

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

NEW YORK TRIBUNE

REDUCES PRICE OF THE WEEK-DAY EDITION TO ONE CENT.

Long Known as One of the Most Conservative Papers in the Country—Action Aroused Favorable Comment in Newspaper and Advertising Circles—What the Tribune Says About the Change.

On last Thursday the price of the New York Tribune was reduced to one cent a copy.

This action on part of the Tribune, which is one of the oldest newspapers in the country, and also one of the most conservative, aroused much interest in newspaper and advertising circles, and was the subject of much favorable comment. That the wide circle of readers already enjoyed by the Tribune will now be rapidly augmented goes without saying.

In speaking of the change, the Tribune said editorially:

"With this issue the price of the Tribune on week days is reduced to one cent in the City of New York, Jersey City and Hoboken, and to two cents elsewhere. The price of the Sunday edition will remain five cents.

"It has been so long represented to us that the public has come to regard one cent as the normal local price for a New York newspaper, and that a larger sum is inconvenient to many persons who would prefer to read the Tribune, that we have decided to meet that view of the case.

"To old readers, who have not complained of the old price, we need merely say that they will find their paper changed only for the better. Its quality is to be raised, not lowered.

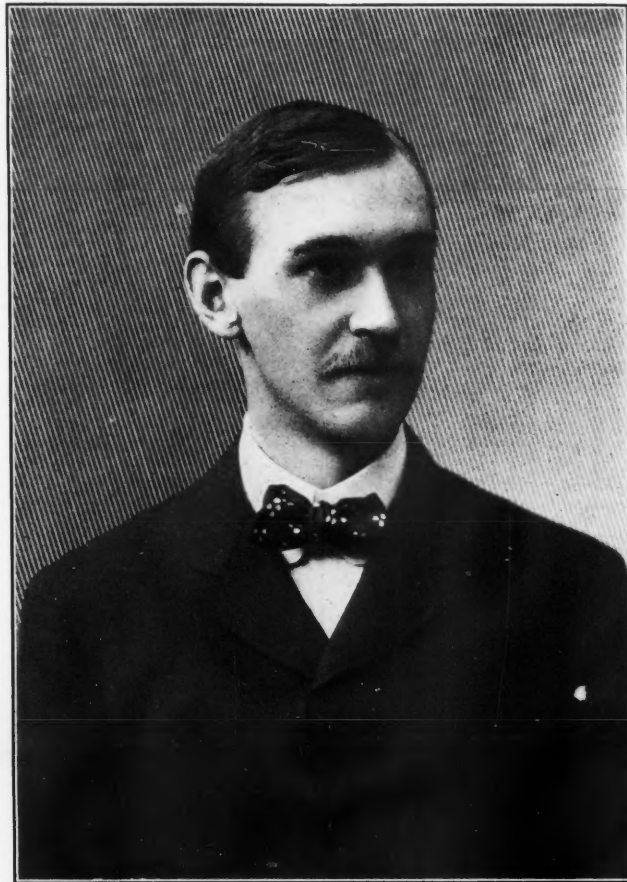
"To the new readers whom we expect to welcome the Tribune will speak for itself. They will quickly learn that it contains all the news that any one ought to want, presented clearly, compactly and truthfully, with honest editorial comment, liberal criticism and abundant miscellany.

Texas Daily Incorporates.

The Corpus Christi (Tex.) Daily Herald has been incorporated under the name of the Herald Publishing Company, with Jeff N. Miller, W. G. Blake, J. W. Falvella and John B. Armstrong as incorporators. The officers of the new company are: Jeff N. Miller, president; J. N. Falvella, vice-president and general manager; Jeff McLemore, secretary and managing editor. The Herald will be greatly enlarged and will have the Associated Press report and a State service.

Publishers to Help Show.

Publishers of Iowa newspapers and farm journals, to the number of more than fifty, have offered subscriptions as prizes for those who exhibit at the Corn Exposition which will be held in Des Moines in November.



EDGAR D. SHAW.

FORMER MANAGER OF THE WASHINGTON TIMES, WHO HAS BEEN MADE GENERAL MANAGER OF THE MUNSEY NEWSPAPERS.

EDGAR D. SHAW

MADE GENERAL MANAGER OF ALL THE MUNSEY NEWS-PAPERS.

Has Filled Many Positions With Ability and Satisfaction to His Employers—Promotion Comes as a Merited Reward—Will Have Charge of Papers in Four Cities—Sketch of His Career.

Frank A. Munsey has created the office of general manager of the Munsey newspapers which includes the Washington Times, the Baltimore News, the Philadelphia Times and the Boston Journal. Edgar D. Shaw has been selected to fill the important position.

Mr. Shaw was born in Leominster, Mass., in 1871, and graduated from Harvard University in 1893. From boyhood Mr. Shaw maintained that newspaper work would be his vocation, and after leaving college lost no time in entering his chosen profession. His first experience was that of a reporter on the Springfield (Mass.) Union. During his stay of about four years with the Union he was promoted a number of times, filling the position of day editor, night editor, city editor and news editor. From the Union he accepted a position to the Boston Journal as assistant managing editor.

When Mr. Munsey purchased the Boston Journal in 1902, Mr. Shaw was made managing editor. Later he was transferred to Washington, D. C., as managing editor of the Washington Times, a position which he filled with such ability and satisfaction that Mr. Munsey decided to appoint him general manager of all his daily papers.

The selection of Mr. Shaw by Mr. Munsey is a fitting reward for faithful service, and THE EDITOR AND PUBLISHER wishes Mr. Shaw every possible success in his new position.

Old Illinois Daily Sold.

E. H. Childress and W. M. Knodell have purchased the Fairfield (Ill.) Wayne County Press, one of the oldest papers in the State. The Press was founded in 1866 by David W. Barkley, and it has never missed an issue in the forty years of its existence. For the past twenty-three years the Press has been owned and edited by W. M. Goudy, who retired owing to ill health.

South Dakota Daily Changes Hands.

W. R. Ronald, editor of the Sioux Falls (S. D.) Press, and former managing editor of the Sioux City (Ia.) Tribune, has purchased the plant of the Mitchell (S. D.) Printing Company, including the Mitchell Daily Republican and the Mitchell Capital. Possession will be given November 1.

New Kansas Daily.

J. R. Brady, who recently purchased the Carney (Kan.) Chronicle, is making arrangements to launch a daily edition of the paper.

BUTTERICK COMPANY

Takes Over Stock of Everybody's Magazine.

The Butterick Publishing Company of New York has taken over the stock of the Ridgway Company, publishers of Everybody's Magazine. The capital of the Butterick Company will be increased from \$12,000,000 to \$15,000,000.

President G. W. Wilder, of the Butterick company, stated that the deal had been under discussion for some time. The stockholders of the Ridgway Company will receive Butterick stock in return for their Ridgway stock on the basis of three shares of Butterick for one of Ridgway.

"There is no truth in the story that I will retire from the presidency of the Butterick company or that Mr. Ridgway will succeed me," said Mr. Wilder. "He will continue in the active management of Everybody's Magazine and the Butterick company will have gained for its other publications his expert knowledge and advice.

"In return, the Ridgway company will have the benefit of the Butterick company's complete magazine plant."

PUBLISHER SENTENCED

For Making False Circulation Statements to Secure Mail Rate.

Roy Keator, publisher of the Middle West, a weekly newspaper, and formerly of the Chicago Journal, has been sentenced to serve six months in the Bridewell by Judge Landis in the United States District Court.

Keator was indicted several months ago on a charge of making false circulation statements to obtain second-class mail rates. He admitted that in order to get advertising he had represented the circulation of his paper to be 100,000, when in fact he had but 1,000 subscribers, and that he has placed many names on his subscription lists without authority.

The periodical was an agricultural journal, which he started in Grand Rapids, Mich., and later had printed in Chicago. He was formerly an advertising solicitor.

Files Petition in Bankruptcy.

Harry V. Ross, publisher of the Sparta (Wis.) Advertiser, has filed a voluntary petition in bankruptcy. The petition sets forth assets of \$3,600, with debts aggregating \$4,259.91.

THINKS PRESIDENT MISLED.**Herman Ridder Addresses Letter to Taft Regarding Print Paper.**

Herman Ridder, proprietor and editor of the New York Staats-Zeitung, and president of the American Newspaper Publishers' Association, has addressed an open letter to President Taft, alleging that the President was misled as to the print paper schedule.

Mr. Ridder's letter, which was written some time ago as president of the Publishers' Association, was made public Tuesday following its endorsement by the Inland Daily Press Association, in session at Chicago. It follows:

"The full text of your address at Winona, Minn., on the tariff bill has just come to hand. With the utmost respect we submit that your statement respecting the paper schedule shows that you could not have correctly read or understood what the print-paper paragraph contained as it passed the House of Representatives.

"You were apparently misled by designing men into a serious blunder when, in the closing days of the tariff conference, they induced you to reverse your previous attitude upon print paper and changed your notions of what the Mann committee recommended and of what the House of Representatives had approved. The Mann committee, after a ten months' investigation, marked by unusual thoroughness, reported that a rate of \$2 would cover the difference in cost of production at home and abroad. The draft proposed absolutely safeguarded American paper mills against the serious Canadian tangle which your advice to the tariff conferees has since precipitated.

"The fixing of the rate on print paper at \$3.75 per ton, which you advised, has decided the province of Quebec to prohibit the exportation of its pulpwood, and many American paper mills must close or move to Canada to obtain their supplies of raw material. The country is now in a fair way for a trade war with Canada, because of your apparent failure to read correctly the Mann committee's recommendations. We are threatened with an industrial disturbance which will involve business interchanges with Canada amounting to \$285,000,000 per annum.

"We sincerely trust that you can find some method of rectifying the mistake into which you were led. We fully appreciate the difficulties and responsibilities of your exalted office, and we believe you are trying to do the best you can. We know that you must rely upon others for your information. We feel that every citizen is under obligation to help you. Therefore, we write this letter to you. Yours respectfully,

"HERMAN RIDDER,

"President American Newspaper Publishers' Association."

Orlando, Fla., has a new paper called the Orange County Citizen. It is published by C. E. Howard.

WOOD PULP RULING.**Treasury Department Gives Decision Regarding Importation from Canada.**

In a decision made by the Treasury Department last Saturday, wood pulp, mechanically ground, imported into the United States from any part of Canada with the exception of the Quebec and Ontario provinces, will be free of duty until otherwise directed.

If produced from pulp wood cut on the crown lands of either Quebec or Ontario it is assessable at one-twelfth of one cent a pound, and in the case of Quebec, a countervailing duty of twenty-five cents per cord is added as the equivalent of the export tax.

If produced from pulp wood cut on private lands in Quebec or Ontario, it is admissible free of duty.

In instructions issued to the collector of customs at Detroit, the Department points out that it is not intended to direct the assessment of duty upon mechanically ground wood pulp produced from pulp wood cut on private lands in Ontario. The collector has advised the department that he had been collecting one-twelfth of 1 cent per pound duty, under paragraph 406 of the new tariff law, upon the product cut in Ontario, regardless of whether cut on crown or private lands.

The records of the department do not show that any provinces in Canada except Quebec and Ontario impose an export duty on, or prohibit the exportation of pulp wood, wood pulp or printing paper. Quebec, however, imposes 25 cents per cord export duty when cut on crown lands and the one-twelfth of 1 cent a pound assessment is therefore made together with the countervailing duty. The equivalent of a cord of pulp wood is the short ton of 2,000 pounds of wood pulp, air dry weight.

Ontario prohibits the exportation of pulp wood cut on crown lands and the one-twelfth of 1 cent duty is also imposed in that case.

The instructions add:

"Chemical wood pulp or sulphite is subject to the regular duty provided by paragraph 406, and chemical wood pulp or sulphite produced from pulp wood cut on crown lands in the Province of Quebec, in addition to the regular duty, is subject to the countervailing duty provided by the said paragraph. The equivalent of a cord of chemical wood pulp or sulphite is 1,400 pounds air dry weight.

"Referring to the instructions in the department's decision in regard to the assessment of the 35 cents countervailing duty upon each ton of printing paper manufactured from pulp wood cut on crown lands in the Province of Quebec, I have to advise you that the ton referred to is the short ton of 2,000 pounds."

JESSE D. HAMPTON WEDS.**Well-Known Publisher Married at New Rochelle.**

Jesse Durham Hampton, well known as one of the publishers of Printers' Ink, was married last week to Miss Mabel A. Harrison, of New Rochelle, N. Y.

After the wedding, Mr. Hampton and his bride sailed for London, where he will take charge of the English edition of the publication.

The Moss Point (La.) Advertiser has made its initial appearance.

CHURCHES TO ADVERTISE.**Protestant Mission Boards Will Conduct Publicity Campaign.**

Early next January, the combined Protestant churches of the United States will begin an advertising campaign. Its purpose is to educate and interest the people in Home Missions and the social, racial and economical problems which imperil American life and institution.

The campaign will be conducted along lines followed by the big business advertisers and the copy will be as skillfully prepared. The mediums used will be newspapers, magazines, periodicals, posters and bill boards.

The movement is inaugurated by the Home Mission Council, which is composed of the secretaries of the Home Mission boards of twenty-one Protestant denominations, representing a membership of nearly 18,000,000, and a constituency of more than 40,000,000.

It is the purpose of the board to hold during the coming year a series of meetings, one in each of the larger cities of the country, at which such topics as the labor question, the immigration problem, the negro question, religious quarters and conditions in city, village and town will be discussed.

Prior to each of these meetings a campaign of advertising will be conducted throughout the territory tributary to the city in which it will be held, for the purpose of securing as large an audience as possible and to arouse still further interest in the topics to be discussed. The meetings will be free.

The campaign will be conducted under the supervision of the Rev. Charles Stelzle, superintendent of the Presbyterian Department of Church and Labor. Rev. Stelzle is considered the foremost authority on church advertising in the country and has written a book on the subject.

CALEB VAN HAMM**Leaves New York World to Join Herald Forces.**

It is reported that Caleb Van Hamm, for many years managing editor of the New York World, has resigned to accept a similar position with the New York Herald.

It is understood in newspaper circles that Mr. Vanham has had a standing offer from the Herald for some time.

Jack Lyman has been made assistant day managing editor of the World and James Spurgeon, formerly city editor, has been made assistant night managing editor.

Discontinues Paper to Go West.

Mayor Hunt, of Newburyport (Mass.) has discontinued the News which he has owned for many years, and will go West to take charge of the printing for the Kansas & Missouri Interurban Railway, of which his son, Albert F. Hunt, Jr., is president.

The Snitzler Advertising Agency, Chicago, are placing 150 lines ten times in Southern Sunday papers, for the Co-operative Distillery Company, St. Louis.

DEFENDED THE PRESS.**Japanese Editor Denies Newspapers Are Responsible for War Talk.**

Speaking at a luncheon given to the Japanese Commercial Commissioners by the Peace Society of New York at the Hotel Astor last week, Motosado Zuinoto, editor and proprietor of the Japanese Times, of Tokio, defended the press of both countries against the accusation of having stirred up war feeling. He said in part:

"During this trip frequent reference in the speeches we have heard has naturally been made to the press. But I am sincerely sorry to have to say that such reference has, without exception, been unfavorable, not to say hostile. The press has served as a convenient scapegoat for the purposes of orators who had any unpleasant incidents to explain away. It was always the press which was wrong. Nobody else was to blame for anything.

"Some speakers seem to have taken it for granted that war talks were indulged in by Japanese newspapers, an assumption which, I am very sorry to say, seems to be very widely prevalent in this country. I feel no hesitation in saying that no such talks were echoed in the columns of our organs of public opinion.

"So far as we Japanese are concerned, that vital question was so definitely settled at that time that when such desperate attempts were made on this side of the water to disclose a possible cause of trouble even our 'yellowest' newspapers—and we have some that are 'yellow' enough—were merely amused by any talk of war. And your respectable and responsible newspapers—which are the only ones we care for—have maintained an attitude of friendliness toward the Japanese. So long as we editors, we, the moulders of public opinion in both countries, are agreed in being friendly with each other, you bankers and merchants, you diplomats and educationalists, may safely go to bed without the least uneasiness as to what the morrow may bring forth."

BIGGS, YOUNG, SHONE & CO.**Preliminary Investigation Concerning Financial Standing.**

It is reported that a preliminary investigation of the affairs of Biggs, Young, Shone & Co., advertising agents of New York, who failed two weeks ago, show nominal assets of about \$37,000, of which \$9,000 is cash in the banks. The estimated value of the fixtures is placed at \$5,000 and \$23,000 is due from customers for business executed.

The liabilities are placed at \$142,000, divided among 1,800 creditors. It is estimated that \$90,000 of this amount is due to newspapers and magazines.

H. P. Crouse, formerly of the Enid (Okla.) Morning News, will publish a paper at Pawhuska.

In Philadelphia The Bulletin

goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for September,

245,375

copies a day

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

WILLIAM L. McLEAM, Publisher.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

HARRY B. JOHNSTON, Manager Advertising Department.

The New York Daily Tribune

NOW
ONE
CENT

Retaining all features which for Seventy Years have made it universally recognized as the standard paper of New York, its reduced price adds the element of popularity which makes it the most desirable medium for advertisers who recognize the value of reaching the homes of the buying class.



BUY ON A RISING MARKET!

WILBER G. MILLER

Well-Known Washington Correspondent Has Severed His Connection with United Press—Will Become Free Lance at National Capital—Figured Prominently in Big News Events of Period.

After nine years of active service with the United Press and its predecessor, the Publishers' Press, in Washington, during which time he has figured prominently in the big international and political news events of that period, Wilbur G. Miller has severed his connection with the United Press and press association work to engage in the equally exacting and responsible duties of a free lance at the national capital.

Mr. Miller has had much experience and enjoys close and confidential relations with big public men, and through this valuable friendship was able to cover assignments with such



WILBUR G. MILLER.

marked results as to gain the special commendation of the officers of the association, with whom he has parted with mutual feelings of regret.

Mr. Miller was for several years the representative of his association on the floor of the United States Senate during the time that Congress was in session, and has filled many assignments of the greatest importance with credit to himself and his association. He was mainly responsible for the great "beat" of the Publishers' Press in first announcing the peace agreement at Portsmouth, N. H., between Japan and Russia. In

covering national political conventions he also exhibited great ability.

In covering the Department of Justice at Washington Mr. Miller met with great success, having fitted himself for that position by studying law and procuring the degree of Bachelor of Law at Georgetown University. He is well qualified to handle financial matter, having had considerable experience during the financial disturbance some years ago. He had the honor of accompanying President Roosevelt as his guest to the Lincoln Farm celebration at Lincoln, Ky.

Mr. Miller was known as the White House representative of his association during a period from before election to the 4th of March when President Roosevelt retired and Mr. Taft became President, during which he had many personal interviews with the President.

Mr. Miller has won his spurs by devotion to duty and stands well with the entire corps of newspaper correspondents and is a member of the board of governors of the National Press Club. THE EDITOR AND PUBLISHER joins with hosts of friends in wishing him even greater success in the future.

ADVERTISING COMPOSITION.

A Demonstration of the Versatility of the Linotype.

The current issue of the Linotype Bulletin reproduces a facsimile of a double page department store ad, which appeared in the Kansas City (Mo.) Star. "All of this advertisement," states the Bulletin, "except the display larger than 14 point was cast on the linotype."

The time for setting all the solid portion was 12 hours. Another 12 hours was consumed in setting the large display lines, sawing slugs, making up, in-setting rules and cuts, etc. Total time on the two pages, 24 hours. At the Kansas City scale of 50 cents per hour, the cost of composition on this ad. amounted to \$12.00 for this double-page for setting and making up complete. These figures have been confirmed by Mr. Frank Evans, the foreman of the Kansas City Star.

Printers generally understand that a two-page ad. can be made up at a cost not much greater than a single-page ad.—it requiring practically the same amount of labor on rule work for boxing off sections, etc. According to the above, a single-page ad. could be set at a cost of approximately \$7.00. Making all usual deductions from these estimates it will be seen that the cost of setting the body of ads. on the Linotype averages about \$3.50 per page.

Had our display composition equipment been ready at that time, this entire ad. could have been composed on the Linotype at a still further saving of time. As it is, it demonstrates the versatility and time and labor-saving qualities of the Standard Quick-Change Linotype on department store ads. from 5 to 14-point.

Will Entertain Editors.

Republican editors of the eleventh Congressional district of Illinois will be entertained by Congressman Howard M. Snapp and Postmaster John T. Clyne at Joliet on Saturday, Oct. 23. The affair is an annual gathering of the newspaper heads of the district.

The Hot Springs (Ark.) Republican has suspended publication. It was edited by C. C. Sparks.

MOROCCO.

European Press Has Gained Quite a Foothold in Land of Moors.

Considering how little susceptible to outside civilized influences the empire of Morocco seems to be, it is surprising to learn that the foreign press for more than a quarter of a century past, had a not insignificant foothold in the country.

The doyen of the Morocco press is the Mogret-el-Ansa, a weekly founded at Tangier in 1883, under the auspices of some local Jews under British protection, and it still finds most of its supporters among these and their co-religionists in Gibraltar.

The Times, of Morocco, the only English paper published in the district, lately ceased to appear, but El Eco Mauritano, a Spanish journal, published twice a week at Tangier, is British owned.

France was represented in the Morocco press as early as 1883, by the Reveil du Maroc, which lasted until 1902, when it was replaced by Le Maroc and Le Journal Maroc. Two years since, these were in their turn replaced by La Dépêche Marocaine, a daily, and the bi-weekly Courrier du Maroc. In 1905-6 Les Petites Affiches Marocaines ran for a short time.

French interests in Morocco are also looked after by two Arabic papers, Es-Saada, founded in 1904, and Es-Cebah, dating from 1906. The latter once had the misfortune to offend the Pretender Bu-Hamara, who demanded that the alleged false statement be promptly corrected, at the same time promising that if the editor made any bones about the matter a couple of cases of dynamite would be forwarded, with which to blow him and his printing establishment to the devil! Another paper, in French, L'Independance Marocaine, has lately been started by a Belgian gentleman.

In spite of the great fuss that Germany made some time ago about her interests in Morocco, they are only represented by a single organ, Le Lisan el Maghrib, published at Tangier. Some Arabic periodicals are, however, on the point of being started to favor the German policy.

Spain, which is just now making great efforts to improve her position in Morocco, has had various papers at Tangier from time to time, including La Corcica Espanola, El Africa Espanola and Espana en Marruecos, all now defunct, as well as El Porucnir and El Espanol, both of which are produced on hand presses. In Ceuta there are El Centense, El Defeuser de Ceuta and El Africa, and in Melilla, the seat of the present troubles, El Telegrama del Rif and El Eco Rifeno.

Practically none of the many papers we have enumerated concern themselves with the interests of the Moors themselves, as they all look after those of the various nations with which they are identified.—British and Colonial Printer and Stationer.

Will Print Employment Ads Free.

Beginning Sunday, Oct. 24, and every Sunday thereafter, until further notice, The New York Times will print, free of charge, advertisements of employment agencies, conducted by charitable institutions and churches of all denominations.

The Geneva (Ill.) Patrol will hereafter be issued on Tuesday and Friday instead of weekly.

ADDITIONAL AD. TIPS.

The Standard Oil Company, 26 Broadway, New York, is sending out contracts for 936 inches to the same list of papers that received orders last year. It is said that they do not intend to extend the list at the present time.

The Pompeian Manufacturing Company, Cleveland, Ohio, are placing copy on last year's contracts. It is said that new contracts will be made about Nov. 1. This business is placed by the George Batten Company, 11 East Twenty-fourth street, New York.

The Morse Agency, East Thirty-fourth street, New York, is using the larger city dailies for the Phelps Publishing Company, Good Housekeeping, Springfield, Mass.

The J. Walter Thompson Company, 44 East Thirty-third street, New York, is sending out additional copy for the O'Sullivan Rubber Company, O'Sullivan's Rubber Heels, Lowell Mass.

The Frank Seaman Agency, East Thirty-third street, New York, it is said, will place renewal orders about the first of next month for the advertising of Dr. David Jayne & Son, Philadelphia.

The Blaine-Thompson Company, Cincinnati, is placing two inches sixty-eight times for the Evans Chemical Company, same city.

The Crockett Agency, New Orleans, is placing 2,107 lines in Kansas papers for H. L. Fowler's Digestible Flour, San Antonio, Tex.

Dauchy & Co., 9 Murray street, New York, is placing thirty-eight lines three times in a selected list of dailies for Henry D. Platt, Platt's Chlorides, 42 Cliff street, New York.

The Charles H. Fuller Agency, Chicago, is placing orders in Sunday papers for the Corrective Company, Chicago. This agency is also placing 5,000-inch contracts in Pacific Coast papers for the Robertson Manufacturing Company, same city.

The Gardner Advertising Agency, St. Louis, is placing seventy-four lines twenty-six times for the Sanitol Chemical Laboratory Company, Sanitol Tooth Powder, same city.

The Horn-Baker Advertising Company, Kansas City, is placing ten lines sixteen times for Dr. O. A. Johnson, same city. This agency is also placing orders in Southern weeklies for the Green Mountain Distilling Company.

The Milbourne Advertising Agency, Baltimore, is placing orders in Pennsylvania papers for the Baltimore Steam Packet Company, same city.

The Pel-Meyer Company, 132 Nassau street, New York, are placing twenty-eight lines seven times in Eastern cities for H. T. Williams, Feathers, 4 Washington Place, New York.

Here is a definite field, to be covered in a definite manner.

It is the German-speaking population of Philadelphia, consisting of 350,000 persons. The papers are the following, all published by the German Gazette Publishing Company:

**MORGEN GAZETTE
EVENING DEMOKRAT
SONNTAGS GAZETTE
STAATS GAZETTE (weekly)**

Examined by the Association of American Advertisers.

IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., 413 Commerce St.,
N. Y. Philadelphia

Allied with
Bingham & Runge, Cleveland
This paper is NOT printed with our Rollers

USE HORSE SENSE

In Advertising, Says Robert Frothingham—"Too Many Advertisers Indulge in Flyers"—"Must Learn to Bunch Their Hits and Get Somewhere."

Speaking before the Atlanta (Ga.) Ad. Men's Club, on "Ideals Plus Horse Sense in Advertising," Robert Frothingham, advertising manager for Everybody's Magazine, said in part:

"One of the pernicious features of the business is the tendency of so many advertisers to indulge in 'flyers.' And thus they spread their money out thin, deluding themselves with the idea that they are getting a line on the publicity value of this, that and the other publication. Sooner or later, if their money holds out, they learn to 'bunch their hits' and get somewhere. They find out that nothing but keeping everlastingly at it brings success.

"It seems that nothing short of an expensive experience serves to awaken some budding advertisers to the realization of the vast difference between extravagant 'flyers' and steady plugging, and sooner or later they damn the publisher's representative and the advertising agent that 'let them in.'

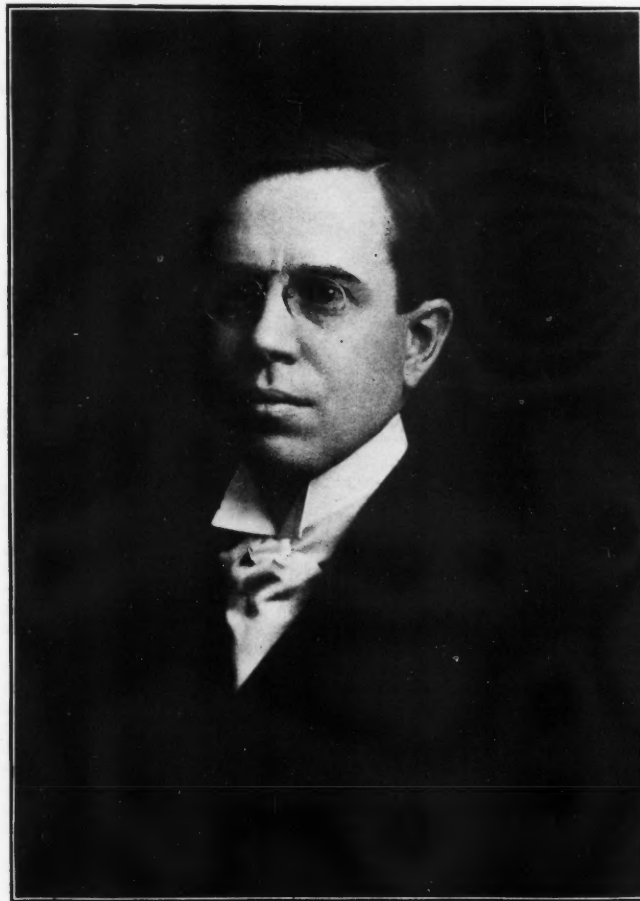
"The American public never has been sewed up and cinched by a flash-in-the-pan advertisement, no matter how big and impressive it was. Mr. Advertiser, you can't tell 'the story of your life' in one insertion. The volume of business you do will depend upon how ably, how widely, how consistently and how steadily you advertise—not how many 'flyers' you take in those publications which always have on hand some special lure for the unsuspecting advertiser. To paraphrase one of the notable sayings of that genial old scout, Thomas Carlyle:

"No advertiser need ever have failed of success could he have found an advertising agent great enough, an advertising agent wise and good enough, with wisdom to truly discern what the advertiser needed, and ability to lead him on the right road thither."

"Sounds a bit idealistic, doesn't it? If we only knew where to lay our hands on the 'philosopher's stone' we'd be doing stunts in the advertising field as a regular thing.

"That's just the trouble—too many advertisers are prone to believe that advertising is a sort of a 'philosopher's stone,' and all they have to do is to buy some space and get some clever word-artist to fill it up with fine-sounding phrases and the 'trick' is done. A sort of 'you-push-the-button-and-we-do-the-rest' conception of one of the biggest problems the average American manufacturer has to face.

"Have you ever considered an advertising campaign from the standpoint of an insurance policy? You insure against such contingencies as fire, shipping disaster, dishonest employees, etc., as a mat-



THOMAS P. PETERS.

EDITOR AND PART OWNER OF THE BROOKLYN TIMES, WHO IS A CANDIDATE FOR REGISTER OF KINGS COUNTY, N. Y., ON THE FUSION TICKET.

ter of course, but the moment someone mentions advertising as a business-builder for your particular benefit, you immediately begin to 'hedge' and vow that you cannot afford such an expensive luxury, etc.

"Have you ever thought that you can be insured against the greatest of all commercial calamities—loss of trade? Well, you can.

"The 'premium' represented by the cost of advertising is, in proportion to the importance of the security afforded, no higher than other insurances; in fact, it is considerably smaller and soon becomes a minus quantity. Any other kind of insurance is an expense; worse than that—it is a dead loss so long as there is no 'claim.'

"But the insurance of trade represented by advertising carries direct profit with it. It covers not only the risk of losing trade, but also the minor risk of being compelled by competition to carry on business at a diminished profit.

"Thus the 'insurance premiums,' represented by your advertising outlay are so systematically recouped by the current and simultaneous increase of profits that, instead of being regarded as an investment of capital, as they ought logically to be, they are almost invariably written off year by year, as a current expense.

"A considerable proportion of such 'premiums' could properly be treated as invested capital, since the good will and assured maintenance of demand is a tangible and salable asset.

The Delevan (Wis.) Republican has been purchased by Maurice Morrissey, formerly secretary to Senator La Follette.

THOMAS P. PETERS

Editor of Brooklyn Times Candidate for Register of Kings County.

Thomas P. Peters, editor and part owner of the Brooklyn Times, is a candidate for Register of Kings County on the Fusion ticket.

Mr. Peters was born in Hartford, Conn., in 1863. He graduated from the Brooklyn Polytechnic Institute in 1889 and from Columbia University in 1893. He has been editor-in-chief of the Times since 1894, and was one of the directors of the Publishers' Press.

Herald-Journal Good Roads' Tour.

On next Monday more than fifty automobiles will start from Herald Square, New York, in the good roads' tour that will be run under the auspices of the New York Herald and the Atlanta Journal. The national highway over which the cars will travel, is already marked with sign boards, two to the mile.

Once an advertiser starts he must keep everlastingly at it to win.

ST. PAUL.

Newspaper Man Made Secretary of Merchants' Association.

Willis L. Williams, one of the best-known newspaper men of St. Paul, has been made secretary of the newly-organized retail merchants' association, which has been formed to crusade for the business interests of the Capital city.

Mr. Williams has been city editor of the Pioneer Press and Dispatch and publisher of the Twin City Commercial Bulletin. Some six months ago he went to Muscogee, Okla., as manager of Tams Bixby's paper, the Phoenix, but soon returned to St. Paul and toured Minnesota and the Dakotas after material for agricultural and industrial articles for the Dispatch.

Mr. Williams has practically no opposition for his new position, though half a dozen others had been "mentioned."

Miss Grace Elizabeth Polk, who does not allow her descent from President Polk to hamper her usefulness, is writing Sunday features for the St. Paul Pioneer Press.

Miss Polk was formerly connected with the Minneapolis Tribune. Last summer, in a spirit of adventurous copy-hunting, she tramped through a long section of the Minnesota river valley, defiant of the blistering heat of the season.

She secured aplenty of valuable because strictly new material and the result was a well constructed and nearly full-page illustrated story in the Sunday Pioneer Press.

The friends of this young woman are expecting much of her in the way of high-class newspaper work, and with apparently the best of reasons.

Donald A. Craig Weds.

Donald A. Craig, representative of the Washington Star in the press gallery of the United States Senate, was married in Baltimore last week to Miss Elizabeth M. Adams of Charleston, S. C.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

F. W. WORCESTER, Gen. Mgr.
La Calle Nuevo Mexico 15, Mexico, D. F.

R. J. SHANNON **C. J. ANDERSON**
225 Fifth Avenue Marquette Bldg.
New York Chicago

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. CAMPBELL, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6013 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.

We Can SAVE You MONEY on Your Printing Ink Bill

ASK US

AMERICAN INK COMPANY

Manufacturers of

Printing and Lithographic Inks, Pulp and Dry Colors

OFFICE: 12 DUANE ST., NEW YORK

CIRCULATION

Some Correspondence Which Recently Passed Between a Prominent Publisher and C. W. Post of Battle Creek, Mich.

Mr. C. W. Post,
Post City, Texas.
My Dear Mr. Post:—

Upon my return from my vacation I learn that the relations between your company and my newspaper have been seriously disturbed.

In brief, my paper has declined to allow an auditor, in your behalf, to examine our circulation books, under a guarantee clause in your advertising contract with us.

This declination is in accord with a well defined policy of mine. I got my newspaper education on a New York paper, and came here with ideas that may be wrong, but they are all I have and I have to follow them. I do not guarantee 10,000 or 5,000 or 1,000 circulation of my paper and the contract with your company, with a guarantee clause, never could have been accepted had it come to my notice.

The situation that now has arisen is that your representative in Battle Creek has undertaken to enforce the guarantee clause under penalty of non-payment of three months' bill, and, of course, discontinuance of all advertising.

This is an unpleasant requisition, and, for the reasons outlined above, I cannot honor it.

In view of the progress of my newspaper since it alone in the West undertook to fight the battles which may best be designated as your battles, too, and in view of the general recognition of this progress among local business men, I regard it as a special hardship to have this situation forced to an issue in this way, and I should regard it not only as a personal favor but also as a matter of justice if you would instruct your representative to withdraw his requirements.

If you cannot see your way clear to this, of course, we must part company, much as I should regret such an event for political and personal, as well as business reasons.

Yours sincerely,

Publisher:

Yours of the 1st received. You perhaps know that in practically every town some church prints programmes of some entertainment, or possibly a cook book, and the women set some kind of a price on the advertising pages, we will say perhaps \$30 a page.

In a little town, possibly, they may print 300 copies, in a larger town 800 copies, and still a larger town, 2,000 copies, price generally about the

same, it having no relation to circulation. Now in the first instance the rate is \$100 a thousand, whereas in the last instance it is \$15 a thousand. Naturally they cannot sell their space to intelligent advertisers because some of them are not fools, and I want to say to you that if you believe for one moment that I intend to spend money in an advertising appropriation, buying space no more clearly defined than a corner lot at the North Pole or four acres in the edge of a cumulus cloud, it is time you got in the procession and forgot that sort of old-fashioned nonsense that obtained in the minds of publishers some years ago.

I contest your right to bring into the case any reference to the attitude of your paper on a public question on which I have expended several hundred thousand dollars to exploit. I certainly honor you for the good common sense you have displayed in battling for the rights of the great buying and reading public as against the narrow policy of any organization, either of labor or capital, but that offers not the slightest reason for you to ask me to pay out money for some unknown quantity.

Publishers are slowly coming to realize that the moment they refuse to place before the man who proposes to buy space for making announcements an absolute, unqualified and honest statement of the service rendered, it forces the advertiser to the only conclusion that he can reach—that is—that the man seeking to sell the space he has to sell is not worth the price he asks for it. Therefore, he seeks to cover up and to prevent any examination of that which he proposes to give in exchange for the buyer's money.

I am the publisher and owner of a newspaper, also a magazine, and I would have to change my ideas very materially before I will ever so conduct my business affairs with the advertisers that they will have any good reason to suspect that I am keeping facts hidden from them, and taking their money under the pretense of giving service that I do not render.

I prefer to leave shell games to the kind of men that run shell games. You may think these words are a little plain, and I will say to you that the situation requires plain words, and please let me state here that in my opinion neither you nor any other reputable publisher can afford for one moment to take the position you do in this case. I believe I like friends, and in response can be a good friend, but I permit no man to put a blanket over my head in order to prevent me from seeing the details of what should be an honest and fair transaction.

Yours truly,

C. W. POST.

WASHINGTON.

Recent Changes on Business and Editorial Staff of Times.

George H. Deatel, formerly assistant advertising manager of the Times, is now advertising manager, succeeding A. G. Newmeyer, who will act as the New York representative of the Munsey newspapers.

Paul C. Patterson, for some time past managing editor of the Times has been made acting manager of the paper.

Edwin Shivell, Boston, is placing orders in Southern papers for C. F. Roper & Co., Hopedale, Mass.

THE REPORTER.

Has Helped to Create Our Modern Literature, Says Western Journalist.

Speaking on "The Literary Quality of News," before the students of the University of Southern California, W. Herbert Blake, dramatic and literary editor of the Los Angeles Herald, said in part:

"A handy definition of news might be 'What we don't know about what we do know.' All news that anybody cares to read has this paradoxical quality. The older the subject, the newer the event bearing on that subject, the better the 'story.' The pole was pretty nearly 'dead matter' before it was discovered, but the element of mystery which had inhered in its supposed location for centuries lent zest to our relish of its finding.

"A graft fight such as culminated in our recent recall election has this dual interest; graft is as old as man; our particular way of grappling with it is as young as the Los Angeles spirit. An abstract essay on an abstruse theme is not always news—except perhaps to a group of savants—because it does not impinge upon our common human life.

"The newspaper reporter has helped to create our modern literature, and has himself been mightily molded by it. Every newspaper man knows well the change which has come over every up-to-date and well-edited paper in the last ten years.

"There was a time when headlines meant nothing more than trite captions over items equally innocent of dangerous brilliancy: 'The War,' 'The Political Outlook,' 'Murder and Suicide,' were good old pack horses worked to death. Nowadays a good 'head' has action, poetry, art, in it.

"We want to know why the battle was lost, or the grafter betrayed his constituents, or the man murdered his mother-in-law. Human curiosity allied to fertile brains has produced sensationalism, but it has also produced methods of use and beauty which endure.

"The influence of newspaper men in literature is seen in the achievements of such as Kipling, George Ade, Finley P. Dunne and even William Dean Howells, to name a varied quartet. It has made for directness, clarity, simplicity. And its reflex influence is making of newspaper work an art as well as a trade."

WILL OF ROBERT HOE

Directs that the Company Be Incorporated.

The will of Robert Hoe, the printing press manufacturer, which was filed for probate in New York last week, directs that practically the entire estate shall be divided between his children and grandchildren. No mention is made of Mr. Hoe's widow, who lives with one of her sons in New York City. The executors are directed to dispose of all the property in the estate and invest the proceeds in such stocks and securities as they deem proper.

The business of R. Hoe & Co. is to be incorporated and the heirs are to receive their proportionate shares of the stock. No estimate as to the value of the estate is given in the will.

Mr. Hoe's valuable library and his art collection are to be sold at auction by the executors.

Keep down overhead expense.

INCORPORATIONS.

Enterprise Publishing Company, of Bristow, Okla. Capital, \$5,000. Incorporators: E. W. King, O. H. Eden and L. A. Eden

Co-operative Press, Chicago. Capital, \$10,000; printing and publishing business. Incorporators: Herbert Johnson, Murdock A. MacMillan, John T. Booz.

Our Animal Friends' Co., New York; manufacturing and dealing in magazines, books, etc., printers, publishers, etc. Capital, \$5,000. Incorporators: Eugene V. Brewster, 26 Monroe street; David Harrison, 26 Court street, both of Brooklyn; L. J. de Bekker, 420 West 20th street, New York.

The Ohio Journal of Commerce Company, Columbus. Capital, \$10,000. Incorporators: George E. Pomeroy, Allen R. Foote, Edwin R. Shark, Samuel P. Bush, C. H. Booth, O. K. Shinsky.

The Capital Publishing Company, Pawhuska, Okla. Capital, \$12,000. Incorporators: W. P. Grouse, F. W. Webster, E. E. Sams

The Croxton Publishing Co., Massillon, O. Capital, \$5,000. Incorporators: S. W. Croxton, Jr., F. O. Hamberger, Jr., C. A. Gates, F. C. McLain, W. E. Humphrey.

Towse Railway Publishing Co., Boston; general printing and publishing. Capital, \$20,000. Incorporators: Clarence W. Towse, 559 Washington street, Brighton; George W. Faulkner, 1124 Commonwealth avenue, Brookline; Clarence W. Towse, 559 Washington avenue, Brighton.

The Ferguson Publishing Co., Manhattan, N. Y. Capital, \$25,000. Incorporators: A. D. Ferguson, Yonkers; C. C. Phelps, New York City; E. F. Ferguson, Yonkers.

Publishers' Co., Portland, Me.; printing and publishing. Capital, \$250,000. C. S. Cook, president; C. L. Hutchinson, treasurer, Portland.

The Louis Prang Associates, New York; manufacturing, publishing and print books, magazines and works of art. Capital, \$25,000. Incorporators: William E. Cochrane, Hugo B. Froelich, 113 University place, New York; Mabel A. Dainton, 357 Fourth street, Brooklyn, N. Y.

JAMES GORDON BENNETT

Pays New York a Visit After Long Absence.

James Gordon Bennett, proprietor of the New York Herald, arrived in New York last week from Europe.

This is Mr. Bennett's first visit to the United States in two years.

**SPLENDID
Christmas Number**

The New York Times

Sunday, December 12

Beautiful example of the best art in newspaper making. Order in advance

Has a Business PULL

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

**The Pittsburg
Dispatch**

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKER,
225 Fifth Ave.,
New York.

HORACE M. FORD,
Marquette Bldg.,
Chicago.

INTERNATIONAL SYNDICATE

Plans Series of Illustrated Articles on Halley's Comet.

The International Syndicate of Baltimore, Md., has planned a series of six illustrated articles on Halley's comet, whose visitations each three-quarter of a century has always produced a profound impression on all mankind.

The writer of these articles is Dr. Frederic Campbell, president of the department of astronomy in the Brooklyn Institute of Arts and Sciences. Dr. Campbell has long been a popular lecturer, chiefly on astronomy, and for more than twenty years a writer for the press. His articles for upward of seven years were published monthly by the Brooklyn Eagle.

The first article deals with the appearance, dimensions and distance of the comet. The second with the dates when it will be at certain important points in its course. The third will deal more specifically with the course of the comet, helping the reader to a clear conception of its performances. The fourth article will handle the remarkable history of this comet, reaching back to the times before Christ. The fifth will be a study of the nature of this and other comets. The sixth and last article will discuss the question of the possibility of collisions between this comet and other comets, and the earth.

The first publication date is October 24, the six articles being issued weekly and continuing through November.

ADVERTISING NOTES.

A. M. Snook, general manager of the Aurora (Ill.) Daily Beacon, was in New York last week on a business trip in the interest of his paper.

Franklin P. Alcorn, Flatiron Building, New York, has been appointed the Eastern representative of the Erie (Pa.) Herald, and the Kansas City (Kan.) Gazette-Globe.

George A. Fair, formerly Eastern representative of the Chicago Tribune is in New York this week attending the Electrical Show.

Colonel A. W. Brown, business manager of the New Orleans (La.) States, has returned to that city, after calling on the general advertisers in both the Eastern and Western fields.

C. H. Barnard, of Barnard & Branham, special agents of New York and Chicago, who formerly worked in the Western field, is now connected with the New York office.

M. H. Ormsbee, of the firm of O'Mara & Ormsbee, special agents, is on a trip to New England in the interest of the papers that the agency represents.

U. A. O'Donnell, formerly advertising manager of the Minneapolis Journal, is now business manager of the Philadelphia Press. William J. Hays, who was assistant advertising manager of the Journal, has been appointed to the position of advertising manager of that paper.

Edgar E. Bartlett, publisher of the Rockford (Ill.) Register-Gazette, who is in the East in the interest of that paper, left last Wednesday for Boston.

MAGAZINE CHANGE.

Crandall Takes Over Spare Moments and American Farm Review.

William S. Crandall, formerly managing editor of the Municipal Journal and Engineer, New York, has purchased a controlling interest in Spare Moments and the American Farm Review, of Rochester, N. Y.

A new company has been organized, with Leonard Darbyshire as president, Arthur Warren, secretary and William S. Crandall as treasurer. Frank S. Ward is the new advertising manager.

CHANGES IN INTEREST.

Herbert Baker has purchased the plant of the Stockton (Kan.) Western News and will remove it to Logan where he will establish an independent paper.

George W. Tilton has secured control of the Reeder (N. D.) Times.

T. J. Hocking has disposed of his interests in the Antler (N. D.) American and will launch a paper at Fairview, N. D.

A. J. Davis, of the Lake Odessa (Mich.) Wave, has purchased the Lake Odessa Times and the two papers will be consolidated.

Chas. S. Clark succeeds W. H. Francis as editor and publisher of The Ruso Record.

Nesby A. Gordon has purchased the plant of the Marion (Ark.) Reformer.

NEW EQUIPMENT.

Additions Being Made to Plants of Three New England Papers.

Additions are now being made to the press plant of the Hartford (Conn.) Courant by R. Hoe & Co., which will enable that office to produce 50,000 or more twelve-page papers per hour, also every variety of product up to 32 pages or larger at proportionate speed.

New Hoe machinery now in course of construction for the New Haven Register will give that paper a plant similar in capacity to that of the Hartford Courant.

The Worcester Evening Gazette is also increasing its facilities and will soon be able to produce some of their editions at double the present capacity, on a Hoe Quintuple Press, printing any size paper from 2 to 40 pages.

WOMEN'S PRESS CLUBS.

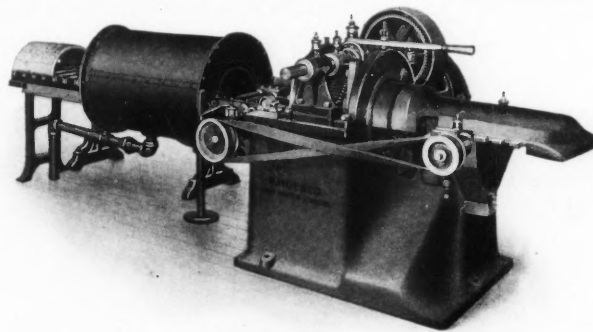
Newspaper women of Des Moines, Ia., who are engaged in active work, have organized the Newspaper Women's Club. Mrs. Carrie M. Ogilvie was elected president and Mrs. Charles Clarke secretary.

The Ohio Newspaper Women's Association met at Lima last week and elected the following officers for the ensuing year: President, Mrs. Maude Murray Miller, Springfield; first vice-president, Mrs. L. M. Spencer, Milford; second vice-president, Miss Adele Folger, Cincinnati; treasurer, Miss Pearl Helfrick, Bowling Green; secretary, Mrs. Carlotta Price Shea, Bellefontaine.

NEW AUTOMATIC STEREOTYPE PLATE FINISHING MACHINE

PATENTED

Trims, Shaves, Cools and Accurately Finishes the Plates—Unequaled for Accuracy, Speed and Economy—Simple in Operation and Devoid of Complicated Mechanisms.



NO WORRY NO VEXATION DELAYS NO BREAKDOWNS NO SPRUNG OR DAMAGED PLATES
NO POORLY FITTING PLATES TO INJURE THE PRESS

This machine and our Equipoise Curved Casting Moulds and Improved Metal Furnaces and Pumps constitute the most efficient, convenient and reliable outfit for making perfect stereotype plates rapidly and economically.

Already in successful operation in, or have been ordered by, the following Offices: BOSTON TRANSCRIPT, CINCINNATI POST, CLEVELAND PRESS, LOS ANGELES TIMES-MIRROR, LYNN ITEM, OAKLAND TRIBUNE, PHILADELPHIA NORTH AMERICAN, PHILADELPHIA RECORD, PITTSBURG PRESS, ROCHESTER DEMOCRAT & CHRONICLE, ST. LOUIS POST-DISPATCH, ST. PAUL DISPATCH, SYRACUSE HERALD

PLATES FINISHED ON THIS MACHINE FIT THE PRESS WITH ABSOLUTE ACCURACY

For Further Particulars Apply to **R. HOE & CO.** 504-520 Grand St., New York

7 WATER STREET
BOSTON, MASS.

143 DEARBORN STREET
CHICAGO, ILL.

ALSO AT
160 ST. JAMES STREET
MONTREAL, CANADA

109 to 112 BOROUGH ROAD
LONDON, ENG.

8 RUE DE CHATEAUDUN
PARIS, FRANCE

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President and Editor.

T. J. KEENAN, Secretary

G. P. LEFFLER, Treasurer.

PHILIP R. DILLON, Associate Editor.

R. M. BONIFIELD, News Editor.

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

ADVERTISING RATES.

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

Entered as Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, OCTOBER 23, 1909.

THE ADVERTISING OF CHURCHES.

THE EDITOR AND PUBLISHER has repeatedly called attention to the unprogressiveness of the Church in its office as the custodian of morality, in these times. We have repeatedly pointed out that the harsh antagonism of a large part of the ministry—meaning the clergy of all sects and religious associations, to the modern newspaper, even the "yellow" newspaper, was short-sighted, reactionary and harmful to the cause of practical morality.

We have seen the newspapers steadily advancing, broadening their field, taking up the specific functions which formerly were exercised exclusively in the pulpit. We have warned the clergy that they must wake up, else the press would soon have, de facto, the office of teacher and custodian of morality.

Lately there have been many signs of a new modern movement in the Church. Leading officials of nearly all denominations have aroused to a realization of actual conditions, and now see that the newspaper, independent of the Church, is the greatest secular force in the world for morality, and, therefore, Church and newspaper must be allies, without jealousy, each marching forward, in the same direction, by different roads.

The Home Mission Council, representing the Protestant churches of the nation, announces that hereafter the institutions related to it expect to use more advertising space. The decision will strike the public as an event of importance. Probably in no other way could the church militant give better proof of its intellectual vitality, and in no quicker way could the fighting alliance between Church and press be consummated.

It is to the Church authorities, as business men, that we direct our suggestions, based on business experience.

We believe that money for advertising churches and church work, spent on billboard posters and programmes will not bring returns so good as money spent for newspaper and magazine advertising.

The business men of the Church must recognize the factor of unselfishness in all business dealings. There are those among the foremost philosophic thinkers, even of the Church,

who say that the average man's professed religion grows up out of his selfishness.

A billboard is a dead thing. It can give back nothing in return for the compliment or kindness or appreciation shown by those who buy its advertising space. The programme is in the same class.

The newspaper and the magazine lives with the soul of the editor and publisher. It is as human as he is, as selfish as he is. It gives back thanks and good will for the compliment paid by those who use its space for advertising. Do not the Church business men know this? Do they not know that the good will of the editor and publisher has value often greater than the assessed value of the advertising space?

NEWSPAPER MEN AS CANDIDATES FOR PUBLIC OFFICE.

Aside from the evident interest of West and South and New England in the present political campaign for and against Tammany Hall in the metropolis, newspaper men have a more direct interest because of the unusual number of candidates who are now professional newspaper men, or who have been at some time in their careers.

It is worthy of more than passing note that Mr. Hearst, one of the three candidates for mayor, is one of the most influential publishers in America; that Judge Gaynor, Democratic candidate for mayor, was a reporter before he studied law; that Mr. Prendergast, the Fusion candidate for comptroller, the second place on the ticket, is the editor and publisher of the Bulletin, which is the national organ of the credit men; that Mr. Peters, candidate for register of Kings County—which is Brooklyn—is the editor and part owner of the Brooklyn Daily Times; that Mr. McNeny, Fusion candidate for president of the Borough of Manhattan, is the son of a New Jersey newspaper man and at the age of twenty-two was a space writer doing "special write ups" of hotel resorts.

Probably there are others on the various tickets who are, or once were, newspaper men, but who conceal the fact, or neglect to feature it in their campaign literature.

Richardson Webster, Democratic candidate for alderman, is the political reporter for a Brooklyn daily. Mr. Webster, in speeches and interviews, is frank

and forceful about his training as a newspaper man. He says in a printed interview:

Of course, I believe that I am more fitted to fill the office that I am seeking for than most men, because of the fact that as a newspaper man I have obtained an insight into the city's affairs that cannot be gotten in any other profession. Besides, I know politicians and I know their ways. It is characteristic of a newspaper man to be loyal to his paper, and I believe that if the same thing could be said of city office holders with regard to their constituents there would never be any cry of graft.

It has been the habit to say that Americans are temperamentally like the French. Long ago, in France, it was found that journalists were the best politicians—that is to say the most resourceful, and to-day, in Paris, the editor or newspaper writer is likely to be *per se*—a politician, which word may mean a statesman.

We are glad because the public is recognizing the value of a newspaper training for public office. Unlike the lawyer—who is closely related to the actor—the newspaper man holds to ideals, is always creative, and knows human nature, material and spiritual.

WORTH THE PRICE.

New York, Oct. 18, 1909.

MR. J. B. SHALE,

THE EDITOR AND PUBLISHER,

New York City.

Dear Mr. Shale:

I am enclosing check for renewal of my subscription and I congratulate you on the continued improvements which you are taking in THE EDITOR AND PUBLISHER. It is worth the price.

Very truly yours,

JOHN A. SLEICHER,

Editor Leslie's Weekly.

KEEPS HIM IN TOUCH.

Cranford, N. J., Oct. 17.

MR. J. B. SHALE, President.

EDITOR AND PUBLISHER, New York.

Dear Mr. Shale—Please credit my account with amount of enclosed check, \$2, and until further notice send me THE EDITOR AND PUBLISHER to the Hotel Sanz, Mexico City, Mexico. Your paper has been following me about the world for a long time now, and I know of nothing that could so well serve to keep one in touch with what is doing in newspaperdom.

Very truly yours,

Robert H. Murray.

Robert Hoe.

Robert Hoe's part in the rapid development of the press was conspicuous. The old cylinder press had the "form" of type fastened, more or less evenly and securely, along a small portion of the circumference of a large revolving drum or cylinder. Around this large cylinder were from four to ten "impression" cylinders, which fed the paper against the type. Each "impression" cylinder required a separate pile of paper and the complete attention of one pressman. Every revolution of the big central drum or cylinder printed from four to ten copies—on one side only. From that clumsy model Robert Hoe worked out a rotary press which printed on both sides from curved stereotype plates at the rate of 12,000 an hour. He developed color printing to a remarkable state of efficiency. As Mr. Hoe himself once said: "Were Gutenberg called upon to print his Bible today he would find virtually the same type ready for his purpose as that made by him, no change having taken place in its general conformation; but he would be bewildered in the maze of printing machinery of the beginning of the twentieth century." Robert Hoe himself was the wizard who spun so much of that maze.—Chicago Evening Post.

BOOKS

That Influenced the Career of Former Governor Johnson.

The following letter which was recently made public, was written by the late Governor Johnson, of Minnesota, to a young man who made inquiry as to what books had influenced the Governor's career.

"Dear Sir: I have your letter and as I am just leaving for another tour will try to answer it, although the answer must of necessity be brief. As to books which influenced my life—when a boy I started to do some reading, that is, of such books as generally come to boys of the age I was.

"A benefactor friend started me on a course of reading, introducing as the first work Prescott's 'Conquest of Mexico.' The book in itself influenced me only to the extent of encouraging me along the line of better literature. This was followed by 'Ivanhoe,' and then all of Scott's books, both poetry and prose. This was followed by Dickens, Thackeray and other masters in the realm of fiction.

"Then came Shakespeare. I read all of his plays, rereading many. I presume the great dramatic exerted a better influence than any other one writer because of the delineation of so many sided characters. Out of him came the inspiration to read more. His historical drama directed me to the history of England, and Hume and Macaulay naturally followed. Then I went to France to study her romantic history; from there to Germany, back to Rome, Greece and the Egyptian and Aryan regions. It would be impossible to say whether any one single book has been prominent in its influence.

"The tendency of the above and kindred books interested me in the literature and history of my own country, and the growth of the appetite for this food for thought doubtless created a general desire to know more of the institutions of government here and abroad. All of my work in this direction must have from time to time fired me with ambition and exalted my spirit of patriotic duty, to other words, my increased knowledge of the world and the men who made its history and affairs fitted me in some measure for the duties of life.

"I do not know that any one book or set of books could be chosen which would make for more opportunity or greater success. It is the collection of books which make for more general knowledge, and for this one must simply cultivate the reading habit and confine reading to the best books written.

"The book shelves groan beneath the volumes which have survived the decades and centuries, and it would be well to spend as little time as possible on the current literature, but confine yourself to that which has stood the test of years, when the wheat was winnowed from the chaff. I would not discourage light reading or denounce all literature because it was new, because you must know about the things of which men are thinking and doing today.

"Yes, cultivate the reading habit, and cultivate the art of communicating what you know to others. With the genius of hard work, directness of purpose, success will come. Very truly,

"JOHN A. JOHNSON."

New Nebraska Daily.

The first issue of the Plattsmouth (Neb.) Daily News has made its appearance. Colonel P. A. Barrows is the editor and manager.

PERSONAL.

Samuel Leroy, one of the owners of the Norfolk (Va.) Ledger-Dispatch, will be married on Thursday, Oct. 28, to Miss Fay Martin, of Norfolk.

G. M. Simons, editor of the Amsterdam (Holland) Telegraph, is touring America in the interests of his paper.

Governor Deneen, of Illinois, has appointed Arthur W. Charles, editor of the White County Democrat, a member of the board of inspection for the Pontiac reformatory.

E. W. Townsend, editor of the Salmon Falls (N. H.) Independent, has returned from a tour of Germany, Switzerland, Norway, Sweden and Denmark.

Henry Robbins, editor of the McAlester (Okla.) News-Capital, delivered an address, by invitation, before the Missouri Republican Editorial Association, in session at Joplin this week.

R. O. Mulligan, editor of the Scottsville (Ky.) Times, has been nominated for county attorney on the Democratic ticket.

E. K. Morrill, for the past twenty-three years publisher of the Wahpeton (N. D.) Gazette, has moved to Dayton, O., where he will make his home in the future.

Chester B. Bryan, editor of the London (O.) Madison County Democrat, has been appointed trustee of the State Institute for the Deaf, by Governor Harmon.

Charles H. Walton, editor and proprietor of the Titusville (Fla.) East Coast Advocate, and Mrs. Walton spent several days in New York this week. Mr. Walton is on his way home from Boston, where he was recently married to Miss Wilhelmina Mack. Mr. Walton has recently completed a fine new home, which is all in readiness for his bride. The East Coast Advocate is published in the heart of the famous orange and pineapple belt of Florida and is one of the most rapidly growing papers in the South.

T. W. George, mechanical superintendent of printing of the Harmsworth publications, sailed for London Wednesday on the *Caronia* of the Cunard line, after a five weeks' stay in America. During his visit Mr. George has been inspecting the mechanical equipment of some of the larger papers of the country.

STAFF NEWS AND CHANGES.

Victor E. Harlow is the new editor of the Shawnee (Okla.) Herald. Mr. Harlow was formerly secretary to the Oklahoma State board of public affairs.

L. D. Dace, formerly of Illinois, has taken charge of the editorial end of the Belfield (N. D.) Times.

J. T. La Fond, for the past three years editor and manager of the Big Timber (Mont.) Pioneer, has tendered his resignation to the directors of the company.

Ino. T. Toler is now the circulation manager of the Birmingham (Ala.) News.

William J. Hayes has been made advertising manager of the Minneapolis Journal.

CLUBS AND ASSOCIATIONS.

The Southern Illinois Editorial Association has been invited, through Mayor Silas Cook and Postmaster Messick, of East St. Louis, to be present at the dedication of the new federal building. President Taft will dedicate the East St. Louis structure Monday, Oct. 25. The association has accepted the invitation.

The Des Moines Iowa Press Club has planned a series of entertainments for the winter months. A whist tournament is soon to be launched, and later a billiard tournament. W. C. Jarnagin, managing editor of the Capital, has been elected to fill the position as member of the executive board left vacant by the resignation of S. H. Cobb.

J. J. Heifner, president of the Missouri Democratic Press Association, has issued a call for a meeting in Kansas City, November 19.

The regular monthly meeting of the Passaic County (N. J.) Publishers' Association was held in Paterson last week. The resignation of George Wurts as president and member was presented and accepted. John Toole, business manager of the Paterson Morning Call, was elected president and Robert G. Brenner, of the Passaic Herald, was made vice-president.

The Northern Michigan Press Club will convene at Manistee Thursday and Friday, November 4 and 5. Among the speakers on the programme are J. H. Ramaley, manager of the Detroit branch of the American Press Association, who will talk on cost, and Willard Smith, of Charleroi, dean of the Northern Michigan newspaper field, will speak on Four Decades of Newspaperdom in Northern Michigan.

During President Taft's recent visit to San Francisco, he was made an honorary life member of the Press Club. After the initiation, which took place at midnight with much hand-clapping and cheering, President Taft talked briefly to the members, and complimented them upon the elaborate quarters maintained by the organization. The President paid a sincere tribute to the Washington correspondents and his "suite" of "newspaper bodyguards." He said that he could trust them absolutely and could discuss his policies without reservation, knowing that the correspondents would print nothing which should be withheld.

OBITUARY.

Col. Max Frost, editor of the Santa Fe (N. M.) Daily New Mexican, and for many years prominent in territorial politics, died last week at his home, aged fifty-seven years. Although blind for many years, Colonel Frost retained the grip in editorial and political affairs. He was a native of Louisiana and went to Mexico in 1876.

Walstein Root, a New York newspaper man, died in Henrotin Hospital in Chicago, last week, of heart trouble. Mr. Root was taken ill at Colorado Springs while on his way East from California. He was thirty-nine years old.

George A. Edes, a veteran California newspaper publisher and editor, died at his home in Oakland from cancer of the throat. He was sixty-nine years old. He came from a family of editors. His great uncle

was associated with Benjamin Franklin in the publication of the Boston News Letter. Mr. Edes went to California in 1860.

William Gaylord Robbins, formerly part owner and business manager of the Milwaukee Sentinel, died recently in Chicago. He was eighty years old.

Edgar R. Bloomer, for the past ten years editor and proprietor of the Sparta (Mich.) Sentinel-Leader, died recently from typhoid fever. He was fifty-four years old.

George H. Tyler, a representative of the Mergenthaler Linotype Company, was found dead in his berth aboard the westbound Nickel Plate train at Erie, Pa., recently. His death was due to heart failure. He lived in Newark, N. J., and left his home the night before, apparently in good health and spirits, bound for Erie on some matters of business for the company. He was a member of Zion Lodge No. 311 A. F. and A. M., of Troy, N. Y., and on arrival at Erie the body was taken charge of by the local Masons. The remains were subsequently sent to the home of his parents in Troy, where he was buried.

Mr. Tyler leaves a wife and two children. He had a host of friends throughout the State of Pennsylvania, in which territory he had represented the Mergenthaler Linotype Company for some years. He was 37 years old at the time of his death, and was one of the most energetic salesmen in the company's employ.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

SITUATION WANTED

By foreman, stoneman, make-up. Good on ads., loose leaf, manifold, tabular work; read proof. Age 35, married, good habits; 20 years' experience; prefer Virginia. State needs and salary offered. W. B. JAMES, 599 De Kalb Avenue, Brooklyn, N. Y.

POSITION WANTED

on trade newspaper. Have had eight years' experience in editorial and news departments. Can make up and get out whole issue. Address TRADE PAPER, EDITOR AND PUBLISHER.

MISCELLANEOUS.

AN EXCELLENT OPPORTUNITY

To invest in printing and publishing business established on paying basis in middle west community of 200,000. Only highest quality of business undertaken. \$15,000 desired on guaranteed dividend basis. Party investing may have active part in management, if competent. Address P. P., care of THE EDITOR AND PUBLISHER.

CUT OUT THE LEAKS.

I find the leaks in your newspaper office; show you how to make more money; also assist in launching new papers. FRANK B. WILSON, Kenton, O.

FOR TRADE.

A 12-page Duplex press as good as new. Will trade for 8-page. Reason for trading, 12-page is too large. Only run the two lower decks. THE NEWS REPUBLICAN, Kenton, Ohio.

LEAGUE BALL RESULTS FOR

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

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.

NEW YORK HERALD SYNDICATE

Special Services of all Kinds for Newspapers Address Herald Square, New York City Canadian Branch Desbarts Building, Montreal

The INTERNATIONAL SYNDICATE

WEEKLY—Pages (20 to 22 inches), Puzzles and Patterns. DAILY—Cartoons, Comics, Puzzles, Portraits, Fashions, Patterns and Weather Reports. Features for Newspapers. BALTIMORE, MD.

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES Brunswick Building, New York City. Boyce Building, Chicago. OFFICES: Victoria Building, St. Louis. Journal Building, Kansas City.

NEW ENGLAND
county seat weekly. No competition. Returned owner \$1,200 to \$1,500 annually for personal effort and investment in years of 1904 to 1908 inclusive. For sale as result of owner's death. A high-class, clean-cut property. Price \$2,000. Individuals able to pay \$1,500 cash might secure for \$2,100; \$1,500 cash, balance deferred and secured by mortgage. Proposition No. 550.
C. M. PALMER, Newspaper Broker
277 Broadway, N.Y.

Witnesses for the SHOWALTER SERVICE
Number Two
F. Ernest Wallace, Adv. Manager, Daily Journal, Elizabeth, N. J.: "I was one of the first advertising managers to see the advantage of your service to a newspaper. I have used the service, and many ideas therein, to aid me in increasing the advertising patronage of this paper, which, last year, ran away ahead of all N. Y. City papers (exclusive of Sunday Editions). Your service has helped to build up our classified advertising from two columns six years ago to about two pages now. We use most of your steamers and locals, and also display ads., and find them the best we have seen."
W. D. SHOWALTER, 150 Nassau St., New York

Quick Photo News Service
We mail illustrations of current events daily with text. Quickest service in existence. We beat every service one to ten days on COOK, FEARY, HUDSON-FULTON CELEBRATION.
DAILY ILLUSTRATED NEWS SERVICE
Geo. Grantham Bldg, 32 Union Sq. E., N. Y. City

WILBERDING

LET ME REPRESENT YOU "THERE'S A REASON"
F. P. ALCORN, Newspaper Representative
FLATIRON BUILDING, NEW YORK

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

Louis Lewis, 220 Broadway, New York, is sending out copy and taking new orders generally for 734 lines to be used in seventeen insertions for Huyler's Cocoa and Chocolates, 64 Irving Place, New York.

W. F. Hamblin & Co., 452 Fifth avenue, New York, is sending out orders generally for the Anglo-American Drug Company, Mother Winslow's Soothing Syrup, Fulton street, New York.

The Frank Seaman Agency, 32 West Thirty-third street, New York, is sending out orders for 432 inches to Ohio papers for the American Tobacco Company, Fatima Cigarette, New York.

The Dr. Kirk Company, Philadelphia, have opened up an office in Harrisburg, Pa., and will place advertising in the local papers in that city.

Williams & Cunningham, Chicago, are placing large copy for the Quaker Oats advertising.

The International Publicity Bureau, 27 William street, New York, is placing a two-inch ad. daily for one year, for Luther Feist & Co., New York, in Pennsylvania papers.

The Indian Rug Company, Carlisle, Pa., are placing some classified advertising in the immediate territory of that town.

The Royal Remedy Company, 1500 Callowhill street, Philadelphia, is asking for rates in Pennsylvania papers.

The Emergency Laboratory, West Twenty-fifth street, New York, is placing new contracts for 4,200 lines in Southwestern papers.

The Long-Critchfield Corporation, Chicago, is placing 2,000 lines in Eastern papers and 10,000 lines in Western papers for the American Radiator Company.

The Hayner Distilling Company, Dayton, O., is placing 1,000 inches in Southern papers.

The Fowler-Simpson Company, Cleveland, Ohio, are placing 104 inches in the Southwest and Pacific Coast papers for the Dr. Marshall Snuff Company.

The E. H. Clarke Agency, Chicago, is placing orders in Western papers for the Yonkerman Consumption Cure Company, Kalamazoo, Mich.

The E. P. Remington Agency, Pittsburgh, is placing new contracts in Pacific Coast papers for Foster, Milburn & Co., Buffalo.

H. W. Kastor & Sons, St. Louis, are

placing 2,500 lines in Western papers for the Kamp Distilling Company.

The Frank Seaman Agency, 32 West Thirty-third street, New York, is placing new contracts for 5,000 lines in Southern papers for the Studebaker Brothers Manufacturing Company, South Bend, Ind.

Albert Frank & Co., Broad Exchange Building, New York, are placing fourteen lines three months, in Pacific Coast papers for the advertising of the White Star Line. This agency is also placing orders on a trade basis for the Clyde Steamship Company, and the Mallory Steamship Company.

The McJurkin Advertising Agency, Chicago, is placing contracts in Southern papers for 10,000 lines for Russell Brewster.

The Mahin Advertising Company, 125 Monroe street, Chicago, is placing 14,000 lines in Southwestern papers for the Pacific Coast Condensed Milk Company, Seattle, Wash.

Arnold & Dyer, Philadelphia, are placing contracts for 10,000 lines in Western papers, for the Corn Products Refining Company, Argo Gloss Starch, 26 Broadway, New York.

The Gardner Advertising Agency, St. Louis, is placing 10,000 lines in Western papers for A. Guckenheimer & Brothers, whiskey, Pittsburg.

The Paris Medicine Company, Laxative Bromo Quinine Tablets, St. Louis, Mo., are placing orders and copy in West, Southwest and Pacific Coast papers.

The J. Walter Thompson Company, Chicago office, are placing 1,544 lines in Western papers, for the advertising of the Towle Syrup Company, Log Cabin Maple Syrup, St. Paul, Minn.

The Volkman Agency, Temple Court, New York, is placing twenty-eight lines, fifty-two times, in Western papers for Dr. R. H. Kline, Ltd., Philadelphia.

The T. Wetherald Agency, Boston, is placing new contracts for 2,000 inches to be used within two years for the Lydia E. Pinkham Medicine Company, Lynn, Mass.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing 1,000-line contracts in the larger city dailies for the Smart Set Magazine, 452 Fifth avenue, New York.

Lord & Thomas, New York, are placing twenty-four inches, fifty-two times, in daily papers for J. H. Oppenheim & Co., Chattanooga, Tenn., and Baltimore, Md.

The A. R. Elliott Agency, 62 West Broadway, New York, is placing orders for E. S. Burnham & Co., Burnham's Jellycon, 61 Gansevoort street, New York.

The Van Orden Corset Company, Newark, N. J., have postponed their newspaper advertising campaign until next spring.

The C. Ironmonger Advertising Agency, Post Building, New York, is using a select list of metropolitan dailies for the advertising of Bass, Ratcliff & Gritton, Ltd., Bass's Ale, New York.

The Dollenmayer Advertising Agency, Minneapolis, is asking for rates in Pennsylvania papers.

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:

<p>ALABAMA.</p> <p>ITEM Mobile ADVERTISER Montgomery</p> <p>ARIZONA.</p> <p>GAZETTE Phoenix</p> <p>ARKANSAS.</p> <p>SOUTHWEST AMERICAN Fort Smith</p> <p>CALIFORNIA.</p> <p>BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p>FLORIDA.</p> <p>METROPOLIS Jacksonville</p> <p>GEORGIA.</p> <p>THE ATLANTA JOURNAL Atlanta CHRONICLE Augusta EQUIRER-SUN Columbus LEDGER Columbus</p> <p>ILLINOIS.</p> <p>HERALD Joliet JOURNAL Peoria</p> <p>IOWA.</p> <p>EVENING GAZETTE Burlington GAZETTE Burlington CAPITAL Des Moines THE TIMES-JOURNAL Dubuque</p> <p>KANSAS.</p> <p>GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka EAGLE Wichita</p> <p>KENTUCKY.</p> <p>COURIER-JOURNAL Louisville TIMES Louisville</p> <p>LOUISIANA.</p> <p>ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans</p> <p>MASSACHUSETTS.</p> <p>LYNN EVENING NEWS Lynn</p> <p>MICHIGAN.</p> <p>PATRIOT (Aug. D. 9,161-S. 9,965)....Jackson</p> <p>MISSOURI.</p> <p>DAILY AND SUNDAY GLOBE Joplin</p> <p>MONTANA.</p> <p>MINER Butte</p> <p>NEW JERSEY.</p> <p>PRESS Asbury Park COURIER-NEWS Elizabeth JOURNAL Elizabeth TIMES Elizabeth</p> <p>NEW YORK.</p> <p>BUFFALO EVENING NEWS Buffalo NEWBURGH DAILY NEWS Newburgh LESLIE'S WEEKLY (Cir. 115,000)....New York PARIS MODES New York RECORD Troy</p> <p>NORTH CAROLINA.</p> <p>NEWS (Av. cir. mo. of Aug., 7,609) Charlotte</p> <p>OKLAHOMA.</p> <p>OKLAHOMAN Oklahoma City</p>	<p>PENNSYLVANIA.</p> <p>TIMES Chester DAILY DEMOCRAT Johnstown HERALD New Castle BULLETIN Philadelphia DISPATCH Philadelphia GERMAN GAZETTE Philadelphia TIMES-LEADER Philadelphia PRESS Pittsburg</p> <p>TENNESSEE.</p> <p>NEWS-SCIMITAR Memphis BANNER Nashville</p> <p>TEXAS.</p> <p>RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco</p> <p>WASHINGTON.</p> <p>TIMES Seattle</p> <p>WISCONSIN.</p> <p>EVENING WISCONSIN Milwaukee</p> <p>CANADA.</p> <p>ONTARIO.</p> <p>FREE PRESS London</p> <p>BRIEF</p> <p>The Cuyuna Range News, published at Deenwood, Minn., has purchased a complete new power plant.</p>
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Anderson (S. C.) Mail

You can cover the best field in South Carolina at the lowest cost by using the Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Aicorn Special Agency
Tribune Building, N. Y.
Marquette Building, Chicago

THE NORWALK HOUR
NORWALK, CT.

Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

THE ASBURY PARK PRESS

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453

Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.

HENRY RIDDER, Publisher.
27 Spruce Street, New York.

The New Orleans Item

Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES
Rainswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

To the Publisher:

¶ In making a plate of the average weight by hand with the best pump boxes, the work your stereotyper does in lifting and carrying it, and its tail, IS EQUAL TO 400 POUNDS. In making the same plate by means of a JUNIOR AUTOPLATE and an AUTOSHAVER his work is equal to only 180 pounds.

¶ Therefore, for every plate made by these machines your stereotyper will save the lifting and carrying of 220 pounds of metal, or IN EVERY TEN PLATES MADE HE WILL SAVE 2,200 POUNDS OF HARD LABOR—OVER A TON OF WORK.

¶ It is obvious that an office equipped with a JUNIOR AUTOPLATE and an AUTOSHAVER can secure results in speed, economy and comfort of operation which cannot be obtained by one having the best hand-worked plant.

¶ This fact explains why there is less friction between the management and its workmen in stereotyping plants using AUTOPLATE machinery.

¶ We strongly advise that you take up the subject of modernizing your stereotyping facilities at once.

The Campbell Company

HENRY A. WISE WOOD, *President*

One Madison Avenue,

New York City

