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THE EDITOR AND PUBLISHER

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N. Y. PRESS CLUB

IMPRESSIVE SPEECHES AT FORMAL DEDICATION OF NEW BUILDING.

Bishop Greer Calls Newspaper Men "Fellow Craftsmen"—Mayor-elect Gaynor Tells of His Early Newspaper Work and Announces His Policy Toward the Press—"Tay Pay" O'Connor and Senator Gore.

The formal dedication of the beautiful new building erected by the New York Press Club for its home took place in the big assembly room of the club on Friday evening, Dec. 10. Four hundred members of the club were present.

The speakers of the evening were Rt. Rev. David H. Greer, Protestant Episcopal Bishop of New York; ex-Justice William J. Gaynor, mayor-elect of New York; Terence P. O'Connor, known as "Tay Pay," Irish statesman, member of Parliament, and London journalist; and United States Senator Thomas P. Gore of Oklahoma.

President John A. Hennessy, opening the meeting, said:

FINANCING A CLUB.

We started, you know, two years ago with about \$86,000 in cash in bank. Down in Wall Street they could do a lot with that, more than we could, and in other places they could finance \$86,000 with considerable profit to themselves. There was a hazy idea among many members of the club that the Board of Trustees were going beyond the limit in attempting to put up a quarter of a million dollar building on \$86,000, but we have put up the building, and we have spent not \$250,000, but \$206,000, and it was necessary to obtain a mortgage on the building, and we have had an appraisalment from the Seaman's Savings Bank; as they lent us the money I presume it is a proper and honest one, and they have appraised the building at \$257,000. So, while your building has been going up, undoubtedly your equity has been growing.

Mr. Hennessy read a letter from Governor Hughes, carrying the Governor's good wishes and regretting that his engagements would not permit him to attend the dedication in person. Mr. Hennessy introduced the first speaker with these words:

It has been our privilege, as you all know, at our annual dinners, to my knowledge more than three times, perhaps five, to have Bishop Potter attend our annual dinner, and, of course, it goes without saying we will be glad to see his successor come here as did Bishop Potter. I have the honor to introduce to you the Right Rev. David H. Greer, bishop of the Protestant Episcopal Church of this diocese.

The Bishop courteously thanked Justice Gaynor, who was orator of the occasion, for yielding to him—he, the Bishop, having another engagement. The Bishop spoke with great earnestness, and at times with moving eloquence. He said:

"FELLOW CRAFTSMEN."

I have not come down here tonight to tell you of the great power wielded by the profession which you represent, ex-

(Continued on page 6.)



ED L. KEEN.

See page 8.

MANAGER OF THE WASHINGTON BUREAU OF THE UNITED PRESS ASSOCIATIONS WHO WAS "INITIATED" AS A MEMBER OF THE GRIDIRON CLUB LAST WEEK.

PANAMA LIBEL CASE.

Action of Government Against World to Be Tried in January.

The case of the government against the New York World, its owner, Joseph Pulitzer, Caleb M. Van Ham, former managing editor of the World and Robert H. Lyman, an editor of the same newspaper, for alleged criminal libel, has been set down for early in January in the Criminal Branch of the United States Circuit Court.

The charge is based on articles published in the World connected with the purchase of the Panama Canal. It has been stated that no effort would be made to remove the men to Washington, where indictments were also found.

Webster City (Ia.) Herald Sold.

N. L. Rord, for many years editor of the Webster (Ia.) Herald, has disposed of the property to a company of business men of the city.

PERIODICAL PUBLISHERS

Will Give Dinner to President Taft on January 28.

President Taft will be the guest of the Periodical Publishers of America at a dinner to be given at the Willard Hotel in Washington, Jan. 28.

The invitation was extended by a committee consisting of Cyrus Curtis, of the Curtis Publishing Co.; S. S. McClure, of the McClure's Magazine; Edward E. Higgins, of Success; John A. Slaicher, of Leslie's Weekly and Judge. Besides President Taft, the guests of the occasion will be the writers and artists who contribute to the magazines of America.

Fire Destroys Peoria Journal Plant.

The plant and offices of the Peoria (Ill.) Journal and Peoria Demokrat were entirely wiped out by fire last Tuesday. The loss is covered by insurance.

GRIDIRON DINNER

WASHINGTON CORRESPONDENTS OPEN UP CONGRESSIONAL SEASON.

Star Parts in the "Cook and Peary" Sketch Played by the Two New Members—More Truth Than Poetry in the Lyrics—President Taft and Vice-President Sherman Head List of Guests.

(Special to The Editor and Publisher.)

Washington, D. C., Dec. 13.—The Gridiron Club opened the "season" at Washington last Saturday night with the "fall dinner." There were 250 guests.

It has not been customary to let brand new members who are being initiated break into star parts in their first cast, and so this dinner was exceptional because of the leading parts given to the two initiates, Ed L. Keen, manager of the United Press bureau at Washington, and Ira E. Bennett, of the Washington Star.

Mr. Keen was "Dr. Cook" and Mr. Bennett was "Mr. Peary." Both were costumed for the parts, in accordance with fashions ordered by the cartoonists. The dress showed the versatile art of the actors, who are both explorers, especially Mr. Keen, who has spent many months in the jungles of the Philippines and other tropical districts, searching for the great unknown news item.

The "explorers" were summoned to present their proofs. They entered attired in full Arctic regalia, including luxuriant growths of whiskers, snow goggles and bearskin boots, and dragging sleds loaded with gumdrops and records. A "board of scientists" examined them.

"How far was it, Dr. Cook, to the pole from where you left the land?" "About as far as President Taft found it from the insurgent wigwag to the stand-pat igloo."

"Can you discover what is the matter with Collector Loeb at New York?"

"My notes of observation indicate excessive modesty. He spends too much time trying to keep out of the newspapers."

"Mr. Peary, do you think you could discover the wickedest man in America?"

"He has already been discovered by Senator La Follette."

"What is his name?"

"Uncle Joe."

"Well, then, could you discover the man in the country who most nearly approaches perfection?"

"La Follette has discovered him, too."

"What is his name?"

"La Follette."

"Doctor, did you see the aurora borealis up there?"

"Yes, many times."

"What did it look like?"

"Just like the halo President Taft in his Boston speech put on Senator Aldrich."

"Mr. Peary, did you see anything

up there that resembled the halo President Taft put on Speaker Cannon?"

"Yes; the midnight sun—without the sun."

Here came an interruption, a cablegram dated Kapiti Hills, South Africa, which read:

"Chairman Board of Arbitration, care Gridiron Club, Washington, D. C.—Your assumption of authority is a gross, impudent and unwarranted usurpation. I shall settle this case myself.

(Signed) "Bwana Tumbo."

Undeterred by the interruption, the court continued its work. Asked whether he could discover a means of convincing Gifford Pinchot that Theodore Roosevelt is not now President of the United States, Dr. Cook replied:

"I fear not. President Taft and Secretary Ballinger have both tried it."

"Matt Henson" sang:

A heap of controversies been ablowin' off dere steam—
Since Mr. Taft got home again silence reigns supreme.

He ain't got a word to say,
She ain't got a word to say.

A London suffragette got glum, she said she wouldn't eat,
She tried to live on chewing gum an' her jaw got stuck complete.

She ain't got a word to say,
She ain't got a word to say.

Senec she got dat glue on her men-hu.

Oh! Mr. Crane made a speech off-hand—it made his bosom throb.

He got congratulations and—de nex' day los' his job.

He ain't got a word to say,
He ain't got a word to say,
His cue might be for to talk Chinese,
But he ain't got a word to say.

Oh, Cook an' Peary ran a race for to try to reach de Pole.

But de only ones that fetched de place was a nigger an' Eskimo.

Dey ain't got a word to say,
Dey ain't got a word to say.

Gum drops an' gin helped dem to win,
But dey ain't got a word to say.

Parody of "I Love My Wife, but Oh, You Kid!"

Now Roosevelt once was President.

O yes, he was;

But Mister Taft now runs the job,

O yes, he does;

Roosevelt now has gone a-hunting,

Shooting with his might and main;

So the politicians sing

This musical refrain:

CHORUS.

We love, we love, we love Roosevelt,

But oh, you Taft!

He's gone away to Af-ri-ca,

But oh, you Taft!

He said he would come back again

And thereupon we laughed;

We love, we love, we love Roosevelt,

But oh, you Taft!

Serenade to August Belmont:

Oh, what we know about you!

Oh, what we know about you!

Don't say you didn't, 'cause we overheard;
Honest to goodness we won't say a word.
Oh, what we know about you!
Maybe you think it ain't true;
We will not repeat what we heard in the street,
But, oh, what we know about you!

Appeal to Speaker Cannon:

Uncle Joe, Uncle Joe,
Well, you tell us if it's so
That you will in Danville
Undertake to rest?
Don't you skip one white clip,
You're in the game, you know,
Ante up, ante up, ante up, Joe,
Our Uncle Joe.

Among the club's guests were President Taft, Vice-President Sherman, Speaker Cannon, Secretary Ballinger, Secretary Nagel, Postmaster-General Hitchcock, Chief Forester Pinchot, Senators Aldrich, Beveridge, Cummins, Depew, McEnergy, Newlands and Oliver, Representatives Bartholdt, Burleigh, Cooper, Denby, Douglas, Graham, Hull, Huff, James, Lowden, McKinley, J. Hampton Moore, Ramsdell, Roberts, Smith of Iowa, Stevens and Tawney.

Tilden Adamson, of the Brooklyn Eagle; Felix Agnus, Baltimore American; John M. Allen, Tupelo, Miss.; David Belasco, New York; John Barrett, Director of the Bureau of American Republics; August Belmont, New York; E. J. Berwind, New York.

Charles H. Boynton, New York; Solicitor General Bowers; Marquis of Villalobar, the Spanish Minister; Count Von Wedel, counsellor of the German Embassy; Thomas F. Walsh, of Washington; General Clarence R. Edwards, U. S. A.; J. F. Ellison, Cincinnati; S. T. Everett, Cleveland; D. R. Francis, St. Louis.

Charles S. Diehl, Chicago; John P. Gavit, Washington; John Hays Hammond, New York; Governor Judson Harmon, Ohio; M. T. Herrick, Ohio; Crawford Hill, of the Denver Republican; L. E. Holden, of the Cleveland Plain Dealer; H. T. Jones, of the Minneapolis Journal; E. G. Lewis, St. Louis.

George H. Lorimer, of the Saturday Evening Post, Philadelphia; Charles E. Magoon and Alvah H. Martin, Norfolk, Va.; L. R. Meekins, of the Baltimore Star; Paul Morton, New York; Truman H. Newberry, Detroit; John A. Penton, of the Iron Trade Review, Cleveland; George L. Cooper, New York.

Harry N. Rickey, Cleveland; Dr. Paul Ritter, Swiss Minister; Victor Rosewater, of the Omaha Bee; Gustav H. Schwab, New York; W. H. Seif, Pittsburg; Theodore P. Shonts, New York; R. A. C. Smith, New York; Daniel J. Sully, New York; Charles G. Waybrecht, Adjutant General of Ohio; John J. Welch, New York; Dr. Harvey W. Wiley and Clarence Moore.

JOINS COLLIN ARMSTRONG CO.

Ex-Assistant Secretary of State Made Vice-President of Ad. Agency.

Thomas W. Cridler, formerly Third Assistant Secretary of State, has been elected vice-president of the Collin Armstrong Advertising Company of New York.

Mr. Cridler was connected with the Department of State for twenty-eight years and the greater part of that time he was chief of the Diplomatic Bureau.

Griffith Will Edit Travel Magazine.

William Griffith, formerly managing editor of Hampton's Magazine, has become editor and secretary of Travel Magazine.

NEWS PRINT.

International Paper Reports Deliveries Heavier Than Year Ago.

International Paper reports deliveries of news print since July 1 as approximately 15 per cent. heavier than during the corresponding period in 1908 and only 5 per cent. less than in 1907, but owing to the lower rate of production costs have been higher than they were a year ago, and there has been little improvement in net earnings.

Should present conditions continue, however, it is not improbable that the company will be forced to curtail its deliveries. There has been some improvement in water conditions during the past few weeks as a result of light rains and thaws in New York and New England, and operations at the company's pulp mills have been increased from 60 per cent. to about 70 per cent. of capacity, but the output is still below the requirements of the paper mills and there are practically no stocks in reserve. Consequently, should there come a severe freeze with the water courses at their present level, it is not improbable that it will become necessary within a short time to materially reduce operations at the paper mills, as after the streams become solidly frozen there is little probability of a general break-up until March or April.

During the past few months consumption has been running ahead of production at the rate of about 400 tons a day, and as a result paper stocks are the smallest in the history of the company, not sufficient, in fact, to meet trade requirements for more than a month.

While the company's paper mills in Maine, where there is sufficient water to keep pulp production up to normal, are running full, operations at the other mills range from 80 per cent. to as low as 50 per cent. of normal, and the general average is not above 80 per cent.

Contrary to expectations early in the fall, there has been no advance in prices over the basis which has obtained during the past year, and so far all of the new contracts for 1910 have been made on the old basis of \$2.25 per hundred pounds delivered.

MILWAUKEE PUBLISHERS

Hold Annual Meeting and Elect Officers for Ensuing Year.

The Milwaukee Daily Newspaper Publishers' Association, composed of publishers of Milwaukee dailies, held its annual meeting last week and elected the following officers:

President, Michael Kruszka; vice-president, William H. Park; secretary-treasurer, J. W. Campsie.

Committee on legislation, on labor, and on adjustments were appointed, composed of two publishers each; an executive committee was also named, consisting of three publishers.

Fire Damages Minnesota Paper.

The plant of the Akeley (Minn.) Herald-Tribune was partially destroyed by fire last week. The composing room and its contents were destroyed and the press rooms and the office were damaged. The total loss amounts to \$3,000, partly covered by insurance.

Charles L. Stevens, formerly of the Joliet, (Ill.) News, has joined the editorial staff of the Butte (Mont.) Standard.

NATIONAL EDITORS.

Will Gather in New Orleans in February for Anniversary Meeting.

The twenty-fifth anniversary meeting of the National Editorial Association will be held at New Orleans, Feb. 10, 11 and 12, 1910. The Grunewald Hotel will be headquarters, hotel and meeting place.

The party will leave Chicago Feb. 7, 1910, at noon, via the Illinois Central. En route they will spend a day at Vicksburg, a portion of a day at Natchez and a portion of a day at Baton Rouge. At New Orleans the party is to be royally entertained, a novel feature being a boat ride over the New Orleans harbor, interrupted by a luncheon inside the great floating dry dock owned by the United States Navy.

On the evening of Feb. 12 the party will have the opportunity to take their choice of side trips either to Panama or Havana, Cuba.

The National Editorial Association was organized at New Orleans Feb. 19, twenty-five years ago, and this meeting is in the nature of an anniversary of the important occasion, although the dates are not quite the same.

The program of the association as prepared by President A. Nevin Pomerooy will include papers and addresses from prominent newspaper men of the United States, member of President Taft's Cabinet, the Governors of Louisiana and Mississippi, and many of the strong men of the United States. It promises to be a great event in newspaper circles.

CHICAGO PUBLISHER

Plans Large and Modern Equipped Dairy Farm.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, Dec. 16.—When the plans of John C. Eastman, owner of the Chicago Journal, who is now establishing one of the prettiest country estates between Crown Point and Schererville, Ind., are complete, the acres which he recently purchased, will be the home of one of the best and most modern equipped dairy farms in the country.

Already a mint of money has been spent on a mammoth barn, capable of housing some forty or fifty head of cattle, and the convenience and equipment devised by the owner and his advisers throughout the entire building is a revelation of the modern methods of up-to-date dairying.

Publishers Organize.

The McKean County (Pa.) Publishers' Association was organized at a meeting of newspaper owners at Bradford last Tuesday. S. B. Lindsey, editor of the Democrat at Smithport, was elected president, and Custine Cable, of the Bradford Sunday Herald, secretary.

In November

THE NEW YORK TIMES

printed 652,223 lines of advertising, increase of 112,635 lines over November, 1908, a greater increase by 23,066 lines than the combined gains of all the other New York newspapers.

IN PHILADELPHIA IT'S
"The Bulletin"
 NET DAILY AVERAGE FOR NOVEMBER:
248,025
 COPIES A DAY
 A copy for nearly every Philadelphia home.
 "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher
 Chicago Office, J. E. Verree, Heyworth Bldg.
 New York Office,
 Dan A. Carroll, Tribune Bldg.

COL. JOHN McELROY

Editor of the National Tribune, Published at Washington, and Well-Known Author, May Be Next Commander of the Grand Army of the Republic.

If the plans of the veterans succeed, one of the newspaper craft will be elected Commander-in-Chief of the Grand Army of the Republic at the next National Encampment, which will be held at Atlantic City, Sept. 15, 1910.

John McElroy, editor of the National Tribune, of Washington, D. C., for the past twenty-five years, has been indorsed by his own department and hundreds of posts throughout the country, with the other posts rapidly following.

Though under 16 years of age, he enlisted from Chicago, where he was employed on the papers, in the McClelland Bodyguard, a battalion of cavalry that subsequently became the Third Battalion of the Sixteenth Ill. Cav. After service in the Army of the Tennessee, the regiment was assigned to Burnside's movement upon East Tennessee.

Jan. 3, 1864, the battalion to which young McElroy belonged was surrounded at Jonesville, 40 miles from Cumberland Gap, by a brigade of Confederates, and after an all day's fight compelled to surrender. He, with the rest of the battalion, was confined in Confederate prisons until the close of the war, being in Richmond, Andersonville, Savannah, Blackshear, Millen, and Florence, from which McElroy once escaped, but was recaptured and taken back. Nearly all of his company died in Andersonville, and the little battalion had the heaviest loss in prison of any of the Illinois organizations. McElroy was known in the prison as "Little Illinois."

After being mustered out, McElroy resumed work upon the Chicago papers, and later was for ten years managing editor of the Toledo (Ohio) Blade, owned by D. R. Locke ("Petroleum V. Nasby"). He left this position in 1884 to become managing editor of the National Tribune, of Washington, D. C.

AUTHOR OF MANY BOOKS.

Beside his editorial work, Mr. McElroy has been the author of a number of books which have had an extended sale and received high literary and historical commendation. His story of Andersonville has reached the unprecedented sale of 600,000 copies. "The Red Acorn," a novel based upon the history of the Army of the Cumberland, had an extensive sale, and his humorous and pathetic



COL. JOHN McELROY,

EDITOR OF THE NATIONAL TRIBUNE OF WASHINGTON, D. C., WHO MAY BE NEXT COMMANDER IN CHIEF OF THE GRAND ARMY OF THE REPUBLIC.

story, "Si Klegg and His Partner," a war story which ran for seven years in the National Tribune, and was later put in book form, has reached a circulation of several hundred thousand. The "Economic Functions of Vice," a social study, attracted marked attention by its originality of views and vigorous epigrammatic style and its literary finish. His latest book, the "Struggle for Missouri," is now receiving high commendation from the press all over the country for its historical accuracy, its vivid, life-like presentation of the atmosphere of the early war days, and its portraiture of the leading actors in the great events which saved the imperial State of Missouri to the Union.

The veterans all over the country recognize John McElroy as the final authority on all subjects connected with the history of the war and the personality of the leaders in the struggle. He is coming up to the high office in regular gradation, having been commander of his department, which is comprised of the District of Columbia, and senior vice-commander-in-chief of the Grand Army of the Republic.

THE STEPHENSON MEMORIAL.

John McElroy, through the National Tribune, made the first plea

for a memorial to Maj. Benjamin F. Stephenson, the founder of the Grand Army of the Republic, and collected the first few thousand dollars for that purpose. He was made secretary of the National Committee of the Grand Army of the Republic for this purpose, and the splendid memorial here in the business center of the National Capital was dedicated with national honors, including an address by President Taft, July 3, 1909. He is also credited with having been the power which has gained for the veterans the equitable pension laws now enjoyed by them.

Col. McElroy is of Scotch-Irish ancestry, and has a strong Celtic personality, brimming over with humor and life. He is "hail fellow well met" in any circle from scientific to that of the men who formed the rank and file in the great war. His mental qualities are considered to be somewhat wonderful. It is said that of the hundreds of thousands of his comrades who served in the War of the Rebellion whom he has met, there is not one of them who can mention his regiment that Col. McElroy cannot tell him at once the name of its colonel, its major and its captains, and very often going into detail as to the minor officers, and he is able to place the regi-

ment in its battalion, division, brigade and corps with exceptional accuracy. He can also state offhand every engagement of the war, place accurately the troops engaged on both sides, and give dates even to the hours when certain actions took place.

WOULD GAG THE PRESS.**Army Officers Propose Censorship of News During War Times.**

It has been reported from time to time that officers of the general staff of the army and others attached to the War Department are in favor of a legal censorship of news relating to the movements of United States forces in time of war.

In an article printed in the Washington Post of last Tuesday it is asserted that army officers have already drafted a bill for the consideration of Congress, authorizing the President in time of war to issue a proclamation forbidding the publication of news relating to the armed forces of the government, or the means and measures by which the war is to be prosecuted. The article continues:

"The draft provides for the establishment of a war censorship in the War Department and the Navy Department, to which correspondents in these periods of stress must submit their matter and apply for leave to publish. It is proposed that this censorship shall be removed only when, in the judgment of the President, the exigencies shall have passed. In this event, he is to issue an order announcing the revocation of his former proclamation. Thereupon the prohibitions, pains and penalties provided in the act shall cease."

Gen. Franklin J. Bell, chief of the general staff of the army, denies that he has any plans for the censoring of news relating to the operation of the army or naval forces during the time of war.

"The War Department is not seeking a law to give it that power," he declared. "The chief of staff did two years ago put some subordinates to work studying the practicability of securing united action of the press looking toward the recommendation to Congress of a law which would give their war correspondents a definite official status and at the same time protect the Government."

Mobile Register Reduces Price.

The Mobile, (Ala.) Register, on Dec. 1 reduced the price of its subscription, from 15 cents per week to 10 cents per week, thus making the Register virtually a one-cent morning paper, and the only one cent morning paper in the State of Alabama, and one of the few one-cent morning papers in the South.

Temperance Paper for Missouri.

A new paper has been launched at Macon, Mo., called the Crusader. It is published by I. M. Bunce and George E. Davidson. Its object is to further the cause of temperance.

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.
ROLLERS MAKERS (Established 1849)
406 Pearl St. 413 Commerce St.
N. Y. Philadelphia

Affiliated with

Bingham & Runge, Cleveland

This paper is NOT printed with our Rollers

An Important Factor

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

Examined by the Association of American Advertisers.

PARK ROW

Pointed News and Comment About Persons and Newspapers That Radiate from the District Near the Manhattan End of the Brooklyn Bridge.

By EDWARD DORF.



Arthur Brisbane, who is regarded by many as the real genius in journalism, has returned from his vacation in the north-western part of this State, where he was born. Mr. Brisbane found relaxation in riding to hounds. He thinks fox hunting would be the finest sport imaginable, if one didn't have to look at the matter from the standpoint of the fox as well as that of the hunter. Mr. Brisbane got his fun from exercise on the back of one of his hunters, and not from the death of a hunted, defenseless, innocent animal. The editorial columns of the New York Evening Journal show that Mr. Brisbane returns in excellent form.

Jack London says that the majority of editors and critics are literary failures; that lacking the divine fire to produce material themselves, the backward process of evolution in scribeism has made of them the judges of the work of others. Be that as it may, the Frank F. Lovell Company have sent me a copy of Albert Payson Terhune's new novel, "The Fighter," for review or otherwise. Without going to any great length in critical analysis, I will sum up "The Fighter" in the words of the King of Ballyhooland—"its a corking good story."

Joe Quinn, of the New York Herald, has returned from a trip through Pennsylvania for the Christmas issue of the Herald.

D. D. Moore, for many years, as now, managing editor of the New Orleans Times-Democrat, accompanied the Waterways Commission of Louisiana from the Crescent City to Washington and New York, and will spend some days here and hereabouts before returning to his editorial chair. The Times-Democrat maintains not only a well-organized news bureau in New York, but also an efficient service at the National Capital. Its annual expenditure on telegraph tolls is exceeded only by eight or ten newspapers in the United States. It is understood that one of the objects of Mr. Moore's present visit North is to put himself in closer personal touch with the men who conduct the news offices in New York and Washington.

Dick Taylor, formerly of the New York World and American photographic departments, and now with the International News Agency, is on his way to Nicaragua, to take pictures of

interesting things during the trouble there. Taylor is one of the most daredevil photographers in the game. Among different stunts, he climbed the skeleton of the Singer Building and snapped pictures of the city below. He was also a general in the Nicaraguan army, and one of the first managers of Joe Choyinski, the prize-fighter.

Jim McKernan, circulation manager of the New York World, was laid up with an attack of rheumatism for a few days.

Tom Wood, who is running a news-dealers' subscription agency in the Metropolitan Life Building, tells me he is giving the American News Company a tussle for the subscription business of the country.

Don C. Seitz, business manager of the New York World, is expected to arrive from Europe today.

J. J. Winters was unanimously re-elected president of Mailers' Union No. 6.

The first copy of the Sunday edition of the News, of Butte, Mont., of which Richard R. Kilroy is the editor and manager, has arrived here. The News has long been recognized as one of the excellent evening newspapers of the Far West. Its editor decided recently to enter the Sunday field, and the first issue shows plainly that the Butte Sunday News has come to stay. Mr. Kilroy takes occasion to remark that a Sunday issue by successful afternoon newspapers has become the usual thing, and reads a lecture to the editor of the Butte Miner, his competitor in the daily field. Mr. Kilroy is well and favorably known in New York, where he spends several weeks each year. On his last visit he was strolling up Fifth avenue with Mrs. Kilroy. The attention of the latter was attracted to the window of a big jewelry store. "What place is this?" she inquired. "Oh," said the editor, "we will pass that up. These gilded cafes are common here in New York."

Manager Henri Pruger, of the Cafe de l'Opera, at Broadway and Forty-second street, said to be the swellest restaurant in the United States, sent invitations to the New York correspondents of all the prominent out-of-town newspapers to attend a "review dinner" last Tuesday night. Some of the boys who didn't go home till morning told me they had a bang up time. Herr Pruger is a fifty thousand dollar a year feed man.

H. N. Rickey, editor-in-chief of the Scripps-McRae League of newspapers, passed a few days in New York.

G. A. Macdonald, of the Advertisers' and Publishers' Rate Company, is back in town from a trip to St. Louis.

H. C. Hudson is looking after circulation for the New York Tribune throughout New England.

Herman P. Koppleman, the Hartford, Conn., wholesale newsdealer, ran in to say hullo.

A friendly suit is about to be instituted by The American Printer against The American Printers' Agency, seeking to enjoin the latter from that title. The American Printers' Agency, which controls the printing of some thirty different publications, is under the management of Harry J. Doyle. I am told an interesting defense will be put up by Mr. Doyle.

If you use linotype machines you will do well to procure copies of our Christmas number and present one to each of your operators.

"TELEPHONE DINNER."

Adolph Ochs Gives a Rare Treat to His Friends.

Adolph S. Ochs, principal owner of the New York Times, gave a dinner last Wednesday evening in Tower Hall of the Times Building to eighty of his editor friends and business friends, including the directors of the Associated Press. Beside each plate was a small telephone receiver, and this feature was the surprise of the dinner.

When the dinner had begun Mr. Ochs asked his guests if they would like to hear Slezak, the great Russian tenor of the Metropolitan Opera company. There was instant applause. They were told to take up the 'phone receivers. So they heard Slezak, who was at the Metropolitan Opera House, waiting to begin singing. Ten minutes later Caruso was on the 'phone, and sang one of his favorite Neapolitan songs.

The National Geographical Society was having a banquet in Washington, where Commander Peary, Andrew Carnegie, Admiral Chester, Dr. Alexander Graham Bell and others were guests, and all of these delivered speeches over the long-distance 'phone to the New York Times.

Among the guests of Mr. Ochs who spoke were Seth Low, President Brown of the N. Y. C. R. R. Co.; Frank A. Munsey, U. N. Bethell of the New York Telephone Co.; Victor Lawson, of the Chicago Daily News; District Attorney Jerome, and Charles R. Miller.

POLITICAL BATTLES

Will Be Fought in Newspapers in Future, Says Brooklyn Editor.

Speaking before the Men's Club of St. Paul's Chapel, Brooklyn, last week, on the general subject of journalism, Thomas P. Peters, editor of the Brooklyn Times, described the newspaper of today as a growth of the last century.

After saying that he believed no newspapers were more independent than those of New York, Mr. Peters declared that they were growing more and more powerful as the great mass of men were being led in their thinking by the papers, and that the day of the ordinary campaign orator had passed away. Voters now study the issues in the columns of the newspapers, Mr. Peters declared. In view of the coming direct primaries, he felt that the newspapers would be of still greater power, as office-seekers would be compelled to undergo two campaigns, one for the nomination and one for election, and that both battles would have to be fought out in the newspapers.

Another Newspaper Man Picked.

George L. Tirrell, Albany correspondent for the Brooklyn Eagle has been made private secretary to Comptroller-elect William A. Prendergast. The appointment was announced last Friday. The position carries an annual salary of \$5,000.

Robert Russell Seriously Injured.

Robert R. Russell, the well-known New York publisher, who was injured in the wreck on the Southern Railway near Greensboro, N. C., last Wednesday, is in a serious condition at a hospital in that city. It is believed by physicians, however, that he will recover.

Found Dead in South.

Charles Bamford, formerly night editor of the New York World, was found dead in a field east of Savannah, Ga., last week.

THE SIX POINT LEAGUE.

Members Hear Noted Advertising Men at Second General Luncheon.

The Six-Point League held the second general meeting and luncheon for the fall season at the Aldine Association on Tuesday, Dec. 14. The principal speakers and guests of honor were: Len M. Frailey, of Joseph Campbell Company, Camden, N. J., and William C. Freeman, advertising manager of the New York Evening Mail. President F. St. John Richards presided.

Mr. Frailey's address relative to daily newspaper advertising was of considerable interest, and received very close attention, being one of the strongest informal talks which the members of the league have had the pleasure of listening to for some time. Mr. Freeman, likewise, gave a very interesting and instructive talk, which was received with more than ordinary interest.

Among those present were: A. M. Knox, Louis Klebahn, Chas. Seested, H. E. Crall, H. F. Lewis, T. S. Hand, T. E. Conklin, C. H. Eddy, W. J. Morton, W. D. Nugent, J. C. Feeley, W. H. Lawrence, M. C. Watson, R. J. Shannon, Dan A. Carroll, J. P. McKinney, T. F. Flynn, Herman Halstead, Frank M. Lawrence, of Geo. Batten Co.

PRESS CLUB ELECTION.

New Yorkers Continue in Office Men Elected a Year Ago.

The annual election of the New York Press Club was held last Tuesday, Dec. 14. The following were elected without contest, to serve for a year: President, John A. Hennessy; first vice-president, William A. Deering; second vice-president, Herman Ridder; third vice-president, Charles W. Price; treasurer, Charles R. MacCauley; financial secretary, Frank P. McBreen; recording secretary, Thomas J. Higgins; corresponding secretary, C. H. Redfern; librarian, Frank I. Cadwallader. The following trustees were elected to serve three years each: John N. Harman, Charles J. Smith and Henry C. Terry.

On Thursday evening of this week the club was opened for the first time to ladies. The entertainment was a concert, one of the rarest and most beautiful surprises ever given in New York. Artists known to all the world sang.

The Hearst Dinner.

More than a thousand persons attended the dinner given in honor of William Randolph Hearst at the Hotel Astor last Tuesday night. Men prominent in all walks of life and of every political faith were numbered among the guests.

R. L. Lewis has sold the Osceola (Mich.) News.

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.

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DOWN WENT THE PRICE (From 3 Cents to 1 Cent) UP WENT THE BUSINESS!

A PARADOX?

No, It's because the **NEW YORK TRIBUNE** is now giving the Advertiser Greater Value than ever

Publication Office:
TRIBUNE BUILDING,
NEW YORK CITY

Western Representatives:
PAYNE & YOUNG,
Marquette Bldg.,
CHICAGO

THE POSTAL DEFICIT

Caused by Government Carrying Newspapers and Magazines at Second Class Rates—Literally a Subsidy for the Newspapers—Well Known Southern Editor Suggests Remedy.

J. V. Simms, publisher of the Raleigh (N. C.) Evening Times, expresses himself forcibly about that portion of President Taft's message which treats of the deficit in the postal department, caused by the Government carrying newspapers and magazines at second class rates. Writing in his own paper, Mr. Simms remarks:

While he admits that it is a subsidy

and may be needed by the papers, he feels that the department should find some way of getting around this large deficit. The President does not say he is opposed to the subsidy for the newspapers by giving them the second class privilege, but he does say there is something wrong, and suggests that the postal department take some action to keep down this big deficit caused by the second class mail.

After a full discussion of the matter, he offers the suggestion of a policy that may remedy it, and cites the practice which he inaugurated for his own publication. He says:

If the Evening Times had not stopped sending the paper to the people who have failed to renew or pay up their subscriptions since 1900 it would have, at the least calculation, a list of 25,000 subscribers. We do not claim that our list is perfect, and it will not be so as long as other papers are on the present basis. We go to a man for his subscription, and he will say immediately that he can get other papers, and they will come for years without cost, and why should he pay us five dollars. If we press a subscriber for our subscription and ask him to pay in advance, he will tell us to stop the paper, that he can get other papers and never pay if he likes. What are one or two papers to do under these circumstances? The present subsidized system whereby a paper can get the second class small rates for five or ten years on a padded list is wrong, and yet it is one that the newspapers have helped to build themselves, and if anything is said about subsidy they get fighting mad, but if the other fellow wants something to help him do business, he is a traitor to the country and is being subsidized. We are glad to say that there are a few exceptions to the above condition in North Carolina, but they are VERY few. We hope to live to see the day when the newspapers of the State and the entire country will

only have a mail list that is paid to date of issue and in advance, and not a list of thousands who owe for years and years, as the condition is today. If the department should decide to stop the subsidy and make a ruling that after today no paper would be admitted to the mail at the second class rate unless the subscription was paid to date, some of the big subscription thermometers would not register 2,500. This is talking shop secrets, but if the Postoffice Department will make an investigation of conditions they will find this to be true. We are not telling this to hurt anyone, but to show that the present unbusinesslike credit system hurts papers that are trying to build up an honest business and trying to give their advertisers their money's worth.

If the postal department will adopt a business policy and force the papers to come to it, there will be a wonderful improvement in the expense account of the department, and there will also be a wonderful improvement in the condition of the papers. It will resolve itself into a business proposition and not a subsidy. If a subsidy is not fit for the other fellow it is not fit for us, and we ask the postal department to stand by its ruling and make every man show his hand.

White Rats Publish Paper.

The White Rats of America, an organization of actors, issued in New York last week the first edition of The Player, a weekly paper devoted to the interests of the organization. The paper contained sixty-eight pages and the cover bore a portrait of Fred Niblo, the head of the organization.

M. B. Rice succeeds Ben Davenport as publisher of the Genoa Junction (Wis.) Times. Mr. Rice plans to greatly enlarge and improve the paper.

NEW PUBLICATIONS.

The De Witt (Ark.) Arkansas County Democrat has made its initial appearance. It is published by Williams Bros.

The first issue of the Italian-American Weekly 'Il Bastone made its appearance in Albany, N. Y., last week. It is published by Prof. Louis De Francesco.

A new paper will be launched at Villa Rica, Ga., with the dawn of the new year. It will be a weekly and will be published by Robert Meyers, of Douglasville.

The Bonne Terre (Mo.) Star Publishing Co. has been incorporated with a capital of \$1,500.

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.

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N. Y. PRESS CLUB

(Continued from page 1.)

erted by the press; I know that all of you know it as well as I—better than I—everybody knows it, it is a commonplace. Neither have I come to make any set or formal address. I come because I recognize you gentlemen of the press as fellow craftsmen; you in your way and I in mine, doing what we can to promote the public welfare and the common good. That surely is what the church should stand for; is what the church should be today, not simply a viaticum to prepare men for dying and for what lies beyond in some other world than this, although from the numerous undertakers' signs on the front of our many churches one would naturally conceive that this is the chief office and the function of the church (laughter) and sometimes the press, even the secular press leans a little in that direction.

CHURCH AND PRESS TOGETHER.

The beautiful gate of the temple in Jerusalem long ago, so it is said, had above it a sculptural representation of the chief city of the Persian Empire, in recognition of the assistance which had been rendered it in the building of the temple of Darius, the Persian king. The church should make generous recognition in its attempted building of the Temple of Righteousness here in this land and in this city of the valuable aid and assistance given to it so often by that royal, that imperial force which journalism is today and which is exerted by it.

The church stands for righteousness in the community, and seeks to promote it; and the press stands for righteousness in the community, and seeks to promote it. In the interest of righteousness it rebukes unrighteousness and exposes wrong, crime and fraud and dishonesty, however strongly entrenched in the high places as well as in the lower places, and yet because it does this the impression is sometimes made upon the ordinary reader that modern society is wholly bad and corrupt, and given over to the works of the devil. It is not so, as you and I know.

UPLIFT NEW YORK CITY.

Oh, gentlemen of the press, strike this note sometimes for us here in New York City. Tell the people of New York City, the great masses of them, that they are struggling sometimes with a hard fight to do what is right; sound that note. Give New York a good name (applause). Give it a bad name and it will live down to it; give it a good name and it will aspire to reach it—it will reach it (applause), but you say that is what the press is doing. Yes, gentlemen, that is what you are doing, there is no question about that. The very fact that you feel called upon to publish a bit of news concerning some good man gone wrong, some defaulting bank officer, some clergyman who has done something unworthy of his calling, the very fact that it is news carries with it the implication that it is something exceptional, out of the way, unusual and not typical of the great mass of society. But may not this word "news" be made to denote and connote something broader? May it not be made to stand not simply for moral laxness and delinquencies, but for things that are good

and clean and fair, and for moral uplift and for moral virtue and not vice?

PRINT NEWS WORTHY OF MEN.

I think St. Paul in one of his letters, his epistles, gives a good definition of what may be regarded as included in news when he says "Whatsoever things are true, whatsoever things are just, whatsoever things are honorable, whatsoever things are of good report, if there be any virtue, any praiseworthy thing, think on these things." Perhaps, if he was standing here tonight and speaking to you, then he would say: "At times write more and more on these things; if you must write on other things—and you must, wrongdoing must be exposed and pulled out from its hiding place in order that the constant possibility of exposure may be a deterrent to evil doers; and while you must do this also, let us not fail to do the other things.

Let us together, the press and the church, try more and more to make this city of ours, which we love, fair and clean and pure and good (applause); that we may have a just pride in it as its citizens, and that we may transmit it to those that shall come after us, fairer and better and brighter because we lived for a little while in it, because of the press here and because of the church here and transmit it fair and bright, this inheritance which we have received, and the press can help to do it; the church can help to do it; so I am here tonight simply to greet you as fellow craftsmen in a common task, and wish you Godspeed.

SUPPRESSED STORIES OF GAYNOR.

President Hennessy, who is an old personal friend of Justice Gaynor, convulsed the assemblage by a dryly humorous account of the many stories the newspaper men had kept out of the papers in the late mayoralty campaign. "Why," said he, speaking of Justice Gaynor and turning toward him, "they said that he was a descendant from the Cosgroves of County Wicklow, in Ireland, the original Black Hand of Ireland, people that really had to move before Cromwell got there to move other people out. They said that he came from that stock and they suggested that there might be a taint of heredity, and that eventually he might come to be a sort of a cross between the late Mr. Havemeyer of the Sugar Trust and the present Mr. Rockefeller of the Standard Oil; but we kept that out of the newspapers, and many other things."

Mayor-elect Gaynor's address was delivered in his characteristic manner, calm, quiet, colloquial. He just talked with a pungent dry humor at times, and at other times a grimness that was dramatic, yet with but the slightest raising of voice tone. He was listened to with intense interest. The strictly political parts of his speech are here omitted. He said:

MAYOR-ELECT GAYNOR'S ADDRESS.

Mr. Chairman and Gentlemen of the Press Club: . . . You are a great force, as Bishop Greer said, for good in the world, and, if you only knew it, one of the greatest forces, but do you ever stop to think how you are the greatest force? Now I will just tell you, as a secret. You are a great power for good when you state a fact just as it is and do not weave too many fine words around it—just state so people can understand it. I sometimes wish we had a paper in New York just like Harmsworth's Daily Mail, that has everything in such brief compass, but the fact all the time so that we can all read it immediately, and not plough pages of advertising and pages of slush in order to get at the truth. You are powerful. When you tell the truth, tell it so it can be understood.

Now, if you will allow me, I think that sometimes the newspapers have too much space and the writers get a certain habit of writing for that space, and everything is set out at too much length.

If they were speaking at less length and more accurately it would be better for the community. . . .

GAYNOR AS A NEWSPAPER MAN.

I began to study law up in Utica; I think it was when I was between 17 and 18, and I began to write for the local paper there. I got through with my law studies, was admitted to the bar, and I went over to Boston and became a correspondent in Boston for the Utica Observer, and I also wrote some for the Springfield Republican. Old Sam Bowles was editor of that paper then. I also wrote some for the Boston press—that was not my business there; I was there more to study for certain lines than to write for newspapers; but I had the newspaper fever about that time, and although my father had spent money which he could ill afford while I was studying law, I wanted to get on the New York press, and I came over here in 1874, and crossed the Fulton ferry and walked up Washington street to the old Argus—some of you may have known the old Argus, and I walked in, and the first man I saw was McKelway. My great friend McKelway (laughter), such a good friend in the late election.

I went to work on the Argus and I worked for about a year—hard work, too. I worked on it during the strenuous times of the Beecher trial and along there, and then wrote some for the Eagle, some space work for the New York papers, and finally, one day, some editor in the office who was shouting for "salad" all the time—they had some column in the paper they called "salad," and he used to shout for it, said something to me one day that offended me, and I went out and made up my mind I would quit it forever, and I began to practice law. The first year I practiced law I made more than my expenses, and the next year a great deal more, and so on until I quit practicing law, when I was making more money than I ought to state here. If I had been left alone for awhile I would have been a millionaire, probably. These are reminiscences, and probably it is proper I should say among people I regard almost as old comrades because there are some probably here who remember those days. . . .

THE PRESS NEVER CONTROLLED HIM.

I want to have the good will of all of you. I expect to—not only expect to, but I know I will have to meet you for four years, and I am going to tell you one thing tonight, you will all be treated well by me—you always have been. Those that come around me know that perfectly well. There is Finney over there, who looks up here, and he knows it as well as he knows his life. He has been listening here to this ancient history, even through his mouth. He knows every word I am telling you; he was through it all. Don Seitz was through it all, and other men you have over here were through it all. I know I will have to be with you for four years, and I am going to say this frankly, however, that I never have allowed the press to control my judgment which I have formed on reflection and once come to. None of you can budge me one inch, and I tell you that in advance. (Applause.)

I will read your views; that is, the views which are views or which are arguments, but not mere miserable, malicious tattling and denunciation. I won't read that. It is not of any use to anybody on earth. Nobody ever got a dividend out of the use of it, and nobody was ever hurt by it. I will read all your views, but when I make up my mind, as I have done in the past, in the political reforms I have spoken of, and during the time I was on the bench—when I make up my mind that a thing is right I am going to do it. . . .

NOT PLANNING TO BE GOVERNOR.

There is one thing I do want to ask. I see some newspapers are now prognosticating whether I will do so well that I will go to Albany or on to some other place. Don't! Don't! There is no such thing in my head. It is absolutely excluded from my head. I just

have in my head to see whether I can give a fairly good, matter-of-fact and honest administration of the government of the City of New York, and if I can do that I am satisfied to quit.

I never had any bees buzzing in my head about office. I never sought an office in my life. I didn't seek the Police Commissioner's office in Flatbush; they forced it on me. Nor did I seek the Judgeship. You will bear me witness that I did not seek the mayoralty; that I declined it once in Brooklyn and twice over here. If I was drawn into it, it was only by inches and by degrees. So, I believe that I can truly say that for political ambition I have had none and I have been content to do what has come before me, and I intend to continue in that course right along. Now, if I have the support of the press, I tell you, I would like it. I know it is better to work with the press than against it.

A FRANK WARNING.

When I want to say a word to a newspaper editor I am going to say it just as loud as I want to, and if necessary I am going out into the back yard and yell it. I am not attempting to attack anyone, and I am not seeking a quarrel, but when it comes to that I can name a newspaper, and I can say who runs it and who subsidizes it, and all about them, and I am not afraid to do it. I do not claim to be brave, and I am very sure that I am not quarrelsome. I will leave that to those who know me and to those who worked with me, including my associates on the Bench and, particularly, on the Appellate Division Bench, where we are just as close together as men can be.

Now, I thank you for calling me here, and I hope I have not wearied you; that I have said something that will profit you and also myself in the four years to come.

Mr. Gaynor was followed by T. P. O'Connor, who delivered one of his witty and forceful speeches, altogether brilliant. At a late hour, Senator Gore spoke in his well-known graceful, elegant and eloquent manner. A banquet was tendered the speakers after the meeting.

(NOTE—Mr. O'Connor's address will be printed in THE EDITOR AND PUBLISHER next week.—ED.)

Celebrates Seventy-fifth Birthday.

The Galena (Ill.) Gazette recently celebrated its seventy-fifth birthday. Ever since Nov. 29, 1834, its weekly edition has issued without interruption. Of its daily edition the anniversary number says: "The first issue of the Galena Daily Gazette bears the date of June 1, 1848, this being the first daily paper established in the State of Illinois. The Chicago Daily Tribune was established during the same year as was the Gazette, and the first issue came from the press just nine days later than did the Galena paper."

The Charles H. Fuller Company, Chicago, is placing new contracts in Southern and Western papers for the Knowlton Dabderine Company, Chicago.

\$12,000.00 Buys

Only daily newspaper in growing southern city of 10,000. Well equipped. Yearly volume of business in excess of \$12,000.00. Will return active owner \$3,000.00 or more annually for personal effort and investment while growing in value, income and profits. Proposition No. 569.

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SPOKANE.

New Daily to Be Launched in January Called Inland Herald—Press Owned by Scripps' League Will Add Sunday Issue—Other Items of Interest.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Dec. 14.

There is more than usual activity in Spokane newspaperdom over the announcement that the Allan Haynes Publishing Company, owner of The Inland Observer, a weekly journal, and Opportunity, a monthly magazine, will enter the daily field with afternoon and Sunday issue; also that The Press, owned by the Scripps' League, will add a Sunday issue. The Press has just moved to its new home in the Empire building at Riverside avenue and Division street, where it has installed new presses and other equipment. Bensyl Smythe, an experienced newspaper man, formerly of Fresno, Cal., is managing editor. The Sunday Press will make its appearance in a few weeks.

The Allan Haynes Publishing Company has taken a long time lease on part of the Auditorium building at Post street and Main avenue, where it will issue The Inland Herald on Jan. 25. Allan Haynes, head of the company, said in an interview that the Herald will start with a circulation of 8,000, and will attempt to cover the Spokane country, a territory of 150,000 square miles in eastern Washington and Oregon, north and central Idaho, western Montana and southeastern British Columbia. He added:

"We will have a modern and fully equipped plant and a force of about 60 of the most capable men than can be assembled. We will utilize these writers on our daily and Sunday edition; also on the weekly and monthly journals, and in addition we expect to launch a publication of The Philistine type, only of higher class. The company has ample backing, and we are in position to pay the highest salaries to writers. We believe that Spokane, with a population of approximately 140,000 and the rich country tributary to it, will support another daily. We will have the United Press full service and special corre-

spondents in our field; also representation at Washington and other points."

The daily papers now in the field are the Spokesman-Review, morning and Sunday; the Chronicle, afternoon, with noon and 6 o'clock sporting editions, and the Press, with noon, 3:45 and 6 o'clock editions.

The Spokesman-Review and the Chronicle are owned by W. H. Cowles, formerly of Chicago, who came to Spokane in the early days and built up a great property by his pluck and perseverance. Both papers are served by the Associated Press, the United Press Saturday night service, and special men in the field, also a bureau at Washington, D. C., New York, Boston, Chicago and other Eastern centers.

Nelson W. Durham is editor-in-chief of the Spokesman-Review, and Henry Rising is managing editor of the Chronicle. They have surrounded themselves with capable staffs and are constantly making improvements. The publications have quarters in the Review building, one of the show places in Spokane.

James Wilson, formerly editor of the Industrial Workers of Spokane, was convicted on the charge of conspiracy in a trial before Justice George W. Stocker, in Spokane, and sentenced to six months in county jail. A. E. Cousins, associate editor, will serve four months on a similar charge. E. J. Foote, who came to Spokane to assume charge of the paper after Wilson's arrest, was put away for six months.

These men were arrested by the local police for conspiring to violate the law against street speaking in that after the arrest of several hundred aliens, brought to Spokane by the Industrial Workers of the World, they sent telegraphic dispatches to Portland, Seattle and points in California, asking for 2,000 men to come to Spokane to defy the law and the authorities.

Harlan E. Babcock, formerly managing editor of the Gazette at Kalamazoo, Mich., has joined the staff of the Spokesman-Review of Spokane, as special writer and hotel man. He had several offers in an executive capacity on local and coast papers, but decided he would rather be on the street and become acquainted with the men who are factors in the progress and development of the Northwest.

Mr. Babcock came to Spokane to visit his cousin, Robert E. Strahorn, president of the North Coast Railway Company, who was correspondent for the Denver News and the Chicago Tribune during the Indian wars in the West 35 years ago, and the country made such a strong appeal he concluded to make this city his home.

Miss Glen Steele, one of the brightest and cleverest young newspaper women in the Pacific Northwest, has been appointed Sunday editor of the Spokesman-Review. Miss Steele won her spurs as assistant editor of the Twice-a-Week Spokesman-Review and society editor of the Spokesman-Review. She passed a year in the statistical department in the Department of Agriculture at Washington, D. C., winning the position by scoring an exceptionally high rating at the civil service examination.

Rev. J. Gordon McPherson, formerly pastor of Calvary Church of Spokane, who won distinction with the 24th Regiment during the storming of San Juan Hill by Colonel Roosevelt and his rough riders, has launched The Forum, a weekly newspaper, in which the news of the negro population of the Spokane country is featured. The Rev. Mr. McPherson is managing editor of the Ne-

gro Press Association, and is known throughout the Northwest and California as "the fighting parson." He is highly educated, and is a fluent writer.

The plant of the Morning Tribune at Lewiston, Idaho, was destroyed by fire on Dec. 3. The blaze originated in the basement and spread rapidly to the mechanical department, equipped at a cost of \$30,000. The total loss is about \$25,000, with light insurance. The largest loss was by water, which damaged the stock. The plant is owned by Eugene L. Alford, business manager; A. H. Alford, managing editor, and Wallace J. Stainton, city editor.

Bonnors Ferry, Idaho, is soon to have another paper, with J. P. Taylor as publisher. The name will be the Bonnors Ferry Journal. Mr. Taylor formerly published the Gazette at Reardon, Wash. Later he purchased the Reveille at Colville, Wash., and after running the paper a few months moved the plant to Rockford, Wash., and consolidated it with that of the Register, which is published by his brother.

Garrett E. Hunt, widely known as a newspaper writer and historian, in the Northwest, has become clerk of the water commission in Spokane.

C. P. Corneil, telegraph editor of the Chronicle of Spokane, is the father of a bright baby boy.

Robert V. Carr, known throughout the Rocky Mountain country as the cowboy-poet, has joined the staff of the Inland Observer as a special writer.

Thomas S. Richardson, formerly financial editor of the Commercial Advertiser of New York, is in Spokane in the interest of Hampton's Magazine.

ELECTED MAYOR.

Editor of Massachusetts Paper Wins Fight Against Graft.

Arthur P. Howard, editor of the Salem (Mass.) Dispatch, was elected Mayor of that city last Tuesday. Mr. Howard has been a resident of Salem a little more than a year and a legal voter only six weeks.

During his career as a publisher in Salem, Mr. Howard has waged a relentless warfare against alleged municipal corruption. He has twice been arrested for libel on the complaint of politicians and upon one occasion edited his paper from a cell in the jail for several days.

Buys Nebraska Paper.

F. V. Love, formerly traveling solicitor for the Omaha (Neb.) World Herald has purchased the plant of the Deshler (Neb.) Rustler and the building. Mr. Love expects to continue the Rustler which is one of the leading Democratic papers of the State.

Will Edit Layman's Medical Journal.

Dr. Julia Riddle, of Oshkosh, Wis., will edit the Layman's Medical Journal which will be launched in that city some time this month. The Journal will have for its object the matter of instructing the public in the most scientific methods regarding preventative medicines.

ADVERTISING

Is the Key to Success in Business, Declares Manufacturer.

In a talk before the Buffalo Ad Club recently, E. R. Thomas, president of the E. R. Thomas Motor Company, declared that judicious advertising in newspapers is the key to success in business.

Mr. Thomas mentioned three distinct cases which he believed would convince the most sceptical that the only way to gain the attention of the people was to advertise.

His first experience, he said, was in Memphis, Tenn., a good many years ago. Mr. Thomas had been engaged in the freight business on the Mississippi River. Then he went into the real estate business in Memphis. Five-inch liners had been the extent of real estate advertising in that city until Mr. Thomas came along. He, too, took to the five-inch habit for a time until he had the situation thoroughly sized up.

"Then," said he, "one day I startled the community with a full-page real estate advertisement. They had never seen the like of it down there before and the success of the real estate business was instantaneous."

Mr. Thomas said that was but one of three great successes with which he met as a result of newspaper advertising.

"The second," said he, "was in Toronto. I was in the bicycle business there. I adopted the same methods of advertising in Toronto as I did in the real estate business in Memphis. The result was success again. Then I came where there was another example of the good effects of judicious advertising. That was in 1894. We manufactured a four-cylinder car. It was described as mammoth, but I think that was a mistake in advertising. It should have been described as a whale. We placed a page advertisement in the dailies in every business center of the country. From that time on the automobile business was a success. We had all the business we could do thereafter. We did not have much before; I mean that it was a struggle to get along. I don't believe as a result of my experience that any man can make good in business better than by judicious advertising."

Partnership Formed.

H. C. Sticher, formerly of the Alma (Kan.) Signal has purchased a half interest in the Belleville (Kan.) Telescope of A. Q. Miller and a partnership has been formed. Mr. Sticher is well known in Kansas newspaper circles and is vice-president of the State Editorial Association.

New Oklahoma Magazine.

The Osage Magazine is the name of a new publication launched at Pawhuska, Okla., the old capital of the Osage nation. C. J. Philipp, the editor, went to the Osage nation twenty-five years ago as an Indian trader. The magazine will be devoted to Oklahoma matters and special attention will be paid to legends, history and general conditions of the Osage country.

The International News Service, Jersey City, has been incorporated.

Our Christmas Number will be Very Attractive

and contain several special articles that will not only be interesting to newspaper and magazine publishers, but to advertisers and advertising agents.
 ☐ It will pay you to procure a copy for every member of your staff, and especially for each of your linotype operators.

LOOKING FOR GOOD INK ?

Let us come to your aid. We have the factory and experienced men to produce high-grade ink, and we know how to give our patrons what they want.

Eventually, why not now?

AMERICAN INK COMPANY, 12 DUANE STREET, NEW YORK

OFFICE:

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. PHILLIP B. DILLON, Associate Editor. E. 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. Reading Notices, 25 cents per agate line.
Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, DECEMBER 18, 1909.

DECLINING ADVERTISEMENTS FOR LACK OF SPACE.

A remarkable business statement for the months of October and November, 1909, was last week printed in the Montreal (Canada) Star, Sir Hugh Graham's paper. The Star published a list of 177 corporations, firms and persons whose advertising was declined during the two months, because all available space had been taken at the times when these advertisements were offered.

The fact that the Star turned away 177 advertisements for lack of space during two busy fall months is not, of itself, strikingly unusual. Many American dailies turn away advertisers day after day in busy times and frequently announce that such advertisements have been declined.

So far as we know, no big American newspaper in any recent period has printed a list of the advertisements it refused. It is this feature of the Star's statement, the publication of the list, which lifts it into the extraordinary class among the processes of business management of a newspaper.

No doubt our Canadian cousins are much given to a feeling of high regard for those among them who are prosperous. It is a trait common to all English-speaking countries. Americans are prone enough to lift the hat for respect to the prosperous ones. Perhaps we differ from the Canadians only in that we may demand less positive proof of prosperity before we accept allegations of prosperity by those who strive for rank among the prosperous. The Canadians are Missourians, as Sir Boyle Roche might have said.

It is the custom of some London publishers to require that a check or cash accompany the advertising copy handed in. We know that one London office, several years ago, in a short busy time returned copy and checks amounting to a thousand pounds, because of lack of space. It is hard to send back money. The London publisher did not print a list of the advertisements so declined. It remained for the Canadians to see the value of such a list.

During the present Christmas season thousands of advertisers will be turned away. Some publishers will find it worth while to analyze the policy of the Montreal Star.

A STAGE HERO MANAGING EDITOR.

Mr. Patterson of the Chicago Tribune wrote a play, "The Fourth Estate," which was produced in New York. The first night performance showed a managing editor bent on printing a story which would make things go hard with his sweetheart's father. The editor committed suicide to get out of it, but the audience didn't like that; so the stage manager fixed a new version and let the editor live on, after a certain villainous judge agreed to resign from the bench—the story being still suppressed.

The third version, put on last week, shows the same managing editor resolved to print the story anyhow, the girl backing him against her own father. The curtain dropped before the story went to press. All of which shows it is well to get it right the first time. But it is hard to create a popular stage hero out of real newspaper business.

The Philadelphia Evening Bulletin claims a circulation for the month of November of 248,025, thus claiming rank among the most widely read papers of the country. The Bulletin has sent us its advertising rate card for 1910. We note that "political" advertising must pay "40 cents a line," "educational" 20 cents, and "religious notices" 15 cents a line. This is as it should be in Pennsylvania and other States.

May Have Private Burial Ground.

R. J. Estes, editor of the Melbourne (Ark.) Times has purchased property in which he proposes to erect a newspaper plant. Mr. Estes in speaking of the purchase, says in his paper: "R. J. Estes, (that's us) purchased this week on long time payments the Wm. Sisk property on Court street near the livery stable and jail, and expects to move the Times plant into the property (the Sisk property, not the jail or livery stable) about January 1. This property comprises five lots, two of which front on one of the main streets. Only one lot was needed for our plant proper and the extra ground will be used as a burial place for delinquent subscribers and bill collectors—maybe."

Canadian Tariff.

Since the print paper rates are the bone of contention between us and Canada, time should be allowed the tariff board for a thorough investigation of the whole situation. The standpatters cannot expect us to risk heavy losses in order to please two of them in Maine and one in Rhode Island.—Chicago Record-Herald.

BOOK ADVERTISING.

The Question of Mediums from the Viewpoint of a Publisher.

Concerning the best mediums for the advertising of books, newspaper publishers will be interested in the viewpoint of J. J. E. Hanson, of Appleton & Co., who writes on "Book Advertising" in the current number of the Advertisers' Magazine. Mr. Hanson says in part:

"Newspapers are less used as advertising mediums than the magazines, in book advertising; and are, we believe, productive of less results than an advertisement inserted in a first-class magazine. We cannot but see that the average newspaper reader is the business man or the busy woman. In either case neither has as much leisure upon his or her hands as has the magazine reader. The business man seeks news, and is not to be coddled into buying books on his way to his office. Neither is the busy housewife, unless she has a particularly strong inclination for fiction, going to drop her work to write to the publisher for the latest novel. The society woman buys most of her books upon inspection, suggestion from a friend, or upon reading a good description in a magazine. The magazine reader generally takes his magazine in hand on a Sunday afternoon and sits down for a quiet "hour or so." It is ten to one he will first look over the advertisements; and if he is anything of a reader, a well exploited book will attract his serious attention. The same with the young college girl or boy and the woman.

"Newspaper advertising, on the other hand, is not effective because the newspaper is usually read through in a hurry, and often the book pages are merely glanced at. It is seldom that a man picks up a newspaper to spend the quiet "hour or so" over its contents. News is not quieting, while the light fiction of many magazines is. Again, when we look at it seriously, the newspaper does not appear an appropriate medium, for the simple reason that it is not 'book' enough.

"In the newspaper the best position is opposite the editorial or book review page which many of our leading newspapers carry; elsewhere the effect of the advertisement is as good as nullified. An advertisement of books will make little or no impression upon the public when placed in a position other than on the book page or opposite the editorial. This position achieves its usefulness from the fact that the reader's mind is naturally "booky" after reading the reviews, and therefore takes up the question of a good book in a better spirit."

Newspaper Man Dies in Paris.

Lamar Middleton, Paris correspondent of the Chicago Daily News, died in that city last week of diabetes. He was a graduate of Harvard University and went to Paris in 1897. Mr. Middleton made a reputation as one of the most brilliant and capable correspondents in Paris. He leaves a widow and three children.

Our Christmas number will be very attractive and have a wide circulation, covering the advertising field thoroughly. It will more than pay you to have your publication well represented. The rate is only 15c. per agate line.

KEEN'S NAME

Gets Into the Printed News After Nine Years Behind the Gun as Manager of the Washington Bureau of the United Press Associations.

It so happened that Ed R. Keen was one of the two newspaper men initiated as members of the Gridiron Club at Washington last Saturday, and because of this only his name was printed in some 1,500 daily newspapers this week. The fact that Mr. Keen has been personally superintending the gathering, during nine years past, of Washington news printed daily in many of these papers, and that he had, himself, written or edited hundreds of news stories which the public read, was not known to the millions who saw his name as a new member of the Gridiron Club.

His primary characteristic is likableness. He is one of the most popular newspaper men in the country. After that, he is one of the ablest.

He was born in Ohio forty-two years ago. Graduated from Ohio Wesleyan University at Delaware, Ohio. Began his newspaper career as a reporter on the Cincinnati Post, and later became telegraph editor and managing editor.

In December, 1896, he went to Havana to report the Cuban revolution for the Scripps-McRae League and sent back the first news of the killing of Maceo. He went again to Cuba immediately after the Maine disaster and reported the investigation. Throughout the war with Spain he remained in Cincinnati as managing editor of the Post.

He wanted to see the new Eastern possessions. He accepted the assignment as war correspondent and went to the Philippines, where he remained a year. He sent the first news of Aguinaldo's outbreak on Feb. 4, 1899, and participated in all the important expeditions against the insurgents that year. He was one of the signers of the famous round-robin protest against the censorship of news at Manila.

Returning to the United States, he managed the Publishers' Press and Scripps-McRae Pacific Coast Bureau at San Francisco until the Boxer outbreak in China, when he crossed to Peking and reported the great march and the momentous events which followed. After peace was restored, he was sent to Washington early in 1900.

He remained in charge of the Washington bureau of the Publishers' Press and Scripps-McRae Association until these associations were merged and became the United Press Associations, in 1906. He has continued to the present as manager of the Washington bureau of the United Press Association.

He is happily married and his home is in Washington.

READS IT AT HOME.

BIRMINGHAM, Ala., Dec. 9, 1909.
THE EDITOR AND PUBLISHER CO.,
New York City.

Gentlemen:—I have been for twenty-five years in the circulation end of a daily newspaper and I appreciate and read your publication thoroughly every week, as it is sent to my home address.

Yours truly,
A. C. JENKINS,
Circulation Manager The Birmingham Ledger.

PERSONAL

Milton A. McRae of the Scripp-McRae League has returned to his home in Detroit, after spending several days in New York this week. Mr. McRae in the near future will leave on a trip around the world.

S. C. Dobbs, president of the Associated Advertising Clubs of America, addressed the Fort Worth (Tex.) Advertising League last week.

Miss Ina Louise Young, sporting editor of the Trinidad (Col.) Chronicle-News, was in Brownsville, Tex., last week attending a reunion of the members of her family. Miss Young enjoys the distinction of being the only young lady in newspaperdom who makes a specialty of writing sports.

Walter W. Liggett, editor of the Skagway Alaskan, was married recently to Miss Nora J. Ask.

J. C. Lawrence, the well-known Alabama newspaper man and former president of the State Press Association, has moved to Lawton, Okla., where he will make his future home.

Lafayette Young, editor of the Des Moines (Ia.) Capital, was a speaker at the convention of the National Rivers and Harbors Congress in Washington last week. Mr. Young was a delegate to the convention.

Robert Davis, editor of the Scrap Book and author of the Family which was produced by Henry Miller, has written with Henry Kirk a comedy called The Gringo. It will be produced in Los Angeles.

J. S. Wilson, editor of the Toronto (Can.) News, sailed for England last week. Mr. Wilson expects to be gone about six weeks.

Announcement has been made of the engagement of Edward Benningham Kenna, editor of the Charleston (W. Va.) Gazette, and Miss Francis Judson Beardsley. The wedding will take place immediately following the holiday season.

E. T. Cressey, a former Des Moines (Ia.) newspaper man and veteran of the Civil War, recently delivered a lecture at the Calvary Baptist Church in that city on "The Battle of Chickamauga." For many years Mr. Cressey was editor and proprietor of the Mitchellville (Ia.) News.

Guy Sherman, for some time past editor of the Bayard (Ia.) Advocate, has been made advertising manager of the Albia (Ia.) Union.

J. R. Fennell, former editor of the Lima (O.) News and later of the Springfield (O.) Times, will establish a chain of moving picture theaters throughout that State.

Capper Buys Prize Bushel of Corn.

At the National Corn Exposition, held at Omaha, Neb., Dec. 6 to 18, the world's championship bushel of corn was sold at auction to Arthur Capper of Topeka, Kan., publisher of the Capper publications, and was taken to Kansas at the close of the show. It will be exhibited during the winter in the Capper Building.

Well-Known Ad. Man May Resign.

It is reported that John G. Kelly, one of the best known advertising men in Nebraska, will sever his connection with the Drivers' Journal Stockman of Omaha, about Jan. 1.

CLUBS AND ASSOCIATIONS.

The Milwaukee Press Club nominations for 1910 are as follows: President, George F. Nuesse; vice-presidents, Walter L. Haight and A. O. Roysse; secretary, Leonard E. Meyer; treasurer, Leo F. Nohl and Frank Markle; board of governors, to succeed William F. Hooker, O. E. Remy, to succeed Julius Bleyer, Julius Bleyer. The election will take place on the first Wednesday in January.

The annual midwinter meeting of the South Dakota Press Association will be held at Sioux City Jan. 27 and 28. Elaborate plans are being made for the entertainment of the visiting editors and it is expected that the coming meeting will be the largest in the history of the association. Many new members will be admitted. Addresses will be made by a large number of the editors, and the meeting is expected to be a profitable one to all in attendance.

Following a luncheon at the Oriental Hotel last week, the Dallas (Tex.) Press Club held an enthusiastic meeting, at which plans were freely discussed concerning the new opera to be given by the members. New members elected were P. D. Snow and W. C. McGintie, both of the News, and Charles A. Myers, active members, and Sam P. Harden, of the Richardson Echo, honorary. The following message was received:

"P. C. Edwards, Secretary Dallas Press Club, Oriental Hotel, Dallas: The Correspondents' Club of New York, now sixteen years old, sends greetings to the lusty Dallas infant and congratulates you on your choice as leader of John Newton Edwards, son of a soldier who never surrendered. Now, let's hear the rebel yell.
JOHN P. REGAN.

"President Correspondents' Club of New York."

The following reply was sent Mr. Regan:

"Congratulations to the Empire City correspondents. We are trying to emulate your successful work in press organization.

"THE TEXAS INFANT."

At the next regular meeting of the club, the first Monday in January, the annual election of officers will take place. Place of the meeting will later be determined.

WOMAN'S PRESS CLUBS.

The New York Woman's Press Club, Mme. von Klenner, president, will meet Saturday at the Waldorf-Astoria, having as guests presidents of women's clubs in Greater New York. Dr. Anna Howard Shaw will discuss "Working Women and the Ballot"; Mrs. Harriette Johnston-Wood, "The Headliner as a Moulder of Public Opinion"; Mrs. H. Bishop Walters, "Prison Reform," and Miss Bertha L. Clarke, "The Woman Publisher."

Noted English Journalist Dead.

Frederick Greenwood, noted journalist and author, died in London, Eng., last Thursday. He founded the Pall Mall Gazette, of which he was the first editor. Later, with others, he established the St. James Gazette, which he edited for many years.

The following newspapers have been elected to membership in the American Newspaper Publishers' Association: The Nashville Tennessean, Kansas City (Mo.) Post, and the Vancouver (B. C.) World.

OBITUARY.

W. B. Lee, publisher of the Toledo (Ia.) Chronicle and one of the best-known editors in the State, died suddenly in that city last Tuesday of heart disease. He was fifty-five years old.

Edwin W. Callis, a veteran Indiana editor, died at his home in Martinsville last week of paralysis. He purchased the Morgan County Gazette of that city in 1835 and yielded great influence with his paper in the political excitement of the fifties and during the Civil War.

William Taylor Tuttle, for many years a New Orleans newspaper man, died last week at Manderville, Ga., after an illness of several months.

Maurice F. Danihy, publisher of the Rochester (N. Y.) Sunday Star, died in that city recently as the result of injuries sustained by a fall down the stairs of his home. He was forty-nine years old. He was well known as a writer on sporting topics and was a contributor to numerous publications.

James Hamilton Bagot, editorial writer on the Columbia (S. C.) State, died in that city last week of uraemic poisoning, due to malaria.

Mrs. Annie Sewall Mitchell, wife of Edward P. Mitchell, president of the New York Sun Publishing Company, died last Monday at her home in Glen Ridge, N. J.

**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, Type-
writer Linen and Carbon Papers;
also Price Lists of same. DIS-
COUNTS ON APPLICATION.

Quick Photo News Service

We mail illustrations of current events
daily with text. Quickest service in exist-
ence. We beat every service one to ten
days on COOK, PEARY, HUDSON-FUL-
TON CELEBRATION, etc.

DAILY ILLUSTRATED NEWS SERVICE
600, Grantham Bldg., 32 Union Sq. E., N. Y. City

NEW YORK HERALD SYNDICATE

Special Services of all Kinds for Newspapers
Address
Herald Square, New York City Canadian Branch
Desbarats 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.

WILBERDING

HAND, KNOX & CO.

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

**LET ME REPRESENT YOU
"THERE'S A REASON"**

F. P. ALCORN, Newspaper Representative
FLATIRON BUILDING, NEW YORK.

SITUATIONS WANTED.

Advertisements under this classification will
cost One Cent Per Word.

SITUATION WANTED.

Thoroughly experienced, strictly sober, always-on-deck newspaper man would like position as telegraph editor or proof reader in small city. Can take hold anywhere and make good. Address D. E. F., care THE EDITOR AND PUBLISHER.

SITUATION WANTED.

By a Newspaper Printer and Mechanical Superintendent, who not only understands Perfecting Presses, but is an expert Plate Maker, and is well versed in Electricity. Would accept permanent position only. Prefers a medium size office. Not a question of high wages. Married, and will go anywhere.
Satisfactory references given. Address "A," THE EDITOR AND PUBLISHER.

WANTED POSITION

as advertising manager or solicitor; held one position ten years as business and advertising manager and built up phenomenal patronage; now employed, but wish to make change Jan. 1st. Thoroughly capable, agreeable, strictly sober and a hustler. Address A. B., care of THE EDITOR AND PUBLISHER.

TO WESTERN OWNERS.

Wish to return west to settle as editorial writer or managing editor. A. B. and A. M. western college; A. M. east; assistant city editor paper 40,000 circulation; editor paper 17,000; editor telegraph 200,000. Do not drink. Distance no bar. Address RELIABLE, care of The Editor and Publisher.

HELP WANTED

WANTED.

For New York Territory, an experienced printing press salesman to represent an old-established concern. Only competent men need apply, stating salary and full particulars. Confidential. Address SALESMAN, care of The Editor and Publisher.

MISCELLANEOUS.

YOUR BRITISH-AMERICAN READERS

and live Americans want information on the English political situation. The Over-Sea Daily Mail (Harmsworth's) Weekly, gives an impartial report of the Budget fight. London letter, general news, sporting pages, news of the world, are some of the regular features. Fifty-two weeks for \$1.25, any part of the world. Joseph T. Gleason, 150 Nassau street, New York. (No Exchanges.)

GENERAL NEWS

for evening papers. Special and Chicago news. 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.

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 wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
Circulation—Daily, 64,222; Sunday, 80,700.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, has received a large appropriation for the advertising of the Equitable Life Assurance Society, 120 Broadway, New York.

The Frank Seaman Agency, 31 West Thirty-third street, New York, is placing orders in the larger dailies for from 5,000 to 10,000 lines for the American Sugar Refining Company, Crystal Domino Sugar, 117 Wall street, New York. It is said that the smaller city dailies will shortly be used for this advertising and that from 10,000 to 20,000 line contracts will be placed.

The Metropolitan Manufacturing Company, 55 West Twenty-eighth street, New York, is asking for rates in a number of papers to advertise a novelty.

N. W. Ayer & Sons, Philadelphia, is placing additional copy to the amount of 455 inches, to be used in six insertions, for the National Biscuit Company, New York and Chicago.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is sending out orders to daily papers for the Horlick Food Company, Horlick's Malted Milk, Racine, Wis.

The Frank Seaman Agency, 33 West Thirty-third street, New York, is placing orders in daily papers for the R. & G. Corset Company, 395 Broadway, New York. It is said that this agency will send out contracts for the advertising of the American Tobacco Company after the first of the year.

Calkins & Holden, 250 Fifth avenue, New York, are making new contracts for the advertising of Cluett, Peabody & Co., Chicago.

Lord & Thomas, New York, are placing 112 lines three times in Eastern papers for the advertising of Zymole Troches.

The Stack-Parker Agency, Chicago, is placing 5,000 lines in Pacific Coast papers for the advertising of the Metzger Motor Car Company, Detroit, Mich.

Lord & Thomas, Chicago, are placing new contracts for 7,000 lines in Southern papers for the Union Pacific Railway Company, Chicago.

The Long-Critchfield Corporation, Chicago, is placing 1,000 line contracts in Western papers for John Magee, Pinellas Groves, Chicago. It is stated that this agency will shortly start a campaign in New York State

papers for S. C. Johnson & Sons, Johnson's Floor Wax, Johnson's Wood Dye, Racine, Wis.

The Snitzler Advertising Agency, Chicago, is placing 1,400 lines in Western papers for the advertising of the La Cotel Company.

The F. A. Gray Company, Kansas City, is placing sixty-two lines eight times for the Underbrook Distilling Company. This agency is also placing 1,000 lines in Western papers for the K. C. Auto School, Kansas City.

The I. Robert Blackburn Agency, Dayton, O., is placing 7,000 line contracts in Western papers for the Prescription Products Company, same address.

The Clague-Painter-Jones Company, Chicago, is placing 624 inches in Western papers for the advertising of the Calumet Baking Powder Company, Chicago.

The C. I. Hood Co., Lowell, Mass., is placing new contracts in Western papers for 10,000 lines.

The J. T. Wetherald Agency, Boston, is placing 1,000 inch contracts in Western papers for the Lydia E. Pinkham Medicine Company, Lynn, Mass.

D. Weeks & Co., Denver, is placing 5,000 lines direct in Western papers.

The Federal Advertising Agency, West Thirty-ninth street, New York, is placing 5,000 line contracts in Western papers for the advertising of Mason's Shoe Blacking. This business will start after the first of the year.

The Richard A. Foley Agency, Philadelphia, is placing orders in Southern papers for the advertising of Eckman & Co. This agency is also placing orders in Pennsylvania papers for the Juliet Feather Company, same city.

W. W. Sharpe & Co., 99 Nassau street, New York, are placing twenty lines fifty-two times for the Santal Midy advertising.

N. W. Ayer & Son, Philadelphia, are placing two inches thirteen times in weekly papers for E. M. Ferry & Co., Ferry's Seeds, Detroit, Mich.

The Bates Advertising Co., 15 Spruce street, New York, is placing orders in Southern and Western weeklies for the J. Stevens Arms & Tool Company, Stevens' favorite rifles, Chicopee Falls, Mass.

The Crockett Agency, New Orleans, La., is placing orders in the Middle West papers for ten lines thirty times for the Moneleone Hotel, same city.

Doremus & Co., 15 Wall street, New York, are placing 5,000 line contracts in cities east of Pittsburg for the Union Pacific Railroad, 287 Broadway, New York.

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.		PENNSYLVANIA.	
ITEM	Mobile	TIMES	Chester
ARIZONA.		DAILY DEMOCRAT	Johnstown
GAZETTE	Phoenix	BULLETIN	Philadelphia
ARKANSAS.		DISPATCH	Pittsburg
SOUTHWEST AMERICAN	Fort Smith	GERMAN GAZETTE	Philadelphia
CALIFORNIA.		PRESS	Pittsburg
BULLETIN	San Francisco	TIMES-LEADER	Wilkes-Barre
CALL	San Francisco	TENNESSEE.	
EXAMINER	San Francisco	NEWS-SCIMITAR	Memphis
FLORIDA.		BANNER	Nashville
METROPOLIS	Jacksonville	TEXAS.	
GEORGIA.		RECORD	Fort Worth
THE ATLANTA JOURNAL	Atlanta	CHRONICLE	Houston
CHRONICLE	Augusta	SEMI-WEEKLY TRIBUNE	Waco
ENQUIRER-SUN	Columbus	TIMES-HERALD	Waco
LEDGER	Columbus	WASHINGTON.	
ILLINOIS.		MORNING TRIBUNE	Evarett
SKANDINAVEN	Chicago	TIMES	Seattle
HERALD	Joliet	WISCONSIN.	
JOURNAL	Peoria	EVENING WISCONSIN	Milwaukee
INDIANA.		CANADA.	
THE AVE MARIA	Notre Dame	BRITISH COLUMBIA.	
IOWA.		WORLD	Vancouver
EVENING GAZETTE	Burlington	ONTARIO.	
CAPITAL	Des Moines	FREE PRESS	London
REGISTER AND LEADER	Des Moines	QUEBEC.	
THE TIMES-JOURNAL	Dubuque	LA PRESSE	Montreal
KANSAS.		Jornal do Commercio of Rio de Janeiro, Brazil	
GLOBE	Atchison	A standard paper read by all purchasing classes. It circulates through the whole of Brazil and neighboring countries and covers an area with 60% of the population of South America. Adv. rates sent on application. VASCO ABREU, Representative, Tribune Building, Room 410, New York City.	
GAZETTE	Hutchinson	NEW BEDFORD TIMES	
CAPITAL	Topeka	The paper that has made New Bedford, Mass., the latest growing city in the world. Average to September 30 Evening, 7,148; Sunday, 13,924	
EAGLE	Wichita	ALFRED B. LUKENS Tribune Bldg. New York Representative New York	
KENTUCKY.		Anderson (S. C.) Mail	
COURIER-JOURNAL	Louisville	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-Alcorn Special Agency Tribune Building, N. Y. Marquette Building, Chicago	
TIMES	Louisville	THE ASBURY PARK PRESS	
LOUISIANA.		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.	
ITEM	New Orleans	Statement of FEBRUARY CIRCULATION SPRINGFIELD (Mass.) DAILY NEWS	
STATES	New Orleans	DAILY AVERAGE 10,453	
TIMES DEMOCRAT	New Orleans	Feeling 426 more than February, 1908, and 119 more than last month's (January, 1909) average.	
MICHIGAN.		OHIO.	
PATRIOT (Nov. D. 10,575—S. 11,715) ..	Jackson	REGISTER (Daily, Sunday, Weekly) ..	Sandusky
MINNESOTA.		OKLAHOMA.	
TRIBUNE (Morning and Evening) ..	Minneapolis	OKLAHOMAN	Oklahoma City
MISSOURI.		NORTH CAROLINA.	
DAILY AND SUNDAY GLOBE	Joplin	NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte
MONTANA.		OKLAHOMA.	
MINER	Butte	REGISTER (Daily, Sunday, Weekly) ..	Sandusky
NEBRASKA.		OKLAHOMA.	
FREE PRESSE (aver. circ. 142,440) ..	Lincoln	OKLAHOMAN	Oklahoma City
NEW JERSEY.		OHIO.	
PRESS	Asbury Park	REGISTER (Daily, Sunday, Weekly) ..	Sandusky
JOURNAL	Elizabeth	OKLAHOMA.	
TIMES	Elizabeth	OKLAHOMAN	Oklahoma City
COURIER-NEWS	Plainfield	OHIO.	
NEW YORK.		OKLAHOMA.	
BUFFALO EVENING NEWS	Buffalo	REGISTER (Daily, Sunday, Weekly) ..	Sandusky
LESLIE'S WEEKLY (Cir. 225,000) ..	New York	OKLAHOMA.	
PARIS MODES	New York	OKLAHOMAN	Oklahoma City
RECORD	Troy	OHIO.	
NORTH CAROLINA.		OKLAHOMA.	
NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte	REGISTER (Daily, Sunday, Weekly) ..	Sandusky
OHIO.		OKLAHOMA.	
REGISTER (Daily, Sunday, Weekly) ..	Sandusky	OKLAHOMAN	Oklahoma City
OKLAHOMA.		OHIO.	
OKLAHOMAN	Oklahoma City	REGISTER (Daily, Sunday, Weekly) ..	Sandusky

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

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.

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

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

AUTO AD. MEN CONFER.

Gather to Discuss Plans for Permanent Organization.

Fourteen representatives of the advertising departments of the same number of licensed automobile manufacturers met last week in the rooms of the Association of Licensed Automobile Manufacturers, No. 7 East Forty-second street, to consider the advisability of forming a permanent organization to meet periodically for the discussion of problems of mutual interest. An important feature of the meeting was the agreement at the outset that nothing should be done to restrict the initiative and the freedom of action on the part of any of the members.

In the course of the discussion it was made clear that the sentiment of the advertising men was that much mutual help might be derived and some saving of money effected for their principals by the interchange of ideas and experience on how to prevent any part of advertising appropriations being diverted from their proper channels.

A committee composed of Arthur N. Jervis, Charles W. Mears and K. P. Drysdale was appointed on permanent organization. R. H. Johnston and C. A. Stein were elected temporary chairman and secretary respectively. The following advertising managers were present:

Arthur N. Jervis, American Locomotive Company; K. P. Drysdale, Cadillac Motor Car Company; H. W. Ford, Chalmers-Detroit Motor Company; Guy Hutchinson, Corbin Motor Vehicle Corporation; B. Rockwell, Maxwell-Briscoe Motor Company; H. L. Foote, Peerless Motor Car Company; George M. Davis, Pierce-Arrow Motor Car Company; H. A. Linehard, Pope Manufacturing Company; C. W. Wooster, F. B. Stearns Company; C. A. Stein, Stevens-Duryea Company; E. Leroy Pelletier, Studebaker Automobile Company; P. L. Faurote, E. R. Thomas Motor Company; R. M. Johnston, Waltham Manufacturing Company, and Charles W. Mears of the Winton Motor Carriage Company.

BUSINESS OFFICE NOTES.

In November, 1909, the Portland, Oregon, Oregonian carried in foreign business 6,476 inches, or 1,563 inches in excess of the November, 1908, record, an increase of fully 32 per cent. The sworn circulation statement of the Oregonian just received for the month of November, 1909, shows the following averages, net sold copies: Daily, 41,828; Sunday, 52,930. The S. C. Beckwith Agency is the Eastern representative.

The management of the Atlanta (Ga.) Semi-Weekly Journal states that the circulation for November, 1909, averaged 90,729.

The value of advertising for the German trade is demonstrated by the fact that the Philadelphia (Pa.) German Gazette carried 22,800 agate lines of advertising on Monday, Dec. 13. The issue in question was not a special number.

The management of the St. Louis (Mo.) Times states that during November, 1909, the Times gained 465 columns of advertising over November, 1908.

In a sworn statement the management of the Oklahoma City Daily Oklahoman states that the daily average circulation of that paper for the month of November, 1909, was 31,215 and the Sunday average 34,929.

ADVERTISING NOTES.

The Allen Advertising Agency has removed from 31 West Thirty-third street to the Monolith Building, West Thirty-fourth street, New York.

Mr. H. Dwight Cushing, Boston manager for Paul Block, Inc., spent all of last week in the various cities of New England outside of Boston, in the interests of the publications represented by his organization. During Mr. Cushing's absence from Boston, Herman G. Halsted, treasurer of the company, was in temporary charge of the Boston headquarters.

Robert MacQuoid, of the MacQuoid Alcorn Special Agency, has returned home from a Western trip in the interest of the papers represented by that agency. While in Chicago Mr. MacQuoid appointed A. J. Maloney, formerly editor of the Publishers' Commercial Union, as his Chicago manager, succeeding Mr. Henriquez. The offices of the agency were also removed from the Marquette Building to larger quarters in the Boyce Building, same city.

Paul Block, president of Paul Block, Inc., is on an extended Western trip, during which he will visit most of the cities where his organization represents newspapers.

C. A. Menet, special representative, 225 Fifth avenue, New York, has added the Allentown (Pa.) Democrat to his list of papers. It is claimed that the Democrat has the largest evening circulation of any paper in that town.

Mr. Harry M. Lasker, vice-president of Paul Block, Inc., left on Saturday to spend a week at the Chicago office.

Three in One Family.

Chas. G. Scholz who was city circulator of The Philadelphia Press under his brother, Emil N. Scholz for four years previous to Oct. 1 has taken charge of the circulation department of the Sacramento, Cal. Bee. This makes three circulation managers in one family. They are: Ernest A. Scholz on the Chicago Record-Herald, Chas. G. Scholz on the Sacramento Bee, and Emil N. Scholz late of The Philadelphia Press.

Old Ohio Paper Changes Hands.

The Reflector Publishing Co., of Norwalk, O., has been organized to take over the Norwalk Reflector which has been in the hands of receivers for the past two years. When the new company takes over the property it will pass from the Wickham family which founded it more than seventy-nine years ago.

Major Carson Seriously Ill.

Major John M. Carson, a veteran newspaper man of Washington, at present chief of the Bureau of Manufactures of the Department of Commerce and Labor, underwent a surgical operation for intestinal trouble last Saturday. At latest account he was in a precarious condition.

A Remarkable Record.

In a recent issue of the Montreal Star there was published a list of one hundred and seventy-seven advertisers whose announcements had to be omitted from the columns of that paper during the months of October and November, owing to lack of space.

ADDITIONAL AD TIPS.

The Leven-Nichols Advertising Company, Chicago and New York, are inquiring for rates on 1,000 inches for the Royal Tailors, to be used within a year, in a large list of morning and evening dailies. This business will go out early in January.

The Merrill Advertising Agency, Inc., 1161 Broadway, New York City, is placing the advertising on the exchange basis for the New Brunswick Hotel, Detroit, Mich.; Ganoga Hotel, New York City; Arlington Hotel, New York City; Empire Hotel, New York City; Alabama Hotel, New York City, and the Summerland Inn, Batesburg, Pa.

A very extensive newspaper campaign, in which large space will be used, is contemplated by a well known face cream company in Cleveland, O. The business will go out through the Chicago office of the Leven-Nichols Advertising Company.

Advertising is the great builder.

MANHATTAN PHOTO-ENGRAVING CO.
 ENGRAVERS AND DESIGNERS
 251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

Botfield Engraving Co.
 29 S. 7th Street, Philadelphia, Pa.
Always on time
Deep Etched Cuts on Zinc or Copper
BEST WORK AT LOWEST PRICE
 Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO., Established 1858.
ELECTROTYPERS
 and Manufacturers of Electrotyping Machinery.
 444-446 Pearl Street NEW YORK

THE PUBLISHERS METAL CO.
 134 Metropolitan Ave., Brooklyn
 Adopt our system and save 20% on your metal bill.
 We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.
FACTORY, 134 METROPOLITAN AVE., BROOKLYN
 Hygrade Autoplate, Senior & Junior, Stereotype, Combination or Linotype Metals.

Send To-day for the List of Users of
"THE KOHLER SYSTEM"
 We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.
Kohler Brothers, 277 Dearborn St., CHICAGO
 LONDON: 58 Ludgate Hill, E. C.
 NEW YORK: No. 1 Madison Ave.

THE BRITISH AND COLONIAL PRINTER AND STATIONER
 Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.
A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.
 Annual Subscription (52 Issues), post free, \$5.00.
 The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.
SOME TRADE OPINIONS.
 "A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
 "We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Sheldenver & Co., Chicago.
 "Very popular publication."—Challenge Machinery Company, Chicago.
 "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
 "We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
 "We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
 American firms contemplating opening up foreign trade should place their announcements in this paper.
 Rates on application to **ALBERT O'DONOGHUE,** 534 W. 125th St., New York.
 Send for sample copy.

The World of Printing
 Do you want to know what is going on in it? Are you anxious to get your work outside the "blackboard" class and keep it there. Then profit by what our manipulators of printers' ink are thinking and doing—turn the application to your business of Commercial Art, Designing, Photo-Engraving, Lithography and Bookbinding.
 You'll find it all in
The American Printer
 This journal is a compendium of information on every phase of the printer, publisher and advertising man's work in the business of printing—his employer's gain or loss and the work of the engraving industry. Its pages afford opportunity for the latest exchange of ideas and experience.
 Whether and wherever you are engaged in the business of printing, publishing or advertising, you need about it. It is in The American Printer.
 Naturally, the men and firms who have things to sell to printers and publishers are anxious to get their goods and services before the eyes of the printer and publisher. They are anxious to get the trade for their goods and services. They are anxious to get the trade for their goods and services. They are anxious to get the trade for their goods and services.
 Oswald Publishing Company
 25 City Hall Place
 New York, N. Y.

TAKE IT TO POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
 134 Nassau St. N.Y. Tel. 4200-4 Beekman

WASHINGTON TIMES

Celebrates First Anniversary of Sunday Evening Edition.

On last Saturday the Washington Times celebrated the first anniversary of its Sunday evening issue. In an editorial Mr. Munsey says in part:

"The venture has made good, and made good in a remarkable way. It has not only established itself in a single year, but has actually earned a handsome balance to its credit—a net profit of practically ten thousand dollars. It has done this in spite of the heavy expenses of starting, and in spite of the smaller earnings of the earlier weeks. This profit is the earnings of the Sunday issue alone, entirely apart from the profits on the week-day issues.

"The Philadelphia Sunday issue has far outstripped its two companions in point of circulation, though it has not the backing of an old-established paper, such as the Washington Times and the Baltimore News. The week-day issues of the Philadelphia paper were launched only a few months before the beginning of this Sunday venture. Because of the newness of the paper, we have not yet been favored with so large a volume of advertising as in Washington and Baltimore. But the advertising is beginning to come very fast now, so it is a practical certainty that the Sunday evening issue of the Philadelphia Evening Times will set a pretty hot pace in the near future as a money-earner for Baltimore and Washington. And Baltimore and Washington in the coming year will record profits that would make many an old newspaper publisher envious."

Neglect no class of readers.

ADVERTISING TOURNAMENT.

Sixth Annual Event to Be Held at Pinehurst, N. C.

Great preparations are being made for the forthcoming Annual Advertising Tournament which will be held Jan. 13, 14 and 15 at Pinehurst, N. C. This is the sixth annual event and the Committee in charge, of which R. C. Wilson, publisher of the American Magazine, is chairman, states that the tournament will undoubtedly be a record-breaker as far as attendance is concerned.

Any one who is connected with a paper or magazine, or any advertiser, advertising manager or any one connected in a business way with any firm or corporation which advertises is entitled to play in this tournament.

The American Golf Association of Advertising Interests is a national organization which holds its annual tournament in the summer time.

This tournament at Pinehurst is not an official tournament of the National Association, but is an informal getting together of those interested in advertising.

A special train will leave New York Friday evening, Jan. 7, running through to Pinehurst, arriving Saturday morning. This will give those going down on the special an opportunity to play in the midwinter tournament of the Pinehurst Country Club which begins Monday morning, Jan. 10, and continues through the 11th and 12th, the advertising tournament beginning on the 13th.

Charles T. Rawalt has sold the Paonia (Col.) newspaper which he has edited and published for the past six years.

INCORPORATIONS.

The National Publishers' Alliance, Chicago; general printing and merchandising business; capital, \$10,000. Incorporators: C. E. Buttolph, John W. Creekmur, W. A. Buttolph.

The Laborers' Publishing Company of Dallas, Tex.; capital, \$10,000. Incorporators: George Clifton Edwards, R. H. Campbell and B. M. Hughes.

The Gazette Publishing and Printing Company, Mount Vernon, Ind.; publishing newspaper and doing general printing business; capital, \$10,000. Incorporators: Joseph E. Pace, L. M. Ross, A. C. Clippinger.

The Sun Printing Company, Mt. Vernon, Ind.; general printers and publishers. Incorporators: W. E. Hastings, S. J. Miller, William Gonnerman, W. M. Ford, E. H. Fulmer, F. P. Leonard, and Christian Menzies.

The Evans Printing and Publishing Company, Ennis, Tex.; capital, \$9,000. Incorporators: G. G. Dunkerley, J. C. Castellaw and I. Jolesch.

Byxbee Publishing Co., Chicago; printing and trade paper; capital, \$25,000. Incorporators: C. C. Bronson, A. C. King, J. P. Van Doozer, Chicago.

New Paper Incorporates.

The Sapulpa (Okla.) Daily Headlight, which has been published for the past eight years by O. M. Ireland, has been sold to a company of local republicans, who have incorporated the Sapulpa Publishing Company with a capital stock of \$25,000. W. E. Venty, formerly of the Shawnee Herald, heads the company.

CHANGES IN INTEREST.

The Essex Publishing Company has purchased the Essex Junction (Vt.) Green Mountains Press from L. H. Roscoe. This makes thirteen papers controlled by the Essex Publishing Company.

P. E. Schley has purchased the Courtney (N. D.) Gazette from George Farrier.

A. P. Guy has disposed of his interest in the Wishek (N. D.) News to Leopold Gruening, E. H. Cook and Chas. Roehm.

George F. Upton has purchased the Dardanelle (Ark.) Post Dispatch, a weekly established in 1876. The editorial department will continue in charge of Charles T. Davis.

F. E. Pinkerton has disposed of his half interest in the Vitana (Ill.) Courier-Herald to A. T. Burrows.

The Kilbourne (Wis.) Mirror Gazette, published for the last seven years by E. J. Wheeler, has been purchased by R. J. Juona.

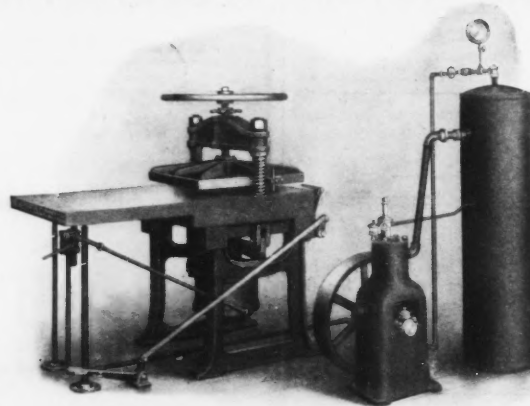
New Home for Dayton Journal.

The Dayton (Ohio) Journal is building a new fireproof, reinforced concrete building of pressed brick, stone and terra cotta. It will be ready for occupancy next March. The new house will contain approximately twice as much room as the present one. There will also be a new Hoe quadruple press. The Journal is in a flourishing condition, and in the past two years, it is said, the circulation has about doubled.

PNEUMATICALLY OPERATED STEAM DRYING PRESS

With Air Compressor and Receiving Tank

THE LATEST CONVENIENCE FOR THE STEROTYPING ROOM



Made With Electric Heaters If Required.

33 SOLD WITHIN THREE MONTHS TO LEADING OFFICES

These new Drying Presses, with our Automatic Curved Stereotype Plate Finishing and Cooling Machine, and our Improved Metal Furnaces with Pumps and Equipose Curved Casting Moulds, constitute the most efficient, convenient, reliable and economical outfit for making perfect stereotype plates.

ANY NUMBER OF TABLES PLACED SIDE BY SIDE AND WORKED FROM ONE COMPRESSOR

For prices and further particulars apply to

R. HOE & CO.

504-520 GRAND STREET,

NEW YORK, N. Y.

7 Water St.,
BOSTON, MASS.

143 Dearborn St.,
CHICAGO, ILL.

160 St. James St.,
MONTREAL, CAN.

109-112 Borough Road,
LONDON, S. E., ENG.

8 Rue de Chateaudun,
PARIS, FRANCE

