

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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CUBA

NEWS LETTER COVERING THE DOINGS OF JOURNALISTS ON THE ISLAND.

La Lucha Has New Machinery From New York and Chicago and May Issue a Daily English Edition—Expert Writers on Aviation and Baseball Organize Clubs—Reporters Tried to Pull Off Bull Fight, but Woman Had Fighters Arrested.

Special to THE EDITOR AND PUBLISHER.

HAVANA, Cuba, March 5.—Anton'o San Miguel, editor and proprietor of La Lucha, who has been absent from Cuba six or eight months, traveling through Spain, the Continent of Europe and the United States, has returned, and will shortly introduce a number of new features in his popular daily. Improved machinery, purchased in New York and Chicago, will be put in and the English page of the paper will probably be replaced by a separate English edition. There are also reports afloat that the offices will be transferred to a new building especially constructed for its accommodation during San Miguel's absence. San Miguel is an intimate friend of Vice-President Zaezas, Pino Guerra and former United States Consul Steinhart, in close touch with Speyers, the administration at Washington and largely interested in the Havana Electric Railway, the Spanish Bank of Havana and Territorial Bank of Cuba, is a member of Cuba's House of Deputies for the Province of Pinar del Rio and exercises quite an influence in Cuba's public affairs. His paper is a power in financial and political circles.

The Havana Post building, on the Prado, is known as newspaper headquarters. Besides the Post, Publisher Bradts' presses print La Manigua (edited by the noted Socialist Ricardo Arnaut), which goes on the street at 10 A. M.; the Diario Espanol, at 3 P. M.; La Prensa, at 8 P. M., and several weeklies of minor importance. Editor Bradts is a hustler and these are prosperous days for the Post shareholders.

It is again rumored that a deal is on whereby all the Isle of Pines papers—the Appeal, Santa Fe Record and News are to be consolidated.

Experts on aviation, baseball reporters and other writers covering local sports are organizing separate clubs, under the patronage of the Associated Press of Cuba, which only admits the editors-in-chief or proprietors of leading dailies to membership.

Manual Maria Coronado, editor and publisher of La Discusion, and Bradts, of the Post, are leading spirits in the Aviation Writers' Association, while Victor Munoz, of El Mundo; Massager, of El Score; Sandrino, of La Lucha; Rafael Conte, of La Prensa, and Perez, of La Discusion, have founded the Baseball Writers' League.

Herbert J. Browne, of Washington, and Wm. A. Varty, editor of the Isle of Pines Appeal, have returned to Nuevo (Continued on page 3.)



JOHN VAVASOUR NOEL

FORMER NEW YORK NEWSPAPER MAN, WHO PUBLISHES A SUCCESSFUL MAGAZINE IN LIMA, THE PERUVIAN CAPITAL.

IN OLD PERU

YANKEE NEWSPAPER MAN RUNS SUCCESSFUL ENGLISH MAGAZINE IN LIMA.

J. V. Noel, Former New York Newspaper Man, Predicts Big Things for His South American Section When Panama Canal Opens—New Tourist Route—Printed Matter Sought in Panama — Progressive Peruvian Government.

A Yankee newspaper man running an English publication in Lima, Peru; right away one thinks of a Yankee at the Court of King Arthur. Furthermore, the Limenians call their town "The City of Kings." They used to so call it before Pizarro went there.

The Yankee newspaper man is John Vavasour Noel. He publishes in Lima the fifty-six page illustrated monthly magazine Peru Today, and circulates it over all the English speaking world. The magazine is in its third year and solidly prosperous.

TRAINING IN LATIN AMERICA.

Mr. Noel arrived in New York last week to buy a linotype machine, type and mailing machines and accessories. He was well remembered by the craft in New York.

Mr. Noel was educated in Italy. He speaks Italian, French, Spanish and German, and so he is easily at home in China or Peru. He began newspaper work in 1895 as Venezuelan correspondent for New York papers. He reported the particular revolution of that year. Later he became chief of the foreign department of the Buffalo Pan-American Exposition press bureau, which brought him in close touch with the Latin-American countries. After the fair he went to the Pan-American Congress in Mexico in 1901 as correspondent for the Publishers' Press and Scripps-McRae League. He wrote a book about that Congress. Peru offered a promising opportunity for an American style magazine that would furnish information to outsiders who are or may become interested in Peru, and he went there.

WHEN PANAMA CANAL OPENS.

Mr. Noel said to a representative of THE EDITOR AND PUBLISHER:

"The Panama Canal will help a big development of the west coast of South America. The route through the canal will be the shortest between New York and Buenos Ayres, and tourists will go that way, sailing almost directly south from New York to Valparaiso, and there they will take the Trans-Andean railway across the continent to the Argentine city; it is a land trip of about two days. Peru is well situated on this main route.

"Even to-day guide books and other pamphlet information is eagerly sought in Panama and southward—and poor stuff it is that is being sold.

FRIENDLY PRESIDENT LEGUIA.

"I have had great encouragement from officials and the people of Peru. President Leguia was formerly general manager for west coast of South America of the New York Life Insurance Co. He speaks English as well as any New Yorker. He is particularly friendly to

A. N. P. A. MEETING.

Annual Convention of Publishers' Association Will Be Held in April.

The annual convention of the American Newspaper Publishers' Association will be held at the Waldorf-Astoria Hotel on Wednesday, Thursday and Friday, April 26, 27 and 28. The joint dinner of the A. N. P. A. and Associated Press, at which President Taft will be the guest of honor, will be held in the grand ball room of the Waldorf-Astoria at 7 p. m., April 27. The dinner committee is composed of Condé Hamlin, chairman; H. L. Bridgman, Adolph S. Ochs, Herman Ridder, ex-officio, Melville E. Stone, Oswald Garrison Villard and Louis Wiley.

As heretofore the attendance will be limited to those exclusively connected with the active working force of a member of either of the associations, and in addition, each member may invite not more than two guests.

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

The York (Pa.) Despatch has been elected to membership in the American Newspaper Publishers' Association.

ADS FILL CHURCHES.

One Day Publicity Campaign Increases Attendance 35 Per Cent.

An advertising campaign of one day in the newspapers increased the attendance at a number of churches of Binghamton, N. Y., last Sunday about thirty-five per cent. All the Protestant churches in the city participated in the scheme.

On Saturday nearly all the merchants by agreement gave up their regular advertising space in the newspapers to the city ministerial association, which filled the papers with display advertising, urging the public to attend church. As a result every church was filled to overflowing last Sunday.

Fire Damages Joliet Herald.

Fire in the Joliet (Ill.) Herald building last Saturday night caused \$10,000 damage. The Herald was forced to use the plant of the Joliet News to get out its Sunday edition.

Frank A. Wood has purchased the Hearne (Tex.) Democrat from A. W. Brademan.

Americans. He is trying to give his country an honest, progressive administration.

CIRCULATION METHODS.

"The public of Latin-American countries are easily educated to modern newspaper methods, but little effort has as yet been made to create a new and big reading public. There has been very little development of the circulation departments; these Latin-Americans do not send out solicitors, nor do they give prizes nor carry on contests, etc. I look to see some of these new methods used in the future. And, as the South American countries develop industrially, the publishing business will offer great opportunities."

FAKE ADVERTISING.

Rhode Island Bill Provides Severe Penalty for False Statements.

An act providing a penalty of \$3,000 fine or five years imprisonment for persons or firms who use advertisements for the sale of things which are intended to deceive, was introduced in Rhode Island legislature last week by Representative Richards, of Providence.

The act applies broadly to almost any kind of transaction where one of the parties thereto intends to deceive. The "intent" is to be ascertained from the truth of any advertisement, prospectus, statement, report, map, plan, exhibit, testimonial, book or other publication of or concerning the affairs, property, financial condition, or business of any corporation, association, partnership or individual which may be used in connection therewith.

TIMES MEN ORGANIZE.

News Staff Members and Alumni Form New York Times Association.

Members of the news staff of the New York Times and former members of the staff organized the New York Times Association at a dinner held last Sunday night at the Cafe Martin.

Thirty-five members of the present force of the newspaper were present and a number of the Times "alumni," including Gen. Howard Carroll, Walter S. Sullivan, Luther B. Little, Justin McGrath, R. B. Bridgman, George Sullivan, J. T. Hastings and John Moroso.

M. B. Abrahams, who has been in the service of the Times continuously since 1872, was elected president. Other officers elected were: H. P. Burchell, vice-president; Justin McGrath, second vice-president; Alexander Woolcott, secretary, and D. H. Joseph, treasurer. An annual dinner will be held hereafter.

Southern Publishers' Meeting.

The annual meeting of the Southern Publishers' Association will be held at Louisville, Ky., June 13-15. It is expected that nearly two hundred publishers will attend.

THE PITTSBURG PRESS
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives:

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

MAGAZINES VS. POST OFFICE.

Publisher and Postoffice Officials Discuss Increased Postage Question.

More than a thousand people listened to a spirited debate in the high school auditorium, Jersey City, Sunday, between Third Assistant Postmaster-General James J. Britt, representing the Administration, and Herbert F. Houston, vice-president of Doubleday, Page & Co., representing magazine publishers, on the proposition to increase the postal rates on the advertising pages of magazines.

Mr. Britt, in behalf of the Administration, said in part:

"I looked yesterday at a representative magazine published in March, 1879, and found that it contained 130 pages of reading matter and fifteen partial pages of advertising. That same magazine for March, 1911, has 132 pages of reading matter and sixty-nine pages of advertising, and it is one of the most modest of periodicals. Every time we carry a pound of magazines or newspapers we receive 1 cent at an outlay of 9 cents, and we lack \$72,000,000 of getting returns for the services performed. Every time we carry a pound of letters we get more than it costs for the service performed. I believe in a self-sustaining postoffice system. I believe that for every dollar's worth of service rendered the Government ought to have a return.

"The magazines and periodicals carry advertisements far beyond what was contemplated when the rate was fixed. At present it is merely having private business subsidized. If 73 per cent. of the business of these enterprises is to be subsidized it is perfectly natural for you to hold up your hand and say, 'Let me be subsidized.'"

Mr. Houston said in part:

"The publishers don't want any subsidy. They only want what is fair and square. Those rates (1 cent a pound) were established without the knowledge and consent of the publishers of the magazines of to-day. They have adjusted their business to the standard established by the Government."

Mr. Houston said the Postoffice Department showed a profit of \$23,000,000 outside of a \$29,000,000 deficit in the rural free delivery, and asked why the loss of the rural free delivery should be charged up to the second-class postage. The remedy for the loss in the rural free delivery service, he said, is the parcels post.

"Should the rate be changed?" he asked. "Yes, if a scientific examination determines that the cost of handling and transportation exceeds what the Government gets for it. Our objection to the amendment that has just been defeated was that it was a rider of an appropriation bill, a form prohibited by statute in twenty-seven States.

"We will be very glad to co-operate in every possible way to have this vexed question settled. We are willing to pay rates made on all second-class mail. These rates must be made by the Postoffice Department in an efficient, businesslike and absolutely non-political manner. All we want is fairness. We want the facts ascertained and the law must be made applicable to all second-class mail matter. It should not apply to 20 per cent., but to all publishers alike."

Mr. Britt, in responding to Mr. Houston, said the Department is busy on the matter of the parcels post.

C. H. Wedemeyer has sold the Belton (Tex.) Journal-Reporter to O. P. Pyle.

JOHN P. SMART DEAD.

Well Known Foreign Representative Succumbs to Bright's Disease.

John P. Smart, who for many years has been the foreign representative in New York for the San Antonio Express, El Paso Herald, Galveston Tribune and Montreal Herald, died at his residence in Plainfield, N. J., last Saturday. Mr. Smart was one of the best known men in the special agency service and was highly esteemed by both his associates in the same line and also by advertisers and general agents throughout the country.

Mr. Smart was born in Leedsburg, Loudoun county, Va., fifty-four years ago. From Virginia he moved to Washington, where, in his boyhood, he became a page in the United States Senate. He was afterwards transferred to the Treasury Department in Washington, and later went to Houston, Tex., where he was on the advertising staff of the Post. From Houston he was transferred to Galveston, where he worked on the Tribune, and later went to San Antonio to take a position on the Express. Some ten or twelve years ago he was returned to New York as manager of the New York office and general foreign business of the Express. He later added the other papers named above.

JERSEY JOURNAL TO BUILD.

Jersey City Daily Purchases Site for Modern Fireproof Home.

The Jersey Journal, of Jersey City, will commence the construction of a modern fireproof home early in May. The site purchased has a frontage of 102 feet on Sip avenue and a depth of 125 feet on Bergen avenue.

The building will be constructed of reinforced concrete with brick walls, trimmed with stone and terra cotta. The building will be two stories in height in the main part with a five-story tower about sixty feet high, at the corner of Bergen and Sip avenues. The ceiling heights will be 15 feet in the clear, resulting in a thoroughly light building in which artificial light will have to be used only on extremely dark days or at night.

PUBLICITY DID IT.

New London Raises \$134,000 for College Through Newspapers.

The three daily newspapers of New London, Conn., played an important part recently in the raising of \$134,000 for the establishment of a woman's college in that city.

Great efforts had been put forth by a committee composed of leading citizens, including clergymen, but the desired amount, \$100,000, was not forthcoming. It was decided to use the newspapers and advertise the proposition, which resulted in the procuring of not only \$100,000 but \$134,000. The advertising campaign was directed by Frank L. Blanchard, of New York City.

Kyle Goes with Woodward.

John B. Woodward, Eastern representative of the Chicago Daily News, who recently added the Boston Globe and Chicago Record-Herald to his list of papers, has secured as his assistant, Harold M. Kyle, who for the past five years has been with Lee A. Agnew, the former representative of the Chicago Record-Herald. Mr. Kyle is well known to the general advertisers in the Eastern field.

CANADIAN PAPER.

Will Soon Enter United States Free of Duty, Says Canadian M. P.

Concerning the reciprocity agreement between the United States and Canada, Ian Hamilton Benn, Unionist member of Parliament, and a director of Price Bros. & Co., Ltd., Quebec, is quoted as saying in London last week:

"The opening up of the American market to Canadian lumber will mean a considerable appreciation in value of all the standing timber properties in the Dominion; a proportionate decline in the British use of Canadian timber will be greatly accelerated by the agreement, and it is inevitable that British prices for timber will go up.

"It will not be long before Canadian paper enters the United States free of duty, for the supply of pulp wood is already running short on the southern side of the border.

"The mills in Wisconsin and other places are ceasing to make news paper and must either go out of business or manufacture book paper or other higher grades into whose composition ground wood does not enter so largely. There is a widespread expectation in Canada that as the Canadian paper industry extends an important market will be found in the United Kingdom. In this development of the policy of the United States and Canada not only Great Britain, but the empire as a whole, has a substantial interest."

NEWSPAPER BILL PASSED.

Missouri Measure Names Publications Eligible for Legal Notices.

A bill regulating the character of publications in St. Louis in which legal notices may be printed passed the Missouri Senate last week.

The bill provides that before any newspaper may be eligible to compete for such legal notices it must have a cash paid-up subscription list equal to not less than \$6,000 a year.

Brandenburg Sentenced.

Broughton Brandenburg, the magazine writer, was found guilty of forgery last week and sentenced to not less than two years or more than four years and six months in the penitentiary. The crime charged was the forging of the name of H. P. Steger to a \$50 check. Brandenburg denied committing the forgery, and said that the check had been given to him by a man whose whereabouts are not known to him.

Panama's New Ambassador.

Dr. Belisario Porras, Panama's new Ambassador at Washington, is an old newspaper man. He was associated with Geo. Eugene Bryson, the war correspondent, in founding the Panama Daily Journal (Diario de Panama), now the personal organ of President Arosemena on the isthmus.

Over 25,000 Lines of Advertising Gained in February

In February, this year, The New York Times published 556,783 lines of advertisements compared with 531,093 lines in the same month last year—a gain of 25,690 lines. The volume and character of advertisements published in The New York Times testify to its efficiency as an advertising medium and the purchasing power of its circulation.

PRESS AND PEACE.

Newspapers Vitaly Concerned in the Peace Question, Says Count Apponyi. The King in His Palace and the Laborer at His Task Read the News.

Count Albert Apponyi, the noted Hungarian statesman and peace advocate, who spent some time in this country, was interviewed last week by a representative of the Christian Science Monitor, of Boston. Among other things discussed was the newspaper as a factor in the peace question. Count Apponyi is quoted as saying:

"Public opinion is the arbiter of war or peace. As the molder of public opinion, the press is vitaly concerned in the peace question. You ask what the newspapers of the United States can do to bring about general or partial disarmament. It is the mission of the newspaper of to-day to speak the truth, as the truth, perhaps, has never been spoken before. The world to-day is a newspaper-reading world.

"This matter of public opinion needs to be taken into close consideration. What is public opinion? Let it be understood that public opinion and public expression are terms used indiscriminately, and yet their different meaning is clear. A man may think in his heart that such and such a course is the only one for him to take. Yet does he not sometimes consider it wiser to keep his opinion to himself?

"This question as to what the newspaper can do for universal peace is something very dear to me. It reminds me of what had been my hope a number of years ago. My work within the Parliamentary Union led me to believe that an international press union would be just the thing to give disarmament force and standing. Naturally enough, I began at home. I enlisted the cooperation of the newspapers in my own Hungary and the project promised much. There seemed to be a feeling that if the journalism of the day had any mission, such mission would have to center around peace—industrial and political peace, at home and abroad. Then came the task of getting the other countries interested, and I must say in all fairness that it was apparent to me that there was a great willingness that the plans should be successful.

"But as there are some practical difficulties in the way of European dis-

armament, so also did I find no less practical difficulties before me when I decided to make my interparliamentary press union effective. Co-operation was lacking. Individually interested in peace? Yes, came the answer. But as for nation standing shoulder to nation, in this respect confidence was lacking.

"My experience of years ago, however, has not discouraged me. I know that the press is the only real source for information. It remains, however, for the journalists at the front to not only shoulder individual responsibilities, but to realize them. The king in his palace and the laborer at his task read the news of the day. Tell the truth, and while sometimes it may be diplomacy to use discretion, international confidence is best conserved by open statements.

"More so than newspapers in any other country, the press of America is independent. If there is ever to be concerted action among journalists to foster peace in earnest, the Western hemisphere will bring it forth, I am sure."

NEWSPAPER QUALITY.

Run Good Reading Matter Occasionally, Missouri Editor Tells Students.

In an address before the students of journalism at the University of Missouri last week, Henry Schott, night editor of the Kansas City Star, said among other things:

"If there is space for twenty-eight columns of news, and you have only enough news to fill fourteen columns, don't fill up the other fourteen columns with dry details of this news. Get something out of a book—something from Thackeray, something from the magazines that will make good reading. That is how to judge the quality of a newspaper—by the good reading it contains. One cannot pick a book that does not have something in it that will interest the public.

"Wherever you go, whether to a small country paper or to the large metropolitan paper, always remember that the woman is the backbone of the newspaper."

Not only in regard to circulation does he believe this to be true, but also in the matter of advertising.

"The woman is the reader and the buyer in the modern world," he continued. "She not only does most of the buying, but she influences all the buying, from a suit of clothes to an office desk."

French Weekly for Waterville, Me.

A French weekly is scheduled to make its appearance in Waterville, Me., March 11. It will be edited under the management of the La Revue Publishing Co., an organization composed of the leading Franco-American citizens of the city, and formed for the purpose of promoting the commercial and educational interests of the French speaking people of the place. It will be distributed in the three French Catholic parishes of Waterville and in the vicinity. The editorial and news departments will be managed by Alfred Langlois. The paper will be published under the name of La Revue.

Free Paper for Every Baby.

Smith F. Pearsall, publisher of the Nassau County Review, announces that on receipt of notice from the parents of the birth of a new baby he will send the Review free for a year if they are not already a subscriber.

FREEDOM OF THE PRESS.

Newspapers Should Have Unrestricted Use of Mails.

"The Freedom of the Press" was the subject of an address delivered by Louis F. Post, editor of the Chicago Public, before the Ideal Social Forum, Brooklyn, last Monday night.

He cited many instances of the "star chamber" proceedings against a newspaper, and pointed out how it was possible for the postal authorities to so judge a newspaper as to exclude it from the mail, and even if the Supreme Court of the United States were appealed to, it could not change the department's ruling. "Big papers as well as little papers have to have their eyes open," he said, "to keep in the mail and out of jail.

"All publications—newspapers, periodicals or books—should have the unrestricted use of the mails," the lecturer added, "for that would only be the freedom of the press, which we all believe in.

"Of course, this freedom of the press, as well as freedom of speech, can be abused, and sometimes it is; but I will not apologize for such things. It is wrong to invade private property, and it is wrong to assail personal reputations.

"It is, therefore, the development of public opinion which controls the press. Educate the whole community against such papers as wantonly assail persons and homes. Arouse public opinion against them.

"A newspaper is not a personal right. It does not represent an individual. It is for society itself, and not for a person alone. It is absolutely essential and important that it represents the whole community, the whole society."

Defining the liberty of the press, Mr. Post said: "As to time and place, let it be in season and out of season. As to subject matter, let it be decent and honest; and, above all, let it be unrestrained by law.

"It should be restrained by public opinion, but unrestrained by law," said Mr. Post.

"You cannot stop a person from committing a crime, but you can punish him afterward. You can also punish the press if it is libelous, or wantonly assails your reputation.

"If the freedom of the press is restricted, you are throwing away a jewel from society, for you are hindering the truth from becoming known. If they are bringing to you the truth, they serve; but if they try to bring crime, they should be punished."

Ad Men Plan Big March Dinner.

"Newspaper Night" will be observed by the Syracuse Advertising Men's Club on March 27. The chief speakers will be Arthur Brisbane, editor of the New York Evening Journal, and William C. Freeman, advertising manager of the New York Evening Mail. It is believed that the dinner will be one of the largest and most entertaining ever held in the city.

Editors Change Meeting Place.

The executive committee of the Virginia Press Association has named Natural Bridge as the place of meeting this week. The time was fixed for July 11, 12 and 13. At a previous meeting the committee named Lynchburg, but later decided that a city in mid-summer is not a desirable place of meeting.

The Bryan (Tex.) Sunday Sun has made its appearance.

CUBA.

(Continued from page 1.)

Gerona, after a six weeks' cruise in the Caribbean Sea, during which they inspected the guano islands lying off the coasts of Honduras and Yucatan. They were accompanied on the trip by an agent of the Smithsonian Institute, from Washington.

A bull fight, organized by the reporters of Havana, at Artemisa, was surprised and stopped by Mrs. Ryder, of this city, head of the Society for the Prevention of Cruelty to Animals, who not only had several newspaper men and the bull fighters, but the bulls as well, arrested and placed in charge of the local judge. As the trial was postponed from day to day, the poor animals (their protector having failed to bail them out) looked rather thin when finally released from the pound. G. E. B.

CHANGES IN INTEREST.

W. S. Dolan has succeeded H. F. Denton as publisher of the Milbank (S. D.) Review.

The Pulaski (Tenn.) Giles County Record has been purchased by Laps D. McCord, Jr. The Record was founded in 1894.

The Monroe County Sun, published at Clarendon, Ark., has changed hands. John W. Pope is the new owner.

The Castledale (Utah) Emery County Progress has been leased by James W. Johnson.

Harvey Burgess, who has been associated with the St. Johns (Mich.) News as foreman for several years, has bought a half interest in the Commercial Hustler, at Three Rivers, Wis.

C. E. Ramsey, former editor and publisher of the Boyne City (Mich.) Journal, has purchased the Farmington (Mich.) Enterprise and the Redford Record of C. D. Potter.

Lee Tustison, for some time a member of the Sterling (Ill.) Evening Gazette, has purchased the Hicksville (Ind.) News.

The Malvern (Ark.) Arkansas Meeter, owned and published by Powell S. Carden since July 19, 1897, has been acquired by Samuel H. Emerson.

The Evening Wisconsin

Prosperous Milwaukee

Population	380,000
Number of manufacturing plants	3,989
Number of employes	105,919
Amount of Wages paid 1909.....	\$62,057,934
Capital invested	\$229,564,323
Value of year's production.....	\$228,354,323
Bank clearings	\$602,880,459.44
Post office receipts.....	\$1,500,000.00
Building expenditures	\$16,488,440.00

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

The Evening Wisconsin Milwaukee's Leading Home Paper

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

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

JOHN W. CAMPSIE, Business Manager.

CHAS. H. EDDY, Foreign Representative. NEW YORK OFFICE, 1 Madison Ave. CHICAGO OFFICE, 150 Michigan Ave. (Roht. J. Virtue, Mgr.)

The Great Wanamaker Store

will use during 1911 with the

German Gazette Co.

of Philadelphia

600,000 Lines!

This gigantic contract started January 1, 1911, and was closed only after a most careful and searching investigation had been completed as to the German situation in Philadelphia.

There are more than a third of a million Germans in this city and there is only one way to reach them. That is by using the

Consolidated German Newspapers

FOREIGN ADVERTISERS who are not already reaping the benefits of the Gazette should think long and carefully and decide whether they would not be wise to follow the lead of this MERCHANT PRINCE who is surely familiar with the newspaper situation in his home city.

These papers reach 60,000 German homes; and in volume of advertising carried,

The Gazette Ranks Third Among Philadelphia Dailies

The low combination rate (for Morning, Evening, Sunday and Weekly) makes THE GAZETTE the best advertising buy in Philadelphia.

THE GERMAN GAZETTE PUBLISHING CO. PHILADELPHIA

JOKESMITHS.

Daily Press of the Country Has Developed the Humorist of First Rank Says James L. Ford. Newspaper Editors Always Discover Him First.

Writing in the Sunday Magazine on "Who Will Succeed Mark Twain," James L. Ford declares that the newspapers have given us all our funmakers. He says in part:

It is true that a humorist has no sooner proved his quality in the columns of the paper of his town than he is flooded with invitations to contribute to magazines; but it is always newspaper editors who discover him first.

Artemus Ward was a newspaper writer in Cleveland, O., long before he came East to take charge of Vanity Fair and win international fame. Bill Nye was also a newspaper writer, and remained one, as the author of a weekly syndicate letter, until the day of his death. Eugene Field made his reputation first in St. Louis and Denver papers and then on the Chicago Press, as did Peter Dunne, George Ade and that rare and original artist and writer, John T. McCutcheon, whose "Bird Center," first published in the Chicago Record-Herald, is one of the finest examples of gentle, native humor that this country has produced. Sewell Ford, whose inimitable "Shorty McCabe" and "Torchy" stories put all your readers into good humor every Sunday morning in the year, is another graduate from newspaperdom, I am told. George T. Lanigan, the latter day Aesop, was on the night desk in the New York World office when the cablegram announcing the death of the Akkond of Swat was announced. It was in the columns of that paper that his fables were originally printed. Frank R. Stockton was a newspaper writer before he went to St. Nicholas, and although Bret Harte first made himself known as a writer of serious stories in the pages of The Overland Monthly, I am sure that his early humorous work was printed in the newspapers. O. Henry and Will and Wallace Irwin also did their first work on newspapers. Besides these there are scores of former newspaper writers like Burdette of the Daily Hawkeye, Bailey

of the Danbury News, Lewis of the Detroit Free Press, White of the Chicago Tribune, and Charles Hoyt of the Boston Post, each of whom well deserves a niche in the Hall of Humorist Fame.

Indeed, to give a list of graduates from the columns of daily papers would be to print a directory of American humorists; for, with the exception of the late Myra Kelly, I know of no writer of humor who may be said to have sprung, armed cap-a-pie, from the pages of a modern magazine, and I am sure that, unless there should be some radical change in methods of magazine editors, the daily papers will continue to furnish us with the cream of native wit.

The reason for this is obvious to everybody who has either toiled with his own hands in the humorous vineyard or else had occasion to study the matter from a critical viewpoint. True wit should have a purpose and a target. The sort of humor that deals with such uproarious discomfiture as arises from slipping on the ice or fleeing from a bull dog or creeping under an automobile, belongs rightfully to the days when people looked to almanacs for their jokes. It is a matter of history that "acrobatic" humor, as it was termed professionally, was forbidden in Puck during the editorship of the late H. C. Bunner nearly a quarter of a century ago.

PAPERS SHOW EARNINGS.

Star Publishing Company Receiver Files Report for Month of January.

The report of the operations of the Star Publishing Co., of Indianapolis, for the month of January was filed last week by Receiver George C. Hitt.

The gross earnings of the Indianapolis Star were \$66,412.95; operating expenses, \$56,012.16; net earnings, \$10,400.79. The gross earnings of the Muncie Star were \$14,761.04; operating expenses, \$11,018.09; net earnings, \$3,742.95. The gross earnings of the Terre Haute Star were \$14,255.58; operating expenses, \$12,811.16; net earnings, \$1,444.42.

Court Scribes Dine.

The eighth annual dinner of the Court Scribes was held at the Hotel Astor last week. Several justices of the Supreme Court and prominent lawyers were among the invited guests. Following the dinner there was a discussion of the questions, "Shall newspaper men have access to the court records?" and "Is it necessary for a jury to be unanimous in its verdict?"

Hoe Collection Sale Ends.

The sale of the Robert Hoe collection closed last week, with a grand total of \$608,816.50. The catalog of the entire collection contained more than 4,800 numbers. The collection was one of the largest ever offered at private sale.

News Print Statistics.

Shipments of news print paper for January were 99,900 tons; production was 99,358 tons and stocks on hand on Jan. 31 were 31,046 tons, as reported by the American Paper and Pulp Association to the Commissioner of Corporations.

Lawyers Assault Editor.

W. H. Sharpe, publisher of the Wabash (Ind.) Times-Star, was seriously injured last week when two lawyers of Wabash whom Sharpe is alleged to have attacked in his paper assaulted him on the street.

EMPLOYEES BENEFIT.

Publisher of Newport Daily News Distributes Tenth Annual Dividend.

The employees of the Newport (R. I.) Daily News received on last Saturday the tenth annual dividend on the profit-sharing basis, which was inaugurated by the proprietor, T. T. Pitman, in 1902. The total amount of the dividend this year is \$1,336.31. Each employe received a copy of the following circular letter:

"It is a pleasure to me to be able to announce to my employes a somewhat increased dividend from the business results of the Daily News for the past year.

"I enclose a check herewith for your part of the proceeds, under the profit-sharing plan, for 1910, representing a trifle more than seven per cent. of the pay roll. With the check goes my acknowledgement of and thanks for the co-operation of my employes which has made such results from the year's activities possible. The Daily News is the only profit-sharing paper in existence, so far as I know.

"In spite of incurring the charge of 'preaching' and of repeating myself, let me urge, especially upon those whom I have not before addressed upon the subject, that the amount of these checks sent out from time to time be put into a savings bank, there to remain drawing interest until such times as the sum will be of use in meeting an emergency that might not be met in any other way. Such possible use was a strong motive when I voluntarily decided 10 years ago to adopt the plan which has since been followed, of sharing the income of the Daily News with my employes.

"T. T. PITMAN.

"Newport, R. I., March 4, 1911."

Typographical Error

I've come to lick the editor—
By gosh! I want his blood!
I want to club
His head and rub
His whiskers in the mud!

I want to knock his false teeth down
His throat, an' mash his nose,
An' break his neck,
An' mash his spec-
Tacles, and tear his clo'es!

I've come to lick the editor,
'N I want his printer's life!
'I'm mad clean through—
An' dad is, too,
So likewise is my wife!

We had a big reunion
To our house yesterday,
An' all the Browns
From forty towns
Was there, fr'm miles away.

A "Gatherin' of the Clams" it was,
An' so we writ it down,
An' sent it to
The News-Review—
The weekly of our town.

I've come to lick the editor—
Newspaper men is hams!
He fixed that head—
Line so it read—
"The Gathering of the Clams!"
—Toledo Blade.

A Model Plant.

H. L. Beach, superintendent of the Central Division of the Associated Press, writes that in his opinion the new plant of the Daily News, Dayton, O., is a model newspaper home and one of the finest in the United States.

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES
Set matter, per inch.....16¢
Plate Matter, per inch.....12¢
Matrices at Plate rate..... 12¢

RECORD TIME FOR POEM.

Gillilan Writes One and Markets It in Five Minutes by the Clock.

The record time for a magazine poem belongs to Strickland Gillilan (the "Off ag'in, on ag'in, man"), who relieves the diet of humor with frequent serious poetical eruptions.

On Feb. 24 Gillilan was passing through Philadelphia from his Baltimore home, en route to lecture at the State Normal University at East Stroudsburg, Pa. Having a couple of hours in the Quaker City he mounted an Arch street car and rode to the Ladies' Home Journal office, sent his card to Franklin B. Wiley, literary editor; asked that gentleman for a piece of paper, and in five minutes handed back a six-line poem entitled "A Baby's Sorrow."

This was the first and last copy written of that verse. Mr. Wiley liked it, o.k.'d it on the spot, and his o.k. was in due time o.k.'d by the exacting Mr. Bok. The writing of the verse and its approval by Mr. Wiley occupied less than five minutes' time.

If anyone has a record of quicker time for the production of a bit of literature of the high standard of the Ladies' Home Journal, let him sneak now or forever hold every one of his pieces.

Mr. Gillilan also holds the record for the shortest poem possible. The poem is entitled "The Antiquity of Microbes," and the whole poem is:

"Adam
Had 'em."

The first issue of the Longview (Tex.) Daily Times Clarion appeared last week.

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200
DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Go'd.
Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA
A. K. STONE, Editor and Gen'l Mgr.
THE FISHER AGENCY, Special Representative, New York and Chicago.

Makes Enormous Gain

The Los Angeles Record gained 1,249,514 agate lines of advertising for 1910 over 1909, a gain of 36.6%, which is the largest gain made by any afternoon newspaper in America.

The gains in classified advertising and foreign advertising were even more remarkable, amounting to 57.7% and 92.2% respectively.

Der Amerikaner

IS THE LEADING
JEWISH WEEKLY
IN AMERICA

IT REACHES THE
HOMES
OF THE BEST
PURCHASING
ELEMENT OF THE
2,500,000 JEWS
IN THE UNITED STATES

For rates and information, write to
BENJAMIN WAXELBAUM
Special Representative
189 East Broadway, New York City

No Special Representatives
CROMBIE ALLEN, Editor
H. L. ALLEN, Manager

JOURNALISM WEEK.

Notable Gathering of Newspaper Folk at Columbia, Mo., in April.

What promises to be the most notable assemblage of newspaper men and newspaper women ever held in Missouri will take place at Columbia the week of April 17-21. The occasion will be Journalism Week at the School of Journalism of the University of Missouri.

The Missouri Press Association will hold a shop talk meeting Monday and Tuesday, April 17 and 18. On these days will be held a cost congress, having special reference to the production cost problems of the country publisher.

The third day, Wednesday, April 19, will be devoted to "The Country Weekly"; the fourth day, April 20, to "The Near City Daily," and the fifth day, April 21, to "The Metropolitan Daily."

Addresses will be delivered each day by eminent journalists. Among those already on the program are Henry Wallace, of Wallace's Farmer; Charles H. Grasty, of the Baltimore Sun; Gilbert M. Hitchcock, of the Omaha World-Herald, United States Senator-elect from Nebraska; Lafayette Young, of the Des Moines Capital, United States Senator from Iowa; William F. Parrott, of the Waterloo (Ia.) Reporter; B. B. Herbert, of the National Printer-Journalist; Oswald Garrison Villard, of the New York Evening Post.

Special discussions on practical questions of importance to journalists, in which Missouri editors and publishers will take part, are planned for each day. D. J. McAuliffe, of the St. Louis Republic; B. E. Bradley, of the St. Louis Post-Dispatch; E. G. Lewis, of the St. Louis Star; Casper Yost, of the Globe-Democrat; Hal Gaylord, of the Kansas City Journal; George B. Longan, Jr., of the Kansas City Star; Mrs. C. A. Bonfils (Winifred Black), of the Kansas City Post, will represent the metropolitan press.

The American Flag.

"The American Flag in Its Legal Aspect" was the subject of an address by Attorney J. T. Hanna at the regular monthly meeting of the American Flag Association of Chicago last week. The desecration of the flag by its use for advertising purposes was deplored by the speaker, who declared that the time would soon come when its use for such purposes would be prevented.

Louisville Ad Club Elects.

E. A. Jonas was elected president of the Louisville (Ky.) Advertisers' Club at the annual meeting held last week. J. W. Brown was elected first vice-president; W. W. Stouffer, second vice-president; H. H. Legg, third vice-president, and T. E. Basham, secretary and treasurer.

\$5,000 Spot Cash

will buy controlling stock in a rapidly growing Massachusetts weekly, now paying an annual dividend of 20% in addition to management salaries.

There are big development opportunities in this plant and only a business man of ability will be acceptable.

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

"THE PICTURE PAPER."**New Daily in London Tells News of World by Photo Engraving.**

"The Picture Paper" (that is the title), a new half-penny daily, began last month in England. It is the property of the proprietors of the Sheffield Telegraph, was printed in Sheffield, though published in London. In the first number the publishers include the following in the salutatory:

"It should be obvious to all who give the matter a moment's consideration that the modern newspaper does not 'happen.' The days of the come-by-chance journal are far past. As you look through your Picture Paper this morning you see, though you may not fully realize it, the result of a far-reaching and complex organization, the fruits of which have been gathered and carefully displayed in those few hot hours during which the journalist works while the others rest.

"Recent conquests over the mechanical difficulties of presenting pictures in the popular press have made it possible to display the world's news direct to the physical eye, and so you have The Picture Paper."

The new paper essays to tell the news of each day by photography. The editor announces in the first number a prize of £1 ls. each day for the most suitable photo received from amateurs. The editor says: "Do not send photos of beauty spots, old landmarks or historic buildings. Keep to actual news events." Professional photographers or photographers engaged in regular press work are barred from this competition.

The first number had a double-page picture of the opening of Parliament, which happened the day before.

Iowa Daily Suspends.

The Marshalltown (Ia.) Daily Herald, an evening paper owned by a stock company composed of local business men and politicians, headed by James McNally, as editor, has suspended. The paper was started May 17, 1907. This is the third daily venture in fifteen years started in opposition to the Times-Republican, and each one has resulted in a financial loss. In the case of the first two attempts both editors, Charles Beverly and S. P. Ayres, ended their lives. McNally was formerly editor of the Edgar (Neb.) Post and postmaster of that place.

Harpoon Editor Arrested.

Urban Walker, editor of the Harpoon, published at Denver, Col., was arrested last week charged with violating the postal laws in sending "scurrilous matter through the mails." The arrest was made on advices from Washington. He is charged with having mailed 5,500 envelopes, on the outside of which was printed an attack on Postmaster-General Hitchcock and a criticism of President Taft.

Birmingham Ledger to Build.

The Birmingham (Ala.) Ledger Publishing Co. has purchased a site, 50x100 feet, at the corner of First avenue and Twenty-first street, and will begin the construction of a modern newspaper plant early this month. The site secured by the Ledger is centrally located and considered very desirable. The new structure will be built of reinforced concrete and steel throughout.

South Dakota Change.

H. T. Hatch has purchased the interest of A. C. Smith in the Huron (S. D.) Morning Herald. R. D. Treadway, who purchased a half interest in the plant some time ago, retains his interest.

BIG HEADS

The Linotype Way

With our Head Letter equipment it is possible to set newspaper heads up to 36 point, direct from the keyboard of

THE LINOTYPE

The ever widening scope of the Linotype, its great versatility, and its increased range of work, demonstrate beyond all argument that for all kinds of composition, whether heads, display, or straight matter—



25,000 in Daily Use

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

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

If you have not received our "Big Heads" booklet, send for a copy.

NEW PUBLICATIONS.

Mathew T. Long plans to launch a newspaper at Helena, Okla., in the immediate future.

The Levine (Tex.) Reporter, a weekly, has made its appearance. It is owned and edited by E. A. Panan and Dan W. Huffer.

A new weekly has been established at Plum City, Wis., by August Ender and R. F. Breckav.

The Workers' Tribune made its initial appearance in Alliance last week. John J. Scholtes, editor.

Eastern Michigan Press Club.

The Eastern Michigan Press Club held its annual convention and dinner in Detroit last week. More than one hundred attended. The following officers were elected: President, B. F. Browne, of Harbor Beach; vice-president, Clifford Ward, of Charlotte; secretary, Louis Cramton, of Lapeer; treasurer, E. D. Gallery, of Caro.

Jesse M. Peck has purchased the Cazenovia (N. Y.) Republican.

"HANGAR" AND "SHED."

(Letter in London Outlook.)

The motor car is responsible for the unnecessary addition of many French words to our language, but for some there is at least the excuse that we have no direct equivalent in our own tongue. To the word "hangar," however, no such excuse is applicable; besides which, it is an ugly word, and the average Englishman's pronunciation of it will not be an improvement in this respect. If the word "shed" is not good enough for us, surely a foreign equivalent does not mend matters.

Emporia Journal Plant Sold.

The plant of the Emporia (Kan.) Journal was sold last week to Sanford Loomis for \$1,250. The Journal, which ran for nearly a year as a daily, was discontinued in February. Mr. Loomis plans to publish a weekly farmers' paper called the Lyon County Farmer.

Omar Demoralized.

A book of verses underneath the bough—
But postal rates are being boosted now,
How shall we ever get a magazine,
Much less a book? And echo answers, "How?"
—Washington Star.

Write the American Ink Co.
New York City for leaflet entitled "Publishers, show yourselves!—Here's the table:"

PAPER MILLS IN FAR EAST.

Many New Ones Being Started in Order to Supply Demand.

According to Consul General George E. Anderson of Hongkong many new paper mills are being started in China and other Asiatic countries.

Imports of paper in China, in spite of the immense amount produced locally, have been considerable, and the demand is so strong and steady that capital is being attracted to the manufacture of paper in the East. At present there are paper manufacturing enterprises of note from Japan to Java. In Japan an immense modern American-equipped plant at Tomakami, it is reported, will furnish more than half the present total consumption of book and news paper.

This and other mills are reaching out for pulp, and the importation of this material in Japan is becoming an important matter, the Japanese government, through consuls and otherwise, aiding in investigations as to pulp supplies. Japanese manufacture pulp from millet stalk, one of the principal products of Manchuria, and the special cultivation of the plant for pulp purposes is reported as having been commenced near Tiehling. It is stated that 700,000 tons of kaoliang stalks, producing about 245,000 tons of pulp, can be obtained from Manchuria alone.

There are several modern paper mills in China, but they are small and supply only limited local needs. A mill in Hongkong equipped with British machinery employs about 150 hands, uses what rags and waste are obtainable, and imports some pulp from Norway. It turns out about 250 tons of paper per month.

In Tonkin, Indo-China, a large new mill is expected to be in operation by June, 1911. It is being constructed for the Tonkin Paper & Pulp Co. by a Scotch firm, which established the mill at Chinkang, China. A fine new paper mill is to be started near Batavia, Java. Its output for the present will be confined to cardboard and packing paper. The promoters claim there is an immense supply of paper material in Java.

Aside from the modern Japanese mill all these mills attempt the manufacture of little more than wrapping paper for local consumption. This trade is limited in China, for the coarser grades of wrapping paper and all similar stock is made at home at prices which mills with modern materials cannot reach. For medium grades of paper there is some field, although sooner or later local mills will take care of all this business and probably will have a surplus product to export. With its modern and finely equipped mills Japan will have the greater portion of China's medium-grade trade in the near future.

Henkel Adds to His List.

F. W. Henkel, 150 Michigan avenue, Chicago, has been appointed foreign representative of the Anderson (Ind.) Herald and the Kokomo (Ind.) Dispatch in the Western field.

ADAMS-FAVER-ELLIS
CONTEST CO.

"The Company That Can Come Back"

CLEAN CIRCULATION CAMPAIGNS

Personally managed with experienced crews.

We will submit plans without any obligations on your part.

Write nearest office at our expense.
Eastern Office—736 12th St., N. W., Washington, D. C.
Southern Office—504 Washington St., Atlanta, Ga.
Western Office—1257 Jackson St., Oakland, Cal.

FREAK ADS.

Justin McCarthy Gives Illustrated Lecture at Poor Richard Club.

Justin McCarthy, well known advertising man of New York, and secretary of the Sphinx Club, delivered a lecture on "Advertising, Past and Present," before the Poor Richard Club of Philadelphia, last week.

Mr. McCarthy illustrated his lecture with lantern slides, one of which showed a copy of Benjamin Franklin's first newspaper, "The New England Courant," published in Boston in 1726. On the first page of this paper is a small ad, not more than an inch deep, and this constituted the total of Mr. Franklin's business for some time.

Another that proved interesting read: SITUATIONS WANTED—MALE.

AN UTTER FOOL, mediocre at college, and a seven-year failure at business, seeks an easy job with short hours and high pay. Last salary was forty dollars a week; was not worth that or would still be getting it; now wants sixty a week, as times are hard. Equally incompetent as general office manager, advertising director, or magazine man. Write to-day, stating color of eyes and nose, and if you live at home; advertiser will call if not too tired. R. H., Box 121, Sun Office.

This man, McCarthy explained, had advertised sanely, but unsuccessfully, and being in very hard luck, had inserted the ad he exhibited. He is now receiving forty dollars a week.

Prior to the lecture a dinner was served. W. J. Eldridge, of Hardwick, Magee & Co., was toastmaster. Among those present were: George Nowland, Robert L. McLean, John Bright, R. H. Durbin, Don Raposo, of Brazil; W. T. Westcott, E. J. Cummings, Dr. Stanley Krebs and C. H. Graves.

HINMAN MAKES CHANGE.

Well-Known Ad Man Takes Over Management of Nemrod Agency.

D. J. Hinman, formerly of the W. H. H. Hull Co., has taken over the management of the Nemrod Advertising Agency, which has been successfully managed by J. Dorman at 29 Broadway for the past five years. The change in management is said to be due to increased business along broader lines, and under Mr. Hinman's able management the agency bids fair to do still larger business in the near future. Miss Dorman will devote her attention to the women's specialty accounts, such as hairdressers, corset manufacturers, lingerie, etc., of which this agency has a number of accounts.

Mr. Hinman is very well known in the advertising field and has been in the general end of the game for the past ten years. He started on the New Haven Register in 1901, with which paper he remained for two years acting in the capacity of cashier. He then accepted a position with W. F. Hamblin Advertising Agency in New York City, remaining with this agency until 1909, after which he associated himself with the W. H. H. Hull Co., which position he has held up to the present change. The agency has added two new accounts to its list the past week.

New York City Publishes Magazine.

The city of New York issued this week the first number of a magazine designed to instruct the public on matters of hygiene and health. It is edited by the Health Department.

Mrs. Bunelle to Wed.

The engagement is announced of Mrs. Nellie M. Bunelle, president of the Bunelle Press Clipping Bureau of New York, and Dr. J. W. Amey, of 102 West Forty-fifth street.

HALF-CENTS? NO!

A half-cent coin is proposed, and may soon become the subject of a bill in Congress. When some fabric is 37½ cents a yard, and you buy a yard, you have to pay 38 cents because you can't make change. Persons who want the new coin tell how many million dollars it would save the American people every year.

Would it?

Or would the stuff that is 37½ cents a yard become 37½ cents, and continue to leave a fraction?

Against the sums that half-cents would save by exactness in making change, weigh the sums that would be lost because a half-cent is twice as squanderable as a cent. A cent is the wasteful coin there is, because it is the one that thrift least regards. A half-cent would be twice as wasteful as a cent. If there must be provision for fractions of cents, cut the nickel in two and make a two-and-a-half-cent piece. Thrift would respect that. It would make the change for a yard of cloth at 37½ cents. It would presently be useful in certain payments for street-car transportation. Above all, it would provide a fraction of a cent without disturbing the present status of the newspapers.

Are not newspapers cheap enough at one cent? Is not the advertiser paying quite as large a share of the cost of making newspapers and exercising as large an influence in the newspapers made as it is expedient that he should?

Experience indicates that newspapers will be issued at the cost of the smallest coin in circulation. It is probable that there would be half-cent papers the morning after the half-cent coin began to circulate. Immediately also the hokey-pokey men would sell half-cent measures of hokey-pokey, the peanut man would sell so many peanuts for a half-cent, and a new crop of half-cent slot machines would immediately spring up. A considerable jolt to vested interests would result. Would it be a profitable jolt? Fortunes would doubtless be made by the earliest appreciators of the half-cent's possibilities, but out of whom would they be made? Out of wasters, undoubtedly. For every half-cent saved by accuracy in making change ten would be thrown away on trash.

Cut the nickel in two, if that seems desirable, but don't coin half-cents. A penny saved is a penny gained, but two half-cents wasted is a cent lost.—Life.

Careful of Its Ad Columns.

Because it was convinced that the advertiser could not make good certain claims, the South Bend (Ind.) Tribune recently refused to accept a large advertising contract. The Tribune states that it felt that it could not conscientiously place the display before its readers.

Issues Sunday Evening Edition.

The afternoon Spanish edition of the Mexican Herald, of the City of Mexico, is said to be the first afternoon newspaper in Latin America and one of the few in the world to issue a regular Sunday afternoon edition.

Girls Succeed as Publishers.

The Chesaning (Mich.) News, a semi-weekly founded eight years ago by Misses Blanche Ingalls and Carrie Ische, has changed its name to the Chesaning Monitor and increased in size from four to eight pages.

W. C. Austin has purchased the Lamar (Ark.) Argus.

INCORPORATIONS.

E. H. Beach Co., East Orange, N. J. Printers, publishers, etc. Capital, \$50,000. Incorporators, H. H. Picking, C. O. Geyer, F. E. Ruggles, East Orange.

John Adams Thayer Corporation, Manhattan. Print, publish and deal in magazines, etc. Capital, \$300,000. Incorporators, J. H. Haese, Bronx; H. H. Stark, Orange, N. J.; J. A. Brady, Chicago, Ill.

Chronicle Publishing Co., Lexington Ky. Capital, \$11,000. Incorporators, E. D. Veach, T. M. Owsley and J. Krum.

Wave Publishing Co., Port Lavacca, Calhoun County, Tex. Capital, \$3,000. Incorporators, L. Seabrook, D. O. Bell, W. C. Noble and others.

The Social Labor Publishing Co., of Charleston, W. Va., to publish a newspaper and general printing. Capital, \$5,000. Incorporators, D. R. Draper, J. F. Lewis, Paul N. Wiggins, George Gehrken and C. H. Boswell, all of Charleston.

National Railway Publishing Co., Chicago. General printing and publishing business. Capital, \$60,000. Incorporators, Abe Lepine, Ida Slora and Percival Steele.

Peoria Bulletin Co., Peoria, Ill. General publishing and printing business. Capital, \$2,500. Incorporators, Robert J. Evans, F. Frank Brown and Ira J. Covey.

The Petroleum Publishing Co., St. Louis. To do a general printing and publishing business. Capital, fully paid, \$5,000. Incorporators, W. D. O'Neill, twenty-five shares; C. B. O'Neill, twenty-four shares; John S. Leahy, one share.

Harlowton Newspaper Co., of Harlowton, Mont. Capital, \$3,000. Incorporators, A. C. Graves, E. F. McQuitty and C. L. Hash.

Ridley Gazette Publishing Co., of Lake County, Tenn. Capital, \$2,000. Incorporators, W. R. Algee, B. F. Hardison, W. A. Feasel, W. H. Hickman, R. W. Shaw and L. D. Summers.

The Greensburg Democrat Co., publishers, Greensburg, Ind. Capital, \$10,000. Directors, W. A. Kaler, Donna A. Kaler and C. H. Ewing.

Bain Buys Gilliams Syndicate.

The Bain News Service has purchased the business and good will, photographs, contracts, etc., of the Gilliams Daily News and Sporting Service. The purchase, it is said, adds 40,000 negatives and 200,000 photographs to the Bain stock.

THE UNITED
PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

WASTE IN ADVERTISING.

A Hundred and Fifty Millions Annually Goes for Nothing.

G. P. Wadsworth, of the M. P. Gould Advertising Co., of New York, on Wednesday of this week delivered an address to the advertising staff of the New York Times, in which he said, in part:

"There is about \$300,000,000 spent in advertising annually in the United States, divided as follows:

Newspapers	\$150,000,000
Magazines	100,000,000
Billboards	6,000,000
Street cars.....	6,000,000
Illuminated signs...	1,000,000
Printed matter of various kinds....	37,000,000

"Nine out of every ten well-informed advertising men will tell you that at least 50 per cent. of the money spent in advertising is wasted. Many even agree to 60 per cent. Taking it at 50 per cent. of waste, this means that \$150,000,000 is wasted annually in advertising. This may seem rather broad, but it is really a conservative estimate. In giving you these figures I do so merely to suggest the opportunity that exists for efficiency in the advertising business, and where there is a demand it is only a question of time when the supply will be forthcoming. * * *

"One of the chief reasons that there is so much waste in advertising is that 40 per cent. of it causes no definite or distinct visual sensation. You may see a thing, but not record it in a distinctive manner. A similar illustration can be found in the sense of feeling. You wear underwear (possibly)—you are so accustomed to feeling its contact that you pay no attention to it, yet it is a distinct relief to remove it before retiring at night. Nevertheless it is a constant mild form of irritation, the effect of which is overcome by practiced will power. Put on a tight shoe and it is a different matter.

"The eye of the average persons has become so accustomed to the riot of contrast in color, shapes, sizes, and other forms employed by advertisers in general that most of the advertisements make no definite impression any more than does any particular part of your undergarments."

Warehouse to Supply Publishers.

A central warehouse from which publishers through the South and in Mexico can secure their supplies of ink and other materials will be established in New Orleans by the American Ink Company and the American Newspaper Supply Company.

Starts Business for Himself.

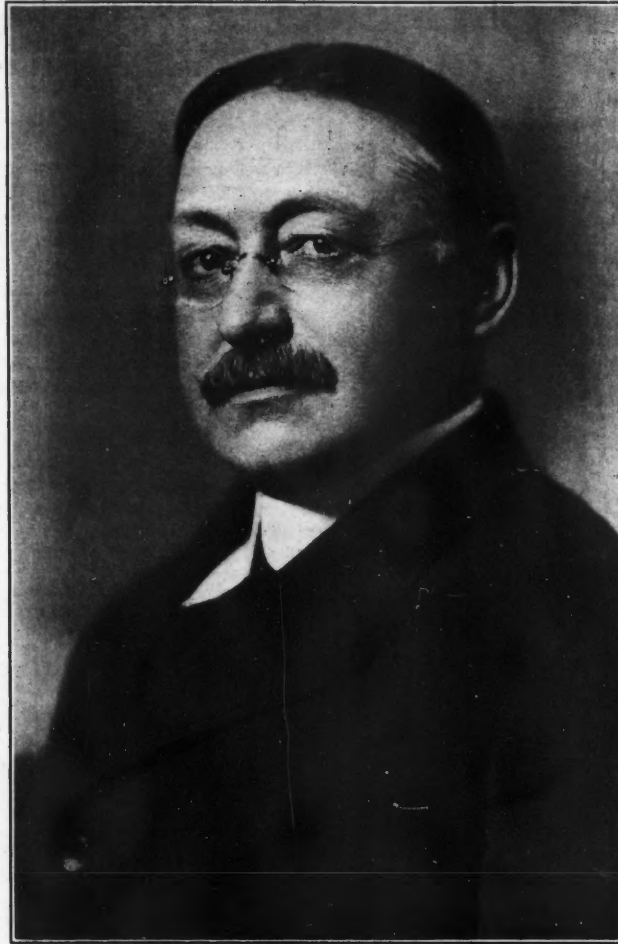
E. S. Goldstein, for the past four years advertising manager of Hellman's, Chicago, has established an office of his own in the Steger Building, Jackson Boulevard and Wabash avenue.

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

**CIRCULATION
PROMOTERS**

All of our managers are stockholders.
THE UNITED CONTEST CO.
CLEVELAND, OHIO (Incorporated)
Bank References furnished

WILBERDING



OTTO A. MEYER,
PUBLISHER OF THE UTICA (N. Y.) PRESS FOR TWENTY-EIGHT YEARS, WHO RETIRED RE-
CENTLY FROM ACTIVE NEWSPAPER WORK.

NEWSPAPERS BEST MEDIUM.

The Best Way to Reach the People Says National Advertiser.

In an address before the Rochester Ad Club last week, Hugh Chalmers, president of the Chalmers Motor Co., and one of the biggest advertisers in the country, recommended the newspapers as the best advertising medium. He said in part:

"I believe that newspapers are the best medium for advertising, because the people are always looking for news," he said. "They buy a newspaper to read the news, and they stumble into the advertising. I believe in all kinds of mediums, magazines, both weekly and monthly, and weekly newspapers. I believe in any medium that has a legitimate circulation, but I particularly believe in the daily newspapers as being the best way of reaching the people with almost anything you have to sell."

Pittsburg Press Athletic Meet.

The National Track and Field Championships of the Amateur Athletic Union of America will be held in Pittsburg, June 30 and July 1, under the auspices of the Pittsburg Press. For the first time in the history of the A. A. U. the meet will be absolutely free to the people.

The German-American Publishing Co. has purchased the Rugby (N. D.) Pierce County Tribune and Der Staats Anzeiger.

REFUSES TO BAR REPORTERS.

Supreme Court Justice Blocked Attempt to Order Men Out.

Supreme Court Justice Maddox of Brooklyn blocked an attempt to bar reporters from the court Monday. The case was that of Father Misicke, pastor of St. John Cantius' R. C. Church, who was being examined in supplementary proceedings.

The examination was started in the lawyers' room at the Kings County Court House. Father Misicke objected strenuously to the presence of the reporters, so the matter was laid before Justice Maddox in chambers with the request that men be excluded.

"I will hear this case in open court," the Justice exclaimed. "I want it understood that no matter that comes before me can be discussed in secret."

L. H. CRALL DEAD.

Said to Have Been Organizer of Advertising Agency Business.

L. H. Crall, former head of the advertising agency of L. H. Crall Co., died suddenly in Camden, S. C., Monday of heart trouble. He was seventy-five years old. He had been retired from active business for several years and was spending the winter in the South for pleasure.

Mr. Crall was the only surviving son of the Rev. David Crall, an ordained clergyman and one of the founders of the Methodist Protestant Church in the United States, and Mary Haff. He was born in Harrisburg, Pa., April 14, 1835. In 1861 he accepted a position in the United States Treasury Department under Salmon P. Chase, where he remained until after the Civil War, when he returned to Ohio. In conjunction with Wm. Penn Nixon, Dr. O. W. Nixon, Benjamin Eggleston, Elias Longley and William Henry Smith he assisted in establishing the Cincinnati Daily Chronicle, an afternoon paper, which three years later absorbed the Cincinnati Times. Shortly after the Chicago fire the Nixons withdrew from the Chronicle to form a company to publish a newspaper in Chicago. The Inter Ocean, building it up from the ruins of the old Chicago Republican.

Mr. Crall became a director in this company, assuming charge of its Eastern interests as its resident special representative. For this purpose in 1873 he moved to New York city, where he built up a large and profitable business, connecting himself in a similar capacity with a number of other prominent newspapers. He may be said to have originated the newspaper special representative system now so universally in vogue. In 1895 his business was incorporated as the L. H. Crall Co., with himself as president. This position he held at the time of his death.

"World Progress."

World Progress, a new monthly magazine, published by E. F. Ingraham, the well known advertising man of 116 Nassau street, New York. In his introductory Editor Ingraham says: "World Progress has a mission, the compilation and illustrated publication in plain, understandable form of news matter concerning inventions and improvements, achievements in scientific fields, progress in all branches of the industrial world and, most particularly, the publication of condensed items of information the perusal and understanding of which will prove educational and valuable to all classes of readers." The first number has fifty pages of reading and illustrations, short, snappy and pleasing, mostly about progress in mechanical art and invention. There are fourteen pages of advertising in addition to the cover. The magazine is attractive in makeup and easily appeals to the general public.

Philadelphia, Pa., Feb. 26, 1910.

Messrs. Thos. Wildes' Son, 14 Dover Street, New York City.

Gentlemen: When "OXODIO" was first brought to our attention we were exceedingly sceptical concerning its qualification to measure up to the representation made for it. The men in the Metal Department of our Electrotpe Foundry, who are extremely critical touching anything entering into the metal, likewise doubted its efficiency. To our surprise, however, after trying it out, we found "OXODIO" did cover the claims made for it, and it has proven very helpful and profitable to use.

Very truly yours,
American Type Founders Company
W. Ross Wilson, Manager

Thomas Wildes' Son
METALS

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortland.

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

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

American News Company, New York, Selling Agents.

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line. Reading Notices, 25 cents per agate line.
Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, MARCH 11, 1911

WANTED — AN ORGANIZATION TO PUSH MUNICIPAL AD- VERTISING.

The commission form of government for cities, started by Des Moines some years ago, has been adopted by 114 cities in this country. Most of them have less than 25,000 population. The largest are Oakland, Cal., 150,174 population; Memphis, Tenn., 131,105; Spokane, Wash., 104,000. Buffalo has applied to the legislature at Albany, but has not yet been permitted to put in operation the plan.

So far as we have been able to ascertain, there is no active organization binding together these 114 cities for any common purpose. They only possess in common the desire for good government.

We have before called the attention of publishers to the conditions in these cities which would seem to promise well for a movement toward the bringing about of appropriation of public funds for advertising.

Thirty-six years ago the Supreme Court of the United States, in a case concerning the city of Topeka, Kan. held in effect as follows:

"That taxes can be levied only for a public purpose;

"That the aiding of a manufacturing corporation is not a public purpose, and that the fact that aiding this corporation would raise the value of real estate in this particular town and would give many of its citizens employment are not sufficient to justify the use of public money for that specific purpose, nor do these facts make such a purpose a public purpose."

Since then it has become the custom of courts throughout the country to hold that advertising is not "a public purpose," and so taxes may not be levied to give publicity to a municipality. No organized effort, so far as we know, has ever been made to force a reconsideration of these dictums of courts. It is conceivable that the definition of a "public purpose," even by the Supreme

Court, might be different in 1911 from the definition of 1874.

We need not repeat the strong arguments that publishers can use to prove that advertising a municipality in order to stimulate the flow of industry and wealth into that municipality is a "public purpose." Every publisher can conscientiously lay the arguments before his readers. The great majority of the members of chambers of commerce and similar bodies would gladly have taxes levied for advertising purposes. Then, why not an organization among publishers and members of progressive commercial public bodies for this purpose?

Because of the directness and definite responsibility of the commission form, the cities using that form are evidently the best ground for a propaganda to reverse the attitude of the courts toward municipal advertising.

We think that here is a work for publishers and advertising men which is honorable, progressive and profitable. Who will start the organization?

"HITCHCOCK RIDER" TO LIVE IN HISTORY.

Perhaps future historians will refer to it familiarly as the "Hitchcock Rider" and in time it will take a euphemistic place among that romantic list of governmental incidents which we recall, haphazard — "Missouri Compromise," "Ostend Manifesto," "Lecompton Constitution," "Nullification Act," "Oregon Question," "Porto Rico Tariff" and others.

We are inclined to believe that the total amount of words set up and printed in discussion of the "Hitchcock Rider" exceeded the total set up and printed in the discussion of any of the famous incidents above referred to. If for no other reason than this the "Hitchcock Rider" should have a red or black letter paragraph at least in school histories for the next generation.

No doubt Congress will again take up the question of magazine postage, and

probably not in the form of a "Hitchcock Rider." When the question again comes up, the country and especially the legislators will be better prepared to deal with it, and will not be entirely dependent for information as to facts upon a government bureau of statistics. It is well to bear in mind that newspaper men know better than any large class of men in the country the methods by which a government bureau of statistics "proves" the case of the political administration in power. And also it is well to know that the publishers and editors of newspapers and magazines are not likely to make the art of statistics synonymous with the science of government.

From the immense mass of printed exposition and analysis, we select the following by Mr. Frank A. Munsey:

In Germany the magazine pays the postoffice a percentage of its subscription prices—about 16 per cent. For this sum the postoffice solicits the subscription, collects it, sends the money to the magazine, and makes the deliveries for twelve months. The editor has only to send to Berlin the total number of magazines required for that city unmarked, unwrapped and unstamped. The post office, from its own subscription list, makes its distribution. That is real public service by the government.

It is something very different from this disorderly effort to jam through without hearings or consideration a measure that is new legislation, instead, as alleged, a mere amendment to an appropriation bill, only having consequences affecting the revenues.

We call attention to the above only to show the practical and thorough knowledge of the subject shown by the publishers. The narrowness and lack of originality shown by the supporters of the "Hitchcock Rider" was worse by comparison with the serious frankness and large minded fairness of the majority of the publishers.

WAS A POLITICIAN LIBELED, IF HE WAS LATER ELECTED?

A prominent politician of New York alleged that a certain local morning paper had libeled him in an editorial printed four years ago. The editorial was written during the stirring times following the insurance investigation, when charges of misconduct were daily flung at men high in finance and society. But this particular politician sued for \$100,000, a damage claim.

The case was tried last week. It was shown by the defense that this plaintiff politician was elected to one of the highest offices in the city subsequent to the printing of the alleged libel, and that, therefore, the alleged libel did not do him any damage.

Nevertheless, the jury awarded the politician \$10,000 damages and costs.

The case is interesting to publishers, because it seems to be the first time the defense has pleaded that election to public office after the printing of an alleged libel, is prima facie evidence that the successful office seeker was not damaged by the printed article. It is possible that this New York jury allowed the election

to office to mitigate the damages, though the size of the verdict looks unmitigated.

NEWSPAPERS AND THE PUBLIC.

From the New York Sun.
A curious example of the difficulties thrown in the way of the newspapers in obtaining proper and legitimate intelligence on public matters is illustrated by the case of Dean Gregory, of St. Paul's Cathedral in London. That eminent clergyman had just reached his ninety-second birthday. On Saturday, Feb. 20, the London Daily News announced on good authority that he was about to resign. This brought out the following official denial:

"The Dean is not retiring, and would like to find out who circulated the untrue report."

The Daily News immediately apologized. It had no desire to hurt the feelings of a venerable and venerated personage, or to leave the impression that he ought to give up an office for which he was physically unfit. Then, lo and behold, on the following Wednesday the London Times announced in an official way:

"The Dean of St. Paul's is forwarding to the Prime Minister a formal intimation that he desires to resign his office as from May 1 next."

A representative of the Daily News called at the deanery and received the following from a member of the dean's family:

"The Dean of St. Paul's yesterday tendered his resignation to the Prime Minister. Neither he nor his family gave interviews on Friday or Saturday to any representatives of the press. The assertion that he had not resigned was made with perfect truth, as also the statement that it would annoy him extremely did he know it had been made. It is not within the rights of anyone to ask for further information than it has been decided to accord them."

So the "untrue report" was only untrue in so far that the resignation had not been dropped into the post box. And if such a queer way of looking at facts is to be found in deaneries, and such places, it is no wonder that positive denials are no less emphatic and doubtful in the case of the ordinary layman.

A PRESERVED CHESTNUT.
"But this joke is many, many years old" protested the indignant editor of the National Tickler.

"True," admitted the smiling humorist; "but you must remember that I have had it in cold storage all the while."—Judge.

Methodist Publishing Houses Unite.

The Methodist publishing houses located in New York, Cincinnati and Chicago have been incorporated under one name and will be known as the Methodist Book Concern.

Ad Club Plans Retail Division.

The officers of the Cleveland Advertising Club plan the organization of a retail merchants' division of the club. It is believed the venture will prove a success from the start.

New Owner Takes Charge.

John B. Hungerford, former editor and owner of the Carroll (Ia.) Herald, has assumed control of the Waukegan Daily and Weekly Gazette, which he purchased some time ago.

Greensboro (N. C.) Telegram Sold.

J. T. Fain, former owner and editor of the Anniston (Ala.) Evening Star, has purchased the Greensboro (N. C.) Telegram. He assumed charge March 1.

Long Island Editors Meet.

Long Island editors met at the office of the Jamaica Democrat last week and formed plans for the organization of a Long Island editorial association.

PERSONAL.

James Kerney, editor of the Trenton (N. J.) Evening Times, has declined reappointment at the hands of Governor Wilson as a member of the State Civil Service Commission.

George B. Lockwood, editor of the Marion (Ind.) Chronicle, was a visitor at the White House last week.

Charles Dunn, Jr., for the past two years a member of the staff of the Portland (Me.) Daily Press, has been elected superintendent of the State school for boys.

George H. Perry, recently advertising manager for Gimbel Bros., addressed the advertising class of the Bedford Y. M. C. A., Brooklyn, last Wednesday evening, on "General Advertising."

Ballard Dunn, city editor of the Chicago Daily Journal, has been appointed chairman of the civil service commission of Chicago.

R. M. White, veteran editor of the Mexico (Mo.) Ledger, has been reappointed a member of the board of managers of the Fulton State Hospital. Mr. White has been on the board twelve years.

F. A. Miller, editor of the South Bend (Ind.) Tribune, who has been confined to his home for about a month with bronchitis, is again at his desk.

William E. Pringle succeeds Perry Ellis as editor of the Quincy (Ill.) Whig.

Louis J. Reilly, who has been engaged in newspaper work in Washington, D. C., for the past year, has accepted the city editorship of the Meriden (Conn.) Daily Journal.

Secretary George A. Wood, of the Railway Mail Association, has resigned as editor of the Railway Post Office, the official magazine of the order.

Charles F. Southard, advertising manager of A. D. Mathews' Sons, Brooklyn, has started a class in advertising at the Brooklyn Evening High School for Men.

OBITUARY.

William Penn Hastings, editor of the Milton (Pa.) Standard and president of the Standard Publishing Co., died last week, following a stroke of paralysis. He was fifty-six years old and was born in Pittsburg, Pa.

John F. O'Brien, a member of the staff of the Salem (Mass.) News, died last week following a long illness. He was thirty-nine years old.

Charles C. Eastman, editor of the Wadena (Minn.) Pioneer-Journal, died last week. He had been ill for a long time.

Charles S. Gill, for many years connected with the New York Evening Telegram, died last Saturday of tuberculosis. He was thirty-three years old and began work on the Telegram as office boy.

Werner Koch, publisher of the Washington (D. C.) German Journal, and prominent among German-American citizens of the National capital, died of phthisis Tuesday. He was born in Asfeld, Grand Duchy of Hesse, Germany, in 1834. He went to Washington in

1853 and in 1856 founded a German weekly known as Das Washingtoner Intelligenblatt. He purchased the Journal in 1872.

Oscar R. Houghton, for many years a member of the firm of Houghton, Mifflin & Co., publishers of New York, died last week at Atlantic City. He was sixty-five years old.

Rufus Sumerlin, at one time editor and owner of the Shelby County (Ind.) Leader, died in the Soldiers' Home at Washington, D. C., last week.

OLD-TIME TRAMP PRINTER.

It matters not how, with reason aforesaid, we may swell with pride and point with gratitude to the substantial social position the craft has taken in the different communities in recent years, the passing of the tramp printer somehow stirs within us a feeling of—what shall we say? It may not be sorrow, but surely it's something closely akin to it. To be sure, tramps are among the "undesirables," but the tramp printer—well, he seemed to have become a necessary part of the business, not because of his worth, but because revered memories had built him into an institution.

Will we ever forget, those of us of this generation, the old-time tramp printer? God bless him! He was weak, and yet he was strong—strong of generosity and of breath, yet weak in some of this very strength. He was an outcast, to be sure, but nevertheless he was a product of society. In order that his fellow men might enjoy the reading of the world's news over their morning cup of coffee seven days a week, he was made a tramp. He might have withstood the environment of a morning newspaper "sub" if he had been strong enough, but he wasn't. And he became a rover over the face of the earth. The harm he brought to others probably was overbalanced by the good he wrought in his unexampled freeheartedness.

More than any other type of outcast, perhaps, his dissipations were directed chiefly against his own welfare. He was an enemy to scarcely any one but himself. Yet it is better that he should go—better for society and better for himself. And, while his passing may cause a twinge of sorrow among those who knew and understood him, the coming generation of printers will not miss him nor feel that the printing art has lost one of its time-honored associations. —Inland Printer.

Watch Out for This Man!

A young man claiming to be J. W. Stoddard, business manager of the Baltimore American, is said to have swindled a number of New Yorkers. He obtained money from a number of business men, it is said, by presenting cards bearing the name and connections of Mr. Stoddard.

Milkman's Edition.

Mrs. Ascum—Do you read much before going to bed, Mr. Rownder?
Rownder—Frequently glance over the morning paper.—Boston Transcript.

FEATURES

The International Syndicate
Established 1899
Baltimore, Maryland

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service. Address: Herald Square, New York City. Canadian Branch Desbarats Bldg., Montreal

\$25,000 Cash

available for first payment on Independent or Republican daily newspaper property in city of 75,000 or more population. Eastern locations preferred.

Proposition No. 99

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

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tops," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc. THE ADAMS NEWSPAPER SERVICE, George Matthew Adams, 3019 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

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

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

A BAD MAT

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

BAIN NEWS SERVICE
32 Union Square New York

\$12,000. will buy an evening paper located within thirty miles of New York City, with a bona fide circulation of 1,600 and doing a good business. Reason for selling, death of owner. Quick action desired to close estate.

CONNOR, FENDLER & CO.,
56 Beekman Street, New York City

"AD"

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

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

WASHINGTON

THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.

Circulation—DAILY, 64,741; SUNDAY, 84,203.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED, CHANGE OF LOCATION

Wideawake and up-to-date circulation manager wishes to change location. Have doubled the circulation on the paper now employed by, in the last two years. Look into this if you are looking for such a man. Address Box Number "XXXXX," care THE EDITOR AND PUBLISHER.

OPEN FOR POSITION.

Experienced daily paper business manager with highest references is now open for a position. Address "No. 312," care THE EDITOR AND PUBLISHER.

FOREIGN EXCHANGES OR BOOKS.

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

A TALENTED

and much experienced newspaper man desires the general management or the business management of a high grade newspaper. My business is that of newspaper making. I have never worked on a newspaper that paid when I first took its management, and I have in every instance broken their deficit and made them pay dividends. I have written evidence of the highest character to prove what has just been said. Any publisher who wants skillful and lasting business building done may address me as follows, "BUSINESS BUILDER," care THE EDITOR AND PUBLISHER.

HELP WANTED.

WANTED—A CAPABLE

Business and Circulation Manager for a morning paper which has just been taken over by new management in a Pennsylvania city of 60,000. There is a capable editorial staff and we propose to deliver to such a man the best newspaper product in the city. It will be up to him to market it. State in full experience, salary, etc. Address BUSINESS AND CIRCULATION MANAGER, care EDITOR AND PUBLISHER.

POSITIONS OPEN

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

MISCELLANEOUS

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 100 Washington St., Chicago, Ill.

BUS. OPPORTUNITIES

NEWSPAPER MEN

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

FOR SALE

FOR SALE—GOSS

Molding Machine. Excellent Condition. Nearly new. Built for individual motor drive. Big bargain. Address GAZETTE, Colorado Springs, Colo.

A MODEL 2 LINOTYPE

Machine with complete equipment, two sets of matrices; all brand new; machine just rebuilt and now in Mergenthaler Factory. Will sell for \$1,000 less than cost. Address MACHINE, care EDITOR AND PUBLISHER.

LARGE CYLINDER PRESS.

For sale, 12 years' use, 44 x 60 Whitlock, 4-roller tapeless fly delivery; does good half-tone work, with or without 5-horse Lundell electric motor and controller—these new. Easy terms for about \$1,000, and warranted. Also Polhemus double cabinet and ten fonts De Vinne Condensed, series of Engravers' Roman, Lining Gothic and other good type, practically new. COCHRANE PUBLISHING COMPANY, Tribune Building, New York.

MONOTYPE.

For sale. Need the money—first man with \$1,500 gets it. Complete outfit—keyboard, caster, compressor, moulds and tool set. Address C. DE FREEST, 995 E. 167th St., New York.

FOR SALE—CHEAP.

One Potter casting box, good as new, for 11½ cylinders, fitted for seven-column, 13-em paper, 20 or 22" length page. Apply to SUPERIOR TELEGRAM, Superior, Wis.

LINOTYPE BARGAINS.

No. 1, two-letter, \$950 on cars; No. 2, double deck, four-magazine, three sets mats, usual supplies, \$2,300 on cars, cost \$3,850, like new; No. 3, \$2,200, usual supplies, on cars; immediate delivery on all machines. WM. B. BOYD, 47 W. 34th St., New York.

THE ADVERTISING WORLD

ROLL OF HONOR

TIPS FOR BUSINESS MANAGERS.

The Hamburg-American Lines, 41 Broadway, New York, is asking for rates.

E. E. Vreeland, 113 West Thirty-first street, New York is sending out one hundred inch contracts for George C. Batcheller & Co., Fifth avenue and Eighteenth street, New York.

The P. & W. Vacuum Cleaner Company, 545 West Forty-fifth street, New York, is placing a line of classified advertising in a large list of Sunday papers through Irving Rosenbaum, 1123 Broadway, New York.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing orders for 500 inches to be used within one year in Southern papers for the Lavadura Chemical Company, Savannah, Ga.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for 1,000 inches to be used within one year in Southern papers for the F. A. Stuart Company, Marshall, Mich.

The Munyon Company, Fifty-third and Jefferson streets, Philadelphia, is placing renewal orders for 5,000 lines to be used within one year direct.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for 5,000 lines to be used within one year in Middle West papers for the Regal Motor Car Company.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders for 156 times to be used within one year in Middle West papers for P. C. Larkin & Co., Salado Ceylon Tea, 32 Yonge street, Toronto, Canada.

Lord & Thomas, Trude building, Chicago, are placing orders for 1,000 lines to be used within one year in Southern papers for the Van Camp Packing Company, Indianapolis, Ind.

The Stack-Parker Company, Heyworth building, Chicago, is placing orders for 21,000 lines to be used within one year in Southwestern papers for the Schlitz Brewing Company, Milwaukee, Wis.

Louis E. Anfenger, Holland building, St. Louis, Mo., is placing orders for 1,000 lines with Southern papers for J. Kennard & Sons, St. Louis, Mo.

F. Wallis Armstrong Company, North American building, Philadelphia, has started a campaign in St. Louis papers for J. R. Keim & Co., Shackamaxon.

Guaranteed Fabrics, 153 Allegheny street, Philadelphia. It is said that this account will be extended later.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making contracts for three and one-half inches, three t. a. w. for one year generally for George P. Ide & Co., Collars, Troy, N. Y. This agency is also placing orders with Western papers for the H. N. Reynolds Roofing Company. The above agency will shortly place orders for 1911 edition of Reach Base Ball Guide for the A. J. Reach Company, Philadelphia.

The George Batten Company, Fourth Avenue building, New York, is making up a list of newspapers and orders will go out later for the Chalmer's Knitting Company, Polorsknit Underwear, Amsterdam, N. Y. This agency is also placing orders in a few large Eastern papers for the Lightfoot, Shultz Company, 536 Broome street, New York.

The Blackman-Ross Company, 10 East Thirty-third street, New York, is placing orders on contracts for Louis A. Crosset, Inc., Crossett Shoes, North Abington, Mass.

The Blaine-Thompson Company, Fourth National Bank building, Cincinnati, O., is making contracts for 5,000 lines to be used within one year in Southern papers for Strauss, Pritz & Co., Lewis 66 Rye, same city.

Arthur T. Bond, 16 Central street, Boston, Mass., is placing orders with Michigan papers for Dwinell, Wright Company, White House Coffee, 311 Summer street, Boston, Mass.

Albert Frank & Co., 26 Beaver street, New York, has secured the account of the United States Mortgage & Trust Company, 55 Cedar street, New York. This agency is also placing orders in a few Eastern metropolitan cities for the New York Real Estate Security Company, 42 Broadway, New York.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for 128 lines fifty-two times in Middle West Sunday papers for F. Uhry & Co., 162 State street, Chicago.

The Homer W. Hedge Company, 366 Fifth avenue, New York, is asking for rates on 350 inches in Minnesota, Michigan, Texas and New York papers.

C. Ironmonger, 20 Vesey street, New York, is placing orders in New York City papers only for the Shults' Bread Company, 26 Beaver street, New York.

H. W. Kastor & Sons Advertising Company, Equitable building, St. Louis, Mo., is placing orders for fifty lines twenty-five times with a few Eastern papers for the American Wine Company, Cook's Imperial Champagne, St. Louis. This agency is also placing orders for 100 lines seventy-five times with Middle West papers for the Wastemo Chemical Company, St. Louis.

H. H. Levey, Marbridge building, New York, has secured the account of George Flatauer & Bro., Cigars, 331 East Ninety-eighth street, New York. Orders will shortly be placed with a selected list of papers.

The Shoals (Ind.) News has been purchased by a stock company headed by W. D. Sherfick.

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

ALABAMA.

ITEM Mobile

ARIZONA.

GAZETTE Phoenix

CALIFORNIA.

INDEPENDENT Santa Barbara
BULLETIN San Francisco
CALL San Francisco
EXAMINER San Francisco

FLORIDA.

METROPOLIS Jacksonville

GEORGIA.

ATLANTA JOURNAL (Cir. 53,163) Atlanta
CHRONICLE Augusta
HERALD Augusta
ENQUIRER-SUN Columbus
LEDGER Columbus

ILLINOIS.

POLISH DAILY ZGODA..... Chicago
SKANDINAVEN Chicago
WOMAN'S WORLD Chicago
HERALD Joliet
HERALD-TRANSCRIPT Peoria
JOURNAL Peoria

INDIANA.

JOURNAL-GAZETTE Ft. Wayne
NEWS-TRIBUNE Marion
TRIBUNE Terre Haute
THE AVE MARIA Notre Dame

IOWA.

EVENING GAZETTE Burlington
CAPITAL Des Moines
REGISTER & LEADER Des Moines
THE TIMES-JOURNAL Dubuque

KANSAS.

CAPITAL Topeka

KENTUCKY.

COURIER-JOURNAL Louisville
TIMES Louisville

LOUISIANA.

ITEM New Orleans
TIMES DEMOCRAT... New Orleans

MAINE.

JOURNAL Lewiston

MARYLAND.

THE SUN .. Paid for in Cash Cir. .. Baltimore
Morn. and Eve. 110,453 ... Sun.. 58,761

MICHIGAN.

PATRIOT.(1910) D.10,720; S.11,619. Jackson

MINNESOTA.

TRIBUNE.....Morn. and Eve.....Minneapolis

MISSOURI.

DAILY AND SUNDAY GLOBE. Joplin
POST-DISPATCH.....St. Louis

MONTANA.

MINER Butte

NEBRASKA.

FREE PRESSE .. (Cir. 142,440) .. Lincoln

NEW JERSEY.

PRESS.....Asbury Park
JOURNAL Elizabeth
TIMES Elizabeth
COURIER-NEWS Plainfield

NEW MEXICO.

MORNING JOURNAL .. Albuquerque

NEW YORK.

BUFFALO EVENING NEWS .. Buffalo
LESLIE'S WEEKLY (Cir. 300,000) New York
MESSENGER OF THE SACRED HEART..New York
RECORD Troy

NORTH DAKOTA.

NEWS Fargo
NORMANDEN .. (Cir. 9,450) .. Grand Forks

OHIO.

PLAIN DEALER Cleveland
(January, D. 85,479-S. 119,350)
VINDICATOR Youngstown

PENNSYLVANIA.

TIMES Chester
DAILY DEMOCRAT Johnstown
JOURNAL Johnstown
DISPATCH Pittsburgh
GERMAN GAZETTE .. Philadelphia
PRESS Pittsburgh
TIMES-LEADER Wilkes-Barre
GAZETTE York

SOUTH CAROLINA.

DAILY MAIL Anderson
DAILY RECORD Columbia
THE STATE Columbia
(Cir. D. 15,169-S. 15,318)

TENNESSEE.

NEWS-SCIMITAR Memphis
BANNER Nashville

TEXAS.

RECORD.....Fort Worth
CHRONICLE Houston
TIMES-HERALD Waco

WASHINGTON.

POST-INTELLIGENCER..... Seattle

WISCONSIN.

EVENING WISCONSIN... Milwaukee

CANADA

ALBERTA.

HERALD Calgary

BRITISH COLUMBIA.

WORLD Vancouver
TIMES Victoria

ONTARIO.

EXAMINER Peterborough
FREE PRESS London

QUEBEC.

LA PRESSE Cir. Dec. 1910, 101,534 Montreal

GET THE BEST ALWAYS!

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

The Mobile Register

MOBILE, ALABAMA

"We are spending over two-thirds of our advertising appropriation in The Mobile Register."
L. Hammel Dry Goods Company.

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

AUGUSTA HERALD

Augusta, Ga.

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

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

THE New Orleans Item

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

Elmer E. Clarke, Business Manager

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
8 Beekman St., New York
Tel. Cortlandt 3158
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
18-17 West 38th St., New York
Tel. Murray Hill, 5238
- FEDERAL ADVERTISING AG'CY**
243 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
118 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

- FRORERT ADV. AGENCY**
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5187
- PHILADELPHIA ADV. BUREAU**
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

- THE PUBLICITY COMPANY**
San Diego, 9, City of Mexico, Mexico
- CUBA and WEST INDIES**
- THE BEERS ADV. AGENCY**
Bank of Nova Scotia Building
Havana, Cuba
L. C. Felleman, 18 B'way, N. Y.

ADDITIONAL AD TIPS.

Lord & Thomas, Trude building, Chicago, is making contracts for 5,000 lines with Western papers for Fuller & Johnson Manufacturing Company, Madison, Wis.

The Robert M. McMullen Company, Cambridge building, New York, is placing orders for seven inches d. c. three t. a. w. for thirteen weeks in a selected list of cities for the F. F. Dalley Company, Ltd., Two in One Shoe Polish, Buffalo, N. Y. This agency is also placing orders for 150 lines d. c. ten times in Middle West papers for William Anderson & Co., Dry Goods, 48 White street, New York.

The Mitchell Advertising Agency, St.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
Flatiron Bldg., New York
Tel. Gramercy 666
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN COMPANY**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- KELLY, C. F. & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 176
- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- NORTHRUP, FRANK R.**
223 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- THE FISHER AGENCY**
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**
189 East Broadway, New York
Tel. Orchard 5300

Paul, Minn., is making contracts for 2,100 lines with Pacific Coast papers for the Northern Shoe Company, Duluth, Minn.

The Nichols-Finn Advertising Company, Kesner building, Chicago, is making contracts for 10,000 lines with Southern papers for Morris & Co., Supreme Lard, Chicago.

The Northwestern Advertising Agency, Essex building, St. Paul, Minn., is placing orders for one and one-half inches thirty-five times with Western papers for the Adlerika Company, Springfield, Minn.

The Frank Presbrey Company, 3 West Twenty-ninth street, New York, is placing orders for five inches d. c. eight times with New York State papers for the Hotel Shenley, Pittsburg, Pa.

E. P. Remington, Jenkins building, Pittsburg, Pa., is placing orders with large city papers for the American Lady Corset Company, American Lady Corsets, 282 Fort street W., Detroit, Mich. The above agent has also secured the account of the Studebaker Bros. Company, 140 West Fifty-second street, New York, and orders are being placed with large Eastern papers.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is sending out contracts for 1,000 inches to papers in cities where they have stores for

the Regal Shoe Company, Regal Shoes, East Whitman, Mass.

Sherman & Bryan, 79 Fifth avenue, New York, is making contracts with papers in cities where they have agents for Strouse Bros. & Co., Clothing, Lombard and Paca street, Baltimore, Md.

E. E. Smith, Mutual Life building, Philadelphia, is placing a few orders in large Sunday papers for the Pelican Mining & Power Company, 1616 Real Estate Trust building, Philadelphia.

Street & Smith, Publishers Popular Magazine, Seventh avenue and Fifteenth street, New York, are placing orders in large cities through various agencies.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders with Pennsylvania papers for Cruikshank Bros. & Co., Crubo Apple Butter, Pittsburg, Pa.

The Trade Advertising Agency, 13 Astor Place, New York, is placing new copy on contracts for the Maxim Hat Works, Maxim Hats, 12 Waverly Place, New York.

The M. Volkman Advertising Agency, 5 Beekman street, New York, is placing orders with Albany, Schenectady, Syracuse and Troy, N. Y., papers for the Mitchell Slip Easy Tie Company, Mitchell Slip Easy Tie, Buffalo, N. Y.

The Beers Advertising Agency, Bank of Nova Scotia building, Havana, Cuba, is placing orders in leading Spanish papers for the Ritz-Carlton and Savoy Hotels; also for Evelyn Cunningham of Chicago and the D. D. D. Remedy Company, and renewal contracts with Ferd. T. Hopkins, Gourraud's Oriental Cream, 37 Great Jones street, New York. Ads have also been sent up from this agency to the New York Herald, Saturday Evening Post, Comfort, and to two leading English papers, the London Evening Mail and the London Daily Telegraph.

The Siegfried Company, New York, will hereafter place the advertising of Fleming & Company, Pennsylvania building, Philadelphia, a newspaper and magazine financial account.

Frank Kiernan Advertising Agency, 156 Broadway, New York, is placing magazine accounts for Carl Mack, 39 Cortlandt street, and also classified ads for the Railway Educational Association of Brooklyn, 1,500 publications throughout the United States and Canada. Peter Jay Clark, Mutual Brokerage Company, L. L. Winkelman & Company in New York city and Eastern papers.

The United Glove Company of New York City is sending out new copy to all magazines used last month, a few additional ones will be tried monthly for the next few months. The business is being placed by the Huntington Advertising Agency, of this city; small copy for the Artistic Medal & Badge Company is also being sent out by this agency.



Alert, Masterful, Independent

Sherlock Holmes never gets to the bottom of his puzzles with more surprising accuracy than does

The American Printer

is made up of men who are thoroughly conversant with every step of the printing process. It is a complete general information and advertising magazine. Your attention is attracted by handsome covers, many of them magnificent specimens of color work. The magazine is published every week, and is a most valuable and profitable investment to every printer.

It is the only magazine that is so thoroughly good and so thoroughly readable. It contains the latest news of the printing industry, and is a most valuable and profitable investment to every printer. It is the only magazine that is so thoroughly good and so thoroughly readable. It contains the latest news of the printing industry, and is a most valuable and profitable investment to every printer.

It will cost you \$2.00 a year—\$1.00 for one month—\$1.00 for one month. It is a most valuable and profitable investment to every printer.

Oswald Publishing Co.
33 City Hall Place
New York

Press Clippings

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

BURRELLE

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

We make Special Supplement Pages

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"

The Chestnut Street Engraving Co.

PHILA. PA. 702 CHESTNUT ST.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4000-4 Beekman

THE LOVEJOY CO. Established 1833

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery

444-446 Pearl Street New York

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.

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

Bulletin 505-H explains how.

Garwood Electric Co., Main Office and Works, GARWOOD, N. J.

New York Philadelphia Boston Chicago Pittsburg
St. Louis New Orleans



"THE KOHLER SYSTEM"
of ELECTRIC CONTROL for

Motor-Driven Printing Presses and Auxiliary Machinery

Used by the leading newspapers throughout the world

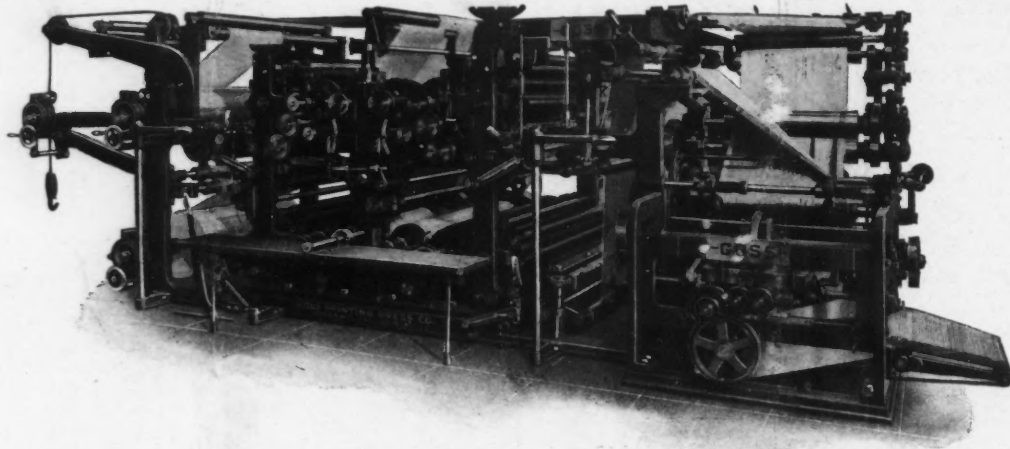
Manufactured and sold by the

CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin

New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

THE NEW GOSS "ACME"

Straightline Two Roll Rotary Perfecting Press, No. 3-D



Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
It is practically a single plate machine, thus saving time in not having to make duplicate plates
Plates are cast from our regular standard stereotype machinery

New York Office:
1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON - E. C.
ENGLAND

SHORT HAND.

Successful Writer for Press Should Have Wide Knowledge of Men and Events. Lack of Understanding on Reporter's Part Leads to Frequent Misquoting.

London Newspaper Owner.

"The verbatim reporter ought to reduce himself so far as he can to the position of a machine, his ear, sense and hand acting co-ordinately, harmoniously. The moment a man tries to understand the matter he is stenographing, so as to enter in moments of leisure into a discussion on the subject, he becomes of no special use to his editor."

More than once such opinions have been uttered by the writer's acquaintances, usually by those of the older school of journalism; but it seems to him that to reduce the reporter to something mechanical is to reduce his journalistic worth. So far from precluding the use of his understanding in the matter to achieve success, it seems infinitely more advisable that the reporter should utilize as complete an education as possible. If he is to make a mark in his profession—and the majority of newspapermen start out with the idea of climbing to the top—he ought not only to have understanding as befits a citizen of the world, but possess a little knowledge of politics, of economics, law, etc.—book learning of every kind, classics—everything. In short he ought to be a species of encyclopedia.

The work of a reporter, who does not enter fully into the logical sequences of the matter on hand, and is not able to conceive the ideas advanced, surely is not as valuable and trustworthy as that turned out by the pressman who has

knowledge concerning that with which the speaker is dealing?

There are specialists in stenography, from whatever point of view it is regarded, whether as an art, a trade, or a profession, or merely as an accessory in the technique of the pressman. The office shorthand writer would be out of place in a town council meeting. The average newspaperman would not be at his ease taking down an abstruse medical address.

There is a great difference between the aptitude of the reporter who has enjoyed educational advantages and of the man who has not. It is noticeable how much better is the assignment of the journalist who knows the general run of men and matters, of literature and life, than that of the man who does not.

It is the latter who is pulled up short by the unexpected turn of thought—twist of diction—and lets the utterance pass unrecorded. The unanticipated catches him either ignorant or relaxed in alertness of sequence. Without a wide vocabulary, or a command of mental outlines of buoyancy, he is lost till his perceptive faculty picks up the train of thought anew.

It is as much owing to lack of understanding on the reporter's part as it is to his awkward altering or amending matter that speakers are sometimes misreported. The speaker, however, who in the heat of public declamation becomes illogical, inconsistent, or who uses inflammatory language, should not upbraid the pressman for setting his remarks before the public as they ought to be. Such revision is as much in the speaker's interest as in that of the reading public. Yet those that are the most indebted to the press for such necessary revision generally value it the least!

Of course the reporter must be discreet in his treatment, and absolutely sure that he is right. He runs some peril in taking liberties with such copy; but it is very questionable whether the risk of disapproval may not be greater if he refrain from exercising the quasi-editorial function.

It has perhaps happened that a politician has on several occasions declared that his language was misrepresented. On each of the occasions he seems to have thought that the journalists reporting would wisely temper the virulence of his ebullitions. If they had been a species of stenographic henchmen to the politician, accompanying him as he scurried throughout the kingdom, they might have known what to circulate and what to trim or suppress! However, this instance represents a peculiar case, requiring more than ordinary wariness, both on the part of the speaker and the reporters, to satisfy the public as well as himself.

It is seldom that a speaker complains that the pressman has wrongly given the substance of his address, but it does happen; and whether the journalist is guilty or innocent of omission or commission such an instance but strengthens the case for intelligent and discriminating reporting. Only when an automatic, senseless stenographer, ignorant of the intricacies of English and its construction, without knowledge of men and affairs, gives to the readers a distorted report, should dissent and dissatisfaction be expressed.

The pressman who adheres to the mechanical theory of shorthand reporting will never reach the plane of even moderate success which he who utilizes his intelligence and education does but use as a stepping stage to his further good.

THE MODERN PROOFREADER.

Hyphen (-)—A short dash indicating quality and exclusiveness. E. g., Mrs. Gobbsa Golds.

Dollar Mark (\$)—A golden character placed at the beginning of numeral modifiers because all the world is after it.

Period (.)—A small dot indicating finality. Disregarded by female punctuators.

Semicolon (;)—A mark used to set off the forty-three component parts of a Henry James sentence.

Apostrophe (')—A tiny character denoting possession. Obsolete with the ultimate consumer.

Per Cent. Mark (%)—A Hebraic character indicating the amount of interest the pawnbroker can be expected to take in the tale of your woes.

Eiofght! "7&"% — Linotype profanity induced by assaulting the wrong key.

Dashes (— — —)—A series of horizontal marks used as a spur to the reader's imagination when the author runs out of appropriate emotion. E. g., "Heavens—" she gasped. "Why—What—Who would—"

Exclamation Point (!)—A screamer used at the close of Speaker Cannon's terse sentences.

Parallel Columns—A device used to confound a peerless leader by comparing the sageness of later years with the indiscretions of his youth. Also used as a check on plagiarism.

Quotation Marks (" ")—Apostrophe twins used to place the responsibility on someone else.—Stuart B. Stone in *April Smart Set*.

The Harbor Springs (Mich.) Emmet County Appeal will be moved to Petoskey.

