

# THE EDITOR AND PUBLISHER

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## THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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### UP TO PUBLISHERS

**PRESIDENT OF PAPERMAKERS' ASSOCIATION SAYS PUBLISHERS MUST FIRST ADOPT STANDARD SIZE.**

**Paper Makers to Meet Next Month and Discuss the Question—Old Mills and Small Mills May Oppose Movement, but New and Modern Manufacturers Likely to Favor Standardization.**

On January 13, last week, President Herman Ridder of the American Newspaper Publishers' Association, wrote to President Hastings of the American Paper and Pulp Association requesting a conference between the paper manufacturers and the publishers, with a view to taking a definite step in bringing about the standardization of size of newspapers.

The following letter was received in reply:

Mr. Herman Ridder,  
American Newspaper Publishers' Association,  
P. O. Box 1207,  
New York City.

Dear Sir: Replying to yours of the 13th inst., I have talked with several manufacturers of news paper in reference to the standardization of widths of rolls, and the general opinion is that the manufacturers really have nothing to do with it. Whatever width rolls the publishers use, the manufacturers will make. We cannot change our paper machines to suit widths, except as new machines are added. It would seem to me that it is practically a matter for the publishers as to the standardization. I will be glad to bring the matter up at the annual meeting of the association in February and advise you of any action which may be taken.

Yours very truly,  
ARTHUR C. HASTINGS, President.

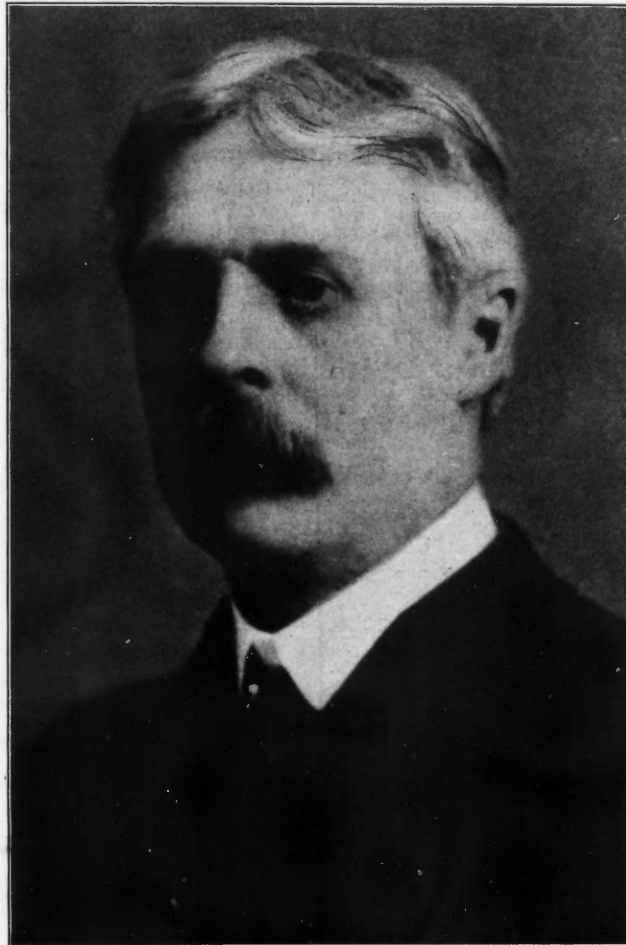
From authoritative sources THE EDITOR AND PUBLISHER is in possession of information, which indicates that the non-committal attitude of President Hastings does not express the sentiment of the most modern, most powerful and progressive element of the manufacturers.

Mr. Hastings is treasurer and general manager of the Cliff Paper Company of Niagara Falls, the Cliff mill having a capacity of forty tons of paper per day.

There are 157 manufacturers who are members of the American Paper and Pulp Association.

Of these, a number, especially in small mills, are using the same paper making machinery that was used years ago. This machinery does not readily lend itself to standardization. The newer and bigger mills, with a number of paper machines in each mill, are elastic in organization, and can quickly adapt themselves to any size that might be adopted as standard.

It is probable that the older element among the manufacturers, the "conservatives," will oppose any change in present conditions, but the progressive element is powerful enough to force the industry forward and upward.



HENRY HALL,

PRESIDENT OF THE GRIDIRON CLUB AND WASHINGTON CORRESPONDENT OF THE PITTSBURG CHRONICLE-TELEGRAPH.

#### Gridiron Club's New President.

Henry Hall, the new president of the Gridiron Club, Washington, is correspondent there of the Pittsburg Chronicle Telegraph. He has been a member of the club many years, and enjoys the reputation of being one of the readiest and wittiest speakers at its famous dinners.

Mr. Hall has travelled much and written entertainingly of what he has seen. He owns a ranch in Montana and expects to live a farmer's peaceful life after he quits newspaper work. Years ago, under a youthful impulse, he got himself elected to the Pennsylvania Legislature, but as he has shown unmistakable signs of repentance and has never repeated the offense, his friends do not feel that it ought to be treasured up against him.

#### A Little Blaze in the Sun Office.

Fire caused by the friction from a ventilating fan was discovered just before midnight on Sunday in the basement of the New York Sun building by Christopher English, the night engineer. He turned in an alarm and was immediately seized with an epi-

leptic fit. He was carried into the icy outdoor air, where he soon recovered.

Some of the Sun compositors, believing the fire to be serious, hurried to the roof of the Tribune building, but returned in a few minutes. The damage was slight. The fan that made the trouble is in a storage room, and the police say that friction from it set fire to soot in an adjacent ventilating pipe.

#### Maryland Editors to Dine.

Republican editors in Maryland have been invited to dine with Collector William F. Stone, of Baltimore, at the Union League, that city, January 26. T. C. Noyes of the Washington Star is expected to speak. The disfranchising amendment to the State constitution will be discussed, and concerted action to defeat it will be considered.

#### Big Price for a Story.

It was stated the Chicago Record-Herald paid \$25,000 for the exclusive serial rights of Conan Doyle's new romance, "Sir Nigel," to run in the Record-Herald's Sunday Magazine.

### ADVERTISERS MEET

**SPACE BUYERS GATHER TO HEAR REPORTS OF PROGRESS MADE IN A YEAR.**

**Annual Meeting of the Association of American Advertisers in New York—Bert M. Moses Chosen President—Results of Examinations Into the Circulations of Newspapers.**

The annual meeting of the Association of American Advertisers was held at the rooms of the Board of Trade, 203 Broadway, New York City, on Wednesday.

The following members of the association were represented: Carter Medicine Company, H. H. Good; Omega Chemical Company, B. M. Moses; Bon Ami Company, L. H. Soule; Orrine Company, E. P. Mertz; Armour & Co., E. B. Merritt; Philo Hay Specialties Company, W. Hardham; Andrew Jergens Company, George E. Hall; Fels & Co., George Nowland; Enoch Morgan's Sons Company, W. B. Spratt; Booth's Hyomei Company, A. N. Drake. A number of members were represented by proxy.

The report of the secretary, T. E. Crossman, outlined the work done during 1908, and showed that the activities of the association had been maintained in a vigorous manner, more work having been done during the year, with a greater income, than in any previous year.

One hundred and twenty-six publications among those which had been examined and reported upon during the year by the experts of the association had secured certificates of circulation, which had been distributed quite freely among the advertisers of the country.

Over 200 display notices relating to the suppression of "substitution" had been published in various papers at the request of the association. The report of the secretary showed that a large amount of street car checking had been done, covering seventeen States.

The report of the secretary further showed that the usual statements to be incorporated in the annual book of circulation statements issued by the association are being filed by the papers for 1908, about 2,000 statements being received. They show the classification of circulation into newsdealers' carriers' routes, newsboys' and counter sales in the city, and newsdealers' rural free delivery routes, and subscribers by mail out of the city, under paid circulation, with a statement of the unpaid circulation separately.

In most instances the publishers who file statements of circulation grant permission to the association to verify such statements by an examination of their circulation records, which examinations are subsequently made.

The association has recently had compiled a circulation record book, to encourage publishers to keep their

accounts in good order to facilitate the work of examination. Quite a number of these books have been procured by publishers in various parts of the country.

The association also issues an "Examination Electrotype" certifying that the publication to which the electrotype is issued has had its circulation records examined and certified to by the association. One hundred and sixty-four of these electrotypes have been issued to publications during the past year.

The report of the committee on circulation, of which B. M. Moses is chairman, showed that 331 reports had been issued in 1908, covering 23 States and the Dominion of Canada and the total of 111 cities.

The association has recently undertaken to issue reports of examinations of trade papers, and a list of 19 such publications in various parts of the country was given.

The report of the treasurer showed that the income during the past year had been \$14,328.80, with expenses of \$12,681.14, leaving a balance of \$1,647.66, and accounts receivable, \$1,363.67.

The association passed a resolution that examinations of papers in any given city be not made oftener than every eighteen months, unless all the papers in such city unite in requesting a re-examination at a more frequent interval.

#### NEW OFFICERS CHOSEN.

The following officers were elected for the ensuing year: President, B. M. Moses, Omega Chemical Company, New York City; first vice-president, W. B. Cherry, Merrell-Soule Company, Syracuse; second vice-president, H. H. Good, Carter Medicine Company, New York; treasurer, W. B. Spratt, Enoch Morgan's Sons Company, New York; secretary, T. E. Crossman, New York City.

Members of Board of Control, one year—R. E. Queen, California Fig Syrup Company, San Francisco; L. H. Soule, Bon Ami Company, New York; W. M. Wilkes, Van Camp Packing Company, Indianapolis; G. M. McCampbell, Jr., Hall & Ruckel, New York; E. P. Mertz, Orrine Company, Washington, D. C.

Two years—C. W. Post, Postum Cereal Company, Battle Creek; E. B. Merritt, Armour & Co., Chicago; George Howland, Fels & Co., Philadelphia; J. M. Campbell, Procter & Gamble Company, Cincinnati; A. N. Drake, Booth's Hyomei Company, Buffalo.

#### LIST OF THE MEMBERS.

The members of the association are: Alcock Manufacturing Company, New York; Armour & Co., Chicago; J. C. Ayer Company, Lowell, Mass.; Walter Baker & Co., Boston; Battle Creek Breakfast Food Company, Chicago; Bon Ami Company, New York; Booth's Hyomei Company, Buffalo; California Fig Syrup Company, San Francisco; Joseph Campbell Company, Camden,

N. J.; Carter Medicine Company, New York; Philo Hay Specialties Company, Newark; Chattanooga Medicine Company, Chattanooga; Corticelli Silk Mills, Florence, Mass.; Cream of Wheat Company, Minneapolis; T. B. Dunn Company, Rochester; Eastman Kodak Company, Rochester; Emerson Drug Company, Baltimore; Eupesia Chemical Company, St. Louis; N. K. Fairbank Company, Chicago; Fels & Co., Philadelphia; S. B. & B. W. Fleisher, Philadelphia; General Electric Company, Schenectady, N. Y.; Genesee Pure Food Company, LeRoy, N. Y.; Hall & Ruckel, New York; H. J. Heinz Company, Pittsburg; Huyler's, New York; Andrew Jergen's Company, Cincinnati; Dr. Kilmer & Co., Binghamton, N. Y.; Mellin's Food Company, Boston; Merrell-Soule Company, Syracuse; Enoch Morgan's Sons' Company, New York; Moxie Nerve Food Company, Boston; Newbro's Herpicide Company, Detroit; Omega Chemical Company, New York; Orrine Company, Washington, D. C.; Pabst Brewing Company, Milwaukee; Paris Medicine Company, St. Louis; Parke, Davis & Co., Detroit; Peruna Drug Mfg. Company, Columbus; Arthur Peter & Co., Louisville; Lydia E. Pinkham Medicine Company, Lynn, Mass.; Postum Cereal Company, Battle Creek; Procter & Gamble Company, Cincinnati; Quaker Oats Company, Chicago; Rumford Chemical Works, Providence; Andreas Saxlehner, New York; Joseph Schlitz Brewing Company, Milwaukee; Scott & Bowne, New York; Sterling Remedy Company, Kramer, Ind.; Van Camp Packing Company, Indianapolis; E. S. Wells, Jersey City; J. B. Williams Company, Glastonbury, Conn.; World's Dispensary Medical Association, Buffalo.

#### NEW YORKERS WIN AT GOLF.

**They Bring Home Prizes from the Links at Pinehurst.**

J. P. Knapp of New York copped chief honors in the advertising men's golf tournament at Pinehurst, N. C., which ended last Saturday. He won the first division cup from W. Smedley of Philadelphia in an extra hole contest.

The consolation was won by Charles Presbrey of New York, who defeated J. J. Hazen of Bayside, L. I., in the morning and Frederick Snare of Englewood in the afternoon, with duplicate scores of two up and one to play.

In connection with the last day's play was a medal play handicap with first and second prizes for the best net scores on both courses, won by B. H. Ridder and Z. T. Miller, both of New York, and also prizes for both morning and afternoon scores on the old and new courses, won by J. J. Morrow of Washington, D. C.; E. Chichester of Boston, W. J. MacDonald of Chicago, and Robert Frothingham of New York.

There were also driving and approaching contests, won by J. J. Hazen of Bayside, L. I., R. R. Mamlouk and C. W. Randall of New York, and J. D. Plummer of Springfield, and a ladies' putting competition won by Mrs. W. S. Bird of New York, Mrs. L. P. Wood of Mt. Vernon, and Mrs. W. M. Alexander of Detroit.

T. W. Weeks, of Cornwall, N. Y., won a match play consolation event arranged for those who failed to qualify.

#### Cotton Stalk Concern Seeks Land.

The Cotton Stalk Pulp and Paper Company of Atlanta is seeking land in Decatur, Ala., for a plant. The company is organized to make pulp and paper from cotton stalks, and, it is understood, expects to employ several hundred men in its new factory.

#### U. S. INVOKES OLD LAWS.

**In Libel Proceedings Begun Against New York World.**

It is reported from Washington that the Department of Justice has turned over to District Attorney Stimson of New York all the papers connected with the Panama Canal purchase, with a view to criminal proceedings against publishers who have criticised that transaction. Mr. Stimson refuses to discuss the matter.

Subpoenas were served on various employes of the New York World by the district attorney, and all the week the air was full of rumors. As this issue of THE EDITOR AND PUBLISHER goes to press the report is that the World will be prosecuted under an act passed by Congress in 1805 for the punishment of offenses in any place ceded to or under the jurisdiction of the United States for which penalties are not specifically prescribed in the Federal laws. There is also an old Federal libel law providing for a fine not to exceed \$5,000 or imprisonment not to exceed eighteen months.

To maintain an action against the World under either of these ancient statutes it would be necessary to show that the alleged libelous matter was circulated in Federal territory. It is said that post officials stationed at West Point and elsewhere had been subpoenaed.

On Wednesday the Federal Grand Jury in Indianapolis began taking testimony in the Government's case against the New York World, and the Indianapolis News. From employes of the News who testified were Hilton U. Brown, general manager; Barton Parker, cashier; Charles Clark, bookkeeper, and Edward Harding, foreman of the composing room. Inquiry was made as to Vice-President Fairbanks' connection with the News.

#### Changes on Texas Paper.

Judge James D. Ponder, for years managing editor of the El Paso (Tex.) Times, now exercises a general supervision over all departments of the paper. Colonel Lipton is no longer connected with the paper. Robert Page, formerly advertising manager of the El Paso Herald, is performing similar duty on the Times.

Editorials on political topics are contributed by W. W. Turney, a State senator. George Saint Amour, who has many friends in the North, writes on life and art as philosophy sees them. It is said that the El Paso Times will soon move into a new building equipped with a new color press.

#### College Collection of Newspapers.

The University of South Carolina, at Columbia, is making a collection of old newspapers for the sake of the historic material in them. A file of the Pendleton Messenger from 1826 to 1848, just received, is valuable because the paper was the mouthpiece of John C. Calhoun.

#### NEW YORK CITY ADS.

**Cassidy Committee Inquiring Into Methods of Placing Them.**

The public advertising of New York City is a subject of searching inquiry by the Cassidy Committee, which is investigating the city's finances. When William B. Ellison, formerly corporation counsel, was on the stand at a recent hearing, he said that advertisements relating to the condemnation of lands for the Catskill reservoir and aqueduct were inserted in dailies on Mayor McClellan's recommendation, instead of in weeklies, as the law permitted. Mr. Ellison said that by using dailies the city paid for from 36 to 42 insertions, whereas six insertions in weeklies would have answered all requirements. The law provided for continuous publication in each issue for six weeks, but did not say whether dailies or weeklies should be used.

W. J. Kenny, formerly supervisor of the City Record and now an advertising agent, told the committee that he lost city business under the administration of Mayor Low, but got it back by making W. G. Foster head of the agency and allowing him one-third of the profits. This arrangement, the witness said, is still in force. Mr. Kenny added that his agency received from newspapers commissions ranging from 5 to 25 per cent.

#### IN RECEIVER'S HANDS.

**Indiana Daily Said to Have Failed to Pay Interest on Bonds.**

On the petition of the Grant Trust and Sayings Company, as trustee, E. H. Johnson, a business man in Marion, Ind., has been appointed receiver for the Marion Leader Publishing Company. Bonds were fixed at \$20,000, and the receiver was directed to continue the publication of the Leader without change of policy, until the property can be sold to advantage.

The petition sets forth that the trustee represents the holders of \$16,000 in bonds of the Leader company, secured by a mortgage on the plant. Other bonds, amounting to \$14,000, are held by William B. Westlake, publisher of the Leader. It is alleged in the petition that an interest payment of \$480 is overdue, and that the property is improperly managed.

Mr. Westlake's defense is that the notice demanding payment of interest was sufficient. He says he will carry the case to the Supreme Court.

#### Practical Co-operation.

In advancing the prosperity of Springfield, O., the Commercial Club not only asks the aid of the newspapers, but actively co-operates with them. The press committee of the club has called on the editors of the newspapers and offered to help them in getting news from business men which might be hard to obtain without the good offices of the club. The club keeps the papers informed of all proposed movements to help the city.

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

NET AVERAGE FOR NOVEMBER

**238,665**

COPIES A DAY.

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

**The Montgomery Advertiser**

"Alabama's Only Metropolitan Newspaper"

Guarantees that its Daily circulation is larger than that of any morning newspaper printed in Alabama—and that its Sunday edition has the largest circulation of any edition of any newspaper printed in Alabama without exception.

VICTOR H. HANSON, Manager Advertising Department



W. H. JOHNSON,

NEW ADVERTISING MANAGER OF HEARST'S SUNDAY MAGAZINE.



FRANKLIN P. ALCORN,

WHO HAS STARTED IN BUSINESS FOR HIMSELF AS A SPECIAL AGENT.

**JOHNSON GOES TO HEARST.**

**Change of Position for a Well-Known Advertising Man.**

W. H. Johnson has left the S. C. Beckwith Special Agency, New York, and gone to the Hearst organization as advertising manager of The American Sunday Magazine, which is a special feature of New York American, Boston American, Chicago Examiner, San Francisco Examiner, and Los Angeles Examiner. He has had a varied experience in newspaper and advertising work.

He began on the Flushing Journal under J. H. Ridenour, and served an apprenticeship of five years. Later he handled local advertising for the Columbus Citizen and the Detroit Journal.

In 1904 Mr. Johnson assumed the

office management of the C. E. Sherin Company, 452 Fifth avenue, New York. He had direct charge of the United Cigar Stores advertising and that of Dr. J. W. Lyon, besides buying space for all clients.

Mr. Johnson went from the Sherin Agency to take the general management of the Perkins Press, publishers of the Tacoma Ledger, Tacoma News, Bellingham Herald and Olympic Recorder. From the Pacific Coast he came to the Beckwith Agency.

**Stiff Sentence for King.**

Cardenio Flavius King, financial agent and advertiser, and publisher of the Boston Tribune, a short-lived daily, has been sentenced in the Superior Criminal Court, Boston, to not less than ten nor more than fourteen years at hard labor in the Charlestown State Prison.

On December 29 King was convicted on twenty-seven counts of an indictment charging him with larceny and embezzlement and with securing by false pretences the sum of \$22,000 from his customers.

**No Strike of News Co.'s Drivers.**

A difference between the American News Company and its New York drivers on a question of wages has been compromised. The drivers demanded a raise and threatened to strike if they did not get it. The company's offer of half the increase asked for was accepted, and the war cloud rolled away.

The Journal is a new afternoon paper in Covington, La.

**ALCORN BRANCHES OUT.**

**Popular Young Advertising Man Joins Ranks of Specials.**

After almost five years of service as manager of Payne & Young's Eastern office, Franklin P. Alcorn has started in business on his own account as a special agent in New York, with offices at 619 Flatiron Building.

His first advertising work was done under the direction of Charles J. Billson, from whom he parted to go with Payne & Young.

The results that have attended Mr. Alcorn's efforts so far encourage his friends in the hope that he will soon build up a hit that any special agent might be proud of.

**Mill Making Sugar Cane Paper.**

The Newington Paper Company, at Newington Center, in Connecticut, has started a factory for making paper out of sugar cane.

**WHAT IS A NEWSPAPER?**

**Change from Weekly to Daily Does Not Alter Identity.**

An interesting point in newspaper law has been decided by Judge Welch of the California Supreme Court. The Palo Alto Tribune was established as a weekly paper about two years and a half ago, and a few months ago was changed from a weekly to a daily publication. It then submitted a bid for the city printing of Palo Alto, when the objection was raised by some of its competitors that it had not been published for one year, as required by law.

The proprietors then petitioned the Superior Court for a decree. In his decision Judge Welch finds that changing the paper from a weekly to a daily does not change its identity, and that consequently the Tribune has been published for more than one year.

**"ALL THE NEWS**



lit to print" is a good motto, but some sheets look as though they hadn't any news but the unfit to print, as half their columns are wholly unreadable. The best printed papers use our Rollers. There is nothing to prevent your using them.

**BINGHAM BROTHERS CO.**  
 ROLLER MAKERS (Founded 1849)  
 406 Pearl St., N. Y. 413 Commerce St., Philadelphia  
 Allied with Bingham & Runge, Cleveland  
 This paper was NOT printed with our Rollers

The year 1908 was a notable one for the Sunday edition of

**The New York Times**

It was the only newspaper in the morning field in New York City which gained in advertising.

**An Important Factor**

in Philadelphia is the German population of 350,000. These people are thrifty,—60,000 own the houses where they live,—and the German papers must be used to reach them through advertising. The papers are the *Morgen Gazette*, *Evening Demokrat*, *Sonntags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.

## FORESTRY SCIENCE

**Government to Establish Experiment Station at University of Wisconsin — Miniature Pulp Mill Fully Equipped for Sulphite Process to be Installed.**

An experimental laboratory station will soon be established at the University of Wisconsin, Madison, by the United States Forest Service. The Government will equip the laboratory at a cost of \$14,000, and will spend \$28,000 a year for the salaries of the staff.

Among other lines of inquiry the investigators will take up the question of wood pulp. Several woods and other vegetable fibers will be experimented with, and a little pulp mill will be installed and provided with machinery for making pulp by the sulphite process. Practically all the government's experiments in forestry east of the Rocky Mountains will be made at the Madison station.

It is believed that the establishment of this station will be of great benefit to the paper industry. Wisconsin is the second paper-producing state in the Union, and as its supply of timber that can be used for paper making by processes now in vogue is limited, any discovery of the possibilities of new woods by new processes would be valuable.

Within a year forest fires in Wisconsin have covered 1,200,000 acres of land and carried losses estimated at \$9,000,000. E. M. Griffith, State Forester, says that most of this damage was due to the burning of large tops and limbs called slash, left by the loggers, and regarded as quite useless. If the staff of the new station should find some use for slash the value of timber land would be increased, and as the danger from forest fires would be at the same time lessened, the supply of pulp material would be in a large measure conserved.

### RECKLESS WASTE OF TIMBER.

The Milwaukee Free Press quotes Lieutenant-Governor John Strange, who is a paper maker, as follows:

"The newspapers of the United States have rendered a wonderful service to the paper industry of the nation by starting the investigation which the government is now making into the supply of pulp woods available in the country.

"The talk that pulp wood is giving out and that this country will soon be dependent upon Canada for its paper supply is all bosh. What is needed is not more pulp wood—we already have two or three times as much in this country as we will ever use, if we use it rightly—but a proper conservation of our supply.

"More timber is wasted every year in the two States of Washington and Oregon than is used in the whole country for paper in twelve months.

"One billion feet of growing timber is ruthlessly sacrificed each year in those two States alone. It is worse than wasted. If this investigation serves, as now seems probable, to bring home to the lumbermen of the nation the imperative necessity of cutting their timber with some kind of regard for the future, in the way of care for growing trees too small to be merchantable now, it will have performed a wonderful service for the country in coming generations.



I. A. KLINE,

WHO HAS BOUGHT CHARLES J. BILLSON'S SPECIAL AGENCY BUSINESS IN NEW YORK.

"It is not scarcity of timber which causes paper to go so high. It is the lack of rain more than the supply of timber which is at fault. In the drouth of last fall pulp wood went up 100 per cent. in thirty days, and I have known it to rise 1 per cent. a day for fifty days during a dry spell.

### DROUTH MAKES PRICES JUMP.

"When the streams of Maine and New Hampshire, New York and Eastern Canada begin to run low, and the sound of grinding becomes faint, you can fairly see the price jump all over the country. If the paper men of the country all had the capital to store their pulp in times of high water, when all mills are running at top capacity, and then sell when the absence of rainfall curtailed the product, we would have prices equalized, but as few can do that we have the ups and downs which stirred the newspaper men of the country to their demand for this investigation.

"In the Fox River Valley we have all the water we want now, as navigation has ended and we can draw upon Lake Winnebago to the extent of our needs, but on the Wisconsin and other rivers of the State which are noted for their water powers, the power is still restricted by low water and will continue so until we have spring rains. As a result, pulp timber is awfully low nowadays. I know of contracts made when there was plenty of power which have resulted in concerns sinking half a million of dollars in pulp wood. The business is far from the picnic one would suppose it

from reading some of the talk about paper trusts, etc.

"I have long said that there was an abundance of pulp wood in this country for our needs for all the years, if it were properly cared for. The old idea of a man cutting a quarter-section and permitting fire to burn a township must be eradicated from our pulp makers; the young timber must be preserved and the cutting must be done scientifically, so there will always be a new supply growing up."

### PULP SUPPLY STRANDED.

**Low Water in Canada Makes Trouble for Paper Makers.**

Canadian paper makers have their troubles, too, since the forces of nature recognize no frontiers. The water has been so low that supplies of pulp wood on their way to Quebec have stuck in the shallow rivers and have been hauled thence to the mills in wagons. All this adds to the cost of production and makes the mill owners mad clear through.

They are beginning to demand that Parliament do something about it; for example, take measures for conserving the water supply by storage reservoirs. The paper men say that a short time ago the Ottawa River was thirty-six feet lower than it was last spring. They point to this fact as a reason why the Dominion Government should get busy with water-saving plans.

Fifty years ago the orators ruled America. To-day it is ruled by the editor.

## WHAT IS THE USE?

**Jersey Papers See No Need of An Official State Editor.**

New Jersey has an official editor whose duty it is to cut down long-winded official documents of all kinds and get them within the limit of human endurance before they are printed and bound. Some of the Jersey papers are asking what is the use of printing red-tape reports in book form, even in judiciously condensed editions?

It is argued that at the time when these deliverances have any news value, the gist of them is printed in the newspapers. Why, therefore, go to the expense of putting them into books and of paying a salary to a tame editor?

And the echoes from the Palisades to Cape May answer "Why?"

### Levels Rise in North New York.

The rainfall of last week had a good effect on the paper industry in northern New York. The larger streams were copiously fed from the smaller ones, and, according to dispatches from Watertown, the reservoirs at Beaver River and Fulton Chain are filling up. The cold snap that followed the rain was a bit of a setback, but there is water in the Black River for grinding. Higher levels and higher hopes are reported all along the line.

### Japan Protects Paper Supply.

Warned by the danger of paper famine in this country, Japan has begun to take precautions against such a misfortune. Paper is used for so many purposes in Japan that a short supply of it would be a calamity.

The Japanese Government has asked a large paper company to take over 7,500 acres of bamboo forest in the island of Formosa. A large part of the Japanese paper output is made from bamboo.

### He Succeeds Billson.

The special agency business of Charles J. Billson, whose retirement was noted in THE EDITOR AND PUBLISHER two weeks ago, has been purchased by I. A. Klein, whose portrait appears in this issue. Mr. Klein will occupy Mr. Billson's offices at 9 West Twenty-eighth street, New York.

The papers in his list are the New York Press, Jackson Citizen, Grand Rapids Press, Detroit News, Pittsburgh Press, Little Rock Democrat, Bay City Times, Muskegon Chronicle.

The Escumino Bulletin, of Cape Prince of Wales, Alaska, claims "largest circulation in the Arctic."

Martin Meyerding has been elected a director of the Baltimore Journal Company

## Butte Evening News

BUTTE, MONTANA

The Official Paper of the City of Butte. Contracts include the Guarantee of the LARGEST BUTTE CIRCULATION. The News reaches the miners and the majority of readers in Butte and surrounding country.

ROBERT MACQUOID  
Foreign Advertising Representative  
WORLD BUILDING, N. Y. CITY

**SOME OLD TIMERS**

**Official Newspapers in Egypt and China Many Centuries Ago—How the Word Gazette Originated—Antwerp Paper's Features in 1605.**

That hard-working paragraph about the Pekin daily that is about to celebrate its thousandth anniversary is still going the rounds, and is making pretty good time, considering the delays incident to mid-winter weather. The paper that has filled a long-felt want since 911 is sometimes called the King-Choo and sometimes something else, but it really doesn't matter, for all Chinese titles look alike to the barbarian eye.

Commenting in the New York American on this well-seasoned bit of gossip, Henry W. Fischer gives the most reliable figures he can get as to the years in which some venerable European papers were started. Here they are:

Venice—Notizzi Scritti .....	1566
Antwerp—Nieuwe Tigdingen.....	1605
London—Weekly News.....	1622
Paris—Gazette de France.....	1631
London—Mercurius Civicus.....	1643
Stockholm—Gazette de Suede.....	1644
Leipzig—Leipziger Zeitung.....	1660
London—Morning Post (probably).....	1772
London—Times .....	1788

After all, these journals are mere babies compared with the King-Choo, if that is its name, or with the Official Gazette of Egypt, the existence of which is said to have been discovered by French explorers, poking about in the dusty tombs on the Nile. It seems that the organ of the Egyptian kings came out 1,700 years before Christ.

Notizzi Scritti was published by the Venetian oligarchy, which had no use for new-fangled ideas in journalism, and therefore had the paper written, since the art of printing had been in use only a single century, and consequently, in the opinion of the grave and reverend signors, had not had a fair tryout. Notizzi Scritti was read by an official on horseback, and everybody who listened was expected to pay a small coin—called a gazetta. Hence the word gazette.

When Abraham Verhoeven founded the Nieuwe Tigdingen in Antwerp in 1605 he ran such features as musical and illustrated sections. It is understood that he also published a comic supplement, and that some of his jokes are still on the active list.

King Louis XIII is believed to have written court gossip for the Gazette de France, back in 1631, and Richelieu is said to have been the writer of editorials on foreign politics.

When the Mercurius Civicus of London first appeared, in 1643, it contained a double-column cut of Charles I. Whether it was this work of art that so aroused the public as to cause the other cut by which the King lost his head, history does not say.

**GUYING THE GREAT.**

**The City Wrecker Has Fun With the Rulers of New York.**

Traces of Clover and Gridiron Club influences were visible at the annual dinner of the New York City Hall Reporters' Association, held last Saturday night at Healey's, Sixty-sixth street and Columbus avenue. A souvenir publication, a disrespectful travesty of the ancient City Record, was called the "City Wrecker." It purposed to be edited by George Bunk

McClellan, General Bang-em, and H. Aphrodite Metz.

The result of hundreds of orders for improvements in traffic conditions issued by the Public Service Commission during the last year was shown by a blank space, and among other contract advertisements was one calling for 1,000 able-bodied men to carry money from the city treasury, and with a guarantee of steady employment until the Ashokan dam was built, signed by the Mayor's Board of Water Supply.

Charles T. White, president of the association, occupied the chair. Several prominent politicians were present.

Among the newspaper men at the tables were Robert Adamson, J. R. Mead, William A. Grainer, H. A. Vivian, John Weier, William H. Bofey, John Dillenan and Arthur Clark.

**THE PRICE OF SILENCE.**

**How Certain French Newspapers Thrive on Bold Blackmail.**

How certain Paris newspapers practice blackmail as a fine and highly lucrative art is told in a new play at the Gymnase Theatre in the French capital. A prominent character is the publisher of ten shady newspapers. In one of them he attacks a vulnerable financier. The man of millions hurries to the office of Le Passe Partout with the intention of punching the editor's head. The editor introduces him to two muscular fighting men who, he says, assume full responsibility for the article.

The financier thinks better of it and throws out a vague hint of cash settlement.

"Don't talk of money to me," says the editor. "The business manager looks after such matters. See him."

The financier does so and peace reigns.

That the picture is not overdrawn the Paris correspondent of the Baltimore Sun testifies. He tells of a newspaper that hears of a death from typhoid fever in a prominent hotel. Although all sanitary precautions were taken, the hotel people naturally did not care to have the cause of death made public. A representative of the paper called on the manager, said he had the story, and asked:

"What are you going to do about it?"

"Kick you out of here unless you go at once of your own accord," was the reply. The visitor stood not upon the order of his going, but as he went he remarked that "Death from Typhoid Fever in the Hotel Magnificent" would not be a pretty headline. On reflection the manager came to the same way of thinking, and paid \$1,000 to have the story suppressed.

**LAW AGAINST RACING "DOPE."**

**Bill in New York Legislature Prohibiting Publication of Betting Odds.**

Senator George B. Agnew, of New York City, one of the leading members of the New York State Legislature, has introduced a bill in the Legislature aimed at race track bookmakers and newspapers which publish "dope," to supplement the work of the last Legislature, in which Senator Agnew introduced the anti-race track gambling bill, which was supported by Governor Hughes. The bill is entitled "An act to amend the penal code in regard to advertisements and publications facilitating pool selling, book making and gambling," and in-

**A LESSON IN CIRCULATION**

Conde Nast Picks two "Leading" Boston Newspapers

Circulation Line Rate  
**BOSTON GLOBE - 181,449 - 30¢**

**BOSTON HERALD - ESTIMATED - 30¢**

THE REAL BOSTON LEADER, MR. NAST

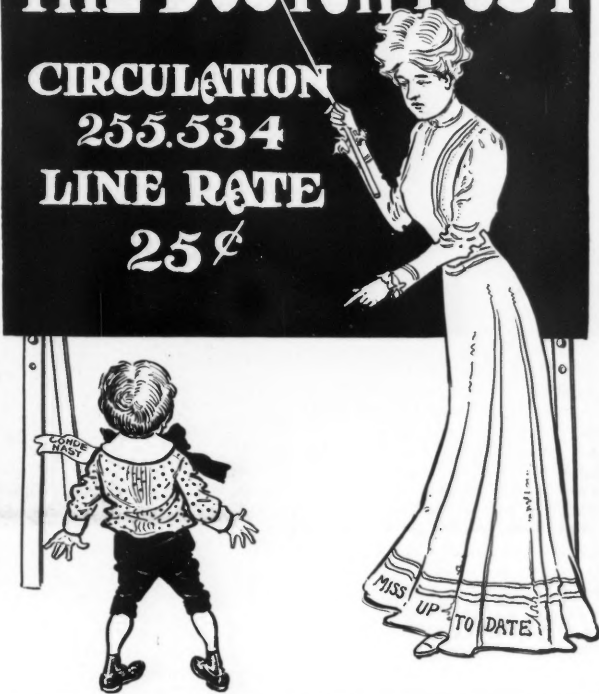
IS  
**THE BOSTON POST**

CIRCULATION

255,534

LINE RATE

25¢



serts this new section in the penal code:

A person who, by writing or printing, or by circular or letter, handbill, placard, chart, summary, telegraph, telephone, news ticker or any other method, advertises or publishes any statement setting forth the betting odds which have been offered, or which are being offered, or which are expected to be offered, upon the result of any trial, contest of skill, speed or power of endurance of man or beast, whether held within or without the State, or upon the result of any lot, chance, casualty, unknown or contingent event whatsoever, wheresoever the same may occur, or who, either before or after such trial, contest or event shall take place, account or report concerning the pools sold or offered for sale, or of any bets or wagers made or offered to be made, within or without the State, upon any such trial, contest or result, or with respect to any tips given or prognostications made concerning the same, or who advertises or publishes any advice as to such betting odds, or which is designed to facilitate pool selling, bookmaking or the making of wagers upon such trial, contest or result, is guilty of a misdemeanor.

The New York Evening Telegram, which for years has made a feature of race track news, especially charts showing "performances" of horses, betting odds, and other details necessary to race track speculation, printed this comment on the proposed bill:

"It will be bitterly opposed not only by the interests supposed to be affected, but on the general ground that it is an entering wedge for the curtailment of the liberties of the press, and

that if it is constitutional it is also logically possible for a sensitive Legislature later to pass a bill prohibiting the publication of any unpleasant comments on the actions of the Legislature itself."

**NO DANGER IN IT.**

**Greek Editor's Cruel and Baseless Suspicion of an Old Subscriber.**

A parcel that looked unpleasantly like a bomb was received by mail a few days ago by Demetrius J. Vlasto of New York, editor of Atlantis, a Greek newspaper. One end of the parcel was of sole leather, studded with nails, and in the center was what resembled a fuse. The package came from a Greek resident at Davenport, Iowa.

Mr. Vlasto called up the police and the postal officials from his home, 113 West Thirty-first street. Before deciding to pass the package along to the bureau of combustibles, Mr. Vlasto and the detectives cautiously opened it. They found \$4.90 in dimes, but no dynamite. A constant reader had renewed his subscription. That was all. Mr. Vlasto paid for the cigars, and one of the plain-clothes men softly quoted: "Timeo Danaos et dona ferentes."

The 203d anniversary of Franklin's birth was celebrated by the Atlanta Typographical Union.

**HONOR FOR MR. POWERS.****Head of Engraving Company Joins Mr. Jerome's Staff.**

Augustin J. Powers, president and general manager of the Powers Photo Engraving Company, and senior member of the law firm of Powers & Kaplan, 154 Nassau street, has been appointed deputy assistant by District Attorney Jerome.

Mr. Powers is well known in the newspaper and business community, and is a close friend of such representative men as Herman Ridder of the Staats Zeitung, William Laffan of the Sun, John Norris, Louis Wiley of the Times, Mr. Cook of the Mail, Samuel Strauss of the Globe.

When Mr. Powers came to New York about ten years ago he saw the need of a fast engraving establishment for the use of newspapers that did not have their own plants. He soon made a record of fifteen minutes for a half-tone and fourteen minutes for a line cut. These records, he says, have still to be broken by anyone.

During the Spanish-American war he was correspondent for many of the New Jersey dailies. When the call to arms came he was among the first to enlist from that State. While president and general manager of the Powers Photo-Engraving Company, he studied at the New York University Law School, where he was graduated with high honors. Soon afterwards he entered into a general partnership with Mr. Kaplan, whom he met at the law school.

Mr. Jerome has confidence in the ability of Mr. Powers, and his appointment is welcomed by a long list of personal friends.

**CLUBS AND ASSOCIATIONS.**

At a meeting of the New England Woman's Press Association, held January 20 at the Vendome, Boston, W. U. Swan told "How News is Gathered and Scattered."

The Kansas State Editorial Association will hold its annual meeting in Topeka February 1 and 2. Arthur Capper, publisher of the Capital, will entertain the visitors in his building. About 250 editors and editors' wives are expected. Headquarters will be at the National Hotel. The local entertainment committee is composed of T. A. McNeal, Albert T. Reid, Arthur Capper, Charles Adams, Frank P. MacLennan, John MacDonald and H. A. Heath.

About a hundred members of the National Press Club, Washington, lately attended a performance of "The Third Degree" at the New National Theatre as guests of Charles Klein, author of the play.

The Chicago Woman's Press League holds an Italian day January 23, from 2 until 5 o'clock. It will be an open

The **SHOWALTER SERVICE** will make your Paper a Good "SELF-ADVERTISING" MEDIUM.

Every inch, every line, of your paper's advertising space is a marketable commodity. If a merchant can sell soaps or silks through advertising them in your columns, you can sell your advertising space by advertising it in your paper's own columns. If you cannot—if the use of your space will not sell the commodity YOU have to sell, then it will not sell the commodities your merchants have to sell.

If your paper is not a good advertising medium for you, it is not a good advertising medium for anyone else.

**W. D. SHOWALTER**  
150 Nassau Street New York



**AUGUSTIN J. POWERS.**

ENGRAVER WHO STUDIED LAW AND IS ON JEROME'S STAFF.

meeting, and the league expects to entertain as guest of honor Professor Ferrero, the Italian historian.

The fortieth annual meeting of the Military Tract Press Association was held at the Illinois Hotel, Galesburg, on Friday of last week. Among the papers read were the following: "Voting Contests," G. A. Lackens, Good Hope Reflector; "Typesetting Machines," J. C. Shoop, Abingdon Kodak; "Press and Public," Will H. Davidson, Burlington Hawkeye; "Building Up a Country Daily," Xenophon Caverno, Kewanee Star-Courier; "Make-up of the Paper," George W. Cyrus, Camp Point Journal; "Advertising—How to Get It," John Sundine, Moline Dispatch.

The Western New York Association of Publishers met at Masonic Temple, Rochester, last Saturday. Some of the papers read were: "Rochester Advertising," C. H. Betts, Lyons; "Voice and Devices," Fay Parsons, Cortland; "Is the Serial Valuable as the Plate People Say It Is?" W. J. Pollard, Seneca Falls; "Result of Inaugurating Cash in Advance for Subscriptions," Frank Walker, Hamburg. In addition there was a general discussion on instructions and suggestions for country correspondents, led by W. O. Green, of Fairport.

The Pittsburg German Press Club held its twenty-second annual dinner January 13 in Allegheny Turner Hall.

John Dimling was toastmaster, and several prominent citizens of German blood spoke.

The first annual convention of the Buckeye Press Association will be held in Springfield, O., February 25 and 26, and a large attendance is expected. The local commercial club is making preparations to entertain the visitors. The Buckeye Press Association is an amalgamation of the old Buckeye Association, the Ohio and Hocking Valley and the Ohio associations. The combination was effected last February at Zanesville, and the constitution of the new organization so broadened as to allow the admittance of every newspaper man of good standing in the State.

The midwinter meeting of the Indiana Democratic Editorial Association will be held in Indianapolis at the Denison Hotel, February 4 and 5. On the evening of the 4th the annual dinner will be given. The association will have as its guests Governor Marshall, Lieutenant-Governor Hall, Professor R. J. Aley and other persons of State and national reputation.

Robert Macquoid, special newspaper representative, New York and Chicago, has been appointed to represent the Brooklyn Citizen in the foreign advertising field after February 1.

**WOMAN'S PRESS CLUB.****Plans for Brilliant Reception at the Waldorf-Astoria.**

The January social of the New York Women's Press Club will be held at the Waldorf-Astoria on the 30th, with Miss Marguerite Linton Glentworth as presiding officer. About 1,500 invitations are being sent out, and boxes will be assigned to New York and Newark newspapers.

Among the speakers promised are Bishop Frederic Courtney of Nova Scotia; Joseph I. C. Clark, head of the Standard Oil publicity bureau; James Creelman, Dorothy Dix, Edwin Markham and Mrs. Lillie Devereaux Blake. After the speeches will be a reception in honor of Mrs. Eleanor Blair, president of the New York State Federation of Women's Clubs; Arthur Brisbane, and Francis Whiting Halsey.

Music will be furnished by the New York Banks Glee Club and by several soloists.

**CLUB ELECTIONS.**

New officers chosen for this year by newspaper organizations are as follows:

Correspondents' Club, New York: President, J. P. Regan; vice-president, Charles H. George; treasurer, F. E. Perkins; secretary, George R. Hill; executive committee, J. P. Regan, Charles H. George, F. E. Perkins, George R. Hill, Morton Watkins, Frederick Eppelsheimer and J. P. Donahue.

Toledo Press Club: President, W. F. Hedrick; vice-president, Mrs. Katherine C. Murphy; secretary, Fred L. Mollenkopf; treasurer, E. H. Turner; trustees, Lon Polk, Kevin O'Dwyer and A. S. Mitchem. Ralph LeBlonde was appointed chairman of the entertainment committee.

Milwaukee German Press Club: President (for the ninth time), Arthur Koenig; vice-president, Gustave Haas; secretary, William Groelueschen; treasurer, Hans A. Koenig; directors, Otto Luedicke, Max Fischer and Theodore Zillmer. A benefit performance of "Die Koenigskinder" was given under the auspices of the club at the Pabst Theatre January 15.

City Editors' Association, Philadelphia: President, James L. Berm, North American; secretary, George A. Waite, Evening Telegraph; assistant secretary, Frank W. Bauder, Evening Telegraph.

Polish Newspaper Association of America: President, Michael Kruszka, publisher of the Kurjer Polski, Milwaukee; first vice-president, S. Napieralski, Chicago; second vice-president, John Welsand, Detroit; corresponding secretary, J. J. Chrzanowski, Milwaukee; financial secretary, John Wedda, Chicago; treasurer, John Hibner, Chicago; trustees, Edward Folczynski, Detroit, and Theodore Dluzynski, Cleveland.

**WANTED**

Daily newspaper property in town of not less than 5,000 with good railroad facilities and rural free delivery. An undeveloped Ohio field preferred. Approximate price, \$15,000.00. Will consider weeklies in towns warranting establishment of a daily. Address G. W. I., care of

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

**PRESS AND PROGRESS**

**What the Art Preservative Has Done in the Development of the Country—Mr. Edmonds Quotes Some Impressive Figures Relating to Printing.**

"The Printing Press in American Progress" was the subject of an address by Richard H. Edmonds, editor of the Manufacturers' Record, Baltimore, at the Franklin Day dinner of the Allied Trades Association in that city. He said in part:

Printing and Progress are twins, Siamese in their solidarity. They are as inseparable as they are insuperable. Their facts parallel each other in the history of this country; they have been intimately associated in the making of that history.

Beginnings of both were small. When, in 1775, Printer Ben Franklin, at the lusty age of sixty-eight years, brought into the Continental Congress the plan for a union of the British colonies in America, the population of the country that was to become the United States was less than 3,500,000; the people were served by 37 newspapers. The hiss of steam had hardly begun to revolutionize industry. Hand-power worked the printing-press. Within twenty-five years the growth of parties in politics had swelled the number of the newspapers and increased their force for good or ill, and ten years later there were 359 of them.

From that day until this the printing-press has responded to all the impulses of progress; progress has been directly and indirectly promoted by the printing-press.

With the population seventeen times as large now as in 1800, we have sixty times as many newspapers. In 1810 they were 359 in number; in 1908 they numbered 20,285.

The increase in the number of newspapers is indicated in the following table:

Year.	Number.
1775.....	37
1810.....	359
1828.....	852
1835.....	1,258
1840.....	1,404
1850.....	2,302
1870.....	5,871
1908.....	20,285

The figures for 1908 deal only with the dailies, tri-weeklies, semi-weeklies and weeklies. Including fortnightly, semi-monthly, monthly, bi-monthly and quarterly publications, the total was 23,726.

The swelling in number between 1775 and 1810 from 37 to 359 reflects the activity in party politics which developed after the Revolutionary War. Between 1828 and 1835 the number increased from 852 to 1,258.

The first steam railroad rail was laid in 1828 and in 1830 there were but 23 miles of railroad in operation. By 1850 this mileage had increased to 9,021 and the number of newspapers to 2,302. In the meantime, in 1844, the electric telegraph had gotten into action in this

**You Can Reach The Farmer to Best Advantage Through**

the columns of a paper which holds readers because of its value. There are over 78,000 people who read the **Tribune Farmer** every week because it carries articles by best known authorities on topics that are of vital interest and inestimable worth.

**The Tribune Farmer**

therefore offers exceptional value to the agricultural advertiser who appreciates the advantages of reaching the kind of farmers who are not mere tillers of the soil, but who want and have the means to pay for whatever makes for improved methods of farming, individual comfort, or common necessity.

**The Tribune Farmer**  
154 Nassau Street, New York

Western Representatives, PAYNE & YOUNG, Marquette Building, Chicago

country and between 1840 and 1850 the number of newspapers increased by 898.

**HALF A BILLION INVESTED IN PRINTING.**

But newspapers are only a part manifestation of the development in the art of printing. One must not overlook other of its ramifications. The printing industry in this country represents today nearly half a billion dollars of invested capital, employing a quarter of a million men receiving \$125,000,000 pay and producing to the value of about \$600,000,000. The recent advance in the publishing business is indicated by the figures for capital, wage-earners and value of products in 1890, 1900 and 1905.

**PRINTING AND PUBLISHING, NEWSPAPERS AND PERIODICALS.**

	1890.	1900.	1905.
Capital ..	\$126,269,885	\$192,443,708	\$239,518,524
Wage-earners	85,975	94,604	96,868
Products	179,859,750	222,983,569	309,327,606

Another phase of the printing industry is shown in the figures comparing in 1890, 1900 and 1905 the capital invested, the number of wage-earners and the value of products in book and job printing.

**PRINTING AND PUBLISHING, BOOK AND JOB.**

	1890.	1900.	1905.
Capital ..	\$67,301,355	\$97,758,968	\$142,015,638
Wage-earners	50,399	67,610	87,746
Products	93,909,432	121,798,476	182,611,720

These two phases, representing in 1905 a capital invested of \$380,000,000, wage-earners numbering 184,000 and products valued at \$492,000,000, do not include lithographing and engraving, photo-lithographing and photo-engraving and music publishing.

In all its branches the printing and publishing business in 1905 had a total capital of \$415,000,000, employed an average number of wage-earners of 202,000, who received \$120,000,000 and produced to the value of \$530,000,000.

Directly allied to that industry were the manufacture of engravers' materials, of ink and other printing materials, typefoundry, stereotyping and electrotyping, representing an aggregate capital of \$22,016,199, paying \$7,296,587 to 11,163 wage-earners and producing to the value of \$25,779,738.

Trying to bear in mind these figures, can anybody question the close interrelation of printing and American progress? Can anybody doubt that the art of printing is working out in America in the twentieth century its destiny as a torch-bearer of civilization marked for it when Gutenberg and Faust lifted it, though never so crudely, less than five hundred years ago?

In conclusion Mr. Edmonds quoted statistics to illustrate the expansion of America's material greatness, and said that in the future, as in the past, the press would be the mightiest power in making and molding the country.

**BEAUTY DOCTOR'S SUICIDE.**

**After Quarrel with a Contractor J. H. Woodbury Shoots Himself.**

John H. Woodbury, dermatologist, whose neckless head was among the best-known trademarks in American advertising, shot himself twice at the Sea Cliff Hotel, Coney Island, on Monday, and died in a few minutes. His business associates say the suicidal impulse was probably due to a quarrel with a builder who had repaired Mr. Woodbury's house.

Mr. Woodbury thought the bill excessive, and had a quarrel with the contractor, who sued him for slander. It is estimated that the Woodbury estate amounts to \$500,000.

**DOINGS IN TEXAS.**

**Many Newspaper Men in Attendance at the Legislature's Sessions.**

Austin, Jan. 18.

(Special to THE EDITOR AND PUBLISHER.) A. M. Kennedy, late editor of the Waco Star, has been elected Speaker of the Texas House of Representatives, in which he is serving his sixth term.

Senator Tom W. Perkins, who is publisher of the McKinney Courier-Gazette and ex-president of the Texas Press Association, and Senator E. G. Senter, formerly prominent newspaper man, but now practicing law, have introduced a bill to amend the anti-pass law enacted by the Texas Legislature in 1907, so as to declare affirmatively that nothing in the act shall be construed as prohibiting railroads to contract to pay newspapers in mileage tickets for advertising space.

The newspapers have never conceded that the anti-pass law vitiated the right of contract, but the railroads have not been willing to put the matter to test, although desirous of dealing with newspapers as heretofore. It is believed that the Perkins-Senter bill will pass.

The fact that the Thirty-first Legislature is to deal with the prohibition question is responsible for the presence of an unusually large number of working newspaper men. The corps is as follows:

Tom Finty, Jr., W. M. Thornton, W. G. Sterrett, C. Du Bose, Galveston-Dallas News.

G. Waverly Briggs, Austin Cunningham, Lloyd Lochridge, W. D. Hornaday, San Antonio Express.

L. A. Petit, John Gould, R. E. L. Giles, Houston Post and Ft. Worth Record.

C. B. Gillespie, Houston Chronicle. W. P. Hobby, Beaumont Enterprise. Glenn Pricer, J. L. S. Travis, Austin Tribune.

D. C. McCaleb, Frank G. Hobart, Fort Worth Star-Telegram.

Asher G. Smoot, J. A. Fernandez, Charles G. Norten, J. A. Nicholson, John Johnson, H. B. Yelvington, Austin Statesman.

**Foster Defies Probers.**

George W. Foster, of the Securities Advertising Agency, New York, was questioned about city advertising contracts by the Cassidy committee Thursday. He refused to show his office records to the committee. No action to compel him to do so had been taken at the time of going to press.

The Pacific Coast Circulation Company, managed by Mead & Coe, has arranged to conduct a contest for the Chattanooga News.

A.A.A. Certificate No. 563

**ASBURY PARK PRESS**

Evening and Sunday Editions

**LEADING NEWSPAPER OF THE NEW JERSEY COAST**

It's a home circulation and it's the home circulation that sells the goods

Eastern Representative  
**JAMES O'FLAHERTY, Jr.**  
22 N. William St., New York

Western Representative  
**ROBERT MACQUOID**  
Boyce Building, Chicago, Illinois

**This IS the Paper that made San Antonio**

**A One Paper Town**



Sworn Circulation 8,500 and The Biggest in Town At That

Always on the Job for the Advertiser

**BECKWITH**  
CHICAGO  
Tribune Building  
NEW YORK  
Tribune Building

# THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York. TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, JANUARY 23, 1909.

## A DESIRABLE SUBSCRIBER.

He who pays for a newspaper but does not read it is no more desirable than he who reads a newspaper but fails to pay for it. The desirable subscriber is one who both pays for his paper and reads it.

## NEEDED AMENDMENT TO THE FEDERAL RATE LAW.

It is high time that the Federal railroad rate law were so amended as to leave no room for silly misconstruction of the anti-pass provision at the expense of newspaper and magazine publishers, who accept transportation in exchange for advertising. A bill introduced into the House of Representatives by Mr. Hayes of California provides that nothing in the law "shall be construed to prohibit the interchange by carriers and publishers of newspapers and periodicals of transportation for advertising and printing when based upon the lawfully advertised schedule rates of both carriers and publishers as a basis for such exchange."

When the bill first went into effect it was construed by the Interstate Commerce Commission to forbid the exchange of transportation for advertising space. In vain did publishers argue that such an exchange is a strictly business transaction binding the parties to nothing beyond an honorable observance of the compact. There was no thought of further obligation. The publisher and the railroad company agreed to go back to the primitive form of commerce-barter.

But officials charged with the execution of the law could not or would not see a difference between a pass given to a publisher in payment for advertising and one given to a grafting legislator as a bribe. The Hayes amendment will probably be opposed by every Congressman who "has it in for" some newspaper. But it ought to pass, and newspapers generally should demand its passage.

## LET THE REPORTERS STAY.

Venturing no judgment on the questions of law and of fact raised by Mrs. Ella Rowles Reader's butcher, who sued her in a minor New York court for a bill last week, we may commend the defendant's attitude on the question of publicity. The plaintiff's lawyer objected to the presence of reporters in the court room, and Mrs. Reader answered that if the case

were to be published at all, she preferred that the reporters should get their information at first hand. This is so obviously the correct view that the matter would call for no discussion were it not that many litigants and lawyers take a different view.

They appear to forget that a court of justice is maintained at the public expense; that citizens who pay the bills have a distinct right to know how the courts do business, and that if newspapers do not furnish this information it cannot be obtained by the public in general. It is true that there are trials in which the evidence is of such a nature that the judge orders the court room to be cleared, not only of reporters, but of pretty much everybody else. But litigation over a butcher's bill would scarcely fall into this class.

Publicity for all judicial proceedings should be the rule, even though it work hardship to an over-modest litigant now and then. No star chamber proceedings under our flag! Let the reporters stay in the court room.

The resolution of the merchant tailors of Philadelphia and Chicago to advertise is significant of a change that is coming over even the most conservative of individuals and professions. We need not despair of seeing the day when even the adamant code of medical ethics will yield to common sense, and physicians of the highest reputation and skill will advertise.

C. A. Smith, editor of the Dyersville (Ia.) Commercial, has been elected president of a bank. Is it not about time to call in that old joke about the indigency of newspaper men in general, and country editors in particular?

Foreign correspondents are excluded from the Turkish Parliament, and the Britishers who cover Constantinople grumble. It seems necessary to remind them that another Parliament, sitting on the bank of the Thames, has ignored the petition of the Foreign Press Association for opportunity to report its proceedings. Mayhap the turbaned Turk has an equivalent to the English adage, "It's a poor rule that won't work both ways."

Dr. Albert Shaw, editor of the Review of Reviews, has been elected a vice-president of the American Forestry Association.

## PRaises FROM FRIENDS.

They Would Not Miss a Single Issue of "The Editor and Publisher."

THE EDITOR AND PUBLISHER thanks its friends who say kind words of it and to it. Any publication may be proud to receive such letters as those following from its subscribers:

I failed to receive a copy of THE EDITOR AND PUBLISHER last week, Jan. 9th.

I consider THE EDITOR AND PUBLISHER one of the best trade publications and do not like to miss any issues. Will you not send me last week's issue?

FRANK HICKS,  
Circulation Manager,  
Binghamton Republican.

Enclosed find my check for subscription. I would not think of doing without your good paper; it is worth ten times its cost to me every year. I do not understand how any live newspaper publisher does business without reading trade journals, and especially THE EDITOR AND PUBLISHER.

H. B. VARNER,  
Editor and Proprietor  
Lexington (N. C.) Dispatch.

Enclosed please find check for \$1.00 renewing my subscription to THE EDITOR AND PUBLISHER AND JOURNALIST—the best dollar's worth I know of.

FRANKLIN P. ALCORN,  
Newspaper representative,  
New York.

We are herewith enclosing our check for subscription to your publication for another year. We desire to take advantage of the occasion to say that we appreciate THE EDITOR AND PUBLISHER very highly. It is the only weekly publication published for the newspaper and advertising fraternity that is well printed and edited. The paper is a beauty, and we cannot see how a publisher could be without it now if you asked double the price.

The Jackson (Mich.)  
Patriot Company,  
MILO W. WHITTAKER, mgr.

Surely a publication of which such men say such things is worth subscribing for. And the price is only one dollar a year.

## NOTICES AND IMPRESSIONS.

To introduce its Sunday edition in towns where it has no agents, the Topeka Capital offers five papers to anybody who will agree to sell them and put the money into a stock of Capitals the following week.

Across the top of one of its pages the Birmingham (Ala.) Ledger spreads this dictum in big type: "Newspaper advertising is elemental; other kinds are supplemental in building up a business."

The Kansas City Journal offers to advertisers the free services of an advisory board, which prepares copy and plans campaigns with special reference to the needs and tastes of the Journal's readers.

Dr. Louis Klopsch has proposed to raise \$1,000 a day for at least thirty days for the earthquake victims if the Queen of Italy would personally direct the distribution of the money. Through the Italian embassy in Washington she has consented to do so.

The Sioux Falls (S. D.) Argus Leader has adopted as a trademark a picture of a cataract with the motto "Sioux Falls to the Front."

The affairs of the New York Call, a socialistic evening paper, were reported in full by Otto Wegener, the business manager, at the last meeting of the Workingmen's Co-operative

Association, which owns the paper. The report will be printed in circular form for distribution among socialist organizations.

Creditors have filed a petition to have the Times Publishing Company of Oxford, Pa., declared an involuntary bankrupt. The creditors and their claims are: Morris W. Dickinson, \$14; Louis H. Hetchler and R. A. Anderson, trading as the Oxford News, \$1,321.40; Ferris K. Kimble, \$29. In an answer to the petition the Times Publishing Company admitted its insolvency, and was therefore adjudged a bankrupt. George M. Rupert was appointed referee.

The management of the Patriot, Jackson, Mich., states that the average circulation for the last six months of 1908 was, daily, 8,380; Sunday, 9,567.

Advertising bills due the Chester (Pa.) Times are payable, the publishers say, only on condition that the circulation figures announced are correct. The Times says that its daily average for November was 7,749.

The Memphis Commercial Appeal of last Sunday consisted of fifty-two pages. A large part of the space was filled with well-displayed local advertisements.

In the middle of a page of want ads the Galveston News displays this shining nugget of wisdom: "The reasoning of the merchant who thinks everybody knows about his goods because he does, is on a par with the reasoning of the ostrich which sticks its head in the sand and thinks that because it cannot see that it cannot be seen."

Judging from the looks of the New Orleans Item's advertising pages, the attempt to boycott the paper on the ground of its opposition to the liquor and gambling interests is a distinct failure.

The Cincinnati Times-Star keeps this promise standing at the head of its editorial page: "Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Times-Star will be gladly corrected if brought to the attention of the editor."

## Employing Printers' League.

Slightly varying the language of the preamble to the constitution of the United States, Charles Francis thus states the purposes of the Printers' League of America:

"To establish justice in the workshop; insure domestic tranquillity in their community; provide for the common defense against unfair dealings; promote the general welfare of all members of the craft, and secure the blessings of liberty in the business sphere of life against compulsion of any kind."

The League held a meeting January 15 at the Westminster Hotel, New York, and disposed of various routine matters.

## Copyright Bill in Doubt.

It is doubtful whether Congress at the present session will do anything important in the way of copyright legislation, although calls for committee and sub-committee meetings are frequent. The minority of the sub-committee are preparing a bill, but it is scarcely expected that the full sub-committee will accept it.



**PERSONAL**

Thomas J. Mulkern, retiring president of Newsboys' Union 9,077 of Boston, was presented with a silver loving cup by his companions when he quit office.

W. Y. Morgan, editor of the Hutchinson (Kan.) News, and T. B. Murdock, editor of the Eldorado Republican, were staying at the Copeland Hotel, Topeka, when it was burned last week, and barely escaped with their lives.

G. M. Kumlner, editor of the Lewisburg (O.) Leader, was badly burned about the hands and face a few days ago by an explosion of acetylene gas in his office. His spectacles saved his eyes.

John Mitchell, Jr., editor of the Richmond (Va.) Planet, a paper published by and for negroes, has bought St. Paul's Church Home for the Aged in that city. The property is no longer used for charitable purposes, and the editor says he will hold it for investment.

Adrian P. Jordan, editor of the Punta Gorda (Fla.) Herald, has been appointed pure food commissioner.

John Evans, a former well known Des Moines newspaper man, who left the local field for Washington two months ago, will be forced to give up his work there on account of failing health. It is expected that he will resign in a few weeks and return to Des Moines, where he will rest for some time.

Jacob L. Brunnell, editor of the Newton (N. J.) Herald, announces his engagement to Miss Estelle Clark, who has been his stenographer for several years.

George B. Frease, editor of the Canton (O.) Repository, was in New York a few days ago for a short visit.

Vu Kyuin Wellington Koo, the new editor of the Daily Spectator at Columbia, is a native of China, and is conspicuous among his American-born fellow students for the purity of his spoken and written English.

John Cundiff, editor of the Sedalia (Mo.) Capital, has been appointed as clerk in the capitol at Jefferson City.

Chicago newspaper artists attended the opening performance of "The Newlyweds and Their Baby" and welcomed George McManus, whose drawings are the basis of the production, a few afternoons ago, at the Auditorium Theatre.

Joseph Smith, editor of the Boston Traveller, presented a gavel to James S. Sherman, Vice-President-elect, at a dinner of the New York Transportation Club last week.

Horace White, formerly editor of the Chicago Tribune and later of the New York Evening Post, spoke on Abraham Lincoln at a late meeting of the Athenaeum, a literary club in Summit, N. J.

L. A. Chandler is a candidate for mayor of Mayfield, Ky., where he edits the Mirror.

Louis Landman, lately editor of the Central Record in Lancaster, Ky., has received from the Women's Christian Temperance Union of that place a gold watch fob, and from the Ladies' Aid Society of the Baptist Church a

handsome leather travelling case as tokens of appreciation of services to these organizations during his fourteen years' connection with the Lancaster newspapers.

Dr. Wei-Ching W. Yen, editor of the Nam Fang Pao of Shanghai, was a speaker at the China dinner at the Hotel Astor, New York, January 13.

Thomas F. Mannix, president of the Plattsburg (N. Y.) Sentinel Publishing Company, is under treatment at the Albany Hospital for stomach and bowel trouble.

Edward Childs Carpenter, author of "The Barber of New Orleans," a new play, is a member of the Philadelphia Inquirer's staff.

A. D. Noyes, financial editor of the New York Evening Post, was a recent speaker at the seminary of economics at Harvard. He discussed the causes of the panic of 1907.

Joseph A. Homan, the oldest newspaper man in Augusta, Me., has just celebrated his ninety-third birthday. He says he can read ordinary print without glasses, but he complains that the press-work is not as good as it used to be.

C. E. Lambertson, of the Indianapolis Star, was in New York this week calling on the general advertisers.

Ed. Flicker, advertising manager of the Cincinnati Enquirer, was in New York this week in the interest of that paper.

Charles E. Dent, business manager of the Tulsa (Okla.) World, is in New York, and will call on the general advertisers in the East. The World under Mr. Dent's management has made remarkable progress, and now has a circulation of over 5,000.

Tams Bixby, publisher of the St. Paul Pioneer Press, was in New York this week on business connected with that paper.

F. S. Baker, advertising manager of the Cleveland Plain Dealer, was in New York last week.

George H. Gordon, rewrite man on the Boston American, contributed to that paper a few days ago a remarkable study of Abbott Lawrence Lowell, the new president of Harvard, whom he compares in an original way with President Eliot.

**What It Really Proved.**

A contemporary cites the case of a reporter whom a police court judge in New York attempted unsuccessfully to bribe as evidence that no reporter can be bribed. We should say that it proved nothing more than the laudable desire of a reporter to get full value out of a very important story to which he was assigned. Reporters are human beings. Some of them can resist temptation; others can't.—*Boston Journal.*

**An Eventful Year.**

For the Springfield (Ill.) News 1908 was a remarkable year. In it the paper took possession of a new building especially erected for it, installed a new three-deck press, and re-equipped its plant throughout. Although 1908 was a bad year for business, the Springfield News gained 37,279 inches of advertising over 1907. Charles H. May is publisher of the paper, A. D. Mackie is manager, and O. P. Bassett, editor.

**SPLIT IN PRESS CLUB.**

**Daily Paper Men in Chicago Resign and Flock by Themselves.**

Headed by Richard Henry Little, war correspondent of the Chicago Daily News, a number of daily paper men have resigned from the Chicago Press Club and proclaimed their intention of starting an organization composed exclusively of workers on dailies. Dissatisfaction with the prominence in the club of men not regarded as active newspaper workers is understood to have caused the secession.

Mr. Little announces, according to the Chicago Tribune, that he has already secured the co-operation of more than 100 newspaper men in the new movement, and ample assurance of adequate financial support. He said that only four of the daily newspaper men of the Press Club had failed thus far to indorse the movement for a new organization.

Mr. Little's resignation was accompanied by those of A. S. Henning, a director; Hugh F. Miller, Garnett C. Eubank, Walter D. Moody, R. W. Emerson, E. L. Sheekler, J. F. Pendleton, Theodore A. Kolb, John Glenroy De Long, and Archibald McPaul.

**UNITED PRESS BULLETINS**

On Sunday the New York bureau will be moved from its old quarters in the Park Row Building to its new location on the third floor of the World Building, where greatly enlarged quarters have been obtained.

John E. Nevins is in charge of the Cooper trial at Nashville for the U. P.

Ray L. Hall, formerly of the New York office of the U. P., has been made manager of the Southwestern Bureau, at St. Louis, succeeding Frank W. Spencer, who recently resigned to accept an important position with the St. Louis Star.

Fred S. Ferguson has been transferred from the Cleveland bureau to the Chicago bureau, being succeeded at Cleveland by Harry J. Thomas, formerly of the Indianapolis Star.

The Paris bureau of the United Press has been reinforced by the addition of Phil G. Simms, formerly city editor of the Cincinnati Post.

O. H. Jennings, formerly news editor of the Detroit News, has joined the New York staff of the United Press.

**Daily News Service Illustrated**

News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clait Times Star, Detroit Free Press, etc. TRIAL FREE.

GEORGE GRANTHAM BAIN  
32 Union Sq., E., New York City

**THE INTERNATIONAL SYNDICATE**  
Established 1890.

**Features for Newspapers**  
BALTIMORE, MD.

**WILBERDING**

Newspaper Representative  
225 FIFTH AVE. NEW YORK

**THE LOVEJOY CO.,** Established 1853.  
**ELECTROTYPERS**

and Manufacturers of Electrotype Machinery.  
444-446 Pearl Street NEW YORK

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**COMPETENT EDITOR,**

good writer and desk man, trustworthy and widely informed, is open to engagement. Paper in or near New York preferred. Would consider trade paper proposition. "LEON," care of THE EDITOR AND PUBLISHER.

**SUCCESSFUL WRITER**

of advertisements, booklets, follow-ups, etc. Could take good care of one or two more clients. Would like to hear from a live agency. "LONG PRIMER," care of THE EDITOR AND PUBLISHER.

**MAN WHO KNOWS**

the country well, and can handle men, seeks engagement with circulation department of large daily. Can prove ability. "C. L. J.," care of THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**YOUNG MAN.**

of good character and education with some newspaper experience to assist in the editorial department of a class publication in New York City. Salary to start, \$15 per week. In replying state age, where educated, and what experience you have had. Address, Assistant, c/o THE EDITOR AND PUBLISHER.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**NEW YORK.**

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

**WISCONSIN.**

**THE EVENING WISCONSIN,**  
Milwaukee.  
By the Evening Wisconsin Company.  
Daily average for 1907, 28,082.

**WASHINGTON.**

**SEATTLE TIMES, Seattle, Wash.**  
Brings best results for the money expended of any other paper on the Pacific Coast.  
Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

**MISCELLANEOUS.**

**NEWS—FIFTY WORDS GENERAL**  
news wired evening papers daily, \$4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington street, Chicago.

**COMICS, NEWS FEATURES, FICTION**

Why Not Build Up Your Saturday Afternoon Circulation?

Features in matrices, plate or copy form at prices in conformity with conditions.

WRITE US

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

**WASHINGTON AND LINCOLN PORTRAITS**

Reproduced by the wonderful photo-gravure process for newspaper distribution. No such work ever offered before for so low a price. Samples and particulars.

STEWART PUBLISHING CO.,  
5 Beekman St., New York.

# THE ADVERTISING WORLD.

## TIPS FOR ADVERTISING MANAGERS.

W. E. Steinbach & Co., 256 Broadway, New York, are placing orders in New Jersey and Ohio papers for a new rheumatism cure through the Morse International Agency, West Thirty-fourth street, New York.

The Hampton Advertising Company, 7 West Twenty-second street, New York, sends out special copy for the advertising of the American Tobacco Company.

John I. Brown & Son, Boston, are sending out readers through the Morse International Agency, West Thirty-fourth street, New York, to advertise Brown's Bronchial Troches.

Dauchy & Co., Murray street, New York, give orders to the smaller city dailies for the Davis & Lawrence Company, Perry Davis' Pain Killer, New York.

Rudolph Guenther, 108 Fulton street, New York, places orders generally for the Dr. Bromley advertising.

The Ben Leven Advertising Company, Chicago, makes contracts for 550 lines three times for the advertising of James Pepper & Company, Lexington, Ky.

Calkins & Holden, East Twenty-third street, New York, are placing 1,326 lines for the advertising of the Cosmopolitan Magazine.

Cluett, Peabody & Co., Chicago, send some special copy through Calkins & Holden, East Twenty-third street, New York.

William H. Stewart, of the World's Dispensary Medical Association, Buffalo, is in New York this week. He is at the Hotel Earlington, and is making contracts with the different special agents.

The Ben Leven Advertising Company, Chicago, is placing the advertising of Felix Kahn & Co., Tailors, Chicago, in magazines and mail order papers. This agency is also preparing an extensive list of mail order for the advertising of the Hartman Furniture & Carpet Company.

Andrews & Coupe, 135 William street, New York, will place the advertising of the Southern Cotton Oil Company, New York, which makes Snowdrift Hogless Lard, and are asking for rates in Southern papers.

Andrew Cone, Tribune Building, New York, handles some financial advertising for O. F. Jonasson & Co., 54 Broad street, New York.

The Dorland Agency, Atlantic City, N. J., is making 8,000 line contracts for the advertising of hotels at that resort.

E. N. Erickson, Park Row Building, New York, is placing orders for the advertising of Allcock's Porous Plasters.

The Charles H. Fuller Agency, Chicago, sends out 2,000 line contracts in western papers for the advertising of the Salubrin Laboratory, Cincinnati. This agency is also using Sunday papers for the advertising of C. C. Shoemaker, publisher of Shoemaker's Poultry Book, Freeport, Ill.

The National Advertising Company, Denver, is using Southwestern Sunday papers for the advertising of the Sir John Hygienic Company.

The Pepsin Syrup Company, Monticello, Ill., is making renewal contracts for the advertising of Dr. Caldwell's Syrup Pepsin, made in that city.

The Richmond Agency, Richmond, Va., is making 5,000 line contracts in the South and Southwest for the Southern Manufacturing Company's Good Luck Baking Powder, Richmond.

J. P. Storm, 20 Vesey street, New York, is asking for rates in Canadian papers.

Orders for the following accounts for mail order and magazine publications are sent out by the Ben Leven Advertising Company: Chicago Mail Order Millinery Company; L. M. Stumer Company, Automatic Printing Press Company, Charles Emerich & Company; Chicago Ferro Type Company, Decatur Lace Company, Puritan Machine Company, Detroit, and Eureka Skirt Marker Company, Grand Rapids.

### Book-Keeper's New Agent.

H. Clarence Fisher has been appointed eastern manager of the Business Men's Publishing Company of Detroit, which issues the Book-Keeper, with offices at 1170 Broadway, New York.

### Newspaper Woman Shot.

Mrs. Beulah Hartman, aged twenty-five years, Chicago newspaper woman, was instantly killed last week by the accidental discharge of a rifle she was carrying across a room in Aztec, New Mexico.

### No Free Lances Need Apply.

We have employed a well-known agricultural writer to devote all his time to our paper. We feel, therefore, that we cannot stand the expense of additional contributions.—*Journal of Agriculture, St. Louis.*

### Our Weekly Reports

have been the means of saving our members thousands of dollars. We can do the same for you. Write for particulars.

Our collection department brings you very good results. Representatives everywhere.

### Publishers Commercial Agency

200 Broadway New York

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>TEXAS.</b>	
ADVERTISER .....	Montgomery	CHRONICLE .....	Houston
ITEM .....	Mobile	RECORD .....	Fort Worth
		LIGHT .....	San Antonio
<b>CALIFORNIA.</b>		<b>WASHINGTON.</b>	
BULLETIN .....	San Francisco	TIMES .....	Seattle
EXAMINER .....	San Francisco		
<b>CONNECTICUT.</b>		<b>WEST VIRGINIA.</b>	
TELEGRAPH .....	New London	GAZETTE .....	Charleston
<b>FLORIDA.</b>		<b>WISCONSIN.</b>	
METROPOLIS .....	Jacksonville	EVENING WISCONSIN .....	Milwaukee
<b>GEORGIA.</b>		<b>TAILORS TO ADVERTISE.</b>	
CHRONICLE .....	Augusta	Will Try to Get Business from Dealers in Ready Made Clothing.	
<b>ILLINOIS.</b>		The Merchant Tailors' Exchange of Philadelphia has mapped out a campaign of educational advertising to offset, as far as may be, the effect of persistent publicity by dealers in ready made garments. The exchange includes thirty-six firms.	
HERALD .....	Joliet	None of them will be mentioned by name in the advertisements, which will be general in character, dwelling upon the superior fit, styles and wearing quality of made-to-order clothes. A fund of \$10,000 is being raised to carry on the campaign. E. H. Peterson, of 1119 Walnut street, is president of the exchange. W. S. Jones, of 1116 Walnut street, a newly-elected vice-president, is enthusiastic over the new plan for increasing business.	
JOURNAL .....	Peoria	This Want Pulled Hard.	
<b>IOWA.</b>		At the ninety-eighth dinner of the New York Sphinx Club at the Waldorf-Astoria, January 14, Claude C. Hopkins, head of Lord & Thomas' copy department, told of a man who had been saved from starvation by the right kind of a want ad:	
CAPITAL .....	Des Moines	"This man" said the speaker, "found himself stranded in New York with only \$5 between himself and starvation. He advertised for work, describing himself as thirty-one, honest, and with good references. There were 700 advertisements of a similar nature in the paper, and he got no work.	
<b>KANSAS.</b>		"Then he further impaired his capital by putting in another advertisement, which read: 'Is there work on God's green earth for an honest man who must have it?' This man had the choice of sixty jobs the next day, and he is to-day a wealthy and influential resident of New York. Incidentally, he is a member of this party to-night."	
CAPITAL .....	Topeka	Lord & Thomas, New York, will shortly start a campaign in that city for the Van Camp Packing Company, Van Camp's Milk, Indianapolis, Ind.	
GLOBE .....	Atchison		
<b>LOUISIANA.</b>			
ITEM .....	New Orleans		
STATES .....	New Orleans		
<b>MASSACHUSETTS.</b>			
TIMES .....	Gloucester		
LYNN EVENING NEWS .....	Lynn		
<b>NEW JERSEY.</b>			
PRESS .....	Asbury Park		
JOURNAL .....	Elizabeth		
<b>NEW YORK.</b>			
TIMES-UNION .....	Albany		
BUFFALO EVENING NEWS .....	Buffalo		
NEWBURGH DAILY NEWS .....	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) .....	New York		
RECORD .....	Troy		
<b>NORTH CAROLINA.</b>			
NEWS .....	Charlotte		
<b>OKLAHOMA.</b>			
OKLAHOMAN .....	Oklahoma City		
<b>OHIO.</b>			
REGISTER .....	Sandusky		
<b>PENNSYLVANIA.</b>			
TRIBUNE .....	Altoona		
TIMES .....	Chester		
MORNING DISPATCH .....	Erie		
HERALD .....	New Castle		
BULLETIN .....	Philadelphia		
GERMAN GAZETTE .....	Philadelphia		
DISPATCH .....	Pittsburg		
PRESS .....	Pittsburg		
TIMES-LEADER .....	Wilkes-Barre		
<b>TENNESSEE.</b>			
NEWS-SCIMITAR .....	Memphis		
BANNER .....	Nashville		

**NEWSPAPER PLANT FOR SALE CHEAP**

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans Item offers for sale one Scott 3-deck, straight line, printing press, with extra color deck, complete with stereotype machinery blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horse-power electric motors, and, if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color section on Sunday, and is for sale only because of necessity for larger mechanical facilities by the Item. Special bargain offered in order to save storing it in New Orleans. Address Frederick L. Thompson, 225 Fifth Ave., New York, N. Y., or James M. Thomson, c/o The New Orleans Item, New Orleans, La.

**Our Weekly Reports**

have been the means of saving our members thousands of dollars. We can do the same for you. Write for particulars.

Our collection department brings you very good results. Representatives everywhere.

**Publishers Commercial Agency**  
200 Broadway New York

**Year's Progress of The Springfield (Mass.) Daily News**

Circulation increase ..... 8 per cent.  
Foreign advertising increase ..... 44 " "  
Want Advertising increase ..... 61 " "

We lead all competitors in the local field. Second to no 2c. afternoon paper in Massachusetts in number of pages, amount of news, quality of output, standing and prestige.

**CHANGES IN INTEREST.**

J. W. Williams, of the Blossom (Tex.) Bee, whose plant was lately burned, has sold the subscription list and good will of the Bee to Joseph T. Green, lately of the Ravia (Okla.) Herald, who will publish a new paper in Blossom.

E. L. Bailey, for several years part owner and publisher of the Marshfield (Wis.) Times, has sold out his interest to A. L. MacFarlane, a capitalist. In the future it will be run by MacFarlane & Williams.

Canadian Pacific Railroad interests have bought the Winnipeg Tribune. According to a report, the consideration is \$47,000. R. L. Richardson, owner and manager, will retain the building and editorship of the Weekly Tribune, while the new management will increase and improve the plant with the intention of bringing out a morning as well as an evening edition.

James W. Brackett, of Phillips, Me., member of the Fish and Game Commission, has bought the subscription lists and good will of the Maine Sportsman of Bangor, from Herbert W. Rowe. The Sportsman will be merged with Mr. Brackett's other paper, the Maine Woods. Mr. Rowe will continue his connection with the paper. He is eastern Maine correspondent of the Boston Herald.

J. B. Brasher, publisher of the Madisonville (Ky.) Journal, has bought the plant of the Glenn Printing Company.

Judge C. C. Givens has sold his interest in the Madisonville (Ky.) Hustler to J. E. Fawcett and Otto Fowler.

George F. Roble has exchanged the Cedar Falls (Ia.) Gazette with J. J. Dobbyn for stock in the Caslon Printing Company of Des Moines.

The Greenville (S. C.) Daily Piedmont, an afternoon paper, has been leased by G. M. Moore to a syndicate headed by J. R. McGhee, advertising manager of the Greenville News.

L. C. Mayhill has sold the Osceola (Ark.) Press to A. T. Benton, of Osceola, and Mrs. Mattie Ellis, of Memphis. Mr. Mayhill will retire from journalism after twenty years in the service.

**OBITUARY.**

William E. Lathrop, for many years in the wholesale paper trade, died at the Mansion House, 146 Hicks street, Brooklyn, January 13, from heart disease. Mr. Lathrop was born at Auburn, N. Y., sixty-nine years ago. He came to New York City forty years ago and entered the paper business. Ten years later he was married. He leaves a wife and three sisters.

Charles H. Mullin, a well-known paper manufacturer of Mount Holly Springs, Pa., and a Republican leader, died at his home January 14 of heart failure. He was seventy-five years old, and is survived by five daughters. Colonel Mullin was a bosom friend of the late Senator M. S. Quay, and one of the most astute politicians his section has ever produced.

Arthur William A. Beckett, for many years a leading writer for Punch, died in London January 14, aged sixty-four years. From 1868 to 1870 he edited the Britannia Magazine, and he reported the Franco-German war for

the London Standard and the Globe. Aside from his connection with Punch, which lasted from 1874 to 1902, Mr. Beckett is best known for his "Comic History of England" and his "Comic Blackstone." He was the author of many novels and plays and held many honorary offices. He was editor of the Sunday Times from 1891-95; editor of the Naval and Military Magazine in 1896, and of John Bull in 1902-1903.

Samuel S. Crocker, said to have been the oldest paper manufacturer in Massachusetts, died January 14 at his home in Leominster, aged 95 years. He had been in the paper business since he was sixteen years old. In 1870 he and his son, Clifton A. Crocker, founded the Crocker Manufacturing Company, whose plant was taken over by the American Writing Paper Company.

Dominick Sheridan died of tuberculosis January 9, in Springfield, Ill., aged forty years. He was a correspondent for the Record-Herald and other Chicago papers in Ireland, Japan and China. He contracted tuberculosis in the last named country.

Eugene Daverdin, editor of L'Abaille (the Bee), a French paper in New Orleans, died last week. He was a bachelor, 45 years old, and had no relatives in this country. He joined the staff of L'Abaille as a translator in 1884.

**"Long George" is Dead.**

Reporters who cover Brooklyn for the Manhattan dailies learned with sorrow that "Long George" Garrahy died last Sunday in St. Peter's Hospital. For twenty years Garrahy had carried copy for the newsgatherers across the bridge. "Long George" was born thirty-five years ago. He was 6 feet 2 inches tall. His gentle manners and obliging disposition won for him the good will of the reporters, among whom he had many stanch friends.

**NEW INCORPORATIONS.**

Newspaper Trade Syndicate, New York; to supply editorial news matter; capital, \$7,500. Incorporators: William E. King, 141 East 31st street; Arthur Leslie, 139 East 31st street; Max F. Brooke, 143 Avenue B, all of New York.

Sea Isle City Publishing Company, Sea Isle City, N. J.; printers and publishers; capital, \$12,500. Incorporators: Charles H. Clouting, J. P. Delaney, Frank W. Fowkes, Jacob Wells, James A. Crabtree, Irving Fitch, Charles Petersen, Sea Isle City.

Rochester Photo Press, advertisers and publishers; capital, \$50,000. Directors: R. W. Palmer, O. D. Deed, F. S. Macomber, W. F. Warrall and C. S. Williams.

Anti-Mail Order Journal Company, New York; to publish papers advocating abandonment of dealing with mail order houses; capital, \$1,000. Incorporators: Horace G. Stripes and Frank E. Stripes, 220 Broadway, New York; Lillian L. Steurer, 206 Arlington avenue, Brooklyn.

Parker-Thomas Paper Company, 906 Tribune Building, Chicago; to deal in paper and paper goods; capital, \$15,000. Incorporators: Raymond E. Parker, Henry D. Thomas, Clyde L. Day.

T. G. Miller & Sons Paper Company, Ithaca; to manufacture paper; capital, \$50,000. Incorporators: Thomas G. Miller, Arthur P. Miller, Ernest A. Miller, Ithaca.

Kameraid Publishing Company, New York; to publish bi-monthly in German; capital, \$5,000. Incorporators: Richard Mueller, 4786 Third avenue; Felix Lochleder, 411 West 21st street, both of New York; Andrew Wagner, West Hoboken.

Journal Publishing Company, Gardner, Mass.; general printing and publishing; capital, \$10,000. President, Willis E. Hart; treasurer, Patrick H. Murry; clerk, Owen A. Hoban, all of Gardner.

Kentucky Farm Publishing Company; capital, \$5,000. Incorporators: J. W. Hampton, Versailles; C. W. Park, C. C. Ousley and L. B. Shropshire, of Louisville; P. M. Sky, Paris.

**NEW PUBLICATIONS.**

The Boys' Club Press is a new weekly in Atlanta, edited and published by members of the Boys' Club. Sam F. Willing is editor-in-chief, Earl Schoen is sporting editor, and Mendal Roum advertising manager. All the work of the composing room is done by boys.

The first issue of the Buk o' Fax, a little magazine, will be sent out January 23 from the Daggett Building, Boston, which stands on the site of the house in which the "Boston tea

**PROFIT IN EVERY PAGE**

There's profit in every page of THE AMERICAN PRINTER. It is a treasury of information, inspiration and education in typography, presswork, design, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.

Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.

The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive.

Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power.

Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.

Send 20 cents today for sample copy. Price per one year \$2.00.

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**POWERS PHOTO ENGRAVING CO.**

154 Nassau St. N.Y. Tel. 4200-4 Bookman

**THE KOHLER SYSTEM**

Send To-day for the List of Users of "THE KOHLER SYSTEM"

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

**Kohler Brothers, 277 Dearborn St., CHICAGO**

LONDON: No. 1 Ludgate Hill, E. C.

NEW YORK: No. 1 Madison Ave.

party" was planned. The Buk o' Fax will be devoted to theatricals, sports, society and gossip.

The Journal is a new evening paper in Lisbon, O. H. D. Frew and W. G. Steel, doing business as the Buckeye Press Publishing Company, are the owners.

Mrs. J. M. De Cottes, well known as editor of the woman's department of the Montgomery Advertiser, has started the Social World in Montgomery.

W. A. W. Moran, formerly of the Manasses (Va.) Journal, is about to start a weekly, to be called the Review, at Warrenton.

The American Society of Equity Tobacco News is the title chosen by Lucien Beckner for a paper he is about to publish in Winchester, Ky.

**Change of Name.**

The Trades League Publishing Company of Dallas (Tex.) has filed an amendment to its charter, changing its name to Southwestern Publishing Company.

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

Established 1878. Every Thursday.

**W. JOHN STONHILL & CO., 28 Shoe Lane, London, E. C.**

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

Annual Subscription (52 Issues), post free, \$3.00.

The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

**SOME TRADE OPINIONS.**

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shnledenwend & Co., Chicago.

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

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

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

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

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

Refer on application to **ALBERT O'DONOGHUE, 817 W. 124th St., New York.**

Send for sample copy.

**THE CHEMICAL ENGRAVING CO.**

9-15 MURRAY ST. NEW YORK.

HIGH GRADE PHOTO ENGRAVING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

TELEPHONES: 1551 & 1552 - CORTLAND

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

**Kohler Brothers, 277 Dearborn St., CHICAGO**

LONDON: No. 1 Ludgate Hill, E. C.

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