

# THE EDITOR AND PUBLISHER

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## COMING CONVENTION.

**NEW YORK WILL BE THE SCENE OF TWO BIG GATHERINGS NEXT WEEK.**

**American Newspaper Publishers' Association and Associated Press Will Meet at the Waldorf-Astoria Beginning April 24—President Taft Will Be the Guest of Honor at the Joint Banquet.**

It is predicted that the attendance at the annual meetings of the American Newspaper Publishers' Association and the Associated Press, in New York next week will be the largest in the history of the two organizations. The Waldorf-Astoria, as usual, will be the scene of both gatherings, where also will be held on Thursday evening the joint banquet, at which President Taft will be the guest of honor.

The members of the Associated Press will meet on Tuesday for the election of six directors and for the transaction of such other business as may come before the body. The directors whose terms expire this year are Frank B. Noyes, of the Washington Star; William R. Nelson, Kansas City Star; W. L. McLean, Philadelphia Bulletin; A. C. Weiss, Duluth Herald, and Adolph S. Ochs, New York Times. There is also a vacancy on the board caused by the death of Harvey W. Scott, of the Portland Oregonian.

On Tuesday afternoon the advertising agents' committee of the Publishers' Association will meet and in the evening the board of directors. On Wednesday morning the convention proper will open and continue through until Friday.

The opening day will be largely taken up with the consideration of routine business, including reports of the board of directors, manager, treasurer, advertising agents' committee, auditing committee, topics committee, budget committee and the banquet committee.

There will also come up for consideration a proposition to form a mutual insurance plan whereby the plants of the members of the association may be insured against fire. This project was taken up for the first time last year, and after some discussion was referred to a committee, of which Elbert H. Baker is chairman. The report of this committee is being awaited with great interest, and it is expected that the association will take some definite action regarding the project.

Thursday morning will be given over to a discussion of paper, following the report of John Norris, chairman of that committee. The subject will be considered in all of its many phases, and especial attention will be paid to the tariff situation, as regards Canada and the United States. The afternoon session will be devoted to labor topics and a consideration of the report of Henry N. Kellogg, chairman of the labor committee.

Friday morning will be given over to the reports of special committees and unfinished business. In the afternoon the annual election of officers will take place. It is reported that President Herman Ridder has expressed a desire to

(Continued on page 3.)



WILLIAM B. BRYANT,

MEMBER OF WIDELY KNOWN NEWSPAPER FAMILY, WHO HAS PURCHASED AN INTEREST IN THE PATERSON, N. J., PRESS-CHRONICLE, AND WILL TAKE CHARGE AS GENERAL MANAGER ON MAY 1.

## PRESS DENOUNCED.

**EX-SPEAKER CANNON ATTACKS NEWSPAPER PUBLISHERS ON FLOOR OF HOUSE.**

**Bitterly Arraigns Publishers in Speech in Course of Debate on Canadian Reciprocity—Declared Threat Was Made That Publishers Would Support Democrats if Republicans Refused to Abolish Duty.**

WASHINGTON, D. C., April 20.—Newspaper influence in politics was savagely attacked by former Speaker Cannon in a speech in the House this week in the debate on Canadian reciprocity. Mr. Cannon has always smarted under the newspaper criticisms of his attitude toward the tariff on wood pulp and print paper, and has never lost an opportunity to denounce his critics. In his speech he referred to the print-paper bill introduced some years ago by John Sharp Williams, of Mississippi, then Democratic leader of the House. He raised the bogie of a shift of influence to the Democratic party, which he said was the substance of a threat made to him if he did not recognize Mr. Williams or someone else to bring up the bill in the interest of cheaper paper, and charge certain metropolitan newspaper publishing interests with a treat to contribute a large sum of money to the Democratic party unless the Republican control of the House at that time aligned itself with the cheaper paper program.

J. Fred Essary, formerly of Baltimore, and for many years one of the staff men of the Munsey string of papers, is covering the White House for the National News Association.

Sevelion Brown, of the New York Sun, Washington staff, formerly of the United Press, and Miss Elizabeth Bonney Barry, daughter of David S. Barry, Washington correspondent of the Providence Journal and formerly managing editor of that paper and for many years head of the New York Sun, Washington Bureau, were married here this week.

Henry George, Jr., who broke into Congress as the result of the Democratic intake last November, has become active in Congressional proceedings, particularly in debate on the floor of the House. Mr. George is an old newspaper man, and almost a score of years ago was assistant city editor of the Washington News, which was born, lived and died within a span of three years.

George R. Cooksey, of the Washington Bureau of the Associated Press, has been doing some notable work in covering the news of the State, War and Navy Department during the penance of the Mexican imbroglio. Mr. Cooksey is one of the younger members of the staff, and has achieved a splendid record in handling the delicate situation in connection with the developments along the Gringo border.

Wendell H. Lawson, of the Reuter News Service, in New York, has spent the past week in Washington attending to business matters in connection with that organization and watching proceedings of Congress and the Mexican development.

## TO TAX CAR ADVERTISING.

**Measure Introduced at Albany Provides for Annual License Fee.**

A bill taxing car advertising was introduced in the New York Assembly Monday. The measure proposes an annual license fee on the privilege of displaying advertisements in cars and other vehicles on the public highways as follows:

In cities of the first class, containing more than 1,000,000 inhabitants, according to the last State census, \$150 per car. In other cities of the first class, \$100. In second-class cities, \$80. In third-class cities, \$60. In all other places, \$50.

The bill also taxes the privilege of maintaining stands on railroad property for sale of books, papers, etc., as follows:

In cities of the first class, containing more than 1,000,000 inhabitants, \$50 a stand. In other cities of the first class, \$40. In second-class cities, \$30. In third-class cities, \$25. In all other places, \$20. It also taxes billboards on railroad property at \$50 per square foot per annum.

## TOLEDO BLADE BURNED OUT.

**Famous Ohio Daily Suffers Heavy Loss by Fire and Water.**

The office and plant of the Toledo (O.) Blade was practically destroyed by fire last Saturday evening. The loss is estimated at from \$150,000 to \$200,000.

The office of Robinson Locke, president of the company, which contained his priceless theatrical library, was entirely ruined by water.

The fire started in the stereotyping department on the third floor and rapidly spread through the entire structure. The composing, editorial, press, counting rooms and basement were flooded with water. Fifteen carloads of print paper, valued at \$20,000, which was stored in the basement, was heavily damaged.

The Toledo Blade was founded by David R. Locke, who made the paper famous after the Civil War by his writings under the pen name of "Petroleum V. Nasby." The Blade is under lease by Nat C. Wright and Harry Thalhimer.

**D. L. TAYLOR LAUDED.****Chicago Ad Man Called King of Advertisers at Testimonial Dinner.**

David L. Taylor, widely known advertising man and president of the Taylor-Critchfield Co., of Chicago, was tendered a testimonial dinner at the Blackstone Hotel last Monday night.

The occasion was Mr. Taylor's forty-fourth birthday anniversary. More than five hundred attended. J. R. Woltz presided, and the speakers included Lafayette Young, publisher of the Des Moines Capital and retiring United States Senator; Dr. Charles William Burkett, editor of the American Agriculturist; Hal S. Ray, assistant general passenger agent of the Rock Island Railroad; Robert H. Davis, of Munsey's Magazine, and others.

"Our guest of honor this evening," said Mr. Young, "is one of nature's true aristocrats. His title does not rest upon the count or recount of the ballots at an election. He is not a formal aristocrat whose title may be taken from him by the donors when they feel so disposed. His title is one that, by conscientious and tireless effort since he entered business, he has conferred upon himself. He is the esteemed head of a large business, the loved head of a family and a hale fellow well met with his friends."

Dr. Burkett spoke of his long association with Mr. Taylor, and said he was one of the best men he had ever known.

"Mr. Taylor is the solid, all gold, down-to-the-ground kind of a man that the world needs," he said. "He is a credit to every institution with which he has ever been connected. His work in the advertising field has made him hundreds of friends all over the Union. These friends, without exception, think of him as an honest, capable, new school business man, with whom it is a pleasure to deal."

Mr. Ray lauded Mr. Taylor as the "advertising man who stood for above-board methods, all the way through the game." He said:

"The day of blue sky is gone and with it has vanished the 'blue sky' advertiser. The new men with a greater regard for morality have taken their places, and foremost in the new crowd is Mr. Taylor."

Robert H. Davis, concluded the formal part of the program with a number of highly humorous stories.

**Rochester Newswriters Dine To-night**

Preparations have been completed for the annual roastfest of the Rochester (N. Y.) Newswriters' Club, which will be held to night at the Powers Hotel. The attendance is limited to 350 and it has been found necessary to turn down 250 applications.

Fire destroyed the home of the Englewood (N. J.) Press last Tuesday.

**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**BRYANT A PUBLISHER.****Buys Interest in Paterson Press and Will Take Charge May 1.**

William B. Bryant, for ten years connected with the New York Tribune as assistant business manager and superintendent of circulation, leaves the Tribune on May 1 to take up the duties of general manager of the Press-Chronicle Company, of Paterson, N. J., publishers of the Paterson Press and Sunday Chronicle. It is stated that Mr. Bryant has secured an interest in the company, the majority stockholder of which is Charles Curie, Jr., an old personal friend of Mr. Bryant, both gentlemen having seen service together in Troop C of Brooklyn during the Spanish-American war.

Mr. Bryant, who is the oldest son of the late William C. Bryant, for many years publisher of the Brooklyn Daily Times, and up to the time of his death in 1905 one of the best known newspaper men in the country, leaves behind him a host of friends and well-wishers on the Tribune.

John L. Matthews, who accompanies Mr. Bryant, as editor of the Press and Chronicle, is well known in Brooklyn and Long Island newspaper circles, having been connected with the Brooklyn Daily Times for about twenty years in various capacities, and it has been said of him that there are but few men who have a better all-around newspaper training.

The Press-Chronicle Company occupies a fine new building located in the central part of Paterson, and is said to have a newspaper plant second to none as to equipment and modernness in the State of New Jersey.

Mr. Bryant's successor on the Tribune will be John A. Charlton, for a number of years assistant to Mr. Bryant in the circulation department. Mr. Charlton has had a very wide experience in the circulation end of newspaper work.

**H. N. CARY RESIGNS.****Leaves Republic to Become Secretary of Chicago Publishers' Association.**

Henry N. Cary has resigned as general manager of the St. Louis Republic to become secretary of the Chicago Publishers' Association. Mr. Cary has been general manager of the Republic for the past three years.

He has held executive positions on newspapers in New York, Chicago, St. Paul, Milwaukee and Detroit. During the Spanish-American war he was manager of the New York World's bureau in Cuba, directing the work of a large staff of war correspondents.

**United Publishers Incorporate.**

Articles of incorporation were filed at Dover, Del., Monday, for the United Publishers' Corporation of Brooklyn, N. Y. The capital stock is \$5,250,000. The object of the concern is to publish, print, circulate and distribute magazines, periodicals, newspapers, books, etc. The incorporators are George M. Judd, Henry A. Miller, Charles S. Fallows and Charles E. Selover, all of Brooklyn.

**Circulation Manager a Suicide.**

J. N. Bryant, circulation manager of the Hampton (Va.) Daily Press, committed suicide last Wednesday by shooting himself through the head. Financial troubles, coupled with ill health, are supposed to have been the cause. He was thirty-two years old.

**TO LINK THREE CITIES.****Cable to Connect New York, Boston and Philadelphia.**

A project to connect New York, Philadelphia and Boston by a large underground telephone cable has been taken up by the American Telephone Co. According to plans already partially perfected, it is proposed to keep Boston and New York in connection with Washington during times of national importance when overhead wires would be torn down by storm and snow.

The trouble experienced at the time of the inauguration of President Taft is said to be responsible for the present plans.

It will be the longest underground telephone cable in the world, and is expected to be in shape for messages by fall. The initial cable between Washington, Philadelphia and New York will be 135 miles long, and will pass through Wilmington, Baltimore and many smaller cities.

The great cable will contain 148 wires, arranged in seventy-four pairs, capable of giving ninety-nine telephone and 296 telegraph communications simultaneously. The entire cable will weigh about 3,000 tons, and will have to be transported by 120 freight cars.

**THE DAILY CLUB.****Annual Meeting and Dinner Will Be Held Next Wednesday.**

The Daily Newspaper Club will have its third annual dinner on Wednesday evening, April 26, at the Waldorf-Astoria.

The club is composed of the publishers of the leading newspapers throughout the United States, its object being to promote newspaper advertising. Its work is to spread among manufacturers, distributors and other business men the doctrine of daily newspaper advertising as the best selling force and the most profitable medium of publicity.

Among the speakers at the dinner will be Col. Charles A. Carlisle, of the Studebaker Corporation of South Bend; William C. Freeman, Thomas E. Dockrell, H. J. Prudden and John Lee Mahin.

The present officers of the club are: Louis Wiley, of the New York Times, president; C. C. Rosewater, of the Omaha Bee, and Bruce Haldeman, of the Louisville Courier-Journal, vice-presidents, and Bernard H. Ridder, of the New Yorker Staats-Zeitung, treasurer.

**Glens Falls Times Elects Officers.**

At the annual meeting of the stockholders of the Glens Falls (N. Y.) Publishing Co., publisher of the Glens Falls Times, the number of directors was reduced from nine to three. Those chosen were Addison B. Colvin, F. L. Cowles and C. V. Furness. Mr. Colvin was elected president and treasurer; Mr. Furness, vice-president and general manager, and Miss Lillian V. Russell, secretary. A semi-annual dividend of three per cent.

**Syracuse Ad Club.**

The Syracuse (N. Y.) Advertising Men's Club will hold the last dinner of the season at the Onondaga, next Monday evening. Covers will be laid for 150. S. C. Dobbs, president of the National Association of Advertising Clubs, will be the guest of honor and the principal speaker. N. C. D'Arcy, of the D'Arcy Advertising Agency of St. Louis, will give an illustrated talk on advertising.

The Mangum (O.) Sun-Monitor has been leased by Herbert Wileman.

**AD MEN WIN DEBATE.****Prove That Advertising Is More Effective Than Personal Solicitation.**

"That the spoken word is more efficient as a selling force and a business getter than the written word" was the subject of a debate between representatives of the National Sales Managers' Association and the Advertising Men's Association at San Francisco recently.

Charles Victor opened the debate for the sales managers. While admitting that the advertising agent was useful in starting things going, he nevertheless insisted that the salesman who got a signature on a contract was the most important person in the transaction.

Frank J. Cooper, who replied first for the advertising men, declared that Victor had strayed from the subject under debate. He produced a can of baking powder of a widely advertised brand and said that if its contents were put under another label the salesman would not be able to sell it for any price.

E. C. D. Price followed for the salesmen's side. He declared that it was the personal equation of the salesman, the intonations of the voice, etc., that produced the necessary confidence in the buyer. "The pen is a wedge," said he, "but to close a sale it requires personality. It requires a man (to meet a man) to drive the bargain home."

"The salesman," said Louis Honig for the advertising men's side, "only talks to one man, while the written word goes all over the land. The written word brings about sales direct from the producer to the consumer."

After Arthur S. Holman for the salesmen and Rollin C. Ayers for the advertising men had closed and Victor had spoken in rebuttal, C. W. Hornick, B. F. Schlesinger and Karl Wolbach, the three judges of the debate, decided that "advertising is more efficient than the personal solicitation of salesmen."

**NEWSPAPER FOR TRAMPS.****James Eads How Will Launch Unique Paper on May 1.**

A newspaper for hoboes is the latest project of James Eads How, the "millionaire tramp," of St. Louis. The paper is scheduled to make its appearance on May 1, and will be called either the Underdog or the Hobo News. J. H. Seymour, known as the "tramp poet," will be the editor.

How is rated as a millionaire, and is the heir of the late James B. Eads, who built the great Eads bridge spanning the Mississippi at St. Louis. He has long styled himself the "apostle of the unemployed."

After a career of sixteen years, during which time it has had many different owners, the Viroqua (Wis.) Republican has suspended publication.

**The New York Times**

1897 Fourteen Years 1910

Unexcelled Record of Advertising Progress

All Clean, High-Grade Copy at Uniform Rate

"Only Advertisements Fit to Print"

1897 - - 2,371,377 Agate Lines

1910 - - 7,550,650 Agate Lines



**COMING CONVENTION.**

(Continued from page 1.)

retire from the office, which he has filled for a number of years, and in that event it is predicted that his probable successor will be Bruce Haldeman, now vice-president of the association.

The joint banquet will be held in the grand ballroom of the Waldorf on Thursday evening at 7 o'clock. Previous to the dinner a reception will be held in the Myrtle room. Oswald Garrison Villard, editor of the New York Evening Post, will preside. Orders for tickets have been received to the number of nearly 800, which breaks all records for previous affairs by a wide margin.

The guest of honor and chief speaker will be President Taft, who, it is expected, will take advantage of the occasion to make clear his position upon the second-class matter and also regarding the print-paper and wood-pulp tariff.

Other speakers will include J. R. MacKay, president of the Canadian Press, Ltd.; Hon. William Barton Northrup, K. C., member of Parliament of the Dominion of Canada; H. E. Manuel de Zamacona, Mexican Ambassador; Dr. David Jayne Hill, United States Ambassador to Germany, and Nicholas Murray Butler, LL.D., president of Columbia University, New York.

There is also expected to be present as guest of honor, Baron Hengelmueller, Ambassador from Austria; Count von Bernstorff, Ambassador from Germany, and the Right Hon. James Bryce, Ambassador from England.

The dinner committee is composed of Conde Hamlin, business manager of the New York Tribune, chairman; H. L. Bridgman, Brooklyn Standard-Union; Adolph S. Ochs, New York Times; Herman Ridder, president of the Publishers' Association and publisher of the New York Staats-Zeitung; Melville E. Stone, general manager of the Associated Press; Oswald Garrison Villard, New York Evening Post, and Louis Wiley, the New York Times. The treasurer of the committee is James R. Youatt, of the Associated Press.

**Will Use the Newspapers.**

Sioux City, Ia., as a home and industrial center, will be advertised in the newspapers of a number of the larger cities of the country. An appropriation for the purpose was made by the Sioux City Commercial Club last week.

**The Evening Wisconsin**

**Prosperous Milwaukee**

Population .....	280,000
Number of manufacturing plants .....	8,989
Number of employees .....	105,919
Amount of Wages paid 1909.....	\$62,057,934
Capital invested .....	\$229,564,862
Value of year's production.....	\$328,354,828
Bank clearings .....	\$602,850,459.44
Post office receipts.....	\$1,500,000.00
Building expenditures .....	\$16,458,440.00

If you wish to secure your share of this prosperity, use

**The Evening Wisconsin  
Milwaukee's Leading Home Paper**

It daily enters the HOMES of over 40,000 of these prosperous, well-paid people. It reaches the class that have the money to buy.

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.)



JOHN L. MATTHEWS,  
WELL-KNOWN BROOKLYN NEWSPAPER MAN, WHO ACCOMPANIES MR. BRYANT AS EDITOR OF THE PATERSON PRESS-CHRONICLE.

**McAULIFF MEMORIAL MEETING.**

**Former Friends and Associates Honor Memory of Late Chicago Veteran.**

The old days in the Chicago newspaper world were lived over again April 15, when former associates and friends of the late Cornelius McAuliff gathered at the Press Club to honor the memory of the veteran newspaper man who until a short time before his death was managing editor of the Record-Herald.

The memorial meeting was attended almost exclusively by men who had worked elbow to elbow with Mr. McAuliff, either when he was a young compositor, away back in '71, or later, when he had worked up to the top of the profession by his studious application to business.

**Fort Worth Ad Club.**

The slogan of the Fort Worth Advertising Men's Club luncheon at the Westbrook Hotel last week was "On to Boston." It was the unanimous sentiment of the members present that the Fort Worth Club should be well represented at the National convention. Mr. Joe A. Vera made the principal talk of the meeting on "What This Club Should Expect to Get from the Boston Convention." He especially emphasized the value of the advertising the Southwest could secure by hoisting the resources of this section on the trip to Boston.

**Memorial to Anne Royall.**

The grave of Anne Royall, newspaper editor, writer and traveler, is to be marked by the erection of a memorial stone.

**START GENERAL AGENCY.**

**John M. Leddy and Harry Johnston Launch New Firm.**

Announcement is made by John M. Leddy that on and after April 24 he will conduct a general advertising agency business at 41 Park Row. Associated with him will be Harry Johnston, who has been his chief solicitor ever since Mr. Leddy started in business at 34th street and Madison avenue.

Both men are newcomers in the agency field, and began business only fifteen months ago. By hard work and good service they have succeeded in building up a clientele sufficiently large to warrant them seeking new and large quarters.

**Newspaper Artists Organize.**

Newspaper artists and illustrators of Oakland, Okla., have organized the Society of Newspaper Artists. The society plans the issue of a booklet containing portraits and cartoons of prominent Oakland business men, which will be published within a few months. The booklet will be made up entirely of the work of local cartoonists, and will be published to show that Oakland can produce work equal to any other large city. The officers of the new club are: C. A. Locan, president; "Doc" Adams, vice-president, and Atlee F. Hunt, secretary-treasurer. The Union Savings Bank will be trustee for the club.

Frank Cunningham, who has been connected with the Yuba City (Cal.) Sutter Independent, has purchased a one-half interest in the paper.

**AMERICAN ADS LEAD.**

**Head of European Agency Declares British Merchants Lag Behind.**

As compared with American advertising methods our British cousins, as well as foreign advertisers generally, have much to learn, according to Hugh Evan Smith, director of one of the largest European advertising agencies, who is now in this country studying advertising conditions. Mr. Smith discussed the "Similarity and Dissimilarity of English and American Advertising" before the Chicago Advertising Association last week. He said among other things:

"Generally speaking, the English merchant is the descendant of a long line of business men who have occupied the same store and followed the same line of business for one, two or even three centuries, who has done business with men whose fathers did business with his fathers, and so on for generations, and each and every one is obsessed with the idea that his firm is so well known that advertising would be a foregone tenuity.

"American methods have influenced the European merchant in recent years not a little. The advent of Harry G. Selfridge in the retail market of London and the new ideas he took with him aroused the London storekeeper as perhaps nothing else could have done. The fact that a man or woman could go into a store without being asked, almost compelled, to buy was a new idea in merchandising, and the old-time shopkeepers sat up and took immediate notice and set out to meet this strangely new competition.

"In London they still are talking of the Selfridge advertising campaign before the opening of his department store. Whole pages, six days before the opening, taken in every daily newspaper in London, made merchants, newspaper men and advertising agents gasp with astonishment in a country where gasps are not considered particularly good form."

**Editor Williams Retires.**

Charles R. Williams, who since 1892 has been editor-in-chief and one of the owners of the Indianapolis News, has retired from active newspaper work and will devote his time in the immediate future to the compilation of a history of the life of Rutherford B. Hayes.

**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, Sellenburg'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	327,265	" "
North American	307,995	" "
Inquirer .....	234,980	" "
Press .....	228,590	" "
Ledger .....	203,360	" "

The German Gazette Publishing Co.  
PHILADELPHIA

## NEW AGENCY FORMED.

## Robert MacQuoid and Philip S. Tilden Merge Their Lists.

A new special agency was organized last week, when Robert MacQuoid and Philip S. Tilden, who recently took over the Shannon Agency, merged their lists and formed a partnership under the name of the MacQuoid-Tilden Special Agency. The firm has opened offices in the Brunswick Building, New York.

Mr. MacQuoid is well known in advertising circles and began his career as



ROBERT MACQUOID

a solicitor for the S. C. Beckwith special agency. Later he became connected with the Smith & Thompson Agency and in 1907 started in business for himself. Two years later he merged his list with that of George H. Alcorn and formed the MacQuoid-Alcorn special agency. The firm dissolved partnership in 1910.

Mr. Tilden assumed charge of the late R. J. Shannon's special agency last January and recently took over the business. He has had a wide and varied experience in the advertising field.

## Install New Hoe Quadruple.

The Albany (N. Y.) Knickerbocker Press recently installed a new Hoe X-pattern quadruple press with lightning folders. The press is guaranteed to print 72,000 four, six or eight-page papers an hour, or 36,000 ten, twelve, fourteen or sixteen-page papers an hour. Provision is also made for another section, which can be added at any time, thus doubling the capacity of the press.

## IN KANSAS

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

Topeka  
Daily Capital

guarantees a circulation in excess of 88,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper  
Publisher

J. C. FRELEY, Flatiron Bldg., New York City  
JUSTIN E. BAOWN, Hartford Bldg., Chicago,

## SEE PRACTICAL SIDE.

## Students Inspect Newspaper Plants in Milwaukee and Chicago.

Twenty-eight students in charge of two instructors from the course in journalism at the University of Wisconsin spent two days in Milwaukee and Chicago, April 14 and 15, inspecting up-to-date newspaper, printing and engraving houses and watching the principles taught them in classes at the university being put into actual practice.

The party, in charge of Prof. W. G. Bleyer, of the department of journalism, and Grant M. Hyde, instructor in journalism, spent the first day of the trip in Milwaukee, where they visited the plants of the Milwaukee Sentinel and the Milwaukee Journal, the Streissguth-Petran Engraving Company, the Hammersmith Engraving Company and the Cramer-Krasselt Advertising Company.

In Chicago the students were the guests of the Western Newspaper Union at dinner at the Chicago Press Club, John B. Gairing, editor of the Western Publisher, acting as host. The plants visited by the students in the Windy City included the Chicago Tribune, the Western Newspaper Union, the American Press, the City Press, the Lakeside Press and School for Printing Apprentices, the Associated Press and the Barnes-Crosby Engraving Company.

Those in the party were: James H. Weir, Mukwonago; George W. Christ, Milwaukee; Paul B. Berg, Redfield, S. D.; C. P. Shea, Sparta; Ralph Toomey, Spearfish, S. D.; C. E. Jackson, Grand Rapids, Wis.; H. E. Bilkey, Dodgeville; C. S. Coddington, Madison; Edmund Buehler, Alma; A. H. Brayton, Lyons, Ia.; A. H. Hallam, Sioux City, Ia.; W. C. Hornaday, Austin, Tex.; Spencer Pease, Wauwatosa; D. W. Connor, Marshfield; F. C. Somers, Merrill; W. B. Miller, Denver, Col.; C. L. McMillan, Fort Atkinson; S. S. Hickox, Milwaukee; J. W. Harris, Jr., Winnetka, Ill.; R. R. Newman, Chicago; A. P. Haake, Chicago; R. G. Hall, Madison; Anna Mercy, New York; Camilla Haley, Madison; Harriette Fish, Milwaukee; Aimee Zillmer, Milwaukee; Jennie Tripp, Belvidere, Ill., and Senor Luis, Infanto, Peru.

## Georgia Weekly Press.

The Georgia Weekly Press Association will hold its annual meeting at Cartersville, July 12 and 13. The time was named and preliminary arrangements made at a meeting of the executive committee in Atlanta last week. Present at the meeting were A. S. Hardy, editor of the Gainesville News, and president of the association; H. M. Stanley, editor of the Dublin Courier-Dispatch, corresponding secretary; P. F. McCutcheon, of the Franklin News and Banner; B. L. Hartzell, of the Dalton Argus, and J. C. Williams, of the Greensboro Herald-Journal. These are members of the committee. In addition to them were present Lindsay Johnson, of the Rome Tribune-Herald; C. A. Perry, of the Bartow Tribune, at Cartersville, and J. C. Freeman, of the Cartersville News.

## Globe's Magazine a Success.

Suburban New York, the new magazine published by the New York Globe, has apparently met with instantaneous success. In the first two days of its existence, it is said, approximately five thousand copies were sold. The purpose of the publication is to furnish information of value to the man or woman interested in a home in any of New York's many suburbs.

## A RURAL SYNDICATE.

## Ohio Publisher Furnishes Six Weeklies with Advertising and News.

LIMA, O., April 19.—E. Benjamin Yale, a progressive country newspaper publisher of Waynesfield, a town of 800 population near here, has organized a Rural Syndicate and is accepting ads for six other country papers at Lakeview, Uniopolis, Alger, Harrod and other points. He secures mats from the Lima papers, and makes his own stereotype plates, printing the inside of the weeklies, obviating the necessity of ready print. Yale is also secretary of the new Northwestern Ohio Press Association.

Miss Ruth Parrett, society editor of the Times-Democrat, is secretary of the Business Women's Club, and through her efforts the club issued the Times one day last week, netting them \$1,000.

W. J. Galvin, formerly publisher of the Journal at Jamestown, O., and Horse Journal, a weekly class publication, has removed to this city, selling his Jamestown plant to a stock company headed by E. E. Gerard. Mr. Galvin will issue the Horse Journal from the plant of the News Publishing Co., which has installed a new Zwick two-revolution pony to care for the added work.

Charles F. Price, veteran city editor of Lima dailies, and political writer of the Cincinnati Enquirer for many years in northwestern Ohio, has retired to devote himself to the publishing of maps for traction lines in Ohio, Indiana, West Virginia, Michigan and Kentucky.

Don M. Campbell, former telegraph editor on the Cleveland Leader, has taken the managing editor's desk on his father's paper, the Morning Republican Gazette, of Lima.

## Young Girl to Publish Paper.

Miss Marian H. Graham, aged 18 years, has revived the Malvern (Pa.) Item, which was abandoned about a year and a half ago. She will write all editorials as well as handle the news, solicit advertisements and do everything but the mechanical part of the printing of the paper. The Malvern Item was founded in 1878, and was issued weekly until sixteen months ago, when it suspended publication.

## Mexico.

Mexico is the title of a striking pamphlet just issued by the New York World. It contains a vast amount of information about the southern Republic, compiled by Henry Tyrrell, of the Sunday World Magazine staff. Its timeliness makes it both interesting and valuable. There is also a double page view of the city of Mexico, drawn by Louis Biedermann. The pamphlet also has something to say about the New York World and its value as an advertising medium.

## Toledo Ad Club.

The Toledo (O.) Advertising Club has inaugurated regular Tuesday luncheon meetings every week excepting when the regular monthly evening meeting falls on that day. These noonday meetings are being well attended and the members say it's the best plan for getting together for the general discussion of advertising topics.

## Will Aid Bronx Papers.

The Stillwell bill, providing for the printing of the session laws in two additional New York City newspapers, and stipulating that these papers must be in the Bronx, passed the Assembly Wednesday.

## FIRM NAME CHANGED.

## Samuel G. Lindenstein, Inc., Succeeds the Fisher Agency.

S. G. Lindenstein, Inc., succeeds the Fisher agency. Mr. Lindenstein took over the agency some six months ago, but the change in the firm name was not made until this week. It will be welcomed by general advertising agents, as there existed a tendency to confuse the Fisher agency, which represents newspapers exclusively, with the Fisher Special Agency, representing farm papers only.

Mr. Lindenstein became associated with the Fisher agency about two years ago, at which time he assumed charge



SAMUEL G. LINDENSTEIN.

of the New York office. After reorganizing the business methods of the agency he interested himself largely in soliciting business for the list. His activity and perseverance as a solicitor soon won for him an enviable reputation in the advertising field.

The Chicago office is managed by Harry R. Fisher, who is well known in the Western field.

S. G. Lindenstein, Inc., represents in the foreign field the following papers: The Eureka (Col.) Herald, New Britain (Conn.) Record, Wilmington (Del.) Morning News, Hutchinson (Kans.) Gazette, Lawrence Sun and American, Owosso Press-American, Albany Telegram, Allentown Leader, Easton Free Press, McKeesport Daily News, New Castle News, Sharon (Pa.) Herald, Greenville (S. C.) Daily Piedmont, Toronto World, Victoria Colonist, Sydney Post and St. Thomas Times.

The Excelsior Springs (Mo.) Journal has been purchased by A. L. Neal.

THE UNITED  
PRESS

BEST Telegraph News  
Services for Afternoon  
and Sunday Morning  
Newspapers.

General Offices:  
World Building, New York



**YOUNG SCORES THE YELLOWS.**

**Des Moines Editor Condemns War Correspondents Who Made News.**

Lafayette Young, of the Des Moines Capital, in an address before the students of the University of Missouri this week, scored yellow journalism. He declared that newspapers of the saffron hue were vicious corrupters of public opinion.

"Every year adds to the power of the press," said Mr. Young, "and every year adds to the editor's responsibility. The people are in a hurry. They read the headlines. As a consequence, the editor's responsibility is transferred to the headline writer, who, if he exaggerates, commits an offense against journalism which is without shadow of excuse.

"If there is a war and an invasion of Mexico, it ought to be upon more substantial grounds than for the purpose of furnishing excitement for the newspapers.

"I confess grave doubts about news which I read from the Mexican border. Bright young fellows are sent there to dig up something, and they must 'gig up.' The managers of newspapers ought to call a halt on all their sensational correspondents. A high wind should not be called a cyclone. A stray shot from the Mexican side of the line ought not to be called a battle. The American newspaper has higher duties. Its success does not depend upon exaggeration.

"There has never been as much misrepresentation in politics in the history of American life as in the last eight years. What living man knows the exact truth about Balinger or Pinchot?

"What paper furnishes the exact facts without malice? What newspaper should a subscriber take to-day to get the uncolored news from the national capital? A young man should learn not to write his prejudices and label it news.

"There never has been so much news sent out for a purpose as at the present time. Every politician of any note at the national capital is compelled to have a news bureau of his own.

"There are some men in public life who do not do these things, and there are newspapers which do not do them. We can all wish that there were more men and more newspapers above such proceedings."

**Chas. H. Remington Estate.**

It is estimated that the late Charles H. Remington, head of the Remington string of paper mills in Northern New York State, left a personal fortune of from \$500,000 to \$1,000,000.

**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.

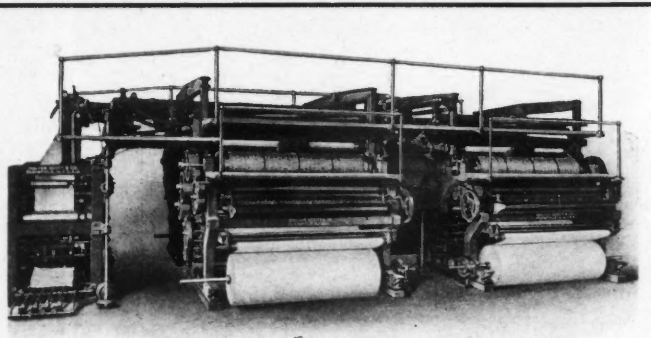
**CONTRIBUTIONS** of matter of interest to the trade, news items, etc., will be welcomed.

**SUBSCRIPTIONS** for 12 issues, covering a year, 75 cents, including postage.

**ADVERTISEMENTS.**—The **BRITISH & COLONIAL BOOKBINDER** will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers.

**W. JOHN STONHILL & CO.**  
58, Shoe Lane, London, E. C.



Publishers who attend the Annual Convention in New York are specially invited to look up **The SCOTT "Multi-Unit" Press** running in the new plant of **THE WORCESTER (Mass.) TELEGRAM** or to ask us, while in New York, to let us furnish them with the full information about this new press.

**WALTER SCOTT & CO.**

**PLAINFIELD - - - NEW JERSEY**  
New York Office: 41 PARK ROW. Telephone 4416 CORTLAND

**BURDETTE AND THE SHERIFF.**

**Shot Quads to Decide Who Should Have the Encyclopedia.**

"If any man believes that a newspaper publisher's life is a flowery bed of ease let him ask me about it. I can tell him many things about the business that will cause him to change his mind."

This was Robert J. Burdette's summing up of his experiences as a newspaper owner at a banquet given by the Hawkeye Fellowship Club, at which he was the guest of honor.

"Once, in Peoria, I decided to take the sheriff into partnership with me—or rather, he came into the concern without my having anything to say in the matter. I had another partner and, after the sheriff had his share of fun publishing a newspaper, he and I shot quads on the imposing stone to decide which of us should have the encyclopedia and which should get the railroad pass. My partner got the pass, so I walked into Burlington, Iowa, and permitted the publisher of the Hawkeye to give me a job."

**Simms Gets \$15,000 a Year Job.**

The Crockett Agency of New Orleans La.; Houston and Dallas, Tex., has secured the services of George Advertising Simms at a salary of \$15,000. Mr Simms will devote himself to the campaign and preliminary plan department. His twenty-one years' experience in the advertising field has embraced every phase of the advertising business; newspaper, magazine and booklet work, handling campaigns for retailers, wholesalers, manufacturers, public service corporations, etc.

**PACIFIC COAST SUCCESSES.**

**Los Angeles Record and San Diego Sun Pushing Forward.**

The Los Angeles Record and San Diego Sun are showing their heels to a lot of their contemporaries in the race for circulation and advertising. Both have put in new presses during the year and made other improvements that materially increase their facilities for the production of high class newspapers.

The Record during March had a daily average circulation of 41,986 copies, and the Sun nearly 9,000 copies. The latter is said to be the largest percentage of newspaper circulation as to population of any city on the Pacific Coast. W. H. Porterfield has editorial supervision of both papers and H. E. Rhoads is the general manager.

**Center of Printing Industry.**

New York City is the home of the largest printing and publishing industry in the world, over 73,000 people being steadily engaged in a production that is larger in volume and amount of money involved than is produced in any other city in the world. It is estimated by careful authorities that the printing and publishing production per annum exceeds \$223,000,000, which makes the printing industry one of the seven greatest of all American manufactures.

**Newspaper Man in Big Luck.**

J. A. Holloman, formerly managing editor of the Florida Times Union, who organized the Jacksonville Development Co. a year or two ago, has developed that corporation into a \$500,000 proposition. The company has assets of \$1,000,000 and offices in many cities.

**MYRICK DEFENDS MAGAZINES.**

**Massachusetts Publisher Had Hearing at Washington Last Week.**

Many Senators were present at a hearing before Third Assistant Postmaster General Britt at Washington last Saturday, at which Herbert Myrick, publisher of a number of agricultural publications, defended the charge of the department that his magazines were primarily advertising publications and not bona fide magazines, and therefore not entitled to second class rate.

Myrick was recently notified that in the future he would have to send all of his publications by first class mail instead of second class, as he had done in the past. It was said at the hearing that the change would cost him \$18,000.

"There is not one particle of evidence to prove the charges the department has brought against us," Mr. Myrick was quoted as saying. "Some of the publications which we now own have been in existence for three-quarters of a century and there has never been a question raised as to their worth as bona fide magazines."

Mr. Myrick took exception to the manner in which the department has investigated his magazines and a published report says the fact was brought out at the hearing that the investigation was not started until after Myrick had published an extra edition of his periodical in which he arraigned the Post Office Department for its attempt to raise the rates on magazines.

**LIBRARIES OF ANCIENT ROME.**

The libraries of ancient Rome were immense and splendid. Lucullus, whose name is associated with table luxuries, expended much of his wealth on books. His library, says Plutarch, had "walks, galleries and cabinets open to all visitors." Julius Caesar proposed to open this library definitely to the public. How were these vast libraries, in addition to the bookshops, filled? With his trained staff of readers and transcribers, a publisher could turn out an edition of any work at very cheap rates, and almost at a moment's notice. There was no initial expense of typesetting before a single copy could be produced, no ruinous extras in the shape of printers' corrections. The manuscript came from the author; the publisher handed it over to his slaves; and if a book of modest dimensions, the complete edition could be ready, if necessary, within twenty-four hours. Actually, then, books were produced and sold more easily and quickly in ancient Rome than they are in modern London.—*T. P.'s Weekly.*

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

**JACOB M. EPPSTEIN DEAD.****Head of Foster-Debevoise Co. Succumbs to Heart Trouble.**

Jacob M. Eppstein, president of the Foster-Debevoise Advertising Co., died suddenly from heart disease last week at his home in East Orange, N. J. He was stricken while on the way to his home from business and fell unconscious immediately after reaching his own door, to which he was helped by neighbors. Prompt aid was rendered and every means used to revive him, but without avail.

Mr. Eppstein was fifty-two years old and had been at the head of the Foster-Debevoise Co. for the past three years. He reorganized the company and placed it on a sound financial footing and was in a great measure responsible for its present success.

Mr. Eppstein was well known in many fields of endeavor and to him is credited the movement that introduced instruction in music in the public schools of the Northwest. He was one of the directors and manager of agents for the North American Life Insurance Co. and early in his career was prominently identified with the American Book Co. He was also at one time school commissioner of East Orange. He is survived by a widow and four children.

**OBITUARY.**

George E. Griffen, associate editor of the Albany (N. Y.) Argus, died Monday at Baltimore, Md., where he was undergoing medical treatment. He was forty years old and was born in Greenwich, N. Y. He began his newspaper career as a route boy, later becoming police, political and legislative reporter. He was identified with several Albany papers during his career and joined the staff of the Argus in 1894.

Charles Chamberlin, veteran New York newspaper man, died at his home in New Rochelle, N. Y., Monday. He was seventy-two years old. He was at one time managing editor of the New York Evening Express, later holding the same position with the Commercial Advertiser. In later years he was a press agent for many Madison Square Garden exhibitions.

Arthur L. Goodrich, treasurer and general manager of the Hartford (Conn.) Courant since 1892, died at his home in that city, Sunday, of erysipelas. He was sixty-one years old and had been connected with the Courant since 1871. He was quartermaster-general on the staff of Governor William Henry Harrison from 1885 to 1887, and was prominent in the Connecticut State militia, rising to the rank of lieutenant-colonel.

George Cary Eggleston, newspaper man and author, died at his home in New York City last week, following an

**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.

**JACOB M. EPPSTEIN.**

PRESIDENT OF THE FOSTER DEBEVOISE ADVERTISING CO. OF NEW YORK, WHO DIED SUDDENLY LAST WEEK AT HIS HOME IN EAST ORANGE, N. J.

illness of six months. He was seventy-one years old and was born in Vevay, Ind. He was educated at Richmond College, Richmond, Va., and practised law in that State until the outbreak of the Civil War, when he enlisted in the Confederate Army. At the close of the war he took up newspaper work in New York, becoming literary editor of the Evening Post, editor-in-chief of *Heath and Home*, editor of *The Commercial Advertiser*, and then editorial writer on *The World*. He wrote a number of books, among which are "A Rebel's Recollections," "The Signal Boys," "Wreck of the Red Bird," "Southern Soldier's Stories," "Master of Warlock" and "History of the Confederate War."

Col. William M. Olin, Secretary of State of Massachusetts and former newspaper man, died at his home in Roxbury last Saturday. He was sixty-five years old and was a native of Georgia. Early in life he obtained a position on the Worcester (Mass.) Transcript as a printer's devil. At the outbreak of the Civil War he enlisted and served throughout the struggle. After the war he entered the employ of the Boston Advertiser, with which paper he remained for fourteen years as reporter, city editor and Washington correspondent.

**National Editors to Meet in Detroit.**

The National Editorial Association of the United States will hold its annual convention in Detroit, June 17.

**NOBODY DISPUTES IT.**

Quit preaching 'round that "advertising pays."  
As well proclaim that nights succeed the days;  
As well pronounce, with grave, informing air,  
That two times one must surely make a pair;  
As well call up a friend upon the phone:  
And break the news to him, in serious tone,  
That if to-morrow isn't cold or wet  
Some warm, dry weather we will likely get!

Quit squawking 'round, "It pays to advertise."  
Would you consider anybody wise  
Who rang your bell at night and called you out  
To tell you that a tadpole's not a trout?  
"Of course," someone may urge, "the statement's true!"  
'Tis also fact that unveiled skies are blue.  
But telling trite things isn't always wise;  
We all admit "it pays." *Just advertise!*  
—Strickland Gillilan.

**BRIEF ITEMS OF NEWS.**

A change in the proprietorship of the Rochelle (Ill.) Independent has taken place, Charles Lux selling his interest in the paper to his brother, Will Lux. The firm will remain Lux Bros.

June M. Rhodes has purchased the Jerseyville (Ill.) Republican.

A stock company will launch a new weekly at Nortonville, Ky.

Joseph F. Biddle has purchased the Huntington (Pa.) Semi-Weekly News.

The Osage (Ia.) News has been sold to C. H. Addington.

T. H. Wheat plans to launch a weekly at Martindale, Tex.

The Baldwin (Kan.) Ledger has added a new Junior linotype to its equipment.

The plant of the Jasonville (Ind.) Leader has been equipped with power machinery.

"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.

**The Greensburg Tribune**  
Has Largest Circulation in Westmoreland County, Pennsylvania

**FLAT DISPLAY RATES**  
Set matter, per inch.....164  
Plate Matter, per inch.....124  
Matrices at Plate rate.....124

No Special Representatives

R. W. HERBERT, President.





NEW HOME OF THE GRAND RAPIDS NEWS

**NEW HOME NEARS COMPLETION.**

**Grand Rapids News Soon to Occupy Larger Quarters.**

The new home of the Grand Rapids (Mich.) Daily News is rapidly nearing completion, and it is believed that the structure will be ready for occupancy by May 15.

The building is located on the corner of Lyon and Ottawa streets, practically the center of the city. It is five stories in height, exclusive of a large and well-lighted basement, and is thoroughly modern in construction throughout. The publishers aim to make the plant one of the most complete in the country, and with this end in view are planning to install new and up-to-date mechanical equipment.

The new structure will give the News 20,539 square feet of floor space. The press room will be situated in the basement, with a light well extending through the first floor. The executive, business and editorial offices will occupy the Ottawa street side of the first floor, while the mechanical departments will be housed on the east side.

**Newspapers as Educators.**

"Newspapers are the greatest educational factor we have," said a speaker at the annual meeting of the Entomological Society in the State University at Berkeley, Cal., last week.

**Duplex Opens Eastern Office.**

The Duplex Printing Press Co., of Battle Creek, Mich., has opened an eastern office in the World building, New York City. The concern will occupy a large suite on the tenth floor.

**Schenectady, N. Y., March 25, 1910**  
**THOS. WILDES' SON,**  
**New York City, N. Y.**

Gentlemen: In answer to your letter of March 24th, we beg to say that we have used "OXODIO" for several years with good results.



Yours truly,  
**DAILY GAZETTE CO.**  
A. N. LIECTY, Secy. and Mgr.

**CHANGES IN INTEREST.**

C. Christenson, of McLaughlin, S. D., has purchased the Shields (S. D.) Enterprise from C. A. Patterson and will conduct it in the future.

Fred T. Hoffman is now the sole owner of the Spring Valley (Ill.) Gazette, having purchased the interest of his partner, P. M. Mahoney.

H. P. Peppmuller has assumed control of the Spencer (S. D.) News, succeeding Pliny F. Siefert, who has owned the paper for the past twelve years.

The McKenzie County Chronicle, published at Alexander, N. D., has been purchased by J. H. McGarry and Owen A. Konchal.

Arthur Salsbury, for many years connected with the Hampton (Ia.) Chronicle, has purchased the Sheffield (Ia.) Press.

H. A. Roberts and Verne Patty, publishers of the Cannel (Ind.) Standard, have sold the Westfield (Ind.) News to L. Creson, of Indianapolis.

The Belleville (Ill.) Tageblatt and Arbeiter Zeitung and the St. Clair County, the weekly edition of the Tageblatt, announced last week that the Socialist party of Belleville had acquired an interest in its ownership and management.

Local capitalists have purchased the Buffalo (S. D.) Times, a weekly recently established by R. A. Lucas. The new owners have organized under the name of the Times Publishing Company. Geo. T. Deniger is president.

R. H. Wessell, of the Frederick (Okla.) Enterprise, has purchased a controlling interest in the Hollis (Okla.) Tribune.

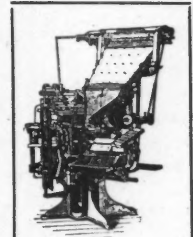
The Winchester (Ind.) Democrat has been sold to C. K. Rockwell, of North Baltimore, O. A. C. Hinckley was the former owner.

The annual summer outing of the Northern Minnesota Editorial Association will be held at Itasca State Park, Thursday, Friday and Saturday, June 8, 9, 10.

**162 NEWSPAPERS**  
set their Display Heads on the  
**Linotype**

by means of **our 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.



25,000 in Daily Use

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.

**ADOPT NEW COST SYSTEM.**

**Franklin Club of Spokane Joins Country Wide Movement.**

The Ben Franklin Club, of Spokane, has installed a cost system, which will henceforth be used as a basis of estimating the price of job printing.

Under the new system it is said that each man will do his own figuring and quote prices according to what it costs him to produce it. The printers say the cost will vary according to the equipment and efficiency of the workmen in the shops.

The club employed Robert De Coue, an expert, to work out a system. It consists of schedules for the various departments, such as composing, press work, binding, etc. Daily check is kept on the output of men and machinery in the various classes of work by each printer. From this daily report the manager makes up his price list. Under the new system, it is said, every print shop is at liberty to make his own prices.

**Houston Ad Club.**

The Houston (Tex.) Advertising Club was organized last week with a charter membership of seventy-three.

**INCORPORATIONS.**

The Perry-Nalle Publishing Co. William O. Nalle, Wilmington, Del. Capital, \$20,000. Incorporators, Clarence W. Perry, William C. Nalle, S. D. Townsend, all of Wilmington, Del.

Enterprise Publishing Co., of Frederick, Okla. Capital, \$10,000. Directors, J. M. Roark, A. A. Rogers and R. H. Wessel, all of Frederick.

Real Estate and Building Journal Publishing Co., Whiting, Ind., publishers. Capital stock, \$10,000. Directors, E. H. Parr, D. W. Smyert and D. Clara Alexander.

Manual Publishing Co., Manhattan. Printing and publishing. Capital, \$50,000. Incorporators, Frances C. Abbott and Twyman O. Abbott, 450 West 149th street; Richard H. Reed, 25 Broad street, both of New York City.

**Utah Press Meets.**

The Utah Press Association met at Salt Lake City last week. The session was largely given over to a discussion of the cost problem. J. M. Kirkham, of the Lehi Banner, presided.

**"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.

Reading Notices, 25 cents per agate line.

Classified, 1 cent per word.

Liberal discount for time contracts.

## NEW YORK, SATURDAY, APRIL 22, 1911

THE EDITOR AND PUBLISHER desires to extend to the visiting newspaper men a cordial invitation to visit its offices and make use of all its facilities for correspondence or its telephones free of charge. Letters or telegrams directed to the care of this office will be promptly delivered to the persons addressed by special messengers.

### CONVENTION WEEK IN NEW YORK.

Another year has rolled by and again New York extends a hearty welcome to the newspaper publishers of the United States who assemble to hold their annual convention. There are other cities that would gladly extend their hospitality to the members of the American Newspaper Publishers' Association and the Associated Press had they the opportunity to do so. Undoubtedly they would raise large sums of money for their entertainment and use every effort to make their stay pleasant and profitable.

The newspaper men of this country, however, desire to visit New York at least once a year, and the officers of these corporations taking advantage of this fact hold their annual conventions here and thus secure a much larger attendance than would be possible in any other city. The chief reasons why the newspaper publishers like to come here are that it is the greatest news center of the continent; that there can be found many of the latest improvements in presses; in type-setting machines, in mechanical devices to increase composing and press room efficiency; that here are located some of the most important newspapers and the best known editors.

Moreover, the newspaper men enjoy the attractions of New York—her great hotels, beautiful theaters, perfectly appointed restaurants and her marvelous sky-scrapers. A large part of the general advertising of the country originates in or is sent out from this city. A visit here gives them an opportunity to meet the agents who handle this

business and present the claims of their publications in person. There is, in fact, only one New York.

This year's convention promises to be even more important and profitable than any yet held by the organizations represented. Many questions affecting the newspaper publishing business are to be discussed. Important changes are to be made in the boards of officers. At the end of the week it will probably be found that both the Associated Press and the Newspaper Publishers' Association will be in a better condition to carry on their work than ever before.

### THIS BILL OUGHT TO PASS.

A bill has been introduced in the New York State legislature placing a tax upon the privilege of displaying advertisements in railway cars and other vehicles in the public highways. In cities containing 1,000,000 inhabitants and over the amount is fixed at \$150 per car; in other cities of the first class \$100; in cities of the second class \$80; in cities of the third class \$60, and in all other cities \$50.

That this measure ought to be passed is the opinion of a majority of the citizens of this State who have given the subject the slightest consideration. The street and steam railroads are chartered to carry passengers and freight and not to engage in the advertising business.

They have no more right to sell the salesmen of shoe, soap, perfume and patent medicine manufacturers the privilege of soliciting business from the passengers than they have to sell advertising space in the roofs of their cars. They do not pursue this course because they know their patrons would not tolerate it. The first railroad to adopt such a course would arouse a storm of indignation that would sweep across the country.

Public service corporations should not inflict upon their passenger unnecessary annoyances. It is an annoyance when penned up in a railway car to be

importuned to purchase merchandise by a persistent and cheeky salesman. It is also exasperating to be compelled to look at advertisements for hours at a time during a railway journey.

In our opinion railroad companies should not be allowed to place advertisements in their cars under any pretext, but if they are licensed to do so they ought to be compelled to pay the State liberally for the privilege. Passengers would then feel that although car advertisements are a nuisance, yet by tolerating them they are helping the commonwealth to pay its bills.

Another form of advertising that ought to be taxed is the billboards. Why should anybody be permitted to erect hundreds of square feet of board frames along the streets and highways and then cover them with screaming posters printed in all the colors of the rainbow and hideously illustrated, thus destroying the beauty of the place?

The beauty about the advertisements in the newspapers or the magazines is that the purchaser is not compelled against his will to read them. If he is interested he can peruse them to the end. If not, he can fold up the newspaper or lay aside the magazine and never see them again. To coax a man to read an advertisement through alluring text or attractive pictures is one thing, to force him to read it is quite another. To compel a man to do a thing he does not want to do almost invariably arouses his enmity or disgust for it.

It is the business of the wise advertiser to win public opinion and not to arouse its antagonism. Hence the best mediums for influencing people are those toward which they are favorably disposed and not those that irritate or annoy them.

### ADVERTISING AND SALESMANSHIP.

The advertising men of San Francisco have decided, after debating the subject with representatives of wholesale houses, that newspaper publicity is far more effective than salesmen in selling goods. Of course, the ad men may have been a bit prejudiced, but even if they were, they were not far from the truth.

Experience has shown that the best results are secured by a combination of advertising with personal salesmanship. The former breaks the ground and in due time reaps the harvest.

The cost of marketing a new product is heavy no matter what the method employed may be. The most expensive, however, is the exclusive use of salesmen to cover the territory from which business is sought.

Some years ago a large manufacturer, in order to establish to his own satisfaction the comparative efficiency of newspaper advertising and salesmen in creating a demand for a new article, tried an experiment. First he sent several of his best men into a selected ter-

ritory to induce retailers to stock up with a new dentifrice. The orders they turned in were small in number and in value. Merchants told the salesmen that there were too many tooth powders and pastes on the market already. Moreover, people preferred to purchase the brands with which they were best acquainted.

The manufacturer then started an advertising campaign in the leading newspapers of the cities his salesmen had just visited. The copy was bright, snappy, and gave excellent reasons why the new dentifrice was worth buying and using. At the conclusion of the first month's run of the advertising he again sent the same salesmen through the same territory they had formerly canvassed.

The results were more than satisfactory. Nearly every dealer who had formerly refused to buy the new dentifrice were now glad to place orders with the salesmen. In explaining his change of attitude one of them said:

"Your advertising created a market where none existed before."

Good newspaper advertising and intelligent salesmanship is a combination that cannot be equaled in marketing merchandise, grand opera or ideas.

### RAPID DISTRIBUTION SERVICE.

#### Courier Journal Reaches Central Kentucky Town by Fast Auto.

For the benefit of its subscribers in the central Kentucky towns, the Louisville Courier Journal has added to its distributing service an Autocar commercial truck. The scheduled run is fifty-five miles each way and the car takes in Frankfort, Shelbyville, Clay Village, Grafensburg and Bridgeport.

The car starts on its run to Frankfort promptly at 3.20 each morning and carries on an average of 2,500 pounds of papers. The run requires approximately three hours, the time varying with the condition of the roads.

#### A Fair Play Editor.

W. H. Shind, editor of the Southampton (Va.) Democrat, in announcing his candidacy for the General Assembly, names as conditions that he must not be expected to kiss babies nor give free drinks to the thirsty. He offers free use of the columns of his paper to his opponents, of whom there are three.

#### Iowa Daily Wins Libel Suit.

The Dubuque (Ia.) Times-Journal won in the \$100,000 libel suit brought by former Mayor Schunk. The jury returned the verdict after being out all night. The suit is the outgrowth of the city campaign of 1909.

#### Another Honor for Capper.

Arthur Capper, publisher of the Topeka Daily Capital, has just been elected president of the Board of Regents of the Kansas State Agricultural College.

L. E. Busenbark has sold the Beatie (Kan.) Eagle to Edward M. Cannon. Mr. Busenbark has published the Eagle for the past four years. He expects to locate in Arizona.



**PERSONAL.**

William J. Etten, well known Michigan newspaper man, has succeeded F. T. Codrington as managing editor of the Grand Rapids News.

M. F. Wesenberg, for many years editor and publisher of the Duluth (Minn.) Skandinav, which he founded in 1887, has retired.

Rolla C. Stokes, circulation manager of the Burlington (Ia.) Hawkeye, was married last week to Miss Anna M. von Coelin, city editor of the New London (Ia.) Farmer-Times.

Gustav Haas, managing editor of the Milwaukee Germania and Herold, celebrated the twenty-fifth anniversary of his work in the German newspaper field of Milwaukee, last week.

L. H. Martin, advertising manager of the Globe-Wernicke company, addressed the Agate Club of Chicago, Monday, on "The Dealers' Attitude Toward National Publicity."

James W. Weir, editor and owner of the Elkins (W. Va.) Randolph Enterprise and former member of the West Virginia House of Delegates, has been appointed private secretary to United States Senator Clarence W. Watson.

Marion H. Morrison, former sporting editor of the Des Moines (Ia.) Capital and later connected with the staff of the Des Moines Daily News, has resigned to accept a position with the Iowa Telephone Co.

Patrick J. Haltigan, editor of the National Hibernian, will deliver an address at the Star Theater, Buffalo, N. Y., on April 23. He will speak on "Irishmen in the American Revolution and Their Early Influence in the Colonies."

George Radcliffe, editor of the Watsonville (Cal.) Pajaronian, has been appointed superintendent of the State Capitol and Capitol grounds.

S. W. Fogo, editor of the Richland Center (Wis.) Republican Observer was married last week to Miss Theo Francisco, of Richland Center.

Robert H. Davis, editor of the Serap Book and other Munsey publications, is the author of a new one-act play, entitled "\$1,000 Reward."

George C. Lehmann, associate editor of the Buffalo Commercial, has been appointed secretary of the convention bureau of the Buffalo Chamber of Commerce and Manufacturers' Club. Mr. Lehmann has been identified with Buffalo papers for more than fifteen years, and is one of the best known newspaper men in the city.

William J. Lewis, until recently city editor of the Harrisburg (Pa.) Telegraph, has been made telegraph editor of the Pittsburg Post.

H. S. Rogers, formerly city editor of the Colorado Springs (Col.) Gazette, and one of the best known newspaper men in the State, has been appointed superintendent of publicity for the Dry Farming Congress.

Walter S. Goodland, editor of the Racine (Wis.) Daily Times, was elected mayor of Racine by a decisive victory over his only opponent, W. A. Jacobs, the Social Democratic candidate. Out

of a total vote of about 3,500, Mr. Goodland received 2,504, winning by a majority of 1,540.

Editor Charles J. Wonser completed his thirtieth year as the ruling spirit of the Tama Iowa Herald on the first day of the present month. Prior to that time he had worked with his father, F. J. M. Wonser, who founded the paper as the successor of the Tama Citizen in October, 1875.

Prof. Willard G. Bleyer, chairman of the course in journalism at the University of Wisconsin, addressed the second annual conference of the National Association of Teachers of Journalism, held at the University of Missouri, April 21. His subject was "Student Journalism Organizations in Relation to Courses in Journalism." Dr. Bleyer also discussed "The Newspaper Conscience" before the Missouri Press Association, which met at Columbia, Mo., this week.

Earl B. Maxwell, who recently retired from the staff of the South Bend (Ind.) Tribune and returned to his home in Findlay, O., because of poor health, has been operated on and is reported on the way to recovery.

Henry Frysinger, veteran newspaper man and editor of the Chester (Del.) Delaware County Democrat for more than thirty years, was tendered a complimentary dinner last week by the Delaware County Press Club.

Frederick A. Grimes has joined the staff of the South Bend (Ind.) Tribune. Mr. Grimes was connected with the Tribune's office in Mishawaka, Ind., and later went to the South Bend Morning News.

Albert T. Blair, well known Boston newspaper man, has contracted with the Redpath-Slayton Bureau of Chicago, for a series of lectures under its auspices for the season beginning next October.

**New York's Transportation Problems.**

Frank Leroy Blanchard delivered a new illustrated lecture on "The Transportation Problems of New York" at Wakefield, Thursday evening. Mr. Blanchard discussed the development of rapid transit in the metropolis during the last 30 years, and showed that no system had been established that had proved adequate to meet the demands made upon it for a longer period than five years. In spite of all the efforts made to properly handle the human tide that sweeps over Manhattan every line of transportation was swamped with passengers. The speaker outlined the proposed subways and asserted that should all of them be constructed in ten years the city would be obliged to build as many more to take care of New York's increased population.

**Southwest Kansas Editors Meet.**

The first regular semi-annual meeting of the Southwest Kansas Editorial Association was held at Bucklin last week. The attendance was large. Officers were elected as follows: Ray Millman, Liberal News, president; I. J. Stanton, Fowler Gazette; E. M. Anderson, Hugoton Hermes, and J. B. Miller, Meade News, vice-president; Ray B. Price, Ford Promoter, treasurer; Carl G. Eddy, Liberal Democrat, secretary.

The Franklin Grove (Ill.) Press has sold the publication known as the Franklin Reporter to Simon Remley and Bela Halderman.

**\$8,400.00 was**

the profit on investment in a recent year from only daily newspaper property in city of 17,000. Volume of business over \$50,000 annually. Will return active owner a fair salary and \$7,000 to \$10,000 annually on investment. Can be bought for \$60,000. Proposition O.

**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.  
**MUSCHOLD 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, 84,208—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**EXPERIENCED ADVERTISING**

Manager is looking for a change. Capable of taking entire charge of advertising department and assisting business manager. Any live city in Northern States, but prefer Wisconsin. Address 34 W. Arndt St., Fond du Lac, Wis.

**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.

**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**

**LINOTYPES WANTED.**

Will pay spot cash. State model, factory number, mats, condition, also when can be shipped. Address "BUYER," care THE EDITOR AND PUBLISHER.

**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 Chicago news. YARD'S NEWS BUREAU, 100 Washington St., Chicago, Ill.

**FOR SALE**

**THE DEMOCRAT-ENQUIRER**

published at McArthur, county seat of Vinton County, O., and leading paper in county; good business and large circulation; county officers Democrats; easy terms; ill health. Address DEMOCRAT-ENQUIRER, McArthur, O.

**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. Both bargains. WM. B. BOYD, 47 West 34th St., New York.

**SIMPLEX FOR SALE.**

Excellent condition. Plenty of type. Immediate delivery. \$425 complete. WM. 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 volt 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.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

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

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

The Cambridge University Press, 30 West Thirty-third street, New York, is placing orders in a few of the larger cities in the East and Middle West through the Frank Presbrey Agency, 7 West Twenty-ninth street, New York.

The India Tea Association, St. Louis, is placing orders through F. C. Williams, 108 Fulton street, New York.

The Carbona Products Co., Newark, N. J., is placing orders through Levin & Bradt, 1269 Broadway, New York.

Wood, Putnam & Wood, Boston, will place the advertising of the Johnson Educator Cracker Co., same city.

J. C. McMichael, Atlanta, Ga., is placing orders for 1,000 inches to be used within one year in Southwestern papers for the Digest Co., Jacksonville, Miss.

The Clague-Painter-Jones Co., First National Bank building, Chicago, is placing orders for 200 inches to be used within one year in Southwestern papers for the Battle Creek Toasted Corn Flakes Co., Battle Creek, Mich.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for 5,000 lines to be used within one year in Pacific Coast papers for the Swisco Hair Remedy Co.

The Stack-Parker Agency, Heyworth building, Chicago, is placing orders for 15,000 lines to be used within three years in Southern papers for the Joseph Schlitz Brewing Co., Milwaukee.

The Clague-Painter-Jones Co., First National Bank building, Chicago, is placing orders for 112 lines thirteen times in Southwestern papers for Fitzpatrick Bros., Chicago, Ill.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for one page one time generally for W. L. Dodge & Co.

The Charles A. Touzalin Agency, Kesner building, Chicago, is placing orders for 100 lines twenty times generally for the Chicago Beach Hotel, Chicago.

The George Batten Co., Fourth Avenue building, New York, is placing orders for ten inches thirty-nine times in Southwestern papers for the National Lead Co., New York.

The H. E. Lesan Advertising Agency, Fourth Avenue building, New York, is placing orders for 3,000 lines to be used within one year in Southern papers for the New York Central Lines, New York.

The L. C. Bartlett Service, Rochester,

N. Y., is placing orders for 5,500 lines to be used within one year in Southern papers for Askin & Marine, Rochester, N. Y.

J. W. Morton, Fourth avenue and Twelfth street, New York, is placing orders for 10,000 lines to be used within one year in Southwestern papers for Kops Bros., corsets, Fourth avenue and Twelfth street, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders with a few Pennsylvania papers for the Pecora Paint Co., Pecora Cuticle Enamel, Philadelphia.

The Walter Baker Co., Baker's Cocoa, Boston, Mass., will shortly place orders with Canadian newspapers.

The George Batten Co., Fourth Avenue building, New York, will shortly place orders in New England, New York, Pennsylvania and a few Southern and Middle West States for the Cliquot Club Co., C. C. C. Ginger Ale, Millis, Mass.

The Blumenstock Bros. Advertising Agency, Central National Bank building, St. Louis, Mo., is making contracts with Southwestern papers for John T. Milliken & Co., St. Louis, Mo.

Nelson Chesman & Co., 225 Fifth avenue, New York, is placing orders for thirty-five lines two times with Southern papers for W. B. Callahan, 335 Broadway, New York.

The Cramer-Krasselt Co., 354 Milwaukee street, Milwaukee, Wis., is making contracts for 2,000 lines with Southern weekly editions of dailies for the Hawkeye Lightning Rod Co., Iowa City, Ia.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, will place the advertising of Downer, Hawes & Co., La Resista Corsets, Bridgeport, Conn., in New York City papers.

The George L. Dyer Co., 42 Broadway, is placing orders with North and South Dakota papers for the American Snuff Co., 111 Fifth avenue, New York. This account may be extended later.

Walter L. Houghton, 828 Broad street, Newark, N. J., is placing orders on contracts for Julius Kayser & Co., Kayser Gloves, 45 East Seventeenth street, New York.

The Long - Critchfield Corporation, Brooks building, Chicago, Ill., is placing orders with large Sunday papers for the United Factories Co., Unito Incubator, Cleveland, O.

Lord & Thomas, Trude building, Chicago, are placing orders with Southern papers for Charles Kaufman & Bro., Pre-Shrunk Clothing, Chicago.

Maclay & Mullaly Bros., 25 Broad street, New York, are placing orders for twenty-five lines three times, with Denver, Los Angeles and Topeka papers, for the Arthur Jaeger Hair and Scalp Treatment Co., 140 Liberty street, New York.

P. F. O'Keefe, 43 Tremont street, Boston, Mass., is placing orders with large city papers for Colt's Patent Fire Arms Manufacturing Co., Colt Automatic Pistol, Hartford, Conn.

# ROLL OF HONOR

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

<b>ALABAMA.</b> ITEM ..... Mobile	<b>NORTH DAKOTA.</b> NORMANDEN .. (Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b> GAZETTE ..... Phoenix	<b>OHIO.</b> PLAIN DEALER ..... Cleveland (March, D. 88,558-S. 123,913) VINDICATOR ..... Youngstown
<b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Pittsburg GERMAN GAZETTE ..... Philadelphia PRESS ..... Pittsburg TIMES-LEADER ..... Wilkes-Barre GAZETTE ..... York
<b>FLORIDA.</b> METROPOLIS ..... Jacksonville	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir. D. 15,169-S. 15,318)
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE ..... Augusta HERALD ..... Augusta ENQUIRER-SUN ..... Columbus LEDGER ..... Columbus	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria	<b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston TIMES-HERALD ..... Waco
<b>INDIANA.</b> JOURNAL-GAZETTE ..... Ft. Wayne NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER & LEADER ..... Des Moines THE TIMES-JOURNAL ..... Dubuque	<b>WISCONSIN.</b> EVENING WISCONSIN ..... Milwaukee
<b>KANSAS.</b> CAPITAL ..... Topeka	<b>CANADA</b>
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>ALBERTA.</b> HERALD ..... Calgary
<b>LOUISIANA.</b> ITEM ..... New Orleans TIMES DEMOCRAT ..... New Orleans	<b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria
<b>MAINE.</b> JOURNAL ..... Lewiston	<b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London
<b>MARYLAND.</b> THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 ..... Sun., 60,702	<b>QUEBEC.</b> LA PRESSE Cir. Dec. 1910, 101,534 Montreal
<b>MICHIGAN.</b> PATRIOT. (1910) D.10,720; S. 11,619. Jackson	
<b>MINNESOTA.</b> TRIBUNE.....Morn. and Eve.....Minneapolis	<b>GET THE BEST ALWAYS!</b> <b>The Pittsburg Dispatch</b> Greater Pittsburg's Greatest Newspaper WALLACE C. BROOKE HORACE M. FORD Brunswick Bldg. Peoples Gas Bldg. New York Chicago
<b>MISSOURI.</b> DAILY AND SUNDAY GLOBE. Joplin POST-DISPATCH.....St. Louis	<b>The Mobile Register</b> MOBILE, ALABAMA "We have used The Mobile Register for the last nine years and consider it the best medium we have in this section. It is read by the best people." REYNALDS MUSIC STORE. C. F. KELLY & CO. Publishers' Representatives New York Chicago
<b>MONTANA.</b> MINER ..... Butte	
<b>NEBRASKA.</b> FREIE PRESSE .. (Cir. 142,440) .. Lincoln	<b>AUGUSTA HERALD</b> Augusta, Ga. Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers. <b>Benjamin &amp; Kentnor Co.</b> Foreign Representatives CHICAGO and NEW YORK
<b>NEW JERSEY.</b> PRESS.....Asbury Park JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b> MORNING JOURNAL ..Albuquerque	
<b>NEW YORK.</b> 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	

**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



# 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 59th 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. Reclor 4398
- KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 8214-15
- 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

- FROWERT ADV. AGENCY**  
Stephen G. ard Bldg., Philadelphia  
Tel. Filbert 5137
- RUBINCAM ADV. AGENCY**  
Drexel Bldg., Philadelphia  
Tel. Lombard 2152
- PHILADELPHIA ADV. BUREAU**  
William W. Malos, 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  
I. C. Fellemann, 18 B'way, N. Y.

## ADDITIONAL AD TIPS.

The Thompson-Koch Co., 32 West Sixth street, Cincinnati, O., is making contracts for 500 inches with New Jersey papers for the Sterling Remedy Co., Cascarets and Knowlton Danderine Co., Dandarine, Wheeling, W. Va.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is placing orders with New York State papers for the Comfort Powder Co., Boston, Mass.

The Securities Advertising Agency, 44 Broad street, New York, is placing orders for 500 lines five times, with Southern papers for Geller, Rolston & Horan, 20 Exchange place, New York.

## Publishers' Representatives

- ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380
- BRYANT, M. D., CO., Inc.**  
200 Fifth Ave. New York  
Tel. Gramercy 2214
- 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
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St. New York  
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- S. G. LINDENSTEIN**  
118 East 28th St., New York  
506 Boyce Bldg., Chicago  
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5300

Sherman & Bryan, 79 Fifth avenue, New York, are making contracts with Canadian newspapers for the Imperial Glove Co., Utica Suspender, Hamilton, Canada.

The Rubincam Advertising Agency of Philadelphia is placing new orders with a selected list of New York and New England dailies for the installment department of the Sterling Manufacturing Co. of Philadelphia. This same agency is also using small space in 59 cities throughout the country for the financial advertising of Fleming & Co.

## Grand Rapids Ad Club Dinner.

The next regular dinner of the Grand Rapids (Mich.) Advertisers' Club will be held at the Pautlind, Tuesday, April 25. Speakers of national reputation have been invited to address the organization. The dinner committee, composed of H. Bruce Moore, C. L. Meriman and J. Wilbur Warner, plans to make the event one of unusual interest.

## Editor Burned to Death.

Samuel Henry Story, editor of the Claremont (N. H.) Narrative, and one of the oldest publishers in the State, was burned to death while asleep in his office last week. He made his home in his newspaper office, and, according to his own statement, lived on nine cents a day. He was seventy-eight years old.

## ADVERTISING NOTES.

J. C. Wilberding, special representative, Brunswick Building, New York, has returned from a Western trip in the interest of the papers that he represents.

G. J. Noce, formerly of Lord & Thomas, Chicago, has joined the soliciting force of the S. C. Beckwith Special Agency's Chicago office.

Ed. S. Cone, of the Chicago office of the S. C. Beckwith Special Agency, has just purchased a Winton Six Cylinder Torpedo Four Passenger Car.

The Crowell Publishing Co., publishers of the Woman's Home Companion, Farm and Fireside and the American Magazine, has removed from the Metropolitan Annex, East Twenty-fourth street, to the Fourth Avenue Building, 381 Fourth avenue, New York.

The Carter Medicine Co. has removed from 57 Murray street to 45 Murray street, New York.

## Editors to Visit Three Cities.

The executive committee of the Indiana Democratic Editorial Association met in Indianapolis last week to complete plans for the annual summer meeting, which will be held at Laporte, Michigan City and South Bend. The editors plan to leave Indianapolis for South Bend, in a special train, Thursday noon, June 1. The editors will spend Thursday night and Friday morning in South Bend, Friday afternoon and night in Laporte, and Saturday at Laporte, Michigan City and Gary. Members of the executive committee present at the meeting were: Paul Poynter, editor of the Sullivan Democrat, president; Del Crampton, editor of the Delphi Citizen-Times; Oscar Cravens, editor of the Bloomington World; George Griffin, editor of the Spencer Democrat; Charles J. Arnold, editor of the Greencastle Herald; J. B. O'Bannon, editor of the Corydon Democrat; A. D. Moffatt, editor of the Elwood Record; Dale J. Crittenger, editor of the Anderson Bulletin, and Lew G. Ellingham, secretary of State and proprietor of the Decatur Democrat.

## Boosters Invade Texas.

Forty Chicago boosters have invaded Texas. The party, which is traveling by special train, is composed of members of every trade division of the Chicago Association of Commerce, acting under the leadership of Vice-President John P. Mann, of the trade extension division. In accordance with the established custom, a newspaper is published on the train every day. The paper, the Texas War Cry, has the service of special leased wires to Chicago and to other news centers.

## Increase of Book Advertising.

The management of the New York Times states that during the first quarter of 1911, the Times published 77,156 lines of book publishers' advertisements, showing a gain of 22,266 lines over the same period of 1910.

**Alert, Masterful, Independent**



Shelton Holmes never got to the bottom of his puzzles with more interesting accuracy than does

**The American Printer**

And it tells the reasons why one job is usually good and another heavenly bad. It discusses the various stages of the work of the printer from the time he starts to the time he finishes. It gives the printer the secrets of the American Printer's advertising system as a whole. It shows the printer how to get the most out of his work. It tells the printer what to do when he is in a bind. It tells the printer what to do when he is in a hurry. It tells the printer what to do when he is in a pinch. It tells the printer what to do when he is in a jam. It tells the printer what to do when he is in a fix. It tells the printer what to do when he is in a lather. It tells the printer what to do when he is in a sweat. It tells the printer what to do when he is in a tear. It tells the printer what to do when he is in a rage. It tells the printer what to do when he is in a fit. It tells the printer what to do when he is in a frenzy. It tells the printer what to do when he is in a rage. It tells the printer what to do when he is in a fit. It tells the printer what to do when he is in a frenzy.

Oswald Publishing Co.  
28 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  
OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4900-4 Beekman


**THE LOVEJOY CO.** Established 1853  
ELECTROTYPERS  
and Manufacturers of Electrotyping 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

# What the Newspapers are Saying about the Publishers Press Leased - Wire News Services

## "All you promised and more."

The Atlanta Constitution.

Dear Sir: Atlanta, Ga., March 13, 1911.  
Your Leased-Wire Special Feature News Service, and the Special Letter Service, are reaching us regularly and are proving most attractive features of the Sunday Constitution.

The service is in every way up to the standard, and your men have been particularly clever in sending things of special interest to our readers.

I have no suggestions to offer as to improving the service now being sent us, for it is all that you promised and more than we asked.

With best wishes, I am very truly yours,  
CLARK HOWELL, Publisher and Editor.

## "Best of its kind ever supplied."

The Salt Lake Tribune.

Dear Mr. Mar: Salt Lake City, Utah, March 31, 1911.  
The Leased-Wire Special Feature News Service which the Tribune is receiving from you is, in my belief, the best service of the kind ever supplied in this country.

The topics are almost invariably of wide general interest, and the stories well written.

They constitute a feature of our Sunday paper that appeals to readers of every class.

As a complement to the Associated Press report I cannot imagine any news service more desirable than that of the Publishers Press.

Yours truly,  
A. N. McKAY, General Manager.

## "Full of live, bright matter."

The Mobile Item.

Dear Mr. Mar: Mobile, Ala., March 17, 1911.  
I would like to say a word of appreciation and commendation of your Leased-Wire Service. We can see a noticeable improvement of late, and the report is reaching us in fine shape and full of live, bright reading matter, as well as market reviews. We do not see how the wire service could be improved, unless a little more sporting news is added.

Your Special Letter Service in connection with your Leased Wire Service is also first class, the copy reaching us already edited and "good copy" for the printers.

Sincerely yours,  
N. A. RICHARDS, Publisher.

## "Best service we have ever had."

The Pittsburg Leader.

My Dear Mr. Mar: Pittsburg, April 5, 1911.  
I want to congratulate you on the excellent service the Publishers Press has been rendering us on the Leased Wire Service for the past year or more, and also on your Special News Service which we receive daily.

We can safely say that the service is the best we have ever had.

Yours very truly,  
A. P. MOORE, Editor-in-Chief and President.

## "Coming fine, and satisfactory."

The Birmingham Age Herald.

Dear Mr. Mar: Birmingham, Ala., March 15, 1911.  
Replying to yours of March 10 addressed to Mr. Barrett and referred by him to me, the Saturday Night Leased-Wire Special Feature News Service is coming fine, and the Special Letter Service is entirely satisfactory.

Yours very truly,  
C. M. STANLEY, News Editor.

## "Timely and well-prepared."

The Omaha Bee.

My Dear Mr. Mar: Omaha, Neb., March 13, 1911.  
The Leased Wire Special Service is reaching us in good shape and is generally very satisfactory.

I consider it an excellent addition to our news service, because its features are timely and well prepared, and add greatly to the interest of our Sunday paper.

Very truly yours,  
T. W. McCULLOUGH, Managing Editor.

## "Satisfaction without any other."

The New Orleans Item.

Dear Sir: New Orleans, La., March 18, 1911.  
We are very well satisfied indeed with the Publishers Press Leased-Wire News Service.

It makes a splendid supplement to our other telegraph service and for some time we used it with satisfaction without any other press organization's budget.

With best wishes, sincerely yours,  
MARSHALL BALLARD, Managing Editor.

**T**HE PUBLISHERS PRESS SYNDICATE has also perfected a number of new services and now offers to the publishers of the country a line of Full-Page Features, including Sunday Color Comics, Women's Sections in color, Children's Pages, Homer Davenport Sunday and daily Cartoon Features, and other strong full-page features in black and white or in color, which it is confident are superior in attractiveness and Circulation-Making Qualities to any which have heretofore been offered.

Territorial rights for such sections as are not already contracted for may be secured by prompt application to

C. J. MAR, President and General Manager

## PUBLISHERS PRESS

Postal Telegraph Building

Phone 5998 Barclay

NEW YORK



