 lines with a few Eastern papers for the Willard White Co., 1043 Wilson avenue, Chicago.

Persis M. Pomeroy, Brunswick building, New York, is placing additional orders with Southern and Western evening papers for the Warner Brothers Co., Warner's Rust Proof Corsets, 225 Fifth avenue, New York.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is figuring on 30,000 line contracts to be used generally for the Cambridge Press, Encyclopedia Britannica, 30 West Thirty-third street, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders with Pennsylvania papers for the American Tobacco Co., Permit Cigar, 111 Fifth avenue, New York. This agency is also placing new copy on contracts for the Regal Shoe Co., East Whitman, Mass., with papers in cities where they have stores. In cities where they have agents the agent will place the new copy.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing orders with New York State and Connecticut papers for James Bergman, Watches, 37 Maiden Lane, New York. This agency is also placing orders for fifteen lines three months with Eastern and Southern papers for the Anchor Line Steamship Co., 19 Broadway, New York; also placing orders with Western and Pacific Coast papers for the Charles A. Touzalin Agency, Chicago.

Sherman & Bryan, Rand-McNally building, Chicago, are placing orders with Pacific Coast papers for Miller-Watt & Co., Clothing, Jackson Boulevard and Market street, Chicago.

The Siegfried Co., 50 Church street, New York, is placing orders with New Jersey papers for the Simpson-Merritt Co., 1 Madison avenue, New York.

Philip H. Solger, 59 Broad street, New York, is placing orders for fifteen lines three times with large city papers in the United States and Canada for A. G. Wand, agent for I. & N. W. Ry., 287 Fifth avenue, New York.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders with large city papers for the E. R. Thomas Motor Car Co., Buffalo, N. Y. This agency is also making contracts with Eastern papers for the Nugget Polish Co., 299 Broadway, New York.

The Charles H. Touzalin Agency, Kesner building, Chicago, is placing orders for one inch 121 times with Western and Pacific Coast papers for the Anchor Line Steamship Co., 2 Wells street, Chicago.

The Trades Advertising Agency, 13 Astor Place, New York, is asking rates in Southern papers for an underwear manufacturer.

The Van Cleve Co., 250 Fifth avenue, New York, is again placing orders for 170 lines four columns one time with a select list of papers for the McCrum-Howell Co., Richmond Heating Systems, 103 Park avenue, New York.

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.

ALABAMA. ITEM Mobile	NORTH DAKOTA. NORMANDEN .. (Cir. 9,450) .. Grand Forks
ARIZONA. GAZETTE Phoenix	OHIO. PLAIN DEALER Cleveland (March, D. 88,858-S. 123,913) VINDICATOR Youngstown
CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre GAZETTE York
FLORIDA. METROPOLIS Jacksonville	SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cr. D. 18,169-S. 15,318)
GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbus LEDGER Columbus	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
ILLINOIS. POLISH DAILY ZGODA.... Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria	TEXAS. RECORD..... Fort Worth CHRONICLE Houston TIMES-HERALD Waco
INDIANA. JOURNAL-GAZETTE ... Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame	WASHINGTON. POST-INTELLIGENCER..... Seattle
IOWA. EVENING GAZETTE ... Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque	WISCONSIN. EVENING WISCONSIN... Milwaukee
KANSAS. CAPITAL Topeka	CANADA
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	ALBERTA. HERALD Calgary
LOUISIANA. ITEM New Orleans TIMES DEMOCRAT... New Orleans	BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria
MAINE. JOURNAL Lewiston	ONTARIO. EXAMINER Peterborough FREE PRESS London
MARYLAND. THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 Sun.. 60,702	QUEBEC. LA PRESSE Cir. Dec. 1910, 101,534 Montreal
MICHIGAN. PATRIOT.(1910) D.10,720; S.11,619.Jackson	
MINNESOTA. TRIBUNE.....Morn. and Eve....Minneapolis	
MISSOURI. DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis	
MONTANA. MINER Butte	
NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield	
NEW MEXICO. MORNING JOURNAL ..Albuquerque	
NEW YORK. BUFFALO EVENING NEWS .. Buffalo BOLLETTINO DELLA SARA . . . New York LESLIE'S WEEKLY (Cir. 300,000) New York MESSENGER OF THE SACRED HEART..New York RECORD Troy	

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

The Mobile Register
MOBILE, ALABAMA

"We have advertised in The Mobile Register ever since this bank was established."
City Bank and Trust Company.

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

AUGUSTA HERALD
Augusta, Ga.

Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

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

DEBEVOISE, FOSTER CO.
15-17 West 38th St., New York
Tel. Murray Hill, 5235

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

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

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

PROWERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

RUBINCAM ADV. AGENCY
Drexel Bldg., Phila.
Lombard 2152

PHILADELPHIA ADV. BUREAU
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

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

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Bank of Nova Scotia Building
Havana, Cuba
L. C. Felleman, 18 B'way, N. Y.

ADDITIONAL AD TIPS.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing new orders on contracts for the Stewart Hartshorn Co., Hartshorn Self-Acting Shade Rollers, East Newark, N. J., This agency is also making contracts for 6,000 lines with Southern papers for the Onoto Pen Co., Onoto Fountain Pen, 261 Broadway, New York.

The M. Volkman Advertising Agency, Temple Court, New York, is again placing orders for 240 lines with large Sunday papers for Professor Burns, 1300 Broadway, New York. This agency is also placing orders for fifty-three lines fifty-two times with Southern and Western papers for Dr. Newton, 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
Boyc Bldg., Chicago
Tel. Madison Sq. 6380

BUDD, THE JOHN COMPANY
Brunswick Bldg., New York
Tel. Madison Sq. 6187

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

NORTHRUP, 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.
45 W. 34th St., New York
Tel. Murray Hill 1377

THE FISHER AGENCY
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 6536

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

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

also placing telegraphic readers with a few Southern papers for Dr. Perkins, Red Bank, N. J.

The Wyckoff Advertising Co., 14 Elliott street, Buffalo, N. Y., is making contracts in a few cities where they have stores for the Emerson Shoe Co., Emerson Shoes, Brockton, Mass. This agency is also placing orders with a few New York State papers for the Boston Varnish Co., Kyanize Floor Finish, Everett Station, Boston, Mass.

The Huntington Advertising Agency, New York, is sending out some renewal orders, and adding a few new publications to their list for the United Glove Co. This agency is also sending out copy for a newly advertised toilet preparation.

The Dollemayer Advertising Agency, Tribune building, Minneapolis, Minn., is placing orders for three inches sixty times with Western papers for Hunt's Baking Powder.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing orders for 3,000 lines to be used within one year with Southern papers for Weingarten Brothers, New York.

The Morse International Agency, Dodd-Mead building, New York, is placing orders for 240 inches generally for Beecham's Pills, Lancaster, England.

The Securities Advertising Agency,

44 Broad street, New York, is placing orders for 500 lines five times with Southwestern papers for Celler, Rolston & Horan, New York.

The Stack-Parker Agency, Heyworth building, Chicago, is placing orders for 10,000 lines to be used within one year in Southern papers for the Schlitz Brewing Co., Milwaukee, Wis.

The C. H. Touzalin Agency, Kesner building, Chicago, is placing orders for fifty lines d. c. nineteen times in Southern papers for the Chicago Beach Hotel, Chicago.

Lord & Thomas, Trude building, Chicago, are placing orders for thirty-six inches six times with Southern and Southwestern papers for Charles Kaufman & Brothers.

The Razorine Co., 85 Franklin street, New York, is placing orders direct in the smaller Middle West cities for the Kingdom Manufacturing Co., New York.

The A. D. Samuels Advertising Agency, 118 East Twenty-eighth street, New York, is placing 5,000 line contracts for the Pilgrim Manufacturing Co., New York.

The M. P. Gould Company, New York, is placing fifty-six lines three times a week for one year for the Star Expansion Bolt Co., New York.

The Philadelphia Advertising Bureau is sending out orders on a national campaign for the Saprsto Company, Inc., of Philadelphia. This is a new advertiser and an extended campaign is planned using newspapers first, adding magazines at a later date after Saprsto has been introduced throughout the country.

The Kal Pheno Co., inc., of Philadelphia, manufacturers of tooth powder and tooth paste, are introducing their goods through the Philadelphia Advertising Bureau, which is sending out orders to papers throughout Pennsylvania. Papers in other States will be used as soon as territory is developed.

Maurer's Rat Paste is being advertised extensively through the Philadelphia Advertising Bureau, which is using both newspapers and wall bulletins where the product has been introduced. Orders are going out for papers in 176 cities throughout the country.

Bryant's Benzine will soon become widely known, as introductory campaigns are now being planned in several of the large distributing centers throughout the States. Newspapers, car cards and painted walls and bulletins will be taken on in each section as fast as the distribution is completed.

The Park Row Building.

The Park Row Building, which is advertised in this issue, has been the home of the Editor and Publisher since the paper was established. The central location of the building in the downtown business district, and its proximity to all lines of transportation, makes it especially desirable for office purposes.

Alert, Masterful, Independent



Shelton Holmes never got to the bottom of his puzzle with more surprising accuracy than does **The American Printer**

which put upon the common problems of the printing business. The master journal is edited by men of wide experience, thoroughly conversant with every part of the printing business. It is a repository of practical information and stimulating inspiration. New processes are explained by handsome diagrams, many of them original contributions of color work. The best general things of the month are explained with helpful examples in every issue.

And it tells the reasons why one job is better than another and another is better than this. It explains the value of using correct lines of thought and work. It tells you, before the press, in the business office, on the advertising man's lips, The American Printer is recognized as the voice of authority. It gives you the answers to The American Printer is recognized as the voice of authority. It gives you the answers to the most difficult and perplexing questions in the business office. It gives you the answers to the most difficult and perplexing questions in the business office. It gives you the answers to the most difficult and perplexing questions in the business office.

If you are interested in good printing, and wish to get the latest news of the printing business, you will find The American Printer a most valuable and interesting journal. It will cost you \$2.00 a year—advance for six months—money sent for a sample copy. Do it now.

Oswald Publishing Co.
25 City Hall Place
New York

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere can be supplied by

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

THE CHESTNUT STREET ENGRAVING COMPANY



PHOTO-ENGRAVING IN ALL ITS BRANCHES
S.W. COR. SEVENTH AND CHESTNUT STS. PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6800-4 Beekman


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

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.

Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

Garwood Electric Co., Main Office and Works, GARWOOD, N. J.
New York Philadelphia Boston Chicago Pittsburg
St. Louis New Orleans



"THE KOHLER SYSTEM"
of ELECTRIC CONTROL for
Motor-Driven Printing Presses and Auxiliary Machinery
Used by the leading newspapers throughout the world
Manufactured and sold by the
CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

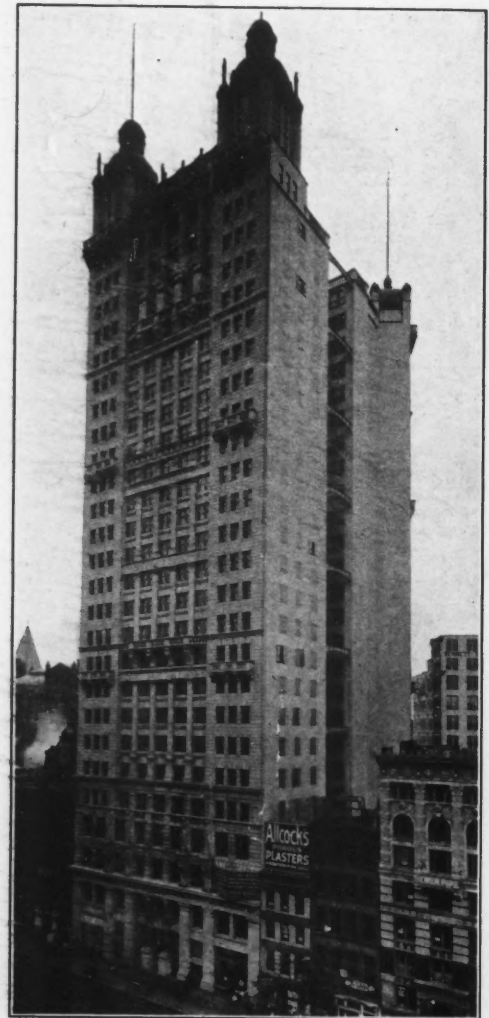
Park Row Building

13-21 Park Row

P Is one of the most desirable office buildings in greater New York. The location is ideal, directly opposite the general post office which insures prompt and satisfactory mail service. It is in easy reach of the subway, the elevated and surface lines, and within two minutes of the Hudson and East River tunnels. It is located in the centre of the newspaper and publishing and advertising district. It fronts on an open square and towers above the surrounding buildings, guaranteeing an abundance of light and air. The offices are cool and pleasant during the hottest weather.

Rents are reasonable and service first class.

For full particulars call upon or address:



Douglas Robinson, Charles S. Brown Co.

Room 1116 on premises, or 146 Broadway

