

THE EDITOR AND PUBLISHER

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PAPER MAKERS

AGREE TO CONFER WITH PUBLISHERS ON STANDARDIZATION OF SIZE.

Manufacturers Bitterly Denounce Their Critics—Flings at Roosevelt, Congress and John Norris—Strong Resolutions Urging Restriction of Forest Cutting—President Arthur Hastings Re-elected.

The annual meeting of the American Paper and Pulp Association was held in the Waldorf Astoria Hotel, New York, on Feb. 4. The list of membership includes the names of 157 manufacturers who control the paper making industry in America. Arthur C. Hastings was re-elected president, G. F. Steele vice president, and Louis Chable secretary and treasurer. At the banquet in the evening there were more than 500 men at the tables.

The subject of keenest interest at the business sessions was the apparent attitude of newspaper publishers toward the manufacturers, and closely related to this was the matter of conserving the forests of the nation.

The report of the News Division, presented by Vice-President Charles H. Remington, was sensational in its arraignment of John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association. Mr. Norris was blamed for starting the whole controversy between manufacturers and publishers. However, it was admitted that he had done some good in support of the movement for standardization of size.

President Hastings was instructed to send an official communication to Herman Ridder, president of the A. N. P. A., saying that the manufacturers would be glad to confer with the publishers and try to adjust differences and also to consider suggestions about "the conduct of business"—meaning the proposition to standardize the size of newspaper rolls, but the manufacturers wouldn't confer on anything until they got the head of John Norris.

The official report of the proceedings was published in The Paper Mill and Wood Pulp News. Mr. Remington's paper contained the following:

STANDARDIZATION RECOMMENDED.

"The past year has been remarkable for the disturbance brought forth by the American Publishers' Association and their vicious attacks on the industry through the President and Congress and the subsequent investigation through the select committee which at the present time has not reported to Congress.

"What the result of this investigation will be and what will be done with the tariff is yet a problem.

"The standardization of sizes of rolls should receive proper consideration.

"It is ridiculous that one paper should use, say 73-inch rolls, another 71 1/4-inch,

70-inch, 69-inch, 67 1/2-inch, 67-inch, 66-inch, 64 3/4-inch, 30-inch, 38 1/2-inch, 37 1/2-inch, 34-inch, 33 1/2-inch, 32 1/2-inch, 29-inch, etc. Certain sizes should be made standard and any sizes other than standard should pay a higher price.

"It is suggested that the association take up the matter in a manner best for our mutual interests.

"A considerable quantity of paper has been sold during the past year at auction. Just whether or not this is a good thing for the trade is doubtful, but if we can standardize sizes and quality, it is a step toward the ideal way to sell paper, that is spot cash, or draft against bill of lading. More and more it is becoming necessary for the paper manufacturer to put up spot cash for his raw material of all kinds, and the sponser paper can be sold the same as wheat, corn or any other staple product, the better for all concerned."

NORRIS BARRED FROM CONFERENCE.

The following declaration, to be sent by President Hastings, was adopted:

The news manufacturers are most desirous of a thorough understanding and of the existence of a friendly feeling between the publishers and themselves, and consider most unfortunate any attempt to sow discord between the two . . .

In view of the official appeal made by the President of the Publishers' Association that the manufacturers consider certain suggestions for the conduct of their business and appoint a committee to meet a committee of the publishers, the manufacturers desire to express their willingness to discuss matters of common interest with the publishers, but in self-respect they must decline to consider any of them until a change be made in the chairmanship of the Paper Committee of the Publishers' Association.

TAKE CARE OF THE FORESTS.

The Committee on Resolutions reported the following, which was unanimously adopted:

Resolved, That the American Paper and Pulp Association urges all timberland owners in the paper industry to restrict their cutting to the reproductive capacity of their holdings and to adopt practical forestry methods, as advocated by the Forest Service at Washington.

Resolved, That this association urges the Legislatures and Executives of the various States to provide better fire protection for the forests, and advocates the patrol system and ample appropriation therefor; also the adoption by railroads passing through forest lands of such devices as will prevent the starting of forest fires by their locomotives.

Resolved, That this association urges the Legislatures and Executives of the various States to make such changes in the system of taxation of forest lands as will encourage the regrowth of cut-over lands and the replanting of denuded lands.

Resolved, That this association urges upon such Legislatures and Executives the great importance of conserving the waters of the rivers by storage reservoirs, so as to build up the water powers, prevent floods and improve sanitary conditions.

Resolved, That this association recognizing the benefits to be derived by the public and by the paper manufacturing industry from action along the lines indicated in the above resolutions, urges all its members in various States to request their representatives in the respective Legislatures to introduce bills for the furtherance of these policies; and further directs its executive officers to use all legitimate efforts and means in the promotion of these policies.

Circulation Frankly Free.

The Bulletin, a weekly published at Canandaigua, N. Y., by A. E. Deming, prints the following frank statement: "Circulation, 1,500 free copies."

BRYAN AND LA FOLLETTE.

The Commoner Welcomes New Paper and Will Co-operate.

The current issue of La Follette's Weekly Magazine prints a letter from William J. Bryan to Senator La Follette, outlining the attitude of The Commoner toward the new paper. The letter was also printed in The Commoner:

SENATOR ROBERT M. LA FOLLETTE, Madison, Wis.

My Dear Mr. La Follette: I am just in receipt of the first number of your paper and hasten to congratulate you upon its appearance and its promise. I am heartily glad that you have entered the journalistic field. The fact that we do not agree on all questions is not so material, for those who think for themselves are likely to differ. If we all seemed to think alike, it would be evidence that we did not think at all.

We are greatly in need of journals published with a purpose and giving expression to the conscience and judgment of a person whose identity is known. Nearly all our great dailies have become business enterprises operating through corporate forms. The owner of the stock is seldom known, and the editor still less. I wish we had a number of papers like yours with a national circulation, and still others with State circulations. There cannot be too much publicity. Out of discussion comes truth; only error seeks the cover of darkness. Strength to your arm! If you can purge the republican party of its corruptions, improve its tone and elevate its ideal, you will render a public service. If your efforts fail and the corporate influences that have dominated, and continue to dominate it, your party successfully resists the efforts of the reform element in that party, our party will be inspired to greater effort to win that reform element. You may help us, therefore, as well as your own party; but insofar as you promote any worthy cause, you will help your country, and that is more important than that you should help any party.

I shall be glad to co-operate with you as far as I can, and where we are compelled to disagree, I shall still be glad to have the opposite side as ably and as honestly stated as it will in your paper.

Very truly yours,

W. J. BRYAN.

—The Commoner.

La Follette's states that it began, five weeks ago, with a circulation of "over 30,000."

Editor Shot in the Back.

P. Kellum, editor of the College Corner (Ind.) News, was shot in the back and instantly killed on last Monday night by Clyde Henley, who stealthily crept up behind him. Henley escaped to his mother's home, and when citizens began to break down the door Henley blew his brains out. Editor Kellum was married and the father of seven children.

New Editor of Agriculture.

Joseph A. Arnold, of Indiana, has been appointed editor of the Department of Agriculture. He succeeds George William Hill, of Minnesota, who occupied the place many years. Mr. Hill will accept the position of associate editor.

CLUBS AND ASSOCIATIONS.

The Maine Press Association, at their meeting held in Augusta last week passed resolutions protesting against the enactment into a law of section 436 of the new postal regulations, which denies to publishers of daily and weekly newspapers the right to send their publications at pound rates to subscribers who are in arrears of payment for more than three months or one year respectively. The following officers were elected: President, Arnold H. Jones, Rockland; vice-presidents, Arthur E. Forbes, South Paris; Thomas D. Sale, Portland; Louis O. Haskell, Pittsfield; secretary, Joseph Wood, Portland; treasurer, John Clair Minot, Augusta; executive committee, Arnold H. Jones, Rockland; John V. Lane, Augusta; Edward M. Blanding, Bangor; Charles E. Williams, Portland.

At the annual meeting of the Maine Daily Newspaper Association, held in Augusta the past week, the following officers were elected: President, J. Norman Towle, Bangor; vice-president, Charles Flint, Kennebec Journal; treasurer, Oscar R. Wish, Portland; secretary, W. H. Dow, Portland.

The Indiana Democratic Editorial Association, at their meeting in Indianapolis on Monday last elected the following officers: President, W. S. Chambers, of Newcastle; first vice-president, Clay W. Metsker, of Plymouth; second vice-president, S. Paul Pointer, of Sullivan; treasurer, Oscar Cravens, of Bloomington; secretary, Frank Grimm, of New Albany; executive committee, H. A. Hazen, of Boonville; George R. Griffin, of Spencer; A. N. Crecraft, of Franklin; John Deprez, of Shelbyville; H. B. Darling, of La Porte; D. C. Adams, of Columbia City; E. E. Cox, of Hartford City; J. E. Babcock, of Rensselaer; R. P. Carpenter, of Noblesville; A. D. Moffett, of Elwood; W. B. Whitlock, of Huntington; Charles Arnold, of Greencastle, and L. M. O'Bannon, of Corydon.

The Associated Ohio Dailies will hold their annual meeting on February 16 and 17, at the Neil House, Columbus, Ohio. In the preparation of the programme the president of the association, John T. Mack, of the Sandusky (O.) Register, has departed from the usual custom and has cut out all papers and long addresses and given the entire time to the floor. Questions of vital interest, both business and editorial, will be discussed.

The Chicago Advertising Association held a Lincoln centennial dinner last week, at which Major-General Frederick D. Grant gave "Personal Reminiscences of Abraham Lincoln."

Full Page Theatrical Advertisement.

Last week the New York Evening Journal carried a full-page advertisement in poster type of "The Girl from Rector's," a play now running at Weber's Theatre, Broadway. The idea of a page ad. for a play is new in New York.

The name of "The Bulletin" is a household word among the people of Philadelphia and its vicinity.

Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Net average for 1908

240,797

copies a day

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

PACIFIC COAST NEWS.

Brief Items of Interest Gathered in the Far West.

Frank H. Dallam, founder of the Spokane Review, which was afterward merged into the Spokesman-Review, announces the suspension of the Palmer Mountain Prospector, published at Loomis, Wash. It was in no sense a business failure, but conditions were such that the publisher thought it best to suspend. W. W. Woodbeck, editor of the Okanogan Record, published at Condon, Wash., says in an editorial: "The Prospector has been a consistent worker for the interests of the county, and strong pressure will be brought to bear on Mr. Dallam to re-engage in newspaper work."

Postmaster Allen, of Pullman, Wash., enforced the lottery advertising law January 29, when he refused to allow the Pullman Tribune, published by L. E. Wenham, to pass through the mails until an advertisement announcing the drawing of a watch was blotted out. The paper was finally mailed with two big black blurs covering the advertisement, which the postmaster, after consulting with attorneys and comparing it with the specifications of lotteries in the postal laws, had decided was unfit to pass through the mails. This is the first time the question has been brought up in Washington.

Alford Brothers and Stanton, owners of the Tribune, published at Lewiston, Idaho, have applied to District Judge Steel for an order to set aside the award by the commissioners of the county printing to the Century Printing Company and the Orofino Tribune. The Lewiston Tribune bases its case on a clause in the statutes which provides for the publication of county proceedings in the paper most likely to give notice. The Tribune has had the contract for years.

C. W. Clegg, secretary-treasurer of the Inland Empire Pet Stock and Poultry Association, will be editor and publisher of Fine Feathers, a monthly poultry journal to be published in Spokane. William Purdy, an expert poultry man and judge, of England, will be associate editor. The journal, which will contain 42 pages of reading matter, starts with 3,500 paid subscriptions, placing it upon a paying basis.

Twenty-five members of the Spokane Ad Club met at the home of Mr. and Mrs. G. W. Roche the evening of January 28, and decided to make a campaign to land the presidency of the Pacific Coast Association for this city at the convention at Seattle, June 6. It is conceded by other clubs in the State of Washington that the honor belongs to Spokane, and, as the president has heretofore been elected from the State in which the convention meets, the chances for the city beautiful are bright. Spokane will send a delegation of fifty.



WILLIAM LEWIS TERHUNE.

FOUNDER AND MANAGER OF THE BOOT AND SHOE RECORDER, WHO RETIRES AFTER TWENTY-SEVEN YEARS SERVICE.

TERHUNE RETIRES.

Founded the Boot and Shoe Recorder and Built It Up.

William Lewis Terhune, founder of the Boot and Shoe Recorder, of Boston, and manager for twenty-seven years, has retired. He was given a testimonial dinner in Boston last Tuesday by his associates.

The organ of the boot and shoe trade is one of the leading class papers of the world. Mr. Terhune issued the first number, a small eight-page monthly, on April 1, 1882. It is now a weekly, with an average of 174 pages in each issue.

There were present at the dinner George W. R. Hill, first vice-president of the Boot and Shoe Recorder Company; E. B. Terhune, business manager and treasurer; William E. Eaton, secretary; Lewis J. Hewitt, second vice-president; E. B. Putnam, editor-in-chief; H. Walter Scott, New York and Philadelphia representative; Edward N. Carpenter, counsel for the corporation; H. D. W. Smith, Jr., Mark G. Igar, Gordon Livingston, Osman Wills, Fred H. Gannott, Charles W. Bowman, S. P. Clemens, I. Fred Wood, Frank McMenimen, Hans Hey.

Sporting Editors Organize.

Sporting editors representing papers within the territory of the South Atlantic League met in Savannah, Ga., and organized the South Atlantic Sporting Editors' Association. The object of the association is to promote co-operation and good fellowship among the members. The following officers were elected: Franc Mangum, Macon (Ga.) Telegraph, president; J. F. Bernhardt, Augusta (Ga.) Herald, vice-president, and L. H. Woltz, of the Jacksonville (Fla.) Times-Union, secretary-treasurer.

KANSAS ASSOCIATION.

Arthur Capper Elected President at Topeka Convention.

The Kansas Editorial Association met in Topeka on Monday and Tuesday of last week. A special feature of the meeting was the attendance of the officers and executive committee of the National Editorial Association.

The following is a partial list of the speakers and their topics:

Frank P. MacLennan, of the Topeka Journal, "The Print Paper Problem"; Albert T. Reid, Topeka, on "Newspaper Illustrations"; W. Y. Morgan, Hutchinson, "Laws the Printers Need"; Charles M. Harger, Abilene, "The Kansas School of Journalism"; Walter Williams, Columbia, Mo., "The Missouri School of Journalism"; E. R. Stubbs, Governor of Kansas, "Greetings"; E. W. Hock, Marion Record, "Response" to Governor; Walter Williams, Columbia, Mo., "The Challenge of the Sky Line." Mack P. Cretcher, Sedgwick Paragaph, "Newspaper Paragraphs"; William H. Myers, president National Editorial Association, Brownsville, Texas, "Progressive Journalism"; J. P. Baumgartner, Pasadena, Cal., "A Newspaper Talk With Association Flavoring"; Fred Vandegrift, Kansas City, Mo., "Kansas Authors I Have Known."

The following officers were elected: President, Arthur Capper, of the Topeka State Capital; vice-president, H. C. Sticher, of the Alma Signal; corresponding secretary, J. E. Junkin, of the Sterling Bulletin; W. E. Blackburn, of the Anthony Republican, recording secretary.

In his address of welcome to the association Governor Stubbs said in part: "A wholesale public press is a most powerful factor in quickening the public conscience. The people intend to be right and to do right, but they cannot know their whole duty without the instruction of the newspapers.

"With all the good things that newspapers do, I think there is still room for improvement. I hope to live long enough to see the bad things that happen, like murder, divorce, scandal and evil deeds, printed only in ordinary size type, stating only the necessary facts in the case, and the double-headed headlines that attract attention be devoted to the really important transactions of life."

At the close of the meeting Arthur Clapper gave a complimentary dinner to the members of the association and their wives. Over three hundred and fifty were present at the dinner, which was given in the new Capper building.

Leigh Harris, formerly advertising manager of the Peoria (Ill.) Journal, has purchased the Henderson (Ky.) Evening Journal, C. M. Palmer, the New York newspaper broker, negotiated the sale.

E. M. Holston has purchased the Milton (Wis.) Telephone from H. E. Miles.

WATTERSON'S VALEDICTORY.

Noted Editor Will Never Again Appear in Public.

Henry Watterson, the veteran editor of the Louisville (Ky.) Courier-Journal, will never again appear in public. In a letter addressed to President Brown of the Florida State Fair in progress at Tampa last week, Mr. Watterson says in part:

"The death of a dearly loved daughter, followed by the appalling tragedy which took from me a son who was the very apple of my eye, leaves me stranded and helpless and wholly unequal to any kind of a publicity. Before I left home I cancelled all of my speaking dates and resolved never to again appear before any audience."

Mr. Watterson, who will be 69 years old on Feb. 16, was to have been one of the principal speakers at a Bryan banquet given in Tampa last week.

Must Stick to News Stand.

Certain newspapers of Philadelphia refused to sell papers to Thomas O'Connor who keeps a news stand, so he alleged. The circulation managers objected to O'Connor because he delivered newspapers at houses and interfered with the regular carriers. They wanted him to stick to his stand. He went to court and asked for an injunction or order compelling them to supply him. The court refused his petition and this is taken as a victory for the circulation managers.

THE EDITOR AND PUBLISHER is in receipt of an attractive calendar from the Madison (N. J.) Eagle.

YOU CAN NOT



get along without the ROLLER MAN. You may cut margins and save possibly on your paper, but you cannot afford to cut your Roller bill. Readers and advertisers care nothing for "margins," appearance and circulation ONLY appeal to them. Use our Rollers, they are Guaranteed.

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

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

**Morgen Gazette
 Evening Demokrat
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 Weekly Staats Gazette**

Examined by the Association of American Advertisers.

NEW YORK CITY.

Frank Remsen, a member of the New York Sun staff, suffered a loss last week in the death of his wife, which occurred at their home in Brooklyn. Mrs. Remsen was a great-grandniece of President Madison and was related to many Southern families of prominence.

John Heffernan, formerly of the Herald, and now private secretary to Bird S. Coler, is giving expert advice to his chief in the suit against the Brooklyn Eagle.

Herr Augustus Lindau, political reporter of the Brooklyn Freie Presse, is a candidate for appointment as Fourth Deputy Police Commissioner, so his friends say. They argue that the German contingent ought to be represented on the general staff at Police Headquarters.

The City Hall Reporters' Association held a special meeting on Wednesday, President Charles White of the Tribune in the chair, and ordered an engrossed copy of the resolutions on the death of Walter L. Hawley to be sent to the family of the deceased.

The annual feast of the Correspondents' Club of New York will be held at Reisenweber's, Columbus Circle, on Wednesday evening, February 17. The members will be treated to an old-fashioned Southern dinner, including corn cakes and chicken and waffles. Entertainment will be provided by a quartette of Southern darkies.

George Burdick is acting city editor of the Tribune pending the appointment of a successor to Editor Ensign, who died last week. Managing editor R. C. E. Brown is about to sail for Europe. He will consult with Mr. Reid in London and will make the appointment after his return.

Allan Sangree, of the Journal, essayist, sportsman, special writer and all round litterateur, is writing a book with Panama atmosphere.

The Harlem News Company's Employees' Benevolent Association held their second annual ball at the Murray Hill Lyceum, East Thirty-fourth street, New York City, on Saturday last. The treasury of the association was considerably enriched as a result of the affair.

Hammerstein Sues for \$200,000 Libel.

Oscar Hammerstein, impresario and manager of the Manhattan Opera House, New York, last week instituted suits for libel against the New York Press and John A. Hennessy, the managing editor of the Press, claiming \$100,000 damages in each case. Mr. Hammerstein, through his lawyers, charges that the libelous statement was contained in a published letter severely reflecting on the plaintiff.

Has a Business PULL

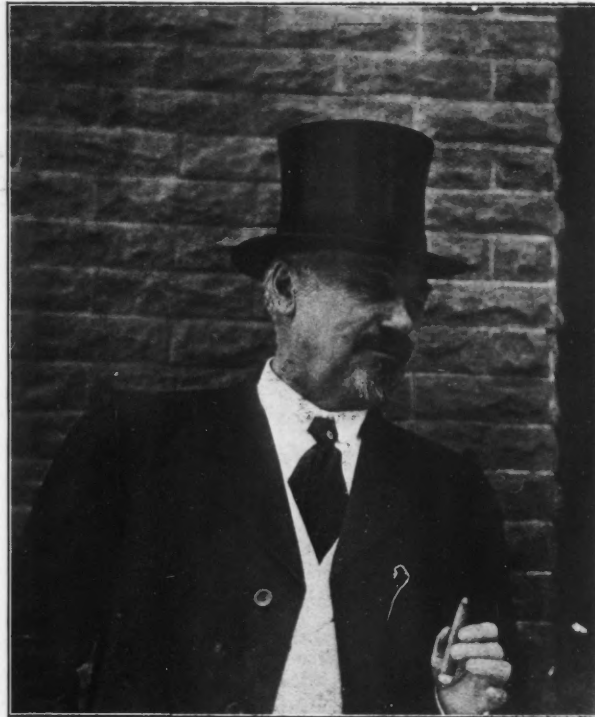
In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.



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OSCAR HAMMERSTEIN.

THE NEW YORK IMPRESSARIO HAS SUED THE NEW YORK PRESS AND MANAGING EDITOR HENNESSY FOR \$200,000 LIBEL DAMAGES.

NEW YORK TIMES ALUMNI.

Association Organized by Former Members of Staff of That Paper.

A number of former writers for the New York Times met at Delmonico's last week and organized the New York Times Alumni Association. The following officers were elected: General Howard Carroll, president; George F. Spinney, vice-president; Luther B. Little, treasurer, and John B. Hettrick, secretary.

A dinner followed the business meeting at which there were present, among others: William N. Penney, Edward Bradford, Gilbert E. Jones, Dr. Edwin B. Taber, Gen. Carroll, Henry L. Dyer, the Hon. Hugh Hastings, John T. Hettrick, M. B. Abrahams, George F. Spinney, W. J. J. Kenny, Arthur Greaves, Frank A. De Puy, Luther R. Little, Frank D. Root, Charles R. Miller, Francis W. Halsey, Edward Cary, Amos K. Fiske, William H. Muldoon and Edward A. Dithmar.

New York Editor to Marry.

Horace C. Baker, managing editor of the American Exporter, will be married in the near future to Miss Ethel M. Haile, of Somerville, Mass., and niece of the late ex-Lieutenant Governor William H. Haile, of Massachusetts. Miss Haile became a professional singer three years ago upon the completion of her musical education, and attained quite a success upon the stage.

Magazine Ad Men Dine.

The Representatives' Club of Magazine Men of New York City, the membership of which comprises about sixty-five men connected with the advertising staffs of the leading magazines, held a beefsteak dinner at Reisenweber's on Saturday night of last week. A number of vaudeville artists furnished the entertainment.

BIGGEST PAPER?

Dispute Between New York World and Chicago Tribune.

The New York World last Monday printed the following signed statement: "The Chicago Tribune announces that its Lincoln anniversary number, issued on Sunday last, 'was the largest metropolitan newspaper ever printed in the United States,' containing 194 pages and carrying 650 columns of reading matter and 704 columns of advertising. "The excellent Tribune is mistaken. The distinction claimed still belongs to The Twenty-fifth Anniversary Edition of The Sunday World, published Sunday, May 10, 1908. This number covered 200 pages of 8 columns each and contained 666½ columns of reading and 933½ columns of paid advertising. Still, we welcome the esteemed Tribune to the second class. THE WORLD.

"New York, Feb. 8."

Death of William L. Woodson.

William L. Woodson, of Yonkers, N. Y., an editor of the American Press Association, who was seriously injured last week while attempting to board a New York Central train and of which mention was made in THE EDITOR AND PUBLISHER of last week, died at St. John's Riverside Hospital in that city of blood poisoning resulting from his injuries. Mr. Woodson had been connected with the American Press Association for many years, being at one time in charge of the Atlanta office. The body was removed to his sister's home at Charlottesville, Va., and taken from there for burial to Lynchburg, Va., of which place Mr. Woodson's family have been residents for many years. Mr. Woodson was fifty-four years old.

It is honorable to give credit.

"DON'T FORGET ME!"

Walter Hawley, the Best New York Reporter, is Dead.

Walter L. Hawley, of the New York Evening Sun, died in his home, 249 West 112th street, last Sunday, of typhoid fever. He was born in Harrington, N. C., forty-eight years ago. He leaves a widow and four sons.

The Board of Aldermen last Monday passed a resolution of regret and adjourned as an exceptional mark of respect to his memory.

He began with the Birmingham (Ala.) Age Herald. In 1890 he joined the New York Evening Sun staff. For nineteen years he covered City Hall and politics. It is a truth that "every one" knew him. Politicians came and passed, careers blazed and died, famous men were carried to the cemetery, and Hawley, who knew them all, went on, rarely missing a day at his desk, silent, grim, saturnine. He was one of the best newspaper reporters New York ever saw.

He was the very incarnation of the Sun spirit, the Dana spirit. The Sun stands alone, cynical, solitary, fiercely proud, asking nothing from the friendly craft, refusing partnerships, combinations. So was Hawley. He loved the Sun as Javert loved his profession. He followed duty as Javert. The Javert light seemed always in his eyes and the people used to turn on Broadway and watch the tall frame and grave face moving steadily, never fast, always going on. His dark eyes seemed fixed on the horizon.

Yet a few knew the sunny side of him. He was one of the founders of the Amen Corner. For several years he was president of the City Hall Reporters' Association. His desk is there, in the reporters room at City Hall. Ten years he sat there and wrote his stuff. His papers, clippings, data, were in the drawer, locked, when he died. He whispered, just before the end:

"Tell the boys to open my desk, and each of them take something of mine, and keep it, and don't forget me!"

A Big Texas Lemon.

THE EDITOR AND PUBLISHER this week received a lemon from G. J. Palmer, of Houston, Tex., general manager of the Texas Farm and Fireside. It is one of the biggest lemons ever handed out from Texas. Mr. Palmer writes: "We do not intend to be facetious. You will see that the old idea that Texas would only grow cotton is a thing of the past." Mr. Palmer sent 100 samples from Texas lemon groves to advertisers in farm papers.

F. W. Bolando, managing editor of the Bridgeport (Conn.) Post and one of the leading newspaper men of the State, was a guest at the banquet of the Menden (Conn.) Business Men's Club last week.

Butte Evening News BUTTE, MONTANA

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

ROBERT MACQU ID
Foreign Advertising Representative
WORLD BUILDING, N. Y. CITY

GETTING BETTER ALL THE TIME

That is the judgment of publishers who watch the onward and upward progress of

THE HEARST NEWS SERVICE

We turn our searchlight on every possible source of news. Our reports are **FIRST IN PROMPTNESS, FIRST IN ACCURACY, FIRST IN INTEREST AND READABILITY.** And they are rigidly impartial.

All the News Without Fear or Favor

is the daily and nightly rule of this **TWENTY-FOUR HOUR SERVICE.**

The sun never sets on the activity and vigilance of our correspondents.

If you want a full leased wire or pony report, or special reports for both morning and evening papers, let us know. To keep up your end in the everlasting struggle for circulation, reputation and influence, you cannot afford to do without our aid.

For details, rates, etc., address

THE HEARST NEWS SERVICE

THE TWENTY-FOUR HOUR SERVICE

200 William Street, New York

COMPLIMENTARY DINNER.

New German Ambassador Welcomed by New Yorker Staats-Zeitung.

The New Yorker Staats-Zeitung, of which Herman Ridder is editor, gave a complimentary dinner last week at the Hotel Manhattan to Count Johann Heinrich von Bernstorff, the new German Ambassador to the United States. Mr. Ridder acted as host, and in his address of welcome to the ambassador said in part:

"That the American people's friendly feeling toward Germany is reciprocated I had the opportunity to see three years ago during a visit to the Fatherland. Every one I met, from the Emperor down, was an ardent admirer of America.

"The universal sentiment among the German people seems to be one of joy at American prosperity, for they know that vast multitudes of their kinsmen share in it. But above all, the people of Germany understand us and our aspirations, and even if millions of our citizens are not of their blood I am sure they would still regard us with affection."

In his response the German Ambassador said, among other things:

"The New Yorker Staats-Zeitung wished to act as intermediary between the New York press and myself and to enable me in future to have a friendly intercourse with its leading spirits. I am sure that the American press in general wishes to use the great power it wields in the interest of peace and good will between this nation and the others. I am convinced that it is the case with regard to my country."

During the dinner Melville E. Stone, of the Associated Press, read a cablegram of greeting to the German Emperor which was unanimously approved.

METCALFE WINS APPEAL.

Critic Need Not Pay \$500 to Theatrical Managers.

The appeal of James S. Metcalfe, dramatic critic of Life, from the decision of the lower court ordering him to pay \$500 to Charles Burnham, a New York theatrical manager, as an allowance for the annoyance and expense occasioned Burnham by his arrest, has been upheld by the Appellate Division. The decision is that Burnham has no right to the \$500 or any sum.

The exclusion of Metcalfe from several New York theatres was the cause of the trouble between him and Burnham. Later Metcalfe had Burnham arrested on complaint that the latter had libeled him at a meeting of theatrical managers. Burnham was released on habeas corpus proceedings and Metcalfe withdrew his suit.

Justice McCall permitted this course to be taken, but directed that Metcalfe should pay \$500 to Burnham for "annoyance and expenses."

THE NEW YORK TIMES

In quality of circulation, unexcelled, and one of the two leaders in morning city sales.

CHANGES IN INTEREST.

The Jasonville (Ind.) Leader has been leased to S. D. Dempsey, who will enlarge the paper and improve it in many ways.

Charles Henley, of Bluffton, Ind., has purchased the Claypool (Ind.) Weekly Journal. Eph Ruth, the former owner, will remove to Summertown, Tenn.

The Bradley Beach (N. J.) Seacoast News has been purchased by George E. Woodworth and Charles B. White, who will conduct the plant in the future.

E. H. Epperson, owner of the Scott City (Kan.) Chronicle, has purchased the Scott County News. The two papers will be consolidated.

J. Harry Franklyn, editor of the Schaffer (N. D.) Record, has sold his interest in that paper to a syndicate who will boom Schaffer. Will S. Graham will edit the Record.

Carle K. Bennett, treasurer of the Owatonna (Minn.) Journal-Chronicle Printing, has disposed of his interests to H. F. Tuers, editor of the paper.

The DuPage County (Ill.) News, published at Wheaton, has changed hands, Henry H. Curtis of Vermontville, Mich., purchasing the plant. Mr. Curtis is proprietor of the Vermontville Echo, his wife being in charge of that publication.

Willard E. Holt, for 17 years editor of the Bellevue (Mich.) Gazette, and former president of the Michigan and National Associations of Postmasters, has sold his paper to George A. Barnes, formerly editor of the Howell Republican.

NEW PUBLICATIONS.

Spencer, N. C., will have a newspaper. It will be issued some time this month and will be a semi-weekly publication. L. Scott Allen will be editor.

The National Association of Manufacturers will publish a journal devoted to exports. It will be printed in both English and Spanish and will circulate all over the globe.

The Millwork Magazine, a new publication, will appear in Louisville, Ky., about February 20. The magazine will be issued weekly and will be edited by J. Crow Taylor.

A new trade monthly called The Progressive Retailer, devoted to retail dealers in men and women's wear, will make its initial appearance in Atlanta, Ga., this month.

A new publication has entered the magazine field. It is called Progress and is edited and published in Rochester, New York. R. K. Cavanaugh, a well-known advertising man of Rochester, is president of the concern. Garrett Smith, the vice-president, is a member of the editorial staff of the New York Tribune and a well-known writer of short stories. Ralphia T. Olcott, a well-known advertising writer, is secretary of the company.

Publicity League Secures Quarters.

The Dayton (O.) Publicity League held its second meeting last week, and adopted a constitution and by-laws. Suitable club rooms were also chosen. W. H. Kentnor, of the Benjamin-Kentnor, special newspaper representatives of Chicago and New York, addressed the League. A social hour was enjoyed after the meeting.

WANTED ROOSEVELT.

Secretary Loeb Answered That President Does Not Go On Stand.

Bird S. Coler, president of the Borough of Brooklyn, New York, is suing the Brooklyn Eagle for \$100,000 damages because the Eagle stated he had an interest in Medina sandstone, a paving material. The trial is on this week, and some of the testimony has to do with street paving.

When Mr. Roosevelt was Governor of New York, Mr. Coler was controller of New York City. Charges against Mr. Coler were made and Governor Roosevelt dismissed them. It seemed to Mr. Coler's counsel in the present suit that Mr. Roosevelt would make a good witness for Mr. Coler, so a telegram was sent to the President last Tuesday, asking him to come on and testify. In a few hours the following telegram was received in answer:

WASHINGTON, D. C., Feb. 9.

Mr. Bird S. Coler, Brooklyn:

The President of the United States does not testify in court, nor does he give evidence by deposition.

WILLIAM LOEB, JR.,
Secretary.

Then the counsel asked the court to appoint a commission to go to Washington and get Mr. Roosevelt's testimony. The Court reserved his decision.

At last accounts the Coler contingent was not full of hope.

Russell Succeeds Galusha.

L. N. Russell has succeeded J. M. Galusha as manager of the Western Newspaper Union of Des Moines, Ia. Mr. Russell has been assistant manager for the past three years and is well known to newspaper men in Iowa. Mr. Galusha, for twenty years manager of the Western Newspaper Union, has been forced to resign because of ill health. He spent a large part of the fall and summer in the West and returned to Des Moines hoping that he would be able to continue his duties, but found it impossible.

William E. Simpson, Publisher, Hackensack, N. J., capital, \$100,000; incorporators, William E. Simpson, Robert Leouever and Marinus Contant. The company is to print, publish and act as advertising agents, etc.

INCORPORATIONS.

New York Interior Magazine Co., Sidney, N. Y.; to publish magazine, "New York Interior Magazine"; capital, \$5,000. Incorporators: Marj Welles Johnston and Nelson P. Bonney, Norwich, N. Y.; T. Fortson Pruett, Sidney, N. Y.

New Tide Publishing House, New York; printing and publishing; capital, \$100,000. Incorporators: Lida A. Churchill, J. Cecile Leonard, No. 77 West 12th street; Magdalene K. Southard, No. 612 West 184th street, all of New York.

National Sales Book Co., Oswego, N. Y.; to publish, print and bind books and magazines; capital, \$120,000. Incorporators: William A. Babson, J. Egbert Peters, James P. Callender, No. 32 Broadway, New York.

Night and Day Press, New York; to operate printing plant; capital, \$5,000. Incorporators: Nathan Eobschutz and Celia Eobschutz, No. 591 West 178th street; Louis Greenberg, No. 2366 Amsterdam avenue, all of New York.

Hampton's Magazine, Inc., Dover, Del., capital, \$750,000. Incorporators: Benjamin B. Hampton, Yonkers, N. Y.; Caleb S. Fitchfield, Stamford, Conn.; James M. Satterfield, Dover, Del.

Defender Publishing & Printing Co., New York; job printing, publish books, etc.; capital, \$5,000. Incorporators: Charles H. Tyler, No. 8 West 135th street, New York; Archie O. Poole, West New Brighton, N. Y.; Oliver Bomar, No. 929 Fifth avenue, New York.

Mezz-Gravure Co., Clintondale, N. Y.; to publish books and magazines; capital, \$50,000. Incorporators: Edward J. Kelly, No. 56 South Portland avenue; William H. Bartholamew, South Oxford street and Hansen place; Ralph I. Bartholamew, South Oxford street, all of Brooklyn.

The League Publishing Co., Inc., Dover, Del. Capital, \$100,000. Incorporators: R. H. Sexton, Lansdowne, Pa.; G. G. Nobel, Germantown, Pa.; J. H. Lambert, Philadelphia, Pa.

Write clearly, if not elegantly.

PARAGRAPHIC ENDORSEMENTS

No. 10

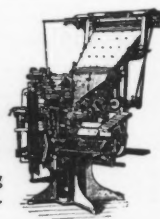
Will C. Carson,
The Greenville Advocate
Greenville, Ill.

"We have been using the Junior Mergenthaler Linotype for more than a year; have had the minimum of trouble, are delighted with the machine, and wonder how we ever got along without it."

JUNIOR No. 131

Use a
Quick
Change
Linotype

for the growing
daily and wide-
narrow field.



Use a
Two-Letter
Junior
Linotype

for the country
weekly and the
restricted field.

"The Linotype Way is the Only Way"

MERGENTHALER LINOTYPE CO.
New York

FIRM NAME CHANGED

HAMPTON ADVERTISING AGENCY BECOMES BIGGS, YOUNG, SHONE & CO., INC.

Change Made Necessary in Order to Prevent Confusion Caused by Withdrawal of Hampton Who Entered Magazine Field—H. A. Biggs Heads Directorate of New Company.

On February tenth, Biggs, Young, Shone & Company, Inc., succeeded to the business of the Hampton Advertising Company, of No. 7 West Twenty-second street, New York. The organization is now owned and controlled by the following directorate: H. A. Biggs, G. G. Young, R. H. Shone, J. H. Gallagher, H. H. Walker, R. T. Allen, H. J. Pruden and E. T. Carswell, Jr.

HAMPTON'S MAGAZINE CAUSED CONFUSION.

In announcing this change, H. J. Pruden, secretary of the new organization, says in part:

"When Mr. Hampton severed his connection with the company some time ago, he entered the publishing field with a monthly magazine to which he has since given his name, and this has caused more or less confusion.

"We have no connection of any kind with any outside interests in the advertising or publishing field. Our organization in ownership and management is the same as it has been for some time past. Mr. H. A. Biggs, who has been treasurer and general manager since the agency started, is now president. Mr. Biggs has had complete charge of the company's finances since its inception and will continue to give close personal supervision to that part of the company's affairs.

"The men associated with Mr. Biggs have been with the agency for many years and are all men of wide experience in the advertising business, so that aside from the change in name, the organization will remain the same as it has been for many years."

H. A. Biggs, president of the Biggs, Young, Shone & Co., Inc., and for the past seven years active manager of the Hampton Advertising Company, came to New York from Chicago, where he had already made a brilliant record in the advertising field. A man of magnetic personality, of untiring energy, and a thorough and comprehensive knowledge of advertising, the continuance of Mr. Biggs at the helm of the new organization augurs well for its success.

NO HOUSE ORGAN CONNECTIONS.

In an interview with a representative of THE EDITOR AND PUBLISHER, Mr. Biggs said:

"The prospects of Biggs, Young, Shone & Co. were never better, and with

my staff of assistants, who are specialists in their particular line, and who are also stockholders in the company, I am confident of making this agency the leading one in this country.

"The agency will devote itself exclusively to planning and placing advertising, and will have no interest whatsoever in any house organ of any description. The whole organization will give its best efforts in giving service to its clients, and as all the members have been connected with the agency for about six years, we have an organization second to none in this country."

SKETCHES OF OFFICERS.

G. G. Young, vice-president of the company, spent his early days on the Winnipeg (Can.) Free Press, and worked himself up to the position of city editor on that paper. Deciding to seek a larger field, he came to New York where he was at different times editor of several trade papers. He entered this agency about seven years ago. He left in September, 1907, to associate himself with the Hearst publications. While there his outside point of view brought to him an appreciation of this company, its work and possibilities before it, and he rejoined it in September, 1908, when his contract with the Hearst people expired.

R. H. Shone, the second vice-president, is a Yale graduate and has had a wide advertising experience. He was for some time in the advertising departments of the Philadelphia Record and Philadelphia Bulletin and for three years was assistant advertising manager of Strawbridge & Clothier, of Philadelphia. He later joined the staff of the Paul E. Derrick Agency, New York, and subsequently was advertising manager for Saks & Company's Washington store, from which he resigned to join the Hampton Agency.

Harry J. Pruden, secretary of the company, has been the manager of the contract department and rate man for the past five years. Mr. Pruden is one of the best informed men in this position and is well known to newspaper publishers throughout the country.

E. T. Carswell, Jr., treasurer, was formerly connected with the E. P. Remington Agency, New York office.

HEADS OF DEPARTMENTS.

R. T. Allen, who has charge of the supply department of this agency, was connected with the Charles Austin Bates Agency for several years and has had charge of his present department for six years.

H. H. Walker entered the advertising field some years ago with the Regal Shoe Company. He supplemented his experience there with five years in the advertising department of Wells, Richardson & Company, and later represented Collier's Weekly in New England.

J. H. Gallagher was formerly associated with several trade papers in this city, and for four years was with the Whitman Advertising Company. He has been with the present organization for six years.

The Art Department of Biggs, Young, Shone & Co. is in charge of H. L. V. Parkhurst, well known for his ability as a magazine and book illustrator. The art and editorial departments of the company are especially strong. The staffs in both branches are large and comprise writers of known ability and artists of experience in every branch of their profession. These departments occupy almost an entire floor in the company's building.

Among the accounts handled by this agency are: Dr. D. Jayne & Son, Junior Typewriter Company, R. & G. Corset Company, Regal Shoe Company, Resinol

Chemical Company, John Wanamaker, J. Wiss & Sons (cutlery), Van Zandt, Jacobs & Co. (Triangle Collars), Yawman & Erbe Manufacturing Company, A. T. Hungerford Brass and Copper Co., Weber Piano Company, Cailler's Chocolate Company, B. Fisher & Co. (Hotel Astor Coffee), Guyer Hat Company, American Real Estate Company, The American Tobacco Company, E. L. Dupont, Cudahy Packing Company (Old Dutch Cleanser), Durham Duplex Razor Company, C. A. Edgerton Mfg. Co. (President Suspenders), Foster Rubber Co., Fortune Colony, Hill Dryer Company, Hunter Arms Company, Robt. H. Ingersoll & Bro., John Bollman Co. (Imperial Cigarettes), Butler and Butler (Pall Mall Cigarettes), United Cigar Stores Co., P. O. Judson & Co., National Cigar Stands Co., Pepsi Cola Company, Wm. B. Riker & Sons Co., R. J. Reynolds Company.

NEWSDEALERS' ASSOCIATION.

Record Crowd Attends Annual Beefsteak Dinner of Association.

Nearly three hundred members of the Newsdealers' Association made merry at their annual beefsteak dinner held at Reisenweber's, Eighth avenue and Fifty-eighth street, New York, last week. Entertainment was furnished by Miss Edith Helena, Carl McCollough, Rice and Weimster, Hugh Fay, Jack Henderson and other well-known vaudeville artists.

The dinner was presided over by E. F. Cunningham, of the New York Tribune and president of the association. Other officers present were Vice President Charles Shelvin, of the New York American; Secretary-Treasurer A. E. Thompson, of the New York Sun, and George Henry, of the New York Evening Journal. Mr. Henry was chairman of the entertainment committee and had as his aids A. B. Montgomery, of the Army and Navy Journal, and Edward Cox, of the Evening Journal.

Among other well-known members of the organization who attended were J. H. Peterson, Portland, Me.; Linne Beet, Pittsburg; George Tillinghast, Providence; William H. Calvert, Allentown; "Mike" Goodman, Scranton; Charles Dolan, New Haven; Edward Lyon, New Haven; Fred Coleman, South Norwalk; W. W. Birch, Bridgeport; L. E. Plum, Bridgeport; J. J. Morlock, Schenectady; S. R. Kaufman, Readington, Pa.; Earl Johnston, Hartford; Harry Boylan, Newark; William Kessler, Wilkes-Barre, and Frank Farrelly, of Springfield, Mass.

Will Move to Larger Quarters.

The Gettysburg (Pa.) Times and Adams County News will move into new quarters on April 1. The building, which will be erected on the Public Square, will be especially constructed for the use of the Times and News and will be equipped with every facility of an up-to-date newspaper and printing plant.

Bankers' Ad. Association.

The board of directors of the Bankers' Ad. Association, of Pittsburg, Pa., met on Saturday last and elected the following officers for the year: President, Edwin B. Wilson; first vice-president, W. H. Siviteo; second vice-president, Paul C. Dunlevy; secretary-treasurer, George K. Reed.

Pulp mills consumed 4,000,000 cords of wood last year.

DINNER TO BILLSON.

His Retirement from Special Agency Field Made Memorable Occasion.

The Six Point League of New York tendered a testimonial dinner to Charles J. Billson, the well-known special representative who is retiring from the special agency field on account of ill health, at the Waldorf-Astoria, on Friday evening of last week. It was an unusually pleasant occasion. The table was arranged to represent a horseshoe and around the banquet board were seated over fifty friends and business acquaintances who spoke their best wishes for Mr. Billson's early restoration to health.

During the evening, Mr. Billson was presented with a beautiful scarf pin with the compliments of The League. The presentation speech was made by President Williams.

Among those present were: H. C. Milholland, business manager of the Pittsburg Press; Mr. Charles Peck, business manager of the Newark Star; A. N. Drake, of the Wyckoff Advertising Co.; Chas. T. Johnstone, of the Wyckoff Advertising Co., Buffalo; F. M. Lawrence, of the George Batten Co.; C. I. Putnam, of the C. E. Sherin Co.; Alexander G. Lazarus, J. C. Dayton, Wm. Collender, Wm. H. Smith, S. C. Williams, I. J. Benjamin, Dan A. Carroll, Charles Seested, F. St. John Richards, James F. Antisdell, Frank Alcorn, Robert Tomes, R. R. Mulligan, J. P. McKinney, W. H. Lawrence, Frank Duffy, T. B. Eiker, A. Frank Richardson, S. W. DuBois, I. A. Klein, D. J. Randall, Fred. P. Motz, Herman Halstead and Charles Nobbe, of the Eastern Advertisers' Company. L. S. Rogers, W. H. Johnson, Howard Davis, C. T. Logan, T. F. Flynn, C. S. Beckwith Agency; Jos. Cashman, Wall Street Journal; Kurtz Wilson, Phila. North American; Henry Kahn, C. A. Regan, C. S. Bender, M. R. Maas, C. W. Brocker, H. G. Reynolds, J. T. Fitzgerald, M. H. Long, D. Payton Bevans, Venec & Conklin; John Budd, Smith & Budd; F. A. Kimball, S. Logan Paye, W. A. Tice, J. C. Morton Agency; A. K. Hammond.

Trenton Paper Raises Price.

The Trenton Sunday Advertiser on last Sunday increased its price from that of three cents to five. The increased cost of white paper and the general cost of newspaper production is given as the reason. The Advertiser was started on January 7, 1883, as a four-page paper, but has from time to time increased its size. The price has, however, always remained the same. With the present increase in price the paper will be made larger than ever, having in the future twenty-eight pages, seven columns to the page.

A second reading may stop libel.

This IS the Paper that made San Antonio
A One Paper Town

 Sworn Circulation 8,500 and The Biggest In Town At That
 Always on the Job for the Advertiser
BICHWITZ
 CHICAGO
 Tribune Building
 NEW YORK
 Tribune Building

A.A.A. Certificate No. 563
ASBURY PARK PRESS
 Evening and Sunday Editions
LEADING NEWSPAPER OF THE NEW JERSEY COAST
 It's a home circulation and it's the home circulation that sells the goods
 Eastern Representative
JAMES O'FLAHERTY, Jr.
 22 N. William St., New York
 Western Representative
ROBERT MACQUOID
 Boyce Building, Chicago, Illinois

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.
Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, FEBRUARY 13, 1909.

PAPER MAKERS BOYISHLY SENSITIVE, BUT WILLING TO TALK IT OVER.

The American Paper and Pulp Association held its thirty-second annual meeting and banquet in the Myrtle Room of the Waldorf in New York last week. They bombarded John Norris with 12-inch guns, which showed a lack of military judgment, to say the least.

The paper manufacturers are abnormally sensitive. One is tempted to say they are boyishly sensitive. Certainly their lack of wisdom, or tact, or acumen that is commonly attributed to men of affairs, is palpable, when we read the tremendous and fearsome exhortations of Mr. Norris. Surely it was not dignified for an organization which controls the great paper industry.

Probably the paper makers have no politicians among their leaders.

Let us hope that common sense will be given a chance. It is possible that the average paper maker has not grown rich in the last few years. It is a debatable question. Any question of price, quality and service, between sellers and buyers, is debatable. The man who wants to buy paper has a born right to question. But what should be thought of a department store merchant who is so touchy that he is always quarreling with his customers?

Aside from the unwarranted personal attack on Mr. Norris, the manufacturers made a sensible beginning for new things. The resolution in sympathy with the government policy of forest preservation was wise, and we only wonder it was not passed years ago.

Between the fulminations at Mr. Norris, there is evidently a disposition to talk things over with the publishers; to discuss standardization of size, and other vital things. Perhaps there is a disposition to abandon the crudely absurd methods of secrecy which the generation of paper makers now passing have used for years.

We have confidence in the ultimate common sense of the manufacturers, and a strong hope for an era of mutual respect and consideration between them and the publishers. By all means let us have a meeting between a committee of manufacturers and a committee of publishers, as was suggested at the Waldorf.

THE HOUSE ORGAN AS AN INVESTMENT.

Consider the house organ. It is often well written, well made up, well printed. Therefore it costs to produce. It

is an investment by its producers. It is charged to the advertising account. Does it pay? We think not.

The house organ is like the man who tells about himself. Would you go to a man himself to find out about his character and reputation? He might tell you what he believes to be true about himself. But still you would not be completely satisfied. It is a very human trait to take, with salt, a man's estimate of himself.

Who would go to the house organ for complete information about the concern which publishes the organ? Would one expect to find out the weakness as well as the strength of such a concern? Hardly.

The reputation of a commodity, of a newspaper, is not made by any house organ. Reputation is the summing up in the minds of the public expressed by disinterested men, or other mediums.

We believe that money spent in making and circulating a house organ would bring better results if invested in frank, open, advertisements in a trade publication of reputed integrity and genuine standing.

THE MAGAZINE VIEWPOINT.

Advertising Manager of Cosmopolitan Makes Bold Assertion.

At the February meeting and dinner of the Advertising Men's League of New York, last week, the chief speaker was Henry D. Wilson, advertising manager of the Cosmopolitan Magazine.

Mr. Wilson declared that the magazines are to-day the real moulders of public opinion, having taken the place of the newspaper in that respect. As long as the magazines remain honest, he asserted, they will hold their position. He made the interesting assertion that "magazines are not nearly so much sellers of goods as they are builders of reputation." He said further:

"First comes reputation, then copy. Your clock is not worth 30 cents, nor your advertising either, if your copy is not good. In this matter the magazine is only your messenger. If your copy is not good don't kick at the magazine; kick at yourself, kick at your copy. Remember that it takes time to write a short letter and it takes time to write short copy."

"Our Wastebasket Is Full."

The publisher of a Berlin daily had this slip printed: "Our wastebasket is full; please throw your proposition into your own wastebasket." He mails it to senders of gratis advertisements and cheap puffs of themselves, and that ends the business.

LETTERS FROM THE FAMILY.

The Editor and Publisher's Relation to Its Readers.

The following letters received this week are of interest to all the big family of readers of THE EDITOR AND PUBLISHER. They are something more than straws indicating the growth of that feeling of mutual confidence and interdependence between the newspaper and its readers which warms the hearts of editors and publishers and strengthens their best purposes:

Chicago, Feb. 4, 1909.

THE EDITOR AND PUBLISHER.

Gentlemen: I take pleasure in enclosing you check for one dollar, being subscription price for one year. I have seen THE EDITOR AND PUBLISHER in a great many instances, believe I can use it to excellent advantage, and am only too glad to join the ranks of your many subscribers. I remain,

Yours very truly,

JOHN GLASS,

Publishers' Representative, Boyce Building, Chicago.

Piercetown, Ind., Feb. 2, 1909.

J. B. SHALE, New York.

Dear Mr. Shale: Enclosed find check for \$1 to cover my subscription to Aug. 15, 1909. I find your publication an exceedingly profitable one and I do not see how any newspaper man can afford to be without it. I trust that practically every newspaper in the country will become subscribers to your publication.

With best wishes, I remain

Yours truly,

H. F. HARRIS,

Publisher of The Piercetown Record.

Long Branch, N. J., Feb. 8, 1909.

GENTLEMEN. Enclosed is my dollar due on subscription. I couldn't do without THE EDITOR AND PUBLISHER. No newspaper man who ever reads it once can.

With best wishes I am,

Sincerely yours,

B. B. BOBBITT.

Editor of Long Branch Daily Record.

OLD PAPER CHANGES HANDS.

Princeton Press, Founded in 1786, Now Under New Management.

The Princeton (N. J.) Press, a weekly newspaper established in 1786, and which was at one time called the Princeton Packet, and later the Princeton Whig, has changed hands. Charles S. Robinson, who has edited the paper for the past forty years, retires, and the editorial management will be assumed by Edwin M. Norris, editor of the Princeton Alumni Weekly.

A number of residents of Princeton who have been prominent in literature and journalism will assist Mr. Norris. Among the number are: Professors V. Lansing Collins, Harry Franklin Covington, Winthrop M. Daniels, Henry Jones Ford, Christian Gauss, George M. Harper, Francis C. MacDonald, M. Parrott and Alexander H. P. Phillips, all of Princeton University, and Jesse Lynch Williams, Robert R. Whiting, the Rev. Walter C. Leahy and the Rev. Ralph Pomeroy.

Must Subscribe to Home Paper.

A league to promote refinement among young men has been organized by a number of young girls of Morocco, Ind. Among other things, the girls assert, that the failure of a man to take the home paper, is an evidence of a lack of intelligence and that he will be too stingy to provide for a family and educate his children.

JOKESMITH'S DREAM

Lay of the American Press Humorists Setting Off the Subtle Hint That They Could Use More Money.

Mrs. Sage is giving away a vast amount of money that poor old Uncle Russell worked so hard to scrape together. She has just given \$100,000 for a new Y. M. C. A. building on Long Island. To the old gentleman giving up good money was worse than going to a funeral. —A. L. Bixby in Nebraska State Journal.

When I am safely laid away beneath the landscape drear.

When friends and foes have said their say about my meanness here,

I want my widow then to take a million and a half

And found a Home for men who make their fellow mortals laugh.

I'm sure my spirit will not mourn to see Tom Daily spending

The dollars bright I've toiled to earn, over this table bending,

And I can calmly watch and smile, although I've been a miser,

While Bangs and Loomis share my pile with Lampton, Reese and Kiser.

The Home shall have a park around, a brook shall cross the mead

And all the flowers and birds about that springtime poets need.

There Duncan Smith shall have a room, and Bixby and Masson,

And Towne and Searight light the gloom when I am dead and gone.

Rare Johnson, Stinson, Dudley, Kirk, McAdams, Fitch and Vooke

Shall never again be forced to work at rhyme or jest or book,

And Taylor, Shaefer, "Grif" and "Gilly," Oliver, Tubbs and Love

Newkirk and Sullivan over a bully nine-hole course shall rove.

Nesbit and Chapman, Graves and Rose, and young Burdette shall dwell

Secure from duns and other foes within that citadel.

There Mossman, Hershell, Pemberton, Harrison, Mayfield, Russell

May snap their pens, their joking done, and bid good-bye to hustle.

Boice, Adams, Warner, Green, Burgoyne, capable men and good,

Shall run the place, divide the coin and oversee the food.

Wealth is a burden, boys, you'll vow before a year is through,

But I am done with worry now and pass it on to you.

Yours be the bonds I loved to trim—provided when you've banked 'em

You'll give a gentle thought to him who occupied this sanctum.

Forget the whiskered jibes I wrote, ne'er dreaming they were old,

Remember not the anecdote so villainously told.

Recall instead my noble brow, my warmly sparkling eye;

That I was kind at heart allow, and never breathed a lie.

Forget the grudges some will hold about my dividends;

Recall a man who, rich in gold, felt richer still in friends.

—L. H. Robbins in Newark Evening News.

Sunday Magazine Paid \$25,000.

The statement made in a recent issue of THE EDITOR AND PUBLISHER that the Chicago Record-Herald had paid \$25,000 for the serial rights of Conan Doyle's "Sir Nigel," to run in the Record-Herald Sunday Magazine, was incorrect and misleading. The purchase was made by the Associated Sunday Magazine, which is issued co-operatively by the Chicago Record-Herald, St. Louis Republic, Philadelphia Press, Pittsburg Post, New York Tribune, Boston Post, Washington Star, Minneapolis Journal and Denver News-Post.

PERSONAL.

F. J. Stuart, for the last three years business manager of the San Antonio (Tex.) Gazette, has resigned and will take a hunting and fishing trip along the Texas coast. Upon his return he will resume newspaper work in another field.

Roy W. Howard, general news manager of the United Press Association, left this week for Cuba, where he will spend several weeks on a business and pleasure trip.

Perry McBride, assistant editor of the Mitchell (Ind.) Tribune has been selected to fill the office of city clerk of Mitchell.

C. Arthur Hall, until the past week editor and proprietor of the Bradly Beach (N. J.) Seacoast News, will engage in the manufacture of toffee at North Patterson, N. J., in the near future.

Clinton A. Boyce, a well-known newspaper man of Richmond, Va., is slowly recovering his health after an operation for appendicitis.

E. E. Roberts, correspondent for the Associated Press in Berlin, Germany, is spending a short vacation in New York.

Joseph L. Briston, editor of the Salina (Kan.) Journal and formerly fourth assistant postmaster-general, has been chosen to succeed Chester I. Long as United States Senator, for a six year term beginning March 4 next.

Thompson Buchanan, formerly a Louisville, Ky., newspaper man, has become famous as the author of "A Woman's Way," a play in which Miss Grace George is now starring.

Benj. Boisseau Bobbitt, editor of the Long Branch (N. J.) Daily Record, and a member of the New Jersey State Dependency and Crime Commission, has just been reappointed Publicity Director of Long Branch for a two year term. He organized the Publicity Bureau of this city, which is one of the few places which maintains a regular municipal advertising department, two years ago.

Clarke Bell, editor of the Medico-Legal Journal, related personal reminiscences of Lincoln at the entertainment given by the John F. Curry Association at their club house, No. 413 West Fifty-seventh street, on Friday evening.

Cards have been received in Spokane announcing the marriage of Mabel McDill, an instructor in the high school at Davenport, Wash., and Harold Ellis, city editor of the Evening Statesman, at Walla Walla, Wash.

Dinner to Baseball Manager.

Newspaper men of Newark, N. J., will give a dinner on Saturday evening, February 13, to Harry S. Wolverton, manager of the Newark baseball club, at the Kruger Greisenheim. Arthur Erwin, the "Peerless Scout" of the New York Americans, and Tommy Martin, of the Newark club, will also be guests of honor.

Newspaper Men to Give Play.

The newspaper men of Oklahoma City (Okla.) will give a play in the near future called "How the City Is Run," in which they will show the city officials as others see those city officials. Mayor Henry M. Scales has been appointed press agent.

STAFF NEWS AND CHANGES.

D. M. Pitt succeeds C. M. Ferner as editor of the Grandville (Mich.) News. The News is owned by a stock company of the business men of Grandville.

Lewis H. Bailey, who has been a member of the Grand Rapids (Mich.) Herald editorial staff for the past five years, has accepted a position as assistant city editor of the Detroit Journal. Before leaving Grand Rapids, the Herald force presented Mr. Bailey with a gold watch and fob as a token of their esteem.

Carl Ross, formerly of the Sioux City (Ia.) Tribune, has been made assistant city editor of the Tacoma Ledger.

F. P. Shumacher has retired from the editorship of the Sloom Springs (Ark.) Free Press. He is succeeded by Samuel B. Ogg.

Howard H. Whitney, of Des Moines (Ia.) will join the editorial staff of the Iowa State Register and Farmer.

John A. Ewan has joined the staff of the Toronto (Ont.) Globe as assistant managing editor, a position created by the board of directors of the Globe Printing Company at their last meeting. Mr. Ewan is a newspaper man of many years' experience, and began life as a printer. For the past few years he has been connected with various Toronto papers, being at one time city editor of the Toronto World, and later acting as war correspondent for the Globe in Cuba and South Africa.

Farewell Dinner to Boston Editor.

The associates of H. C. Shelly, retiring literary editor of the Boston (Mass.) Herald, gave him a dinner at Young's hotel in that city last week on the eve of his departure for Europe. The dinner was presided over by Philip Hale, dramatic critic of the Herald, and addresses of good will and esteem were made by the heads of the various departments, to which Mr. Shelly responded.

Cincinnati Editor Married.

Announcement has been made of the marriage of Frederick Walton Harting, managing editor of the Cincinnati (O.) Commercial Tribune, to Mrs. Susan Foster Penn Doran, a newspaper woman well known in Denver and Cincinnati. Mr. Harting was elected president of the Cincinnati Pen and Pencil Club at their annual meeting a week ago.

Journalism at Yale.

The class of 1868 of the Yale academic department, of which Dean H. P. Wright is a member, has given a fund, the object of which is to develop descriptive or objective writing among those Yale undergraduates who turn their attention toward journalism. The income of the fund will be used to supply a prize of \$50 to be awarded for the best descriptive essay written by any undergraduate of the department.

Must Work if He Would Live.

Edward K. Drake, a veteran newspaper man of Elizabeth, N. J., who gave up active work last year when his wife came into a legacy of \$20,000, has been ordered by his physician to resume work. The doctor informed Mr. Drake that he would not live a year unless he commenced work again at once. Mr. Drake is nearly sixty-eight years old.

BRIEF ITEMS OF NEWS.

Fire destroyed the building occupied by the Crookston (Minn.) Press and the Vesterheimen, both published by G. T. Hagen. Loss, \$3,000; partially insured.

The Howard (S. D.) Spirit, established several years ago by O. M. Osborn, has changed its name to the Howard Press.

The Manitowac (Wis.) Daily News has installed a number of improvements, including a new press. It will also enlarge its news service.

H. B. Hallock, who sold his interest in the Eagle Grove (Ia.) Eagle some time ago, has purchased the Times Gazette, published in the same place.

UNITED PRESS BULLETINS

The United Press has extended an invitation to local newspaper men and visiting publishers to inspect its new quarters, rooms 314-318, World Building, where a complete new outfit for the handling of press association business has been installed.

H. E. Maule has been transferred from New Haven, Conn., to Detroit, Mich., to take charge of the United Press bureau established at that point. The United Press is now operating a pony circuit out of Detroit.

E. B. Hatrick has succeeded H. E. Maule as manager of the New Haven bureau.

The Akron Press and the Times have been added to the Ohio leased wire circuit.

New clients: San Antonio Light, Battle Creek (Mich.) Journal, Miami (Fla.) Topics, Palm Beach (Fla.) News, Port Huron (Mich.) Times, Alpena (Mich.) News, Owosso (Mich.) Press-American, Ann Arbor (Mich.) News, Traverse City (Mich.) Record. *

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

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

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.

NEW YORK

Daily News Service Illustrated

News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cl't'l Times Star, Detroit Free Press, etc. TRIAL FREE.

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

WASHINGTON AND LINCOLN PORTRAITS

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

STEWART PUBLISHING CO.,

5 Beekman St., New York.

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery
444-446 Pearl Street NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS MANAGER.

thoroughly acquainted with every department of the newspaper business and who can guarantee best possible results with economical management. Will shortly be at liberty. Unexceptional references as to character and ability. Address "T," Editor and Publisher.

FOR SALE.

22 x 26 BABCOCK STANDARD

drum \$400; 23 x 28 Hoe drum \$375; 25 x 30 Cottrell two-revo. 2 roller \$700; 25 x 33 Hoe drum \$400; 28 x 42 Cranston drum \$550; 32 x 48 Hoe drum \$575; 33 x 48 Potter drum \$650; 33 x 38 6-quarto Campbell country \$450; 36 x 51 Babcock standard \$900; 38 x 50 Campbell 2-revo. 4 roller \$800; 40 x 56 Campbell 2-revo. 4 roller \$900; 41 x 60 Campbell 4 roller \$1,000; 42 x 60 Potter 4 roller \$1,100. Send for illustrated lists. A. F. Wanner & Co., 342 Dearborn St., Chicago, Ill.

SMITH-PREMIER TYPEWRITERS

\$25 each; largest stock; finest machines; trial all week. Address Smith-Premier-Smith, Waterford, N. Y. "Nothing but Smith-Premiers."

MACHINERY FOR SALE.

39 x 52 in. doublefeed dispatch press in fine condition will make attractive proposition if moved quick; also 13 x 19 in. galley in fine condition. Address The Printing Machinery Co., Cincinnati, O.

A GOOD NEWSPAPER

outfit in a live town. A good business point. Reasons for selling other interests that require entire time. Price, \$1,200. Kenton Argus, Kenton, Tenn.

HALF INTEREST.

Only newspaper and job plant in live field, part official, printing; must be alive, awake, all-around printer. Shop a guaranteed producer. I have too much to do. Ge. busy. You All's Doin's, Woodston, Kansas.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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.

WISCONSIN.

THE EVENING WISCONSIN,
Milwaukee.

By the Evening Wisconsin Company.
Daily average for 1907, 28,082.

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

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

MISCELLANEOUS

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

THE INTERNATIONAL SYNDICATE

Established 1899

FIVE WEEKLY PAGES
Baltimore, Md.

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

Biggs, Young, Shone & Co., Inc., 7 West Twenty-second street, New York, are sending out orders for twenty-one inches one time a week for twenty-six weeks for the advertising of Bull Durham Tobacco. This is the first time that this tobacco has been advertised in daily papers.

The J. Walter Thompson Company, East Twenty-third street, New York, is using the larger city dailies for the advertising of D. Appleton & Co., publishers, New York.

The Bates Advertising Agency, Spruce street, New York, is sending out one time orders for the Electric Storage Battery Company, Philadelphia, to advertise the storage battery that was used by Jack Binns on the ill-fated *Republic*.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is using magazines for the advertising of the Stetson Shoe Company, South Weymouth, Mass.

The Homer W. Hedge Agency, Fifth avenue, New York, is adding new papers to the list for the advertising of C. L. Jones, Elmira, N. Y.

J. W. Morgan, 44 East Twenty-third street, New York, is sending out the advertising of Kops Bros., Nemo Corsets, New York. Additional papers for the advertising will be placed on the list within a week or ten days.

James Buchanan & Co., 29 Broadway, New York, is adding papers on the Pacific Coast for the advertising of Black and White Scotch Whiskey. This business is placed through the Namrod Agency, same address.

Cluett, Peabody & Co., Chicago, will shortly send out contracts for 1,500 lines through Calkins & Holden, New York.

The Charles H. Fuller Agency, Chicago, is sending out 10,000 line contracts to Southwestern papers for the advertising of G. C. Bittner.

The Wyckoff Agency, Buffalo, is sending out 5,000 line orders to South and Southwestern papers for Dr. Leonhardt, same city.

Richard A. Foley, Philadelphia, is making contracts with papers in the Southwest for the advertising of the Peruvian Gold Mining Company.

J. L. Stack, Chicago, is making 5,000 line contracts in Pacific Coast papers for the advertising of the Rock Island and Frisco lines, Chicago.

E. H. Clarke, Chicago, is sending out orders in the West and Southwest for the McCreery Manufacturing Company, Toledo, O.

NEWSPAPER PLANT FOR SALE CHEAP

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

C. S. Dent, Detroit, is sending out orders for two and one-half inches fifty-two times in Sunday papers in the West. This business is placed direct.

The Humphrey Agency, Chicago, is placing orders for forty-two lines 156 times to papers in the Southwest for the advertising of Make Man Tablets.

The Horn Baker Agency, Kansas City, is placing 2,000 lines in Western papers for the advertising of the True Sight Spectacle Company.

W. A. Stales, Chicago, is placing 50 lines 18 times in the Southwest for the Powers Rubber Hose Company.

The Pestorall Chemical Company is placing 2,500 lines in daily and Sunday papers in the Southwest through H. W. Kastor & Sons, St. Louis.

W. W. Sharpe & Co., 99 Nassau street, New York, are placing forty-two inches eighteen times in the Central West and the same amount of space thirty-nine times on the Pacific Coast for the advertising of Mumm's Extra Dry Champagne.

N. W. Ayer & Son, Philadelphia, are placing 1,560 inches in the South and West for Penick & Ford, P. & F. Syrup, Shreveport, La.

Merck & Co., University place, New York, is placing three inches 156 times through the Homer W. Hedge Company, New York.

The Chattanooga Medicine Company, Chattanooga, Tenn., is placing 14,000 lines through Nelson, Chesman & Co., same city.

Williams & Cunningham, Chicago, are placing 5,000 lines in Southern papers for the Quaker Oats Company, same city.

It is said that the T. A. Slocum Company, New York, will place no orders for the Ozomulsion advertising this year.

Lord & Thomas, Chicago, are placing six inches double column thirty-nine times and five inches double column seventy-eight times in daily papers for Julius Kessler & Co.

The Blackburn Agency, Dayton, O., is placing 10,000 lines in papers in the Southwest for the Blackburn products.

The Gundlach Agency, Chicago, is placing orders on the Pacific Coast for the D. D. D. advertising.

Nelson Chesman & Co., Chicago, are placing ads. in the East for Dr. T. F. Lynott, also page ads. for Dr. William James Kidd, Fort Wayne, Ind. The Philadelphia German Gazette was the first Eastern paper to run this copy.

George F. Baright, advertising manager of the Prudential Life Insurance Company, Newark, N. J., left last Monday for Montreal, Can., to open up new territory in that Dominion. An extensive advertising campaign will be inaugurated and 20,000 lines will be used for this purpose.

Brent Good, of the Carter Medicine Company, Murray street, New York, has left for Canada in the interest of that company, and it is said that considerable advertising will be done in Canadian papers for Carter's Little Liver Pills.

W. L. Dotts, of the Arnold & Dyer Agency, Philadelphia, will place the ad-Company, Karo Corn Syrup and Kingstons Starch, 29 Broadway, New York.

ROLL OF HONOR

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

ALABAMA.		TEXAS.	
ADVERTISER	Montgomery	CHRONICLE	Houston
ITEM	Mobile	RECORD	Fort Worth
		LIGHT	San Antonio
CALIFORNIA.		WASHINGTON.	
BULLETIN	San Francisco	TIMES	Seattle
EXAMINER	San Francisco		
CONNECTICUT.		WEST VIRGINIA.	
TELEGRAPH	New London	GAZETTE	Charleston
FLORIDA.		WISCONSIN.	
METROPOLIS	Jacksonville	EVENING WISCONSIN	Milwaukee
GEORGIA.			
CHRONICLE	Augusta	ADVERTISING NOTES.	
LEDGER	Columbus	Howard C. Story, advertising manager of the Philadelphia German Gazette, has returned home after a most successful trip to Chicago.	
ILLINOIS.		William H. Smith, of the Smith & Budd Special Agency, New York and Chicago, is on an up-State trip this week in the interests of the papers represented by that agency.	
HERALD	Joliet	J. C. Wilberding, special agent, Brunswick Building, New York, returned home after a very successful trip through New York State.	
JOURNAL	Peoria	Franklin P. Alcorn, the well-known newspaper representative with offices in the Flatiron Building, New York, has added the Aurora (Ill.) Beacon to his list of papers.	
IOWA.		Harry G. Atkinson, who has for the past year been in charge of the newspaper advertising department with the George Batten Co., has resigned his position with that agency. He has accepted the position of office manager with the Commercial Publicity Corporation, publishers of the Advertisers' National Rate Book, which concern has just moved its entire organization from Buffalo to New York City. Mr. Atkinson extends a cordial invitation to all of his friends to visit him at the offices of the corporation on the seventh floor of the World Building, New York.	
CAPITAL	Des Moines	Will Advertise Knoxville, Tenn.	
KANSAS.		The Knoxville (Tenn.) Commercial Club will advertise that city in both Northern and Southern papers during the year 1909. The club will expend \$10,000, one half of which has been subscribed by fifty-three members. During the past year the club used only Southern papers, running full-page advertisements in the Southern dailies for six issues.	
CAPITAL	Topeka	The management of the Rochester (N. Y.) Evening Times states that the daily average circulation of the Times for the month of January was 21,647.	
GLOBE	Atchison		
EAGLE	Wichita		
LOUISIANA.			
ITEM	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
TIMES	Gloucester		
LYNN EVENING NEWS	Lynn		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS	Charlotte		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
OHIO.			
REGISTER	Sandusky		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		

Year's Progress of	
The Springfield (Mass.) Daily News	
Circulation increase	8 per cent.
Foreign advertising increase	44 " "
Want Advertising increase	61 " "
We lead all competitors in the local field. Second to no 2c. afternoon paper in Massachusetts in number of pages, amount of news, quality of output, standing and prestige.	

RURAL NEWS SERVICE

Inexpensive Way of Securing Late News from Outlying Districts— A Suggestion as to Method of Development.

W. J. Hargerty, in the American Printer, advises editors in regard to the establishment of a country news service: "The following method may serve as a suggestion to some who have not developed this branch of the publishing business: First, select a person in each hamlet who you know is popular among his associates and who has a large circle of acquaintances, and ask him to be your representative. Generally persons so approached will gladly accept, as the work can be accomplished in a few hours' spare time in the evening, or Sundays. "After securing this person's service, print cards containing his name and underneath, Ferndale correspondent to the Journal, or whatever the title may be. This will give him a business-like appearance and also assist in interviewing people more quickly when news of importance is to be had. It would also be well to give him a book relating to writing for the press. It need not be an expensive volume; one that contains the necessary minor instructions will be sufficient.

SUPPLY PAPER AND STAMPS.

"Supply him with a liberal amount of paper and stamped, self-addressed envelopes, a half-dozen pencils and an eraser. This paraphernalia will cost little and carry a hint of importance on the part of the individual. On the reverse side of the paper should be printed such rules and instructions as you would like to have followed for convenience at the office.

"It may be well to keep a record of your correspondents and their addresses, so if one sends in an interesting letter you can write him an expression of your appreciation of the news. It will only cost your time and a stamp, and the result will be worth a hundred times the expense, for what writer will not endeavor to do better when receiving encouragement from the editor? At Christmas time do not forget to send a small remembrance, if only a card containing the season's greetings.

GIVE A PICNIC.

"If, however, you should desire to make a more elaborate demonstration of your appreciation, why not hold a picnic for your contributors and their families? Arrange it for some central point and invite them all; hire a band or orchestra and don't forget to serve them with something to please the inner man. It would also be well to have the editor address the assemblage and a few good singers would add much to make it a happy event.

"An annual prize could be offered as an inducement to contribute regularly to those who would send in the most interesting list of items during the year.

"Women, especially school teachers, to whom the scholars bring in material for the weekly budget, are first-class writers.

"A copy or two of the paper should, of course, be mailed free of charge regularly to your correspondent.

"If some of these suggestions were put into actual practice the result would surely mean more columns of late news from the outlying districts and there is scarcely a more inexpensive way of securing it.

The Wheeling (W. Va.) News states that its average daily circulation for 1908 was 12,058, and average Sunday circulation 12,637.

AD. MEN TO CONVENE.

Will Gather at Indianapolis From Many States.

Advertising clubs of the central district, including Ohio, Indiana, Illinois, Michigan and Wisconsin, will hold a convention in Indianapolis on February 16 and 17. The convention will be welcomed to the Hoosier Capital by Mayor Bookwalter and the response will be delivered by Smith Queal, of the Cincinnati Ad. Men's Club. W. N. Aubuchon, of St. Louis, will address the convention during the afternoon session on "The Objects of Advertising Clubs," and E. F. Olmstead, of Buffalo, will talk on "Exchange Between Ad. Men's Clubs." The delegates will be entertained in the evening by the Indianapolis Ad. Men's Club. The following programme has been arranged for February 17: At 10 a. m. address by Hugh K. Wagner, St. Louis, on "How Local Clubs Can Help Legislation." During the afternoon session L. C. Covell, Grand Rapids, will deliver an address on "Club Programmes and Methods of Work," and E. D. Gibbs, of Chicago, president of the National Association, will deliver an address, "Local Clubs and the National Association." Thomas E. Basham, of Louisville, will speak concerning the plans now being made for the next national convention. The annual election of officers will follow and there will be an informal banquet in the evening.

HOME OF ADVERTISING.

Banker Pays Gracious Compliment to Philadelphia.

T. D. MacGregor, of the Bankers' Magazine, in an address before the Philadelphia Chapter, American Institute of Banking, at Philadelphia last week, spoke of the benefits derived from judicious advertising, and called Philadelphia the "home of good advertising." Mr. MacGregor said in part:

"In presuming to tell Philadelphians anything about advertising, however, I feel as though I were carrying coals to Newcastle. Philadelphia is quite generally known as the home of good advertising.

"Philadelphia is the birthplace of the modern department store, an institution which could not exist without publicity. The stores of this city are unexcelled in the quality of their advertisements. Their business announcements are used as models in many other cities.

"The daily newspapers of this city are well known for their enterprise, high quality and large circulation. Philadelphia is a city of homes, and the newspapers go into the homes more generally here than in almost any other city in the country—a condition which makes for public spirit and popular intelligence at the same time that it provides a very fertile field for the advertiser to cultivate."

Middletown (N. Y.) Times-Press.

The Middletown (N. Y.) Daily Times-Press started the machinery of an entire new press equipment last Monday. It is a 20-page rotary with metropolitan stereotyping outfit. The Times-Press consolidation was formed three years ago. It is published by the Stevens Printing Co. John D. Stevens is editor and H. H. Knickerbocker manager.

The Adamsville (Tenn.) Enterprise has moved into larger quarters.

OBITUARY.

Alexander J. Jones, for many years a newspaper correspondent and consul to Colombia under President Cleveland, died in Chicago last week. He was 59 years old.

Frederick W. E. Mindermann, a newspaper man and a veteran of the Spanish-American war, died in Dover, Del., last week. He was 31 years old and was at one time a reporter on the New York Evening Sun.

Grover Flint, at one time connected with many newspapers in this country and abroad, died during the past week at Newport News, Va. He was 42 years old.

William Cloke, one of New Jersey's best-known newspaper men, died last week at his home in Trenton. Mr. Cloke, who was appointed State editor, by Governor Fort a short time ago, was New Jersey editor of the New York Sunday Herald.

Henry H. Simmons, formerly editor and proprietor of the Mount Vernon (Ill.) News, died on Monday in St. Vincent's Hospital, New York. He was 81 years old. Mr. Simmons has owned and edited successively several papers in various towns of Ohio and Illinois.

Cyrus Hague, editor of the Bad River (S. D.) News, died at Philip, S. D., of pneumonia, on February 4. Hague was for many years circulation manager of the Des Moines (Ia.) Capital.

Andrew Comstock McKenzie, well known in Boston and New York as a

short story writer and newspaper man, died last week in Guadalajara, Mexico. Mr. McKenzie was at one time connected with the New York Press, but resigned from that paper to become publicity man for the Guayaquil Quito Railway.

Editor Who Dared Criticise Kaiser.

Adolph Stöcker, a German editor who dared criticise the Kaiser, died on Monday last at his home in Berlin. Stöcker criticised in his journal, the Reich, a speech that the Kaiser made to a German battleship crew, in which the Kaiser said that a drowning sailor had but one moment in which to think three thoughts of those nearest and dearest to him: First, of home; second, of God, and third, of his "supreme war lord." Stöcker rebuked the Kaiser by saying that "no God-fearing sailor need concern himself about his supreme war lord when he is on the brink of eternity. All at such a moment are equal before God."

Two real, live Indians were present as guests at the weekly luncheon of the Buffalo Ad. Club last week.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday. W. JOHN STONHILL & CO., 28 Shoe Lane, London, E. C.

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

Annual Subscription (52 issues), post free, \$3.00. The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

Rates on application to ALBERT O'DONOGHUE, 317 W. 124th St., New York. Send for sample copy.

PROFIT IN EVERY PAGE

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

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

The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive. Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power.

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

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

OSWALD PUBLISHING COMPANY, 25 CITY HALL PLACE, NEW YORK.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

NON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4800-4 Bookman

THE CHEMICAL ENGRAVING CO.

9-15 MURRAY ST. NEW YORK.

HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

TELEPHONES 1551 & 1552 - CORTLAND

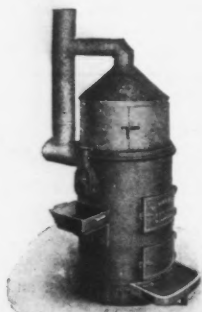
Send To-day for the List of Users of

"THE KOHLER SYSTEM"

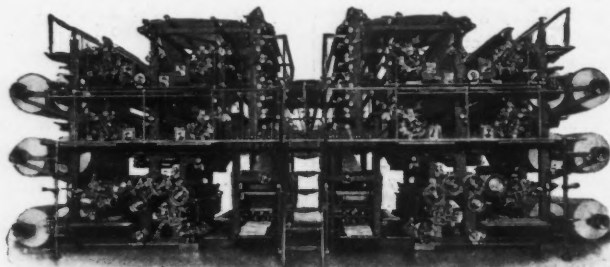
We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

Kohler Brothers, 277 Dearborn St., CHICAGO

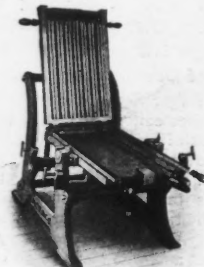
LONDON: 56 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.



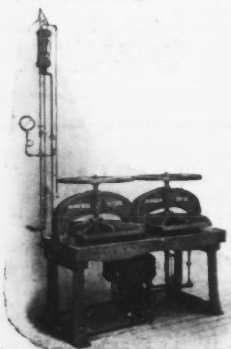
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Using coal or gas for fuel. A money saver.



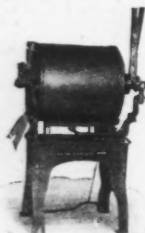
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Heated by Gas.

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 For Printing,
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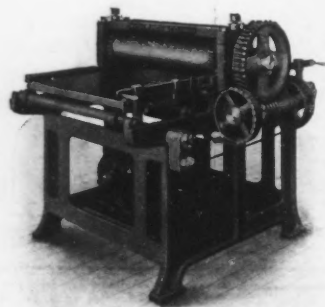
7 Water Street	BOSTON, MASS.
143 Dearborn Street	CHICAGO, ILL.
160 St. James Street	MONTREAL, QUE.
8 Rue de Chateaudun	PARIS, FRANCE
109-112 Borough Road	LONDON, S. E., ENG.



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With motor drive.

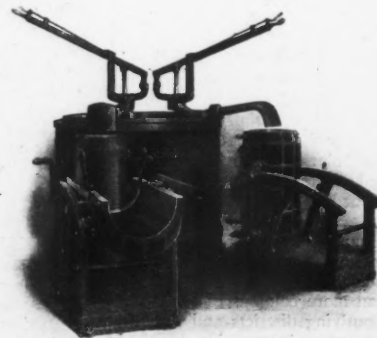


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With new "Equipolse" Curved Casting Molds for making stereotype plates. A valuable time and labor-saving apparatus, which soon repays the cost of installation.

