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THE RENO BATTLE

UNITED PRESS CLAIMS CHAMPIONSHIP OF THE PRESS ASSOCIATIONS.

President Lee Says It Was the Fairest News Contest Ever Waged—Newspaper and Press Association Had Been in Training for Months—Statements by Officers of Other Associations.

The Johnson-Jeffries battle at Reno is likely to remain a landmark in the history of American journalism. The swiftness and accuracy with which the news of the battle was carried by the newspapers to every part of the nation was never before equalled. Primarily, the telegraphic press associations deserve first credit for the amazing rapidity with which the news was sent out to the world.

UNITED PRESS CLAIMS BEAT.

C. D. Lee, president of the United Press, offered a new view point in an interview for THE EDITOR AND PUBLISHER. Incidental to describing the remarkable accomplishment of the United Press in handling the Reno event, Mr. Lee said:

"Excepting the result of a national election, it was the most important news event of recent years—speaking technically, and the rivalry between newspapers was keener than in the case of any national election so far as I can recall.

SPORTING INSTINCT OF NEWSPAPER MEN.

"The sporting instinct of the whole newspaper profession was aroused. The actual battle, the exchange of blows between a white man and a black man, was secondary in the mind of the newspaper man. He was himself engaged in a more absorbing battle for supremacy in his profession.

"There never was a fairer test of the efficiency between press associations than the report of this battle. For months newspapers and press associations had been training for the contest.

"The clients of the United Press, both in news columns and editorially, in every part of the country, asserted that they lead the other associations by from three to five rounds, or from twelve minutes to twenty minutes in actual time.

INSTANTANEOUS SERVICE.

"Mr. Howard, the general news manager, together with James J. Rafter, the head of the telegraph department, had been working on the mechanism of this story several months. News men and operators were selected long in advance and assigned to particular tasks, upon the completion of which the whole structure of our report depended.

"The result was a practically instantaneous service from the ringside to our clients. The delivery of a blow in the ring was reported in the news-

(Continued on page 4.)



HARRY E. FIRST,

CIRCULATION MANAGER OF THE CINCINNATI ENQUIRER, WHO WAS RECENTLY ELECTED PRESIDENT OF THE INTERNATIONAL ASSOCIATION MANAGERS OF NEWSPAPER CIRCULATION.

TRAVEL MAGAZINE.

Purchased by the Publishers of House and Garden.

House and Garden, published by McBride, Winston & Co., has taken over the Travel Magazine, which went into bankruptcy about three weeks ago.

The new owners state that the Travel Magazine will be continued as a separate publication under the same name. Its editors will be Gardner C. Teall and Henry H. Saylor.

Washington Publisher to Wed.

The engagement of Paul Cheney Patterson, publisher of the Washington Times, to Miss Elsie Jarvis McLean, daughter of Captain Walter McLean, U. S. N., has been announced. No date has been set for the wedding, owing to the fact that Captain McLean, commanding the U. S. S. Vermont, is at present cruising.

Buys Iowa Paper.

Carl E. Huffaher, who has edited the Henderson (Ia.) Times for the past six months, has purchased the property from the owner, W. P. Wortman. Possession was given July 1.

MAY REDUCE CABLE TOLLS.

Claim Made for New System of Wireless Telegraphy.

Hans Knudsen, a Danish inventor, has patented a new system of submarine and wireless telegraphy which it is claimed will bring the cost of cablegrams down to one-third of the present rates.

The system is said to be applicable to existing lines. The claim is made that the invention will quadruple the speed at which messages may be sent to any part of the world. The messages are described as being transmitted in ordinary longhand by an operator at the one end pressing the lettered keys of a keyboard. At the other end the message is received instantaneously, and automatically printed in the original text by a typewriter machine.

Employees Enjoy Picnic.

More than one hundred employees and officers of the Little Rock (Ark.) Democrat attended the annual outing given by the company last week. Numerous athletic events were run off and the affair was closed with an old-fashioned picnic dinner.

SPOKESMAN-REVIEW

RECEIVED 33,000-WORD SPECIAL MESSAGE FROM WASHINGTON, D. C.

Spokane Daily Broke Record for Special Dispatches Covering Government Statistics—Decisions of Interstate Commerce Commission in Western Rate Cases Wired in Full—Notable Newspaper Feat.

On Thursday morning, June 30, the Spokane (Wash.) Spokesman-Review printed a full telegraphic report of 33,000 words, received from Washington, D. C., during the night and afternoon prior, covering in full the Interstate Commerce Commission's findings in the Spokane railroad rate cases, in which the business people of Spokane and its vicinity are materially interested.

The Spokesman-Review claims it has broken records of special dispatches carrying purely statistical matter.

It is the custom of Washington correspondents to select salient features of statistical matter handed down at Washington, which may be of interest to the particular editors they represent, and wire only a few of the features. But the Washington correspondent of the Spokesman-Review filed the entire report, 23,798 "words" of tabulated figures, with the Western Union, and 9,120 words of the commissions "conclusions" with the Postal.

The findings and conclusions were announced at Washington on Wednesday in the forenoon. A bulletin to the Review told that the rate decisions as handed down constituted a great victory for the people of Spokane against the railroads. Instantly the order was sent to Washington to wire the entire report. It began in the afternoon and was relayed at Chicago. The last word was received at Spokane at 3.30 a. m. on Thursday.

Five wires out of Chicago were used to carry the Western Union message, and two wires carried the Postal message.

The magnitude of the telegraphic feat can be appreciated when it is considered that the usual full afternoon report sent out by the big press associations counts from 12,000 to 15,000 words, and the usual night report for morning papers runs from 16,000 to 20,000 words. Also it must be appreciated that statistical matter is the most difficult to wire.

The Review pertinently referred to its great feat as follows:

"As the Spokesman-Review was the first newspaper in the nation to recognize the importance of just freight rates to Spokane and the Inland Empire, so it was foremost in recognizing the vital value of presenting the entire official readjustment of those rates to every consumer and dealer in this territory, regardless of expense, the moment the long battle had been won."

QUALITY IN CIRCULATION.**Department Store Manager Wants Meaning of Word Explained.**

In an address on "Circulation from the Standpoint of the Man Who Buys It" before the circulation managers at Montreal recently, W. H. Goodwin, manager of the John Murphy store of that city, said in part:

"The circulation that we, as purchasers of advertising appreciate, is the circulation that is guaranteed, not because there is a dead man at the head, of it, but because there is some live man at the source of it. By that I mean this: The circulation that we appreciate is the circulation that circulates through the brains of the people. It does not make any difference if you have increased circulation if in that this idea is lost, or if people buy it just because you issue some premium with it and consequently they just simply don't read it and that is not quality.

"Circulation is absolutely of no use to us unless it goes through the brains of the people, and because it is in the brains of the people we want to be in the procession and that is what we are paying for. We are paying to be in that procession. We want to be in the band wagon with our banners flying and all the rest of it. We want it to go through the brains of the people. You can tell us how much circulation you have, but we want you to tell us where it is and where it is going.

"I want to say this, that the thing that I would like to leave with you is to thresh out the meaning of that word 'quality.' That you take it up and look into it and analyze it and tear it to pieces and let us know what you mean by 'quality.' Let us know in reality what you can tell us about the word and meaning of the word in connection with circulation. Can you tell us what quality is, or, rather, what is there in the paper that makes people buy it?

"You are the circulation managers; you are the men that have to do with the subject of circulation. A stream rises no higher than its source. If the circulation must go through brains it must have bright, brilliant brains at its source. The thing that is in your paper is the thing that is bringing about your increased circulation, and if you will bring that about in this way then you will find that the results that you promise and the results that we expect to gain are fully realized."

New Paper for Chattanooga.

The Chattanooga Tennessee Democrat made its initial appearance last week. The editor and manager is J. G. Rice, a veteran newspaper man.

The Pittsburgh Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, N. Y. Boyce Bldg., Chicago

SCORED BIG BEAT.**McKeesport Daily News Slipped One Over on Pittsburg.**

On July 4 the McKeesport Daily News "slipped" one over on the newspapers of its big city rival, Pittsburg, when newsboys of Pittsburg had to travel sixteen miles out to get a newspaper that printed an extra giving the result of the Jeffries-Johnson fight round for round. Over 20,000 of the Daily News fight extras were sold, and of that number over 5,000 were sold like hot cakes on the streets of Pittsburg. Newsboys reaped a harvest and secured from five to fifty cents each for the fight extras.

Pittsburg newspapers took a day off, but in McKeesport the Daily News received the full wire report of the United Press and fed bulletins to a great crowd in the street. At the moment the flash came a "flash" extra was given to the crowd with the reading of the end of the fight. In eight minutes later the press started to print the complete story of the fight extra round for round with the lead story of the gathering at the arena.

McKeesport on July 4 was crowded with thousands of strangers that came for miles to attend the opening of its first Old Home Week celebration. The fact that the Daily News was the only newspaper in Allegheny county to issue a fight extra made it the most wanted edition of any newspaper ever printed in western Pennsylvania.

Visiting newspaper men in McKeesport on July 4 congratulated the Daily News on its enterprise.

INCREASE IN NEWSPRINT.**Mills Make Nearly 8,000 Tons More Paper in May Than April.**

An increase of nearly 8,000 tons of newsprint paper from the mills represented in the American Paper and Pulp Association is shown by a report covering the output for May, filed recently with the commissioner of corporations.

The actual gain was 7,900 tons over April, which had produced the smallest output since the previous September because of a strike. The figures for May, however, represent only 91 per cent. of the estimated normal of 97,396 tons.

The same report shows book paper on hand to be 21,306 tons on May 31, an increase for May roughly of 1,400 tons. The figures filed with the commissioner are from 38 companies, representing 80 per cent. of the book paper production.

Will Entertain Iowa Editors.

The Des Moines Press Club will entertain the Southern Iowa Editorial Association at a smoker during the annual convention of the association which is to be held there July 21 and 22. It will be held at the Press Club headquarters, and the executive committee of the club is already making plans for an evening which will prove memorable for the Southern Iowa editors.

Will Have Roosevelt as Guest.

Theodore Roosevelt will speak in Milwaukee at the Auditorium under auspices of the Milwaukee Press Club on September 7. This is the announcement made by Oliver E. Remy, chairman of the committee of arrangements of the organization. He is completing preparations for the program.

NEWSPAPERS BEST MEDIUMS.**Because They Reach the Home, Says Buffalo Expert.**

The newspaper is the best advertising medium in existence, declares G. W. Johnson, an advertising expert of Buffalo, N. Y., who makes a specialty of raising large sums of money for charitable purposes in short spaces of time. Mr. Johnson relies entirely upon advertising to accomplish his ends. In ten days he raised \$300,000 to build a Y. M. C. A. for Buffalo. In a published interview he says among other things:

"The newspaper is the best thing there is in advertising, because it reaches the home. It stands in exactly the same relationship to the community as does the physician to his patients or the clergyman to his congregation. In a local advertising campaign the home must be reached. All articles used in a home are advertised, of course, and the women of this country do more than 90 per cent. of the general buying for the home. The newspaper reaches the women, thereby placing before them the good qualities or new ideas of the article advertised.

"Every newspaper naturally has some standing in the community through which its circulation carries it. Take, for example, a newspaper of the very highest type. Any article advertised in that paper gains a prestige in proportion to the standing of the paper. In other words, a newspaper gives to its advertising its own standing."

ANNUAL GOLF TOURNEY.**Ad Men to Compete for Elaborate Prizes Week of July 11.**

The sixth annual tournament of the American Golf Association of Advertising Interests will be held at Bretton Woods, N. H., the week of July 11. The organization is composed of leading advertisers, publishers and advertising agents and has a membership of more than two hundred and fifty. The prizes offered for the tournament will be the most elaborate, it is said, ever offered either in this country or in Europe.

President Taft is honorary president of the association and L. A. Hamilton of New York president. James S. Sherman, vice-president of the United States, is honorary vice-president of the association, and Charles H. Taylor of the Boston Globe is vice-president. Charles Presbrey of New York is secretary and treasurer. The members from New York have arranged for a special train, going from New York directly through to Bretton Woods in time for the tournament.

Oklahoma County Editors Organize.

A county press association was organized at Medford, Okla., last week with the following officers: W. A. Delzell, of Pond Creek News, president; R. T. Simons, of the Medford Patriot, vice-president; A. L. Lindbeck, of the Medford Star, secretary; Orrin L. Browning, of the Renfrow

Chicago Press Club Has Outing.

The Chicago Press Club enjoyed an outing at Ravinia Park Saturday. A special train left the Northwestern depot at 1.30 o'clock. Arriving at the park, the members were entertained with a concert by the Chicago Philharmonic Orchestra.

CATHOLIC WEEKLIES**Organize Association with Home Office at Providence, R. I.**

Through the efforts of Edward J. Cooney, an association of Catholic weekly papers has been formed, known as the Associated Catholic Weeklies. The home office will be located in Providence, R. I., and offices will be opened in New York, Chicago and on the Pacific Coast.

At present the membership of the association is made up of nine leading Catholic weeklies in the United States, as follows: The Pilot, Boston, Mass.; Providence Visitor, Providence, R. I.; Catholic Transcript, Hartford, Conn.; Catholic Union and Times, Buffalo, N. Y.; Catholic Standard and Times, Philadelphia, Pa.; Catholic Universe, Cleveland, O.; The True Voice, Omaha, Neb.; Iowa Catholic Messenger, Davenport, Ia.; The Catholic Sentinel, Portland, Ore. It is expected this membership will be increased in the near future.

The combined circulation of the list at present is said to be in excess of 155,000 absolutely guaranteed. Each paper in the association has the indorsement of the Bishop of the Diocese in which it is located. This, it is believed, will add strength to the association as an advertising investment.

William D. Ward, Tribune Building, New York, has been appointed Eastern representative of the association.

COLONEL C. A. ROOK**Named as One of Uncle Sam's Representatives to Mexico.**

Colonel Charles A. Rook, president and editor of the Pittsburg (Pa.) Dispatch, has been named by President Taft as one of the representatives of this country at the Mexican centennial exercises in Mexico City.

The American delegation, which numbers ten, will leave New York on September 11. The return will be made September 20, giving the delegates opportunity for sight-seeing at the Mexican capital and meeting the prominent officials of the country.

Prosperous Pennsylvania Daily.

The need of larger quarters to take care of a rapidly growing business has caused the Hazelton (Pa.) Plain Speaker to remodel its plant. A handsome new office front has been installed and private rooms for W. C. Dershuck, proprietor and editor of the paper, have also been fitted out. The editorial and reportorial staffs and the composing department now have more room also, all being on the one floor. The paper has installed a new perfecting press and an additional linotype within the past year.

Half Year's Increase in Financial Advertising

In the first six months of 1910, The New York Times published 421,318 lines of financial advertisements compared with 391,865 lines in the same period in 1909—a gain of 29,453 lines, a greater gain and a larger volume than any other newspaper in New York. Only the highest grade of financial advertising accepted by the New York Times. Fraudulent announcements excluded.

The New York Times

"All the News that's Fit to Print"

GETTING A START.

An Example of the Wrong Way to Apply for a Job.

A young man, apparently as intelligent as the average, well dressed, neat, clean shaven, came into the office of the Traveler in search of a job. He asked for it somewhat as follows:

"I'm a Harvard man. Been going there four years. Just getting through this month, in fact. I'm sort of looking around. Horribly in debt—you're a college man, of course, and appreciate it. Must owe six or seven hundred dollars. Naturally got to do something, but scarcely know what to do. Might tutor, you know. Very good money in tutoring, I'm informed. But I've rather taken a fancy to journalism. Lots of good men in journalism. Really, there are. So I thought I'd come in and talk it over with you. You see I've got to do something—so horribly in debt. I thought I'd take a temporary position on the Traveler."

The executive to whom the young man was talking asked him, "About what position had you decided to take?"

"Why, really, I hadn't gone quite as far as that," he replied, seriously. "Of course I would prefer not to be a reporter. Many disagreeable things connected with being a reporter, I'm told. I'd like, temporarily, to take a position that was—er—pleasanter. And besides, I don't see how I could afford to accept a salary such as is paid a reporter. You see I'm in debt—horribly. I've got to save six or seven hundred dollars this summer to get out."

It is a natural enough temptation not to waste a moment of valuable time on such a young man, yet this youth showed indications of being really intelligent, notwithstanding his manner of approaching a job. And, after all, he was only a boy, in for bitter disillusion. So he received some good advice, which he will remember with gratitude after his present distorted view of the world, the university and himself shall have been corrected.—*Boston Traveler.*

A Live Kansas Daily.

The regular issue of the Hutchinson (Kan.) Daily Gazette for July 1 contained twenty-four pages and carried 2,293 inches of advertising. The edition was gotten out by the regular force. A feature of the issue was the large amount of automobile advertising carried for the size of the city, local dealers being represented by six full pages. The total volume of advertising in the edition is said to be the largest ever carried by a Hutchinson newspaper. The Gazette claims a circulation of 6,400.

NOT

all publishers believe that good rollers have anything to do with the attractive appearance of a sheet

Many Do

That is the reason why some are better printed than others. Running a roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)

406 Pearl St., 521 Cherry St.,
N. Y. Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND



MEMBERS OF THE INTERNATIONAL ASSOCIATION MANAGERS OF NEWSPAPER CIRCULATION

TO USE MODERN ENGLISH.

Bible Editors Plan Many Changes for New Edition.

The arrangement of a tercentenary edition of the English authorized version of the Bible, which was the subject of a conference of noted clergymen and editors at Princeton last week, has been transferred to two sub-committees.

The chief changes to be made are: First. Where a text is misleading it will be changed. As an instance in point, the word "damnation" in I. Corinthians xi, 29, may be changed to "condemnation."

Second. Where the authorized version has an obscure rendering of a passage sufficiently clear in the Hebrew or Greek text, it will be changed.

Third. Also where the authorized version is infelicitous in the choice of English words, even if not actually misleading.

Fourth. Words absolutely obsolete will be dropped for words now within the usage of good writers. The point was discussed that "halt" is still good English, and while not so common, is more dignified than "limp." The word "let" or "hinder" was considered obsolete.

It is understood that the modern usage will be followed thoroughly in the use of pronouns.

It is planned to have this new edition printed in England in May, 1911, three hundred years after the printing of the first edition of the Bible.

Alabama Dailies Consolidate.

The Huntsville (Ala.) Mercury-Banner has purchased from Charles D. Lane the Huntsville Daily and Weekly Tribune, established in 1894 by the late Charles P. Lane. The publications will be merged with those now printed by the Mercury Publishing Company. The Mercury-Banner is now three consolidated newspapers, the Morning Mercury, Evening Banner and Evening Tribune.

Iowa Paper Incorporates.

The Clinton (Ia.) Tribune Publishing Company has been reorganized and incorporated with a capital stock of \$10,000. The officers who will serve until the first annual meeting of the company are: President, J. J. Bolan; vice-president, W. F. Boyle, and secretary-treasurer, E. T. Boyle.

Broke Sales Records During June.

The Eclipse Folding Machine Company of Sidney, O., reports that the volume of business transacted for the month of June broke all records in their sales department.

DAYTON NEWS

Moves Into New Home and Celebrates with Big Edition.

The Dayton (O.) Daily News recently moved into its new home and celebrated the event by issuing a New Home Edition, containing 210 pages. The issue was largely devoted to articles descriptive of Dayton as a manufacturing and residence city. It was well gotten up and reflects great credit upon the management.

The new home which has been erected by the News for its exclusive use is a model in its appointments and facilities for the rapid handling of its business. It is said to be one of the handsomest newspaper buildings in the United States. Every mechanical device of value in publishing a daily newspaper has been added to its plant. The comfort and health of employees has been fully considered by the introduction of approved sanitary provisions.

The press equipment has again been increased to care for the big circulation of the News. To the one sextuple press heretofore in use has been added a sextuple color press, giving this paper the prestige of maintaining and using a press capacity that compares with that of papers in cities two and three times the size of Dayton.

Times Used New Bulletin Device.

The New York Times reported the progress of the Reno fight to a portion of its crowds with an electrically operated bulletin. By pressing a key on the ordinary typewriter the letter was stamped in two-inch caps on the large bulletin in one of the Broadway windows of the Times Building. The machine can be operated at any distance from the board and any number of bulletins can be operated simultaneously from one typewriter. The Times used the first machine made.

Stanger Retires from Office Outfitter.

Announcement has been made of the retirement of Wesley A. Stanger, vice-president of the Class Periodical Company of Chicago and editor of the Office Outfitter. Mr. Stanger's interest has been purchased by H. S. Bunting, president of the company, who also becomes editor. Mr. Bunting will be assisted by C. A. Bergman as associate editor. F. B. Millar has been made business manager.

Reduces Price to One Cent.

The Evansville (Ind.) Journal-News has reduced its price from two cents to one cent.

VARIED LIST OF PRIZES

Offered Ad Writers During National Convention at Omaha.

Socks and soap, furniture and free grape juice, a kodak and \$205 in cash are among the prizes offered to ad writers of America during the national convention of Associated Advertising Clubs of America in Omaha, July 18-20.

Advertisement writers from any city except Omaha may compete for the convention prizes, the ads to be displayed during the convention at the Rome hotel.

Among the firms offering prizes are the Carter White Lead Co., N. K. Fairbanks Co., Walter M. Lowney & Co., Eastman Kodak Co., James S. Kirk & Co., Brown Shoe Co., Walker Grape Juice Co., and the Holeproof Hosiery Co.

Copy not offered for special prizes will be sold at auction during the convention, other copy to be the property of firms donating the prizes.

Successful Contest Closed.

The Greensburg (Pa.) Tribune Press closed a voting contest last Saturday in which 78,641,896 votes were cast. A tour through Europe with one hundred dollars in gold as spending money was the award to the six young ladies winning first prize. Five diamond rings were given as second prizes. The contest was conducted by Geo. F. Houlihan and Frank Hicks of the United Contest Company of Cleveland, Ohio.

Newsboys' Summer Camp Open.

The summer camp for New York newsboys, located at Woodland Beach, New Dorp, S. I., has been opened for the season. It will be kept open until the last of September, and every newsboy in the city is entitled to pass two weeks at the camp free of charge. Arrangements provide for the housing of one hundred and seventy-five boys at one time.

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

THE RENO BATTLE

(Continued from page 1.)

paper offices within fifteen seconds after the moment the blow landed.

"It was the first successful attempt to carry a story at so great a distance at practically instantaneous speed. The United Press accomplished this by eliminating relays wherever possible, and by sending the story word for word from visible typewriters at distributing points."

Asked as to how the Associated Press handled the story of the big fight, General Manager Melville E. Stone said:

"The Associated Press force at Reno on the occasion of the prize fight was under the direction of Superintendent Charles E. Kloeber of the Western Division. Superintendent Kloeber was on the ground himself. The force at the ring side consisted of eight men. Mr. E. D. Moore, night manager of the New York office, and Mr. R. E. Geistlich, chief operator at San Francisco, both of whom are operator-reporters, reported the rounds by bulletins, using the telegraph key and not writing at all. Both Mr. Moore and Mr. Geistlich had done work of a similar character repeatedly on former occasions.

"The wire which Mr. Moore operated ran direct from the ring side into the New York office of the Associated Press, with a single drop at Chicago. The wire operated by Mr. Geistlich ran into the Reno office of the Associated Press and served all points west of Kansas City. The wire operated by Mr. Moore served all points east of the Missouri river. The service was repeated from Chicago north to Duluth, south to Mexico City, east on our regular trunk line as far as New York, and from the New York office it was repeated throughout New England as far as Halifax, N. S., through New York State and throughout Eastern Canada, and to the New York city papers.

"The repeater service was done by what is known as a blind relay, which is a mechanical appliance that automatically carries forward the report by dot and dash without any delay. At each of the wires sat an expert operator, so that if there was the slightest interruption he could pick it up and send it by hand.

"There is some dispute as to exactly how many minutes it took for the flash to reach New York, owing to the difference in watches. The official timekeeper himself says that the fight began at 2.45. If an allowance of three minutes is made for each round, with one minute rest, it will be seen

that fifty-five minutes was employed until the beginning of the fifteenth round. The fifteenth round occupied two minutes and ten seconds, that the elapsed time from the beginning of the fight to the end was fifty-seven minutes and ten seconds. This would work out the close of the fight at 3:42.10 Reno time, which would be 6:42.10 New York time, but our own flash came at about that instant, and I should accept that time as exact but for the fact that Mr. Harting, the official timekeeper, says that the fight closed at 3:41 Reno time, so that his own figures do not work out. But the fact was that our man, sitting within a few feet of the ring side, sent the flash and it came in and went out on the instant. There may be a difference of a minute in the watches.

"The records show that we filed the flash to London at 3:42 and a fraction over the French cable line. The French Cable Company themselves report that their filing time was 3:43, showing a slight difference in watches. A cable message from London indicates that we beat everybody there by seven minutes, and we have innumerable letters and telegrams showing that we beat everybody in this country. In Cleveland we were ahead by six minutes, and in Cincinnati the Times-Star reports that we beat everybody by fifteen minutes.

"The other men on the Associated Press force at the ring side were P. H. Kinsley, who wrote the technical lead to the rounds descriptive of the fight; J. G. Moyston, who wrote the general descriptive "lead all"; K. L. Simpson, who covered Jeffries camp; Charles Brennan, who covered the referee, and Bert St. Clair, who covered Johnson's camp. J. B. Nelson, chief of the Seattle office of the Associated Press, was brought down and detailed to the Reno office for any emergency that might arise. The Associated Press had two wires at the ring side and eight seats. As there was danger of interruption to the wires they were patrolled by special guards from our Reno office to the ring side. The wires were placed in a cable which ran underground and came up directly under the seats of Mr. Moore and Mr. Geistlich, the operator-reporters.

"We sent out in advance descriptions of the camp and the arena and all that sort of thing. The Western Union Telegraph Company gave us splendid service."

That the many clients of the Laffan Bureau were pleased with the way it covered the fight is evidenced by the fact that the bureau received more than two hundred letters and telegrams of congratulation and praise from all over the country.

"We had our own leased wire direct from Reno to our New York office," said Mr. Seeley of the Laffan Bureau. "At Reno there was a staff of five men in charge of Robert W. Richie for the morning papers, and for the afternoon papers Edward S. Moss and three assistants. In addition we had four of the most expert telegraphers in the country—two at Reno and two at this end. These men relieved each other during the fight by rounds, thus furnishing a continuous and quick service. These operators were in charge of Frederick Bell, the chief operator at Reno, and his business was to guard against delay any where along the line.

"The running story of the fight complete by rounds was in our office at 6.15 p. m. Then Mr. Richie took up the work of writing the general

story of the fight and pounded away until he sent in over 8,400 words. The fight experts for the morning papers then took the wire and sent in the fight by rounds and a story of approximately four columns."

Mr. Farrelly, of the Hearst news service, said:

"We covered the fight the same as any other piece of routine news. It was entirely devoid of spectacular features. The date was known so far in advance that there was every opportunity for careful preparation. We had a number of skilled writers at the ringside, and of course leased wires. The telegraph companies had ample time to prepare for the event and furnished excellent wire service. Our report was comprehensive and complete and we received both by wire and letter many congratulations from our clients on the prompt and thorough manner in which we covered the event."

LINOTYPE VERSATILITY.

Capacity for Department Store Work Graphically Shown.

The Mergenthaler Linotype Company issues from its printing department this week the initial number of a twelve-page newspaper called Ad Work and the Linotype Way.

The paper reproduces nine different department store ads, furnished the company by as many representative newspapers in different parts of the country. With the exception of the few large display lines in these ads, which have been cancelled, every line of composition was set on the Linotype. Signed statements of the foremen of these various offices appear on the first page.

A special feature of the paper is the twelfth or last page, which was set up to show the capacity of the Linotype for department store ad work. Every word and every figure, every rule, border and slug used on that page was cast on the Linotype. It furnishes a splendid example of the versatility of the machine.

Pennsylvania Daily Sold.

The Chambersburg (Pa.) Valley Spirit, the only daily in that part of Franklin county, has been purchased by a company headed by Thomas J. Brereton, president of the Town Council, who will be the managing editor. The paper will be enlarged and improved and the policy will continue Democratic.

Change in Publishing Firm.

John Andrews, for the past two years business manager of Kimball's Dairy Farmer, published at Waterloo, Ia., has purchased a controlling interest in the paper. At a recent meeting of the stockholders the capital stock of the company was increased from \$25,000 to \$75,000.

First Ad Agency in Ogden.

E. A. Buckley, until recently advertising manager of the Ogden (Utah) Morning Examiner, has opened the E. A. Buckley advertising agency in Ogden. Heretofore the city has been without an agency.

The Tower City (Pa.) West Schuylkill Herald has been enlarged to eight pages.

The Air Brake Magazine has been launched at Meadville, Pa.

PAPER OUTPUT RESTRICTED.

Norris Tells New York State Publishers in Session at Saratoga.

The Associated Dailies of New York State and the New York Press Association are in session at Saratoga this week. The principal subject before the convention during the first day's session was the increased price and diminished supply of news print paper. The discussion was led by John Norris of the American Newspaper Publishers' Association. Mr. Norris said in part:

"The Price of news print paper, involving an annual outlay of \$60,000,000, is controlled by a gentleman's agreement which is trying to force an agreed price upon news print paper. In no other industry do makers refuse to sell their product f. o. b. mill. The paper mills insist upon knowing the buyer's name and the destination of paper before they sell it. For twenty months there has been an obvious effort to restrict the output. The purpose of that arrangement is to keep afloat a number of industrial hulks which long since passed their days of efficiency. Within three years we have had three print paper famines. In twenty months the print paper makers of the country have kept the stock of paper on hand for all the newspapers of the country to an average supply of less than eight days.

"The penalty that publishers are temporarily paying for this restriction of output and artificial stimulation of prices may be stated approximately at \$5 a ton, but the print paper makers are inviting disaster by the inducements they are making for new production. Every artificiality of that sort carries its own penalty and ultimately works to the advantage of the consumer. An illustration of the extremes to which the coddling of the paper trade has been carried may be found in the case of the International Paper Company, which brought together twelve years ago a group of thirty mills, operating 101 paper machines, of which only forty-nine were then in good condition. With the lapse of twelve years the efficiency of its machinery has materially diminished. Some months ago, before the paper strike occurred, it produced only 925 tons a day, though it had a capacity of 1,416 tons a day. At present it is producing an average of eighteen tons a day a machine. Contrast that showing with the recent production in Newfoundland by American brains on American machines of fifty-nine tons of paper a day a machine. In New York State we are cutting timber five times as fast as it is being reproduced. If we continue we shall not have a sawing stick left in the State in twenty years."

The Allentown (Pa.) Bulletin has been made a semi-weekly newspaper.

Since it costs less in the first place—

And since six or seven months' supply of it will last as long as a year's supply of flour paste—

And since it won't get sour or soggy in summer—

And since its strength is more like glue than "paste"—

And since it keeps that strength no matter how long it's kept—

Why not USE JELLITAC?

Arthur S. Hoyt, 90-A West Broadway, New York City, ships 50-lb. boxes on the prove-it-before-you-pay plan.

\$6,000.00 Cash Available

for first payment on half or a larger interest in a Republican or Independent evening newspaper property. Locations in Eastern or North Central States preferred. Interested individual is competent and experienced in business and advertising management, and has been in the publishing business for twenty years.

Proposition No. 18

C. M. PALMER
Newspaper Broker

277 BROADWAY - NEW YORK

HARMONY IN SANCTUM.

Public Does Not Like Quarrelsome Paper, Says Southern Editor.

Speaking before the North Carolina Press Association, in convention at Wrightsville Beach last week, on "Harmony in the Sanctum," Wade H. Harris, editor of the Charlotte Chronicle, said in part:

"The old-time editor who was always looking for his toes to be trod upon, has given way to the editor who runs a business paper, who is devoting his talents to the development of manufactories and industries, to the uplifting of his community and State, and to the entertainment and instruction of his readers.

"The old-time newspaper was a knocker, and it never knocked harder than when its field was invaded by a newcomer. The editor who would go into a town where a paper was already 'running' would be met with a club in the hands of his esteemed contemporary. He would be denounced as an invader of established rights; as a disturber of the peace, and parenthetically, the laziness of the town, and once a week it would be up to him to dodge a shower of mud balls.

"But the times are changing. The newspaper business is being raised to its proper level. The editors who have been preaching that 'competition is the life of trade' are themselves accepting the truth of the doctrine, as they should do. Where one paper can do good, two papers may do more good.

"The reader of the newspaper of today does not care for the petty prejudice of its publisher. A bilious editorial will disgust him. On the other hand, an editorial that will lead his mind into pleasant and profitable paths, will make him feel that he is getting the worth of his money.

"Every editor should have political opinions of his own and should be free to express them. No editor should be an echo. And by this same token, there should be tolerance by one editor of the opinion expressed by another. It is this sort of policy that is leading to harmony in the sanctum.

"The harmony plan is the most profitable one. The people do not like a quarrelsome paper and will take advantage of the first opportunity to stop it coming to their homes—and forget it. The paper that is bright of speech, cheery of tone and that gives the news as it comes, is the paper that is going to be in popular demand.

"In this day, no newspaper has any call to knock another. That is an art of the past. The mission of the newspaper of the present time is to give its readers all the news that it can get, and in handling men and events to do it honestly and candidly, and so far as it may be in its power, intelligently."

The Evening Wisconsin.

Milwaukee's Leading Home Paper.

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6020 Metropolitan Bldg.
CHICAGO—150 Michigan Ave.

LIBEL IN ENGLAND.

Blackmailing Press Favorite Pastime in Great Britain.

The ease with which blackmailing libel actions can be brought against newspapers formed the subject of a speech by Lord Mersey (formerly Sir John Bigham, president of the Divorce Court) at the annual dinner at the Savoy Hotel of the London Newspaper Society.

He instanced Mr. Labouchere as a victim of unscrupulous actions at law. "As a result of the various bad swindles which he exposed," he said, "Mr. Labouchere was the victim of endless libel actions which never should have been brought against him, and he has often spoken to one concerning the possibility of putting a check to libel actions, which are really nothing more than systematized blackmail.

"I know what juries are. They are unstable, liable to be talked over by counsel, and they do perversities, and the consequence is a great deal of injustice is frequently done by juries, but," he added amid laughter, "never by judges.

"The impecunious blackmailer, the man who has been properly denounced in the press, is a person who can afford to take a chance of getting a verdict from such a tribunal. He has nothing to lose. Something ought to be done, I think, in such a case, to prevent the impecunious blackmailer from bringing into court, as a defendant, a newspaper, or the proprietors of a newspaper, who have only done their duty in bringing to the notice of the public the conduct of the plaintiff.

"It is very difficult to say what should be done. Lawyers and legislators are very loath to put difficulties in the way of a poor man who wants to vindicate his rights, and that, of course, is a very proper sentiment.

"But I cannot help thinking that if upon proper material brought to the notice of the judge at the beginning of an action of the kind I have mentioned, a case can be made out for ordering such a plaintiff to find some security for the costs of the action he is beginning, it would be a very good thing.

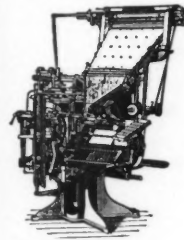
"I am quite sure newspapers must have experience of the hardship I have mentioned. When they fight their case, having written nothing they were not entitled to write, they either win their case, and get an order for costs which are never paid, or the matter comes before some foolish, sympathetic jury, and possibly the defendants are even cast in damages, and if they are once cast in damages, such is the respect of the Court of Appeals for juries, that it is very difficult indeed to get the court to interfere with what the jury has done.

"Among the objects still demanding the attention of this society are those of protecting its trade, and seeing if it is not possible to amend the law in the particulars to which I have referred."—*London Standard.*

Many Newspapers for South Dakota.

More than twenty-five new weekly newspapers have been established recently in western South Dakota. The majority of them are located in new towns in Corson, Hending, Perkins and other counties west of the Missouri river and north of the center of the State. The publishers anticipate a rich harvest from final proof notices from homesteaders.

A Star Linotype Office
THE INDIANAPOLIS STAR



Employs a Battery of 19 Linotypes

Uses three double magazine LINO-TYPES to set all their ad copy.

All three of the machines carry regular news fonts in their upper magazines, while the lower magazines are equipped with display fonts—one with 8 point, one with 10 point, and one with 12 point.

Ad copy is marked for size and measure by ad man and placed on hook alongside the operator, according to size of type to be set.

Before taking news copy, the operator sees that ad copy on his hook is set. News copy is set only when no ad copy is at hand.

They claim they set ad copy more economically than any office of equal size in the country.

Mergenthaler Linotype Company
TRIBUNE BUILDING, NEW YORK
CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

WILL RUN FOR MAYOR.

Publisher Ridgway Candidate for Office in Home Town.

Erman J. Ridgway, publisher of Everybody's Magazine, is a candidate for mayor of Montclair, N. J., on the Republican ticket. In his letter of acceptance to the chairman of the Republican general committee. Mr. Ridgway says:

"I believe that every man and woman should take a lively interest in the affairs of the community. I have tried to do that, not unselfishly. The cost and comfort of living are directly involved in the way a city is managed; its business, its charities, its public service, its church and club and community life. I have wished to contribute my share of the expense and effort while sharing its rewards.

"If my neighbors prefer that I make my contribution as chairman of the Town Council, very well. If not, very well. I shall make it as willingly in a less conspicuous way."

Boston Agency Enlarges Quarters.

The Franklin P. Shumway Company of Boston, Mass., newspaper and magazine advertising agents, have added several more rooms to their already spacious quarters at 373 Washington street. This addition gives the company one of the largest and most up-to-date offices in New England.

New Texas Daily.

The Daily Progress has made its appearance at Jacksonville, Tex., with Phillips & Mecklin as publishers. Albert Spencer is the editor.

MANN CASE AFFIRMED.

Verdict in Town Topics Libel Suit Upheld by Circuit Court.

In a decision handed down last Saturday, the United States Circuit Court of Appeals affirmed the judgment for \$20,000 awarded Samuel Dempster, a resident of Pittsburg, in the Circuit Court against Colonel William D'Alton Mann and the Town Topics Publishing Company.

The suit was tried in May, 1909, as a result of certain statements printed in Town Topics concerning Mr. Dempster.

New Daily for Topeka.

Plans are on foot to move the Lawrence (Kan.) Daily Democrat to Topeka and make it the State Democratic organ. The Daily Democrat is now owned and published by a stock company of Douglas county Democrats, headed by Henry Albaugh. If the paper is moved to Topeka the company will be organized.

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building

25 East 26th Street NEW YORK

THE DULL SEASON

"To Cut Out Publicity Entirely During Summer Months Is to Sever Threads of Communication Between Your Business and the Public."

The Dull Season is the title of an interesting little monograph recently issued by the Siegfried Company, General Advertising, 50 Church street, New York. Under the caption "The Broken Life Line," there is printed a conversation the agency recently had with F. Irving Fletcher, advertising manager of the Thompson Starrett Company, one of the largest building concerns in the world, and a client of the Siegfried Company. Concerning advertising during the summer months Mr. Fletcher said: "A friend of mine who has made a study of palmistry was telling me recently of a terrible illness he had just come through, and incidentally showed me that the life line in his right hand was broken.

"What I liked was that phrase—the broken life line! It has a thousand uses. Life is made up of lines—broken lines—broken life lines! An idea forgotten—a promise unfulfilled—an opportunity neglected—an ambition still-born—the word unspoken—a thing undone—a favor unrequited—a debt delayed—a duty unperformed—each and all are broken life lines! And conning these over, and others indefinitely, I bethought me of the advertiser who quits because the weather is hot and people are away, who forgets that people read when they are away, and that printers' ink is about as cool a recreation as any when the thermometer goes up!

"But let us deny that people read as much when they leave town, and let us say that tennis is cooler than print, for even these concessions cannot disestablish our contentions. So we will grant that people read less in July and August. But they do not cease altogether, do they? And we must travel far from Broadway to lose sight of the New York dailies, must we not? And have you ever stopped to consider not how many people go away, but how many millions remain at home? And is it the tens of thousands an advertiser wants to reach, or the millions! And even if it is the tens of thousands, think you they have padded their bank accounts by taking two months' vacation every year? And, still referring to those exclusive tens of thousands, do they all go away and return at the same time? Is the subway crush over in July? Do the dry goods stores close shop in August? Does the Stock Exchange shut down in July? Do the roof gardens lose money in August?

"Yet some of us cease advertising in July and August and call it economy. I am speaking generally, of course. Nobody wants fur coats in July or woolen underwear in August. Nay, let us agree

that nobody may want much of anything in July and August, but what a notion that demand ever ceases or even sufficiently to justify the average advertiser in quitting for a month or two at a stretch.

"Does a teamster turn his horses to grass when he comes to a hill? Does he not walk his horses uphill slowly? Should the advertiser quit the fight in July and August? Or should he not continue to do a little desultory firing?

"Besides, to quit is to break up that cumulative effect which is a primary inducement to advertise—it is a gap in the firing line—a cessation of the gentle rain of argument—a break in the melody of persuasion—a missing link—a dropped stitch—a lost chapter—a Sahara of silence, because it is hot!—an obituary, where a little nursing would have pulled the patient through—a break of two small months in the life-line of publicity—a cutting off of the lines of communication—a premature drop of the curtain while the play is on—a trifling with that eternal truth that advertising is reiteration everlasting, world without end!

"By all means, if a business is a business of seasons, be so governed. Let up a little. Walk your horses. But an advertiser should continue to feed out a few agate lines or so, and not be intimidated into silence by an unrelenting weather bureau. People forget in July and August much more easily than they do in December, for instance, which is one more of a hundred good reasons why there should be at most only a partial letting-up, and never an absolute cessation of advertising. Remember that Rip Van Winkle had quite a hell of a time getting recognized when he came back. And what if every advertiser had cold feet in July and August? True, July and August were made for holidays. But advertisers cannot afford holidays. It was not intended to have holidays. To cut out advertising entirely in July and August is to sever the iron threads of communication between your business and your public—it is to have a broken life-line. Advertising is the soul of business, and July and August are just hot enough to make a soul a very necessary asset."

BLIND MAN EDITS PAPER.

Despite Handicap, Fries Successfully Conducts Pennsylvania Daily.

Frank M. Fries, owner and publisher of the Kittanning (Pa.) Daily Times, has been totally blind for five years, but in spite of this handicap conducts his paper successfully.

He was born in Mahoning township, Armstrong county, in 1867, and lived all of his life at Kittanning. At the age of twelve he entered the printing business as an apprentice and at twenty-two purchased an interest in the Kittanning Times. In 1898 he began the publication of the Kittanning Daily Times, the first successful daily ever published in Kittanning.

Wiped Out by Fire.

The plant of the Benton (Pa.) Argus was destroyed last Monday by a fire which wiped out half the town. A fire cracker exploding in a barn started the blaze.

Lyons (Kan.) Daily News Sold.

Walter A. Johnson, for a number of years managing editor of the Hutehinson (Kan.) News, and J. W. A. Cooke, formerly of the Ellinwood (Kan.) Leader, have purchased the Lyons (Kan.) Daily and Weekly News. The new owners plan to enlarge and improve the paper.

ACCURACY THE FOUNDATION.

Essential to Permanent Newspaper Success, Says St. Louis Editor.

Discussing "Newspaper Power, Its Use and Abuse," before the Missouri Press Association, in annual convention at Cape Girardeau last week, George S. Johns, editor of the St. Louis Post-Dispatch, said among other things:

"Sometimes, in order to root out evil and establish righteousness in public affairs, it is necessary for a newspaper to expose the wrongdoing of men in public life, to point the finger of condemnation at dishonest men holding positions of trust and honor. It is an unpleasant but essential part of a newspaper's public service—of its duty to the public.

"No wanton attack should ever be made upon any man. The power of publicity should never be used for personal or selfish ends; never with animosity; never with malice; always with justice; always with calm, careful judgment; always with a good public end in view.

"I emphasize accuracy. It is the foundation of permanent newspaper success. Newspaper inaccuracy and unreliability are the shortest cuts to public scorn and contempt. I do not mean to say that no success can be won without continual accuracy, nor that the best newspapers are always accurate.

"With the great mass of material to be dealt with in a newspaper office, it would be strange if no mistakes crept into print. The newspaper is in the glare of publicity. Thousands of eyes search it every day. Its mistakes are conspicuous.

"I hold no brief for careless and reckless journalism. Not a word can be said in its defense. But I do say for the newspapers that their vital mistakes are marvelously few.

"From the standpoint of the public welfare, there is nothing so essential as accurate news reports. The statement of facts by the press is the basis of public judgment on public questions. If a vital fact be suppressed or distorted, the people are deceived and misled. In a free country, where the people are sovereign, the distortion of news strikes at the foundation of liberty and justice.

"Much has been said about the influence of advertisement and of powerful special interests on the conduct of newspapers. Doubtless there are newspapers edited by the business manager or the advertisers; doubtless there are newspapers under control of special predatory interests. But success and public confidence are as impossible to them as growth for a plant in a dark cellar. So far as I know journalism, the business of the advertiser with the newspaper, except so far as he may, like other citizens, offer a suggestion and counsel (which is taken or not taken, according to its value) is conducted wholly in the business office."

An Illinois Consolidation.

Childress & Knodell, publishers of the Fairfield (Ill.) Wayne County Press, have purchased the Fairfield Republican from Bailey & Crippin. The Republican was established twenty years ago by Col. Nathan E. Roberts, now of Washington, D. C. He sold it to a stock company eight years ago. The paper will be consolidated with the Press.

SECURED RESULTS.

Mr. J. B. SHALE,
PRES. EDITOR AND PUBLISHER,
13-21 Park Row,
New York.

Dear Sir:

It may interest you to know that recently a small adv. in THE EDITOR AND PUBLISHER, costing only a few cents, was instrumental in selling for me a forty-thousand-dollar property. I have no kick coming on THE EDITOR AND PUBLISHER as an advertising medium. Yours very truly,

H. F. HENRICHS,
Newspaper Broker,
Litchfield, Mass.

HARRY E. FIRST,

The New President of the Circulation Managers' Association.

Harry E. First, circulation manager of the Cincinnati Enquirer and the newly elected president of the International Association of Managers of Newspaper Circulation, first saw the light of day in the little village of Hudson, McClain county, Ill., April 30, 1863. His parents were both born in Ohio, a fact which affords him no little satisfaction, and his mother was a third cousin of Andrew Jackson, a former president of these United States.

For twenty years prior to breaking into the circulation field on the Cincinnati Enquirer, he worked for Uncle Sam in his Postoffice Department, doing one thing and another, the last twelve years of which was as assistant superintendent of the railway mail service, having in charge that portion covered by the States of Ohio, Indiana, Kentucky and Tennessee.

South Dakota Daily Changes Hands.

J. H. McKeever has purchased the interest of A. A. Pickler in the Aberdeen (S. D.) Daily American and succeeds him as president of the company. Mr. McKeever has been editor and part owner of the American for some time. Mr. Pickler, it is reported, will engage in other business.

Home for Oklahoma Editors.

The Oklahoma State Press Association plans to own its own home within a year. A site has been offered in Medicine Park, a summer resort in the Wichita Mountains, near Lawton.

Headquarters for

TYPEWRITER RIBBONS

TYPEWRITER PAPER, CARBON PAPER FOR ALL USES

We manufacture the best line of TYPEWRITER SUPPLIES on the market.

The S. T. Smith Company
11 Barclay St. New York City
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same. DISCOUNTS ON APPLICATION.

"The majority of newspaper publishers agree that we are the leaders in the contest business—others follow."

**Publishers
Circulation
Service Co.**

Marbridge Building
Herald Square
NEW YORK CITY



Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.

THE ADAMS NEWSPAPER SERVICE
George Matthew Adams
2018 Peoples Gas Building, CHICAGO

RETIRED WORDS

New York Tribune Advises Dictionary Makers to Eliminate Obsolete Words and Keep Up to Date on the Growth of Vocabulary.

From the New York Tribune.

Time was when the editors of dictionaries were exclusive, when a word claiming admission must present unimpeachable credentials, but that time is no more. From an aristocratic literary club, the dictionary has been changed into a census, which presents growing numbers as if they were of necessity increasing riches over which we should rejoice. The chief aim of modern dictionary makers is to surpass all their predecessors in quantity. No word is too obscure, none of too doubtful origin, none too uncertain a risk so far as its "expectation of life" is concerned to fail of inclusion. In their enthusiasm for numbers the publishers of these increasingly ponderous tomes have even been known to "pad" the returns by counting variants in spelling as separate words.

The constant enlargement of the terminology of industry and commerce, the professions, sciences and arts, of trades and sports has necessitated the addition of two new volumes to one of the best and most comprehensive dictionaries of the English language. So far, so good. Wireless telegraphy, the airship and the motor alone would suffice to prove the necessity of these supplementary volumes, not to mention "faunal naturalism" and the slang which is the refuge of ignorance of the resources of the language, the lazy debasing of a perfectly sound coinage. But is it really not time to set about removing from the record the terms which new and simplified methods and processes in all fields of human activity are constantly retiring from active circulation? The number of superannuated, useless technical words that are kept artificially alive nowhere but in the dictionaries must be surprisingly large. Some day the mere weight of numbers will force us to weed our dictionaries, and to produce, perhaps, some "Dictionary of Obsolete Mid-nineteenth Century English," to set on the shelf beside Professor Skeat's Anglo-Saxon vocabularies.

The relation of this constant sloughing off process to the accretions in the language has never yet received proper attention. It matters little when one term takes the place of two or three in consequence of the simplification of some mechanical or chemical process, or when a shorter takes the place of a longer, less felicitous one. It matters a great deal when we see the golden words of English literature retired from circulation to make room for baser coin. The vocabulary of the average man is not increasing, it is merely changing, dropping new words for old. That of the educated youth of the day, on the other hand, is actually deteriorating in quality with the progressive neglect of the study of literature. The majesty of the Bible, the dignity of Milton, the sturdiness of Bunyan from which the passing generation of Americans drew its vocabulary are giving way to the light allurements of slang, which, from a clever game, has been promoted to the practical dignity of a labor-saving device. That new dictionary

of obsolete words is fated to contain much that is noblest and strongest and best, fraught with deepest association and meaning, in the English tongue.

The "omnium gatharum" dictionary has come to stay, however. It is not a bulwark against, but an aid to the impoverishment of the language in all but numbers, its debasement in quality and dignity. It serves its general purpose admirably, it no doubt fills a long felt want with laudable thoroughness. But let us count the retired words just for once before we boast that in the count we shall have to include much that made the strength and dignity of Lincoln's eloquence, much that gave weight, directness, simple distinction to the words of so unpretentious a speaker as the late Senator Orville H. Platt.

And when that new dictionary of obsolete words appears, it may be that some discerning teacher of English will use it in his work to the exclusion of all others.

A \$500,000 PRIZE.

Poet Lampton Would Give It to Aviators, and He Tells How.

W. J. Lampton, formerly of the neighborhood of Hazel Green, Ky., but now a well-known financier and newspaper poet of New York, sent the following letter to the New York Times last week and it was printed:

To the Editor of the New York Times:

My recent announcement in your widely read columns that I would give \$500,000 in cash to the first aviator who flew around the earth in eighty days, and that though I hadn't the money now I would have by the time anybody did the stunt, has brought me numerous inquiries from envious persons, carping critics, and doubting Thomases as to how I would get the money, implying thereby that I might resort to means well known to a great many money getters of these degenerate days. But I am not that kind—I don't know how to manipulate things—and I propose to accumulate the half million by strictly legitimate means,—that is to say, along the lines of my profession, which are poetic lines.

It is a very simple proposition, indeed. For example, let us say that my style of verse sells at the market rate of about 12½ cents a line, more or less. One dollar, let us say, for eight lines. To aggregate half a million dollars, it is plain that four million lines of poetry would have to be written. Now, the average working poet, which does not refer to magazine poets, should be able to turn out ten lines an hour. Eight hours a day, legal time, would result in eighty lines of poetry a day. Not counting Sundays and holidays, we have 300 working days a year, and this would produce 24,000 lines of poetry annually.

Figuring that the editors decline to print about one-half the output, we have 12,000 lines of available poetry. Twelve thousand goes into four millions three hundred and thirty-three and one-third times, which is three hundred and thirty-three years and four months as the time required to produce the half million dollars. No allowance is made in this calculation for the living expenses of the poet, but, as everybody knows, that is a negligible quantity with poets. Be that as it may, I have shown to the inquisitive persons referred to above that I will have the half million all right by the time any aviator flies around the earth in eighty days.

W. J. LAMPTON.

We are not alone in the opinion that THE EDITOR AND PUBLISHER AND JOURNALIST is worth many times the price of subscription (\$1.00) to anyone engaged in newspaper or magazine making.

A THIRTY-ONE PAGE AD.

Daniel Brothers Company of Atlanta Break the Record.

Occasionally a business man who is enterprising and progressive gets it into his head that he ought to do something big to attract attention to his store. Sometimes he arranges for a special sale, and to advertise it buys large space in the local newspapers, sends out handbills by the thousands to suburban towns, places large cloth signs announcing the sale over the front of his building, and hires an orchestra to furnish music on the opening day. If his scheme is rightly managed, and the goods he sells are real and not make-believe bargains, he will, in most instances, accomplish the desired result.

Competition, however, is so strenuous, and so many merchants are sitting up nights trying to think of something new to awaken public interest and bring customers to their stores, that it is pretty hard to hit upon a plan that has not already been exploited.

Down in Atlanta, Ga., resides D. J. Daniel, who, with his brother, conducts a men's furnishing store, under the firm name of Daniel Brothers Company. He's a rather snappy young man and believes that hustle is more effective than bustle in getting business. The Daniel Brothers' store is stocked with fresh, stylish and seasonable goods, is attractive in appearance, and enjoys an extensive patronage.

Mr. D. J. Daniel believes in advertising and has used it to good advantage in building up his business. In studying the problem of publicity, a few weeks ago, an idea came to him which was certainly a corker. He wanted to do something that had never been done before—something that would cause people to open their eyes and talk. The plan he adopted was this: To print the largest advertisement ever printed in a daily newspaper in this country. He did not know how large an advertisement had been printed; he had seen one or two filling eight and ten pages, but there might be others occupying still more space. Anyway, he determined that his advertisement should be so big that it would break all records by a generous margin.

And so a few days ago the Atlanta Georgian-News came out with a thirty-one page advertisement of the Daniel store. The announcement filled two entire sections of fourteen pages each and six half-pages in other parts of the paper. In order to fill all this space at as small a cost as possible, Mr. Daniel arranged with the different manufacturers represented in his stock to go with him into a deal whereby each was to have his goods advertised in space amounting to a page or a half-page, with the name of the Daniel Company at the foot as local distributors.

Naturally the advertisement created a considerable stir among the people of Atlanta. It was the talk of the

town. The State papers wrote articles about it, complimenting the Messrs. Daniel for their enterprise. Merchants who do a conservative business have been trying to figure out how such large advertisements can possibly pay.

IN RECEIVERS' HANDS.

Proceedings Instituted Against Boston Herald by Paper Company.

The Boston Herald was placed in the hands of receivers Wednesday. John Norris, of New York, and Charles F. Weed, a Boston attorney, were named to act in that capacity by Judge Goll, of the United States Circuit Court.

Receivership proceedings were instituted by the International Paper Company, which claims the Herald Company is indebted to it to the amount of \$9,520 for news print paper sold between December, 1909, and May 12, this year.

W. P. Henry Dead.

William Preston Henry, of the advertising staff of the New York Evening Journal, and one of the best known advertising men in the city, died at his home in Newark, N. J., Wednesday. He was fifty-three years old. He was born in Rochester, N. Y., and had been engaged in the newspaper business for many years. He began his career in the office of the Rochester Democrat and Chronicle and later became business manager of the Syracuse Post Standard. He was also at one time connected with the Newark Evening News.

Contest Winners to Sail.

On July 13 seven young ladies will sail from New York City for a tour of Europe as guests of the Columbia (S. C.) Record. These young ladies are the winners in a very successful contest just terminated by that paper. The contest was conducted by the Publishers' Circulation Service Company.

New Technical Publication.

A new technical magazine, called the Inventor, has made its appearance at Rochester, N. Y. It is a monthly publication and is the official organ of the International Congress of Inventors of the United States, Canada and Mexico. It is edited by John Demms and the business management is in charge of P. E. Fellows.

Anchor Press Adds Another.

The Anchor Press, of Waterville, Conn., will add to their list of publications the Parish Magazine, an illustrated monthly of the American Church, designed for parochial localization.

Scribes Will Flock to Beverley.

It is said that more than fifty correspondents of newspapers and magazines have arranged to secure accommodations in Beverley, Mass., for the summer.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

Every Business Manager of a newspaper in the United States, has heard about the American Ink Company's guaranteed News at 4c., New York City—A great many have bought it :: ::

AMERICAN INK CO. - 12 DUANE STREET

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

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

NEW YORK, SATURDAY, JULY 9, 1910.

THE AFTERMATH OF THE PRIZE FIGHT.

It was inevitable that the public mind, wrought to a high pitch for weeks over the Reno prize fight, and strung to its tensest on July 4, should be disturbed greatly in the reaction. The "aftermath" as the reporter uses a convenient word, is furnishing news in which the people of the nation are more largely interested than they were in the preparations for the battle and the details of the actual fight.

A minority of the people of the country apparently were not interested in the outcome of the battle. We have warrant to say that it was not a large minority. In short, the great majority of the readers of daily newspapers were keenly anxious to know, at the soonest possible moment after the event, whether Jeffries or Johnson had won, and how the contest was waged.

But now the minority has come forward and joined in the aftermath. This minority wants to know why the nation was permitted to be so disturbed, or was disturbed, or was caused to be disturbed, by such a performance and such a widespread report of that performance on July 4.

In exact words, the minority ask, Why did the newspapers circulate so swiftly and sweepingly the report of that prize fight?

Well!

Obviously, the many thousands of men who sweated blood on July 4 in getting that prize fight story into type and printing the newspapers suffered at least a hardship. The holiday for the public was a day of toil for them unquestionably.

Let us examine the case of Pittsburg. In that city the newspapers agreed to suspend entirely for the day, July 4. No doubt a majority of the employees demanded that they be allowed to rest from regular work on that holiday.

Fifteen miles distant from Pittsburg is the smaller city of McKeesport, the home of the McKeesport Daily News, an enterprising concern.

The McKeesport Daily News, on July 4, issued an extra edition giving a full report of the fight. A brigade of Pittsburg newsboys bought 5,000 copies, rushed away to the streets of Pittsburg and sold these copies in record time, receiving prices ranging from 5 cents to 50 cents for each copy.

We are led to believe that thousands bewailed their ill luck in failing to get a copy of the newspaper, and hunted consolation in resorts, or mayhap at street corners, where a herald upon barrel head or soap box held aloft a precious copy and read aloud the news of the fight to citizens who listened breathlessly.

For, if youth will be served, as it is said in comment on Champion Johnson's victory, no less will the public be served, whether the news event be the discovery of a pole, the homecoming of Theodore Roosevelt or a prize ring battle between a white and black man at Reno.

Prayer for Newspaper Men.

"O thou great source of truth and knowledge, we remember before thee the writers of books, the newspaper men, and all whose calling it is to gather and winnow facts and to inform the people. Grant them a determined love for honest work and a staunch hatred for making of lies, lest they pervert the judgments of our nation and teach us to call light darkness and darkness light. Suffer them not to drug the mind of our people with falsehood and prejudice. Since the sanity and wisdom of a nation are in their charge, may they count it shame to set the baser passions of men on fire for the sake of gain.

"Grant them boldness to turn the unwelcome light on those who love the darkness because their deeds are evil. Put into their hands the shining sword of truth, and make them worthy sons of the champions of the people in the past who held truth to be a holy thing for which men should die. Make them realize that they have a public function in the commonwealth, and that their country may be saved by their courage and undone by their cowardice and silence.

"Grant them the heart of manhood to cast their mighty influence with the forces which make the people strong and free, and if they suffer loss, may they rejoice in that as proof to their own souls that they, too, have been friends of the common man and servants of the higher law."—Walter Ranschbusch in the American Magazine.

LETTERS.

Union Publishing Company.

A. M. Madigan, Prop.

New York City, July 5, 1910.

EDITOR AND PUBLISHER,
13 Park Row, New York City.

Gentlemen: Inclosed please find check for yearly subscription to your valuable paper, for which I cheerfully subscribe for the ensuing year.

Wishing you every success, I remain,
Very truly yours,

A. M. MADIGAN.

United States Customs Service.
Port of New York.

July 6, 1910.

J. B. SHALE,

President Editor and Publisher Co.

Dear Sir: I renew my subscription with great pleasure.

THE EDITOR AND PUBLISHER covers the ground so well in relation to journalism generally, and especially in reference to the editorial and publishing departments, as to merit all praise.

It should be the *vade mecum* of every journalist. Fraternally,

JAMES POOTON.

White Plains Print Shop.

George Thiel Long.

White Plains, N. Y., June 30, 1910.

MR. J. B. SHALE,

Dear Sir: I have been an ardent reader of your publication heretofore and have secured many valuable hints from its columns.

I ask that you place my name on your subscription list again.

I inclose \$1 to pay for year's subscription. Fraternally,

GEO. T. LONG.

J. B. SHALE, President THE EDITOR AND PUBLISHER Co., New York City.
My dear Mr. Shale:

On resuming newspaper activities, after sixteen months of sickness, I herewith enclose one year's subscription.

As I note this week's issue is the tenth anniversary of your publication, I wish to take the occasion, in the spirit of "credit to whom credit is due," to express my appreciation of THE EDITOR AND PUBLISHER, as the newspaper man's index and organ, where we may find matters of special interest to the craftsmen not covered by the daily press.

I wish to add that it seems to me, as this is our own organ, why not let THE EDITOR AND PUBLISHER receive a more unanimous support and a more general indorsement of the newspaper men in New York, and especially the Eastern cities. It's our Dramatic Mirror; then why not help make it larger and increase its circulation?

I say THE EDITOR AND PUBLISHER merits all this. With my best wishes, I remain,
Yours fraternally,
C. W. McMURRAN.

Tennessee Vernacular.

An East Tennessee girl is credited with the following reply to a question as to whether she had been to the fair: "I didn't went, I didn't want to went; and, if I had wanted to went, I couldn't have gotten to gwine."—*Good Housekeeping*.

The Ideal Newspaper Man.

"Is he what you would call a first-class newspaper man?"
"I should say so. When the 'end-of-the-world' scare was at its height, he had two editorials written—one to publish if it did come off, the other if it didn't"—*Puck*.

Skepticism.

(Original)
Editor (to his family)—These fellows who howl against the newspapers don't know what they are talking about. Only the truth is printed nowadays in the newspapers.
Dorothy (editor's daughter, aged 5 years)—I don't believe the papers. I haven't seen no comet nor no comet's tail.

AS IN A MIRROR.

"If You Don't Like Your Face in the Looking Glass—Change Your Face—Don't Break the Glass."

Arthur Brisbane in the New York Evening Journal.

Occasionally some of our good, friendly readers write in an emotional tremolo, which runs along in this fashion:

"I like you and what you write. I read your editorials. But how, oh! how can you say in your editorial column that the fight between the negro and the white man disgraces civilization and in other columns give all details of that coming fight?"

"Will you, can you, dare you, won't you please explain?"

We will, we can, we dare—and here's the explanation:

Kind friends, a newspaper in its columns is a mirror—more or less imperfect. When the historian a thousand years from now picks up a copy of the Evening Journal of today, don't you know perfectly well that he will see in it a fairly faithful reflection of the civilization of today?

He will say to himself, and truly: "This newspaper had the biggest circulation in the biggest country on earth, when it was published. Almost a million different men and women bought it every day, and at least three or four million human beings read it every day.

"Since this newspaper gave a thousand lines to the fact that a negro and a white man were getting ready to fight, and five lines to the death of a great writer and thinker, we know that for one person interested in the writer and thinker in those savage days at least two hundred were interested in the white man and the negro preparing for battle."

A newspaper is a mirror of the life and times, of the sentiments, emotions and interests of the period.

If they had had newspapers in Rome when Augustus lived—about nineteen hundred years ago—they would have published pages about fights in the arena and very little about the great moral movement that was carrying old Greek and Roman mythology away and bringing forth Christianity.

If an Evening Journal had existed in Rome when Nero burned the Christians alive, there would have been pages—if possible, with red ink—showing the Christians burning. There probably would not have been a line about Paul, the Jew of noble family, born at Tarsus, who had consecrated his life to the uplifting of the human race and who, according to Ferrero, probably perished in Nero's massacre.

Such a Roman paper, with red ink pictures of burning Christians, would have been a reflection of Roman days.

The Evening Journal is a reflection of this day. We print the news. We tell you what happens.

Have You Seen Roosevelt's Picture?

The *Mercury* has an excellent portrait of Theodore Roosevelt, but is rather crowded for space to-day, and decided not to print it. If you haven't ever seen a picture of the colonel you may have an opportunity within the next year or two.—*Manhattan (Kan.) Mercury*, June 18.

Plagiarism.

Uncle Eben—Well, of all the brazen things I ever saw. This city paper has deliberately copied that patent medicine ad. about Si Hoskins being cured of influenza by using Judge Dopenan's Pills that was in last week's *Hard-scrabble Clarion*.—*Judge*.

PERSONAL.

T. T. Williams, business manager of the New York ????????, sailed for Europe Thursday on the Teutonic. He expects to remain abroad all summer.

J. Dan Ackerman, for several years a member of the Syracuse (N. Y.) Herald staff, has resigned to take charge of the publicity bureau of the New York State Fair.

Sidney A. Smith has resigned from the staff of the Mexico City Record to accept a place on the Mexican Herald, with which paper he was formerly associated.

Allan Potts, managing editor of the Richmond (Va.) Times-Dispatch and one of the best-known newspaper men in the State, has been appointed quartermaster of the First Brigade, Virginia Volunteers, with the rank of major.

Arthur G. Lewis, editor of the Book of the Royal Blue and Southern Passenger Agent of the Baltimore and Ohio Railroad, is ill in St. Joseph's Hospital, Baltimore, of nervous prostration.

George H. Gall, former well-known Washington newspaper man, has been engaged by the Chamber of Commerce of Washington to help organize the retail merchants of the city.

Lee C. Robertson, New York newspaper man and contest editor, will conduct a contest for the Kane (N. Y.) Sentinel.

Miss Nina McNally, daughter of James McNally, the well-known Chicago publisher, was married last week to H. Chandler Egan, former national golf champion.

Warren F. Wilcox, city editor of the Telluride (Col.) Journal, was married in Denver recently to Miss Jessie Peters.

H. E. C. Bryant, for some time Washington correspondent of the Charlotte (N. C.) Observer, has resigned to become connected with the Missoula (Mont.) Daily Missoulian.

John E. Sanford has resigned his position on the staff of the Detroit Free Press to accept a place with the Detroit Times.

Charles H. Kelsey, political writer on the Milwaukee Free Press, has been selected as head of the press department of the regular Republican organization in Wisconsin, and assumed his new duties. Mr. Kelsey represented the Milwaukee Journal at Madison during the session of two legislatures.

Norval Harris, sport writer for the South Bend (Ind.) Tribune, has tendered his resignation, to take effect as soon as convenient, that he may accept a similar position on the Terre Haute Star.

Edwin C. Jones, for the past two years editor of the Portage (Wis.) Democrat, has sailed for Japan, where he will accept the business management of the Japan Advertiser of Tokio. The Advertiser is the only American daily published in Japan.

Geo. P. Leffler, business manager of THE EDITOR AND PUBLISHER, and Mrs. Leffler are spending some time at Fountain Springs, Pa., the guests of Mrs. Leffler's parents.

OBITUARY.

James S. Evans, widely known as a newspaper writer in New York, Washington and Chicago, died at the Combes Sanatorium, Corona, L. I., last week of paralysis.

Allen O. Myers, a well-known Cincinnati newspaper man and politician, died of cerebral hemorrhage at Toledo, O., last Saturday. He was formerly managing editor of the Enquirer and also gained prominence as a writer on political subjects under the pen name "Pickaway." He was a member of the Ohio Legislature at one time.

James G. McGowan, advertising manager of the Boston Post, died Sunday at his home in Dorchester, Mass. He was born in New York City in 1868. He had been connected with the Post for the past twelve years.

Mrs. Elizabeth H. Cook, wife of John H. Cook, editor and publisher of the Red Bank (N. J.) Register, died in that city Sunday of Bright's disease. Previous to her marriage she was engaged in newspaper work in New York on the Dramatic News and the Churchman.

Mrs. Emily E. Briggs, formerly a well-known newspaper correspondent, died at Washington, D. C., Sunday. She was eighty years old and was the author of the "Olivia" letters written from Washington during the Civil War.

Henry Hopkins, editor of the Hardware Review, died last week at his home in Montclair, N. J. He was born in New York City seventy-two years ago and was connected with the hardware trade of Manhattan for fifty years.

John Finlay, veteran newspaper man of San Francisco, died at Alameda, Cal., last week after a long illness. He was connected for many years with the old Evening Post in San Francisco, and afterward was on the staff of the Associated Press for several years.

A. Bruce Coffroth, for some time editor of the Somerset (Pa.) Democrat, died at his home in that city last week of paresis. He was fifty-five years old.

Peter J. Trumpler, one of the oldest and most widely known newspaper men in Rhode Island, died in Pawtucket last week. He was sixty-three years old and was born in Germany.

Col. John W. Powling, editor of the Nicholas (Ky.) Advocate and one of the leading newspaper men of the State, died last week of paralysis. He was fifty-three years old.

Joseph K. Manogue, for seventeen years tobacco and labor editor on the Cincinnati Enquirer, died recently after an illness of six weeks following a stroke of apoplexy. He was fifty-six years old.

CLUBS AND ASSOCIATIONS.

At the fifty-fourth annual meeting and outing of the New Jersey Editorial Association held at Pittsfield, Mass., the following officers and members of the executive committee were elected for the ensuing year: President, J. Lyle Kinmonth, of Asbury Park Press; vice-president, Walter M. Dear, of Jersey Journal, Jersey

City; secretary, John W. Clift, of Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle; executive committee, George C. Gunn, Burlington Enterprise; Charles L. Edwards, Long Branch Record; Jacob L. Bunnell, Newton Herald; H. B. Rollinson, Railway Advocate; B. F. S. Brown, Matawan Journal; Charles H. Bateman, Somerville Gazette, and Charles L. Stryker, Washington Star. The following new members were elected to membership in the association: William P. Helm, Jr., Morning Star of Newark; Fred C. Shann, Advertiser, Orange; H. S. Thomas, Gazette, High Bridge; E. M. Wight, Democrat, Somerville; Ernest G. Gommel, Revue, Elizabeth. The report of the treasurer showed the association to be in excellent financial shape, with a good balance of cash on hand in bank. At a meeting of the executive committee it was decided to hold a summer meeting at some point along the shore, presumably Pleasure Bay, in the latter part of August.

At the annual meeting of the Southern California Editorial Association, held at San Diego recently, C. E. Jones of the Lancaster Herald was elected president; J. L. Mathews, Corina Argus, first vice-president; Mrs. A. A. Harris, Los Angeles Suburban, second vice-president; Edgar Johnson, Riverside Enterprise, secretary, and C. H. Randall, Highland Park Herald, treasurer. The only office for which there was a contest was that of president, there being two candidates before the convention. C. E. Jones, who has been president of the association for several years, and J. L. Mathews, who has served as vice-president for the past year. The vote was in favor of Mr. Jones, and his election was later made unanimous. The contest was a friendly one, the best of feeling prevailing between the candidates and their individual supporters.

Members of the Southern Illinois Editorial Association will hold their annual outing in Springfield early in October. Harris Dante, editor of the Effingham Republican, is president of the association. J. B. Stuess, editor of the East St. Louis Gazette, and H. H. Bailey, editor of the Altamont News, have been appointed to fill vacancies on the executive committee of the association.

The Sulphur Springs (Ark.) Press Company, publishers of the Weekly Press, has been incorporated. Capital, \$5,000.

WHO IS FARMER SMITH?

THE INTERNATIONAL SYNDICATE
FEATURES FOR NEWSPAPERS
NO CONTRACT—Our subscribers may come and go on notice.
Baltimore Maryland

NEW YORK HERALD SYNDICATE
Spectral Cable and Telegraph Matrix and Photo Service. Address: Herald Square, Canadian Branch New York City Desbrosses Bldg., Montreal

BAIN NEWS SERVICE
sends eight photographs and letter press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.
GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER PRESSMAN.
Experienced foreman and prizes man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

BUS. OPPORTUNITIES

RESULTS GUARANTEED
Publishers for whom we have operated agree that we can follow others in the contest business, and PRODUCE DOUBLE THE AMOUNT OF BUSINESS.

Because we have THE BEST SYSTEM and use ONLY TRAINED MEN all of whom are stockholders of this company.

On the Tribune at Greensburg, Pa., last year another company "lead" with 25,600, while we "followed" this year with a total of \$3,744 notwithstanding the fact that another paper was running a contest at the same time and there being 10,000 miners on strike. Ask H. L. Allen, Manager of The Tribune.

OTHER REFERENCES
W. M. Hardy Tribune, Rome, Ga.
Fred L. Weede, Herald, Erie, Pa.
C. C. Hollenback, Gen. Mgr. American Pub. Co., Columbus, O.

WE FINANCE YOUR CONTEST
We will furnish all of the prizes and assume all of the "RISK" for substantial daily newspapers.

We will further guarantee to make the ACTUAL NEW business pay all of the cost.

We operate "Tour of Europe" Bermuda Trip and Automobile, Piano and Diamond Ring Contests. Write us for terms.

THE UNITED CONTEST COMPANY, Incorporated
Cleveland, Ohio.

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

MISCELLANEOUS

DAILY NEWS
Reports for evening papers, league ball scores daily, special and Chicago news. YARD'S NEWS BUREAU, 166 Washington st., Chicago, Ill.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER
The largest Morning and Sunday Newspaper west of New York, and the great Home medium of the Middle West.

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

WASHINGTON.

THE SEATTLE TIMES
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor.
A matchless record—an unbeatable newspaper.

HAND, KNOX & CO.
PUBLISHERS' REPRESENTATIVES
Brunswick Building, New York City.
WESTERN { Boyce Building, Chicago.
OFFICES: { Victoria Building, St. Louis.
Journal Building, Kansas City.

WILBERDING

"GOTHAM GOSSIP"
is the newsiest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.
National News Service
9 E. 26th Street, New York, N. Y.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing twenty lines nine times in the South for Hotel Gramatan, Bronxville, N. Y., on a cash basis.

N. W. Ayer & Son, Philadelphia, is placing ten inches twenty-six times in the Southwest for the Elgin Watch Company, Elgin, Ill.

The United Drug Company, Boston, Mass., is placing 5,000 lines in Western papers direct.

E. Everett Smith, Philadelphia, is placing fifteen lines seven times in the West for Wildwood-by-the-Sea, N. J.

The Sterling Remedy Company, Wheeling, W. Va., is placing 312 inches in the Southwest direct.

H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, is placing 5,000 lines in Southwestern papers for the New York Central Lines.

W. S. Hill, of Pittsburg, Pa., is extending the advertising of Iven B. Nordhem Company, "Tip-Top Bread," into Ohio papers, using 3,000 lines.

The Kline Advertising Agency, Ridgway, Pa., is asking for classified rates of papers in the Middle States.

George W. Jenkins, 326 Ellicott Square, Buffalo, Lumber, is placing 2,000 lines in a few metropolitan papers.

Samuel Knopf, Union Square, New York, is placing forty lines, two columns, for Priestly Cravenette in a few metropolitan cities.

J. Walter Thompson, 44 East Twenty-third street, New York, is placing half-pages for Small, Maynard & Co., Boston, Mass., for Thayer's "Astir" in a few metropolitan papers.

Lord & Thomas, 250 Fifth avenue, New York, are putting out additional copy for Clute Trusses.

Fred C. Williams, 108 Fulton street, New York City, is placing 5,000 lines in a few additional cities for Indit Tea.

The Tracy-Parry Advertising Company, Philadelphia, is asking rates from Pennsylvania papers.

Gray Advertising Service, Commonwealth Trust Building, Philadelphia, Pa., is asking rates on Pennsylvania papers.

It is reported that Ivory Soap is going back into Pennsylvania papers after an absence of a year. Business

placed by Proctor-Collier Company, Cincinnati, O.

The McQuay Tanning Company, Owen Sound, Ont., is using classified space one month in metropolitan papers of the Central West.

M. P. Gould & Co., 31 East Twenty-second street, New York, is planning a campaign for the Kickapoo Indian Remedy Company, Clintontville, Conn., in Minnesota and Vermont papers.

The Eagle Laboratories, Marbridge Building, New York, are extending their advertising into cities where they are locating agents for "Zelmos," an eczema cure.

J. Walter Thompson, 44 East Twenty-third street, New York City, is adding a long list of morning and evening newspapers to list already sent out on Horlick's Malted Milk, the schedule being 2½ inches every other day for a year.

Lord & Thomas, 250 Fifth avenue, New York, are adding a number of cities to the McCrum-Howell list for advertising vacuum cleaners, copy being eight inches run twenty-six times.

J. Walter Thompson & Co., Detroit, Mich., are placing Regal Motor Car advertising in a select list of Sunday papers for the Regal Motor Car Co., Detroit, Mich.

C. Ironmonger, 20 Vesey street, New York City, is placing advertising for Neuman's Monoxide Tooth Powder in New York City papers for Dr. Neuman, Denver, Col.

Frank Seaman, Inc., 34 West Thirty-third street, New York City, is placing pure readers for Hustler Cigars on the American Tobacco account in Philadelphia papers.

Wylie B. Jones, Binghamton, N. Y., is placing advertising ten times in varying space in a few select cities for The Japanese Import Co., Caroline Osgood.

Volkman Advertising Agency, 5 Beckman street, New York, is placing advertising thirty-nine times for Kintho Manufacturing Co., Buffalo, N. Y.

Wetherald Agency, Boston, Mass., is placing 720 inches twenty months in Southwestern papers for Vinol, for Chester Kent & Co., 221 Columbus avenue, Boston, Mass.

Chas. Wetherald, 221 Columbus avenue, Boston, is placing 3,000 inches three years in Southwestern papers for Lydia Pinkam Boston.

Gardener Adv. Co., Kinlock Bldg., St. Louis, Mo., is placing one inch eight times in the South for Vanderbilt University, Nashville, Tenn.

Batcheller Importing Co., New York City, is placing 1,092 lines for Bathasweet generally through E. E. Vreeland Adv. Agency, 117 West Thirty-first street, New York City.

The Collin Armstrong Advertising Co., New York City, is placing an advertisement of several inches for a few months in dailies and weeklies in Denver, Salt Lake, Pueblo, and about 100 other towns in Western mining localities for the Alaska Steamship Co. This agency has also been awarded for the coming fiscal year of the government the advertising of United States Marine Corps, Navy Department,

ROLL OF HONOR

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

ALABAMA. ITEM Mobile	NORTH CAROLINA. NEWS (Av. cir. mo. of Aug., 7,609).....Charlotte
ARIZONA. GAZETTE Phoenix	NORTH DAKOTA. NEWS Fargo
ARKANSAS. SOUTHWEST AMERICAN.....Fort Smith	OHIO. PLAIN DEALER Cleveland (June. D. 88,239—S. 113,132.) VINDICATOR Youngstown
CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco	OKLAHOMA. OKLAHOMAN Oklahoma City
FLORIDA. METROPOLIS Jacksonville	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre DISPATCH AND DAILY York
GEORGIA. THE ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbus LEDGER Columbus	SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia DAILY PIEDMONT Greenville
ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
INDIANA. JOURNAL-GAZETTE Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame	TEXAS. RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco
IOWA. EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER AND LEADER Des Moines THE TIMES-JOURNAL Dubuque	WASHINGTON. MORNING TRIBUNE Everett
KANSAS. GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka	WISCONSIN. EVENING WISCONSIN Milwaukee
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	CANADA.
LOUISIANA. ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans	ALBERTA. HERALD Calgary
MAINE. JOURNAL Lewiston	BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria
MICHIGAN. PATRIOT—(May. D. 10,982—S. 11975)—Jackson	ONTARIO. EXAMINER Peterborough FREE PRESS London
MINNESOTA. TRIBUNE (Morning and Evening).....Minneapolis	QUEBEC. LA PATRIE Montreal LA PRESSE Montreal
MISSOURI. DAILY AND SUNDAY GLOBE.....Joplin	
MONTANA. MINER Butte	
NEBRASKA. FREE PRESSE (aver. circ. 142,440).....Lincoln	
NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield	
NEW MEXICO. MORNING JOURNAL Albuquerque	
NEW YORK. BUFFALO EVENING NEWS.....Buffalo LESLIE'S WEEKLY (Cir. 225,000).....New York MESSENGER OF THE SACRED HEART New York RECORD Troy	

**THE
New Orleans
Item**

**Largest Total Circulation
by Thousands**

**Greater CITY Circulation Than
Any Two COMBINED**

SMITH & BUDD
Foreign Advertising Representatives
S-mowick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

GET THE BEST ALWAYS!

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WILL EDIT AMERICA.

Rev. T. J. Campbell in Charge of
Catholic National Weekly.

As the result of an order from
Rome, Rev. Thomas J. Campbell has
been made editor in chief of America,
the national Catholic Weekly Review
published in New York.

Father Campbell is a native of Bal-
timore and is one of the best known
Jesuits as a writer, preacher and edu-
cator. He was formerly one of the
editors of the Messenger Magazine
and for the past two years has been
collecting material for a history of the
pioneer Jesuit missionaries of North
America.

Eddy to Represent Peoria Journal.

On July 1 the foreign representation
of the Peoria Journal was transferred
in both the Eastern and Western
fields to the office of Charles H. Eddy.
LaCoste & Maxwell formerly repre-
sented the Journal in the East and
Horace M. Ford in the West.

Elmira Gazette Building New Home.
The Elmira (N. Y.) Gazette is
building a new home. The structure,
which will be of reinforced concrete
throughout, including floors and roof,
will be ready for occupancy by Octo-
ber 14. The exterior will be of gray
brick, with buff brick trimmings.

The Asbury Park Press
is a live newspaper in a live town. Its
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ing class. If you want their trade the
Press is your best medium.
J. LYLE KINMOUTH, Publisher
ASBURY PARK, N. J.

NEW PUBLICATIONS.

A new paper will be started at
Whitesburg, Ky., by Nat Hale and
others.

A new Spanish newspaper called
La Libertad is scheduled to make its
appearance at Corpus Christi, Tex., in
the near future. Senor F. de P. Gon-
zales will be the editor and publisher.

The Galloway County Gazette, pub-
lished at Murray, Ky., has made its
appearance. It is edited by John
McG. and Perry Melvin.

The Mason County Star has been
launched at Brady, Tex. It is pub-
lished by the Mason Star Publishing
Company and is edited by James Cal-
vert, with O. H. Roberts as business
manager.

Will Have Café Service.

The café of the Des Moines (Ia.)
Press Club was formally opened last
week. The new dining room is fur-
nished in harmony with the rest of
the club rooms, which are claimed to
be the finest west of Chicago. A
skilled chef has been secured and
prompt service is promised. Meals
will be served from 11.30 to 2.30 and
from 5.30 to 7.30 except Sundays and
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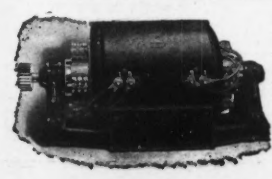
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UNITED PRESS WINS!!

Beats All Rival Press Associations in Handling the Jeffries-Johnson Fight Story from Reno on July 4th

The fight at Reno offered the supreme test of press association efficiency; the complete facilities of every press service and of practically every afternoon paper in the country being finely adjusted to handle as rapidly and accurately as possible this big news undertaking—while news-greedy millions were hanging on the result.

The United Press scored a clean-cut beat over all competitors in every section of the country, adding another triumph to its long list of news handling achievements. Let the Editors tell the story:

WASHINGTON TIMES (editorial).

Four minutes ahead with the megaphone! Seven minutes ahead with the complete extra! That describes the manner in which The Times, with the direct, unequalled UNITED PRESS ringside wire service beat its competitors in conveying the most important fight news of the generation to the waiting Washington enthusiasts. The first extra issued by The Star (Associated Press) contained only ten rounds, and The Times, with the full, complete fifteen rounds, appeared on the streets seven minutes ahead of it.

Throughout the entire time the UNITED PRESS maintained its lead over its rivals, and when the final word came, it was The Times and UNITED PRESS, of course, that first gave the news of Jeffries' defeat.

The efficiency of the UNITED PRESS service helped us just as much in getting out the extras. The Times, therefore, was able to score two big beats in one day. They were made possible by the UNITED PRESS service.

BOSTON TRAVELER (first page editorial).

It was The Traveler that gave all Boston the news of Champion Johnson's victory over Jeffries at Reno.

The people of the whole city read the graphic account by rounds dictated jointly by Tip Wright and The Ringsider (Max Balthasar). The wire was less than one minute, oftentimes less than half a minute behind the actual fighting. This means that within 40 or 50 seconds after Johnson punched Jeffries through the ropes the fact had been written on a typewriter in The Traveler office, and within 20 seconds that fact was in type ready for the press. It was marvelous. We beg to acknowledge the splendid service rendered by the UNITED PRESS.

PITTSBURG PRESS (T. R. Williams, Managing Editor).

We were the only client in Pittsburgh taking your service. Our competitors depended upon the A. P., the Hearst service and Laffan. We were fully three rounds ahead of all other services in announcing the bulletins. The service was a revelation to us. We were announcing the middle of the fifteenth round when the flash came giving the result of the fight. Our competitors were announcing the eleventh and twelfth rounds at this time.

A test of this kind seems to us to show that the UNITED PRESS is the only news service for important events. Just as in covering the return trip of Roosevelt, the UNITED PRESS showed its superiority over the other news associations, so in this case its superiority was unquestionably demonstrated. The UNITED PRESS'S great beat will be remembered in newspaper circles at least as long as the great fight will be. We congratulate you again upon your splendid triumph.

ST. LOUIS TIMES (John E. Wright, Managing Editor).

The Times, with the UNITED PRESS service, beat its competitors on the story of the fight about as Johnson beat Jeff. It was first on the street by several minutes, with the full fifteen rounds, while the opposition had but five. So close did the description, round by round, flash, that the page with the complete story was ready almost at the instant the knockout snapped in over the wire. The UNITED PRESS service on the great fight was the fastest and best I have ever seen.

ST. LOUIS STAR.

Service good. Flash beat Hearst three minutes.

MILWAUKEE SENTINEL.

Your fight story was excellent and your service perfect. We beat our competitors ten to twenty minutes. We had an agreement with them not to publish until the last round had been put in type. The fourteenth round was complete when we got the flash of Johnson's victory. In less than a minute the fifteenth round was complete. The other papers came out with the thirteenth and fourteenth rounds missing and with a story that was not as good as that published in the Evening Sentinel.

BALTIMORE STAR (Lynn R. Meehin, Managing Editor).

Service very excellent. You beat all your competitors. NEW YORK WORLD (Henry Varian, Acting Managing Editor.)

Your wire service on the Jeffries-Johnson fight at Reno was excellent. It helped us out greatly at critical moments, and was remarkably continuous for a long distance service. In the fight by rounds, you led.

TORONTO STAR.

We had another direct wire to Reno, but yours beat it fully 15 minutes by rounds and two minutes on the flash result. We beat the rival sheet, that boasted of six wires, by the UNITED PRESS. For the Toronto paper reached a carliest congratulations.

HAMILTON SPECTATOR.

The UNITED PRESS deserves the highest praise for the excellent service of the Jeffries-Johnson fight, which was four rounds ahead of the opposition at all stages.

KANSAS CITY POST.

We were well pleased and noted how you beat all the opposition. We used your lead and fight by rounds (Post had Hearst Service also).

LINCOLN NEWS.

Congratulations. The News beat its Associated Press rival all the way on fight announcements and extra.

DENVER TIMES.

Your fight service was the swiftest we have ever had here. We had half the fifteenth round when the flash came.

DENVER EXPRESS.

We were enabled to beat opposition from eight to twelve minutes and set a new record for sale of extras in Denver.

NEW ORLEANS ITEM.

The UNITED PRESS was beyond criticism in its fight service.

ST. PAUL NEWS.

You put it all over A. P. We established a new extra record. Congratulations.

CINCINNATI POST (H. W. Brown, Editor).

Fight service great. Couldn't have been better. Beat opposition six and a half minutes on street.

TOLEDO NEWS-BEE.

We beat opposition on first extra by fully five minutes. Then they had simply a scare head announcing result; no detailed story. When we were megaphoning tenth round, opposition put out extra giving four rounds and saying Jeffries had won.

WHEELING NEWS.

Service thoroughly satisfactory. Beat Associated Press four rounds.

MELBOURNE (AUSTRALIA) INDEPENDENT PRESS CABLE ASSOCIATION.

The effectiveness of the UNITED PRESS Service yesterday extended half-way around the world. The reports of the Reno battle cabled here from San Francisco by the UNITED PRESS was at least half an hour ahead of all other news reports received.

BUTTE NEWS.

We beat A. P. paper to street six minutes.

SPOKANE PRESS.

Beat other papers here by 30 minutes on fight.

PORTLAND JOURNAL.

Eight bulletins delivered speediest; most comprehensive ever heard about.

TACOMA TIMES.

Service great. We beat everybody.

OAKLAND ENQUIRER.

Beat opposition on street 25 minutes.

BELLINGHAM (WASH) AMERICAN.

Beat all opposition street with fight extra over forty minutes. U. P. service responsible. Never saw greater service.

SPOKANE INLAND HERALD.

Owing to excellent service by UNITED PRESS Inland-Herald beat Chronicle (A. P.) on fight result; had second extra with full account on street before Chronicle appeared.

VANCOUVER TIMES.

Could not be equalled.

COLUMBUS CITIZEN.

We beat opposition paper using A. P. and Hearst Service 10 minutes on first extra and were on street with second extra containing all rounds before nearest competitor appeared with story of 10 rounds.

GRAND RAPIDS DAILY NEWS.

The Daily News sends congratulations upon your really remarkable speed in sending big fight. Away the best we have ever known.

DETROIT TIMES.

The UNITED PRESS Service could not have been improved. When the finish came we reached the street with thirteen full rounds, eleven being the most our nearest competitor carried. Beat competitors on street six minutes.

DAYTON HERALD.

Service from Reno excellent. Beat opposition out. Also appreciate race riot service to-day.

SYRACUSE JOURNAL (H. D. Burnell, General Manager).

We beat the two other papers so badly that they quit bulletins after second round. Our extra lead by half an hour and our sale was the largest in history of paper, 25,975 extras. The U. P. beats the world.

PEORIA STAR.

The service on the Jeffries-Johnson fight showed the Peoria public that the superiority which the Associated Press claims over the UNITED PRESS is simply wind and that the UNITED PRESS had it beaten to a frazzle. When the fifteenth round was announced by the UNITED PRESS, the local Associated Press papers were giving the ninth round.

SPRINGFIELD (ILL.) EVENING NEWS.

The very superior service of the UNITED PRESS in giving details of the Jeffries-Johnson fight enabled the Springfield Evening News to bulletin the progress of the mill from 3 to 5 rounds ahead of all its competitors and also enabled it to be on the street with an extra with full details of the fight twenty minutes ahead of papers using the Hearst service. U. P. scored one of the cleanest and most decisive beats over its competitors that has ever been achieved in this city. Congratulations.

WILKES-BARRE TIMES-LEADER.

The Times-Leader scored a notable beat with its fight extra. Not only was the paper on the street before any other, but it also carried the fight in detail in all but the last round, which flashed the knockout. The opposition failed to carry the story of the thirteenth, fourteenth and fifteenth rounds, the most vital and crucial stage of the decisive encounter.

The rapidity with which this paper got into circulation reflects much credit on the efficiency of the Times-Leader's organization and to the UNITED PRESS, the greatest afternoon news gathering agency in the world.

WILLIAMSPORT (PA.) SUN.

The Sun with its UNITED PRESS service, was four rounds in advance of competitors or its bulletins and when the flash was read the shout of the great crowd in front of the Sun Building made the crowd before the nearby Associated Press office wonder what happened, as they had just finished reading the tenth round. A minute intervened before their flash came and at that moment the Sun was reading the complete fifteenth round, while A. P. offices stopped in the tenth.

ERIE HERALD.

UNITED PRESS was from one to two rounds ahead of Hearst. There was no false starts. Speed and accuracy

SCHENECTADY STAR.

Highly pleased with service yesterday. We were ahead of the opposition at all stages.

ELIZABETH JOURNAL.

UNITED PRESS was in Johnson class in its fight service. Journal was away ahead of its competitor, who finally announced that contest was won on sixteenth round. Congratulations.

JOHNSTOWN TRIBUNE.

We were four rounds ahead of all other services here on the story and beat them with the flash announcing the result by a minute and a half.

McKEESPORT NEWS.

Your service on Jeffries-Johnson fight was fine, complete in every detail and could not have been any quicker. None of the A. P. papers had extra papers and the daily news sold 5,000 copies. The UNITED PRESS handled this story like all other big things—"JUST RIGHT."

BRIDGEPORT FARMER.

UNITED PRESS service not only more complete than rivals but so much speedier than the farmer was able to get its extra out on street with every round fifteen minutes before A. P. rival.

SOUTH BEND (IND.) TIMES.

Five rounds ahead of the A. P. here. Our forms closed before A. P. got flash on result.

FORT WAYNE NEWS.

Fight service all that could be asked for. Skinned the A. P. a city block.

BATTLE CREEK JOURNAL.

The UNITED PRESS service outdid the A. P. here from one to three rounds most of the way through the fight.

AKRON PRESS.

Crowds were reading tenth round on bulletin boards of competing service when they got our extra telling of knockout. Final extra, with rounds, complete, was on the street six minutes later.

UNITED PRESS ASSOCIATIONS GENERAL OFFICES: WORLD BUILDING, NEW YORK

