

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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## END OF COMICS

### ARTIST PREDICTS PASSING OF THE FEATURE WHICH HE MADE FAMOUS.

Creator of "Buster Brown" Says the Public Is Losing Interest in Newspaper Comic Pictures, and Wants Something New—Who Will Take the Place of the Famous Artists of This Generation?

By R. F. OUTCAULT.

(Written for THE EDITOR AND PUBLISHER.)

Richard Felton Outcault, creator of "Buster Brown," "Hogan's Alley," "Yellow Kid," and other famous cartoon series, was born at Lancaster, O., in 1863. He graduated from McMicken University, Cincinnati, in 1890. In 1895 he began as a newspaper artist, and that year produced "Hogan's Alley" for the New York World. He lives at Flushing, Long Island, a short distance from the New York City boundary.—Ed.

You have asked me if I believe the comic supplement will continue as a big feature of the Sunday papers. I don't believe it will, any more than one style of theatrical amusement will continue to hold public favor. The taste in plays and amusements changes from year to year, as we have all seen.

The old fashioned melodrama, the Shakespearian play and the ancient comic opera have all been supplanted by vaudeville, problem plays and moving pictures. The once popular style of humor of the Mark Twain, Josh Billings, Artemus Ward type could hardly be revived with success. Bill Nye's fun was tremendously popular once, but I doubt if that would have the big go now. Chimmie Fadden and Mr. Dooley, which were both such tremendous hits, have become old fashioned with the fickle public.

#### WHERE ARE THE JOKES OF YESTERDAY.

Some chap will say that the reason is because all these men have written so continually and so well that they finally became exhausted. Very well: Where are the men to take their places in the same line of work and keep up the same standard of excellence?

Public taste goes by fads.

Poets, authors, humorists, actors and artists have come and gone in groups, which is fortunate for them. The political cartoon of the weekly comic paper has lost its power and popularity, and that group of cartoonists have found other fields. The public is getting comic indigestion, and will soon demand a change of comic diet.

One bunch of comic artists has been supplying all of the colored supplement pictures for the past twelve or fifteen years. No new men in this field have appeared to startle the editors or the public. It seems only natural at the rate comics have been turned out for the last decade that the supply of ideas should become exhausted. Also the public.

#### DECLINING INTEREST IN THE WEST.

Let me humbly suggest that there are many comic supplements that are not comic, just as there are many doctors who can't cure, many preachers



R. F. OUTCAULT.

ARTIST CREATOR OF "BUSTER BROWN," WHO SAYS THE PUBLIC IS READY FOR A NEW FAD.

who can't preach and actors who can't act.

I think I have noticed in the West a greatly decreasing enthusiasm and declining interest in comics and picture stories. Publishers who put forth juvenile books made up of the pictures from comic supplements tell us that the sale of these books has taken a decided slump. "Newspaper plays," as they are called along Broadway, are not "turning 'em away" as they used to do, and are looked upon now as bad ventures.

#### PORTERFIELD IN CHARGE.

Los Angeles Record Comes Under His Management.

On New Year's day the Los Angeles Record, the most important Scripps paper in California, was placed in that portion of the Scripps Western League managed by W. H. Porterfield.

Mr. Porterfield is now president and general manager of the Los Angeles Record, San Diego Sun, Fresno Tribune, Sacramento Star and Berkeley Independent with a total claimed circulation of 45,000.

#### SALE OF CHATTANOOGA NEWS

Owners of Knoxville Sentinel Purchase the Other Tennessee Paper.

J. B. Pound, proprietor of the Chattanooga (Tenn.) News, in a signed editorial of Jan. 7, announced the sale of the paper. He said:

"I have sold the Chattanooga News, including the good will, franchises, subscription lists and advertising contracts to Messrs. G. F. Milton and Curtis B. Johnson, of Knoxville, Tenn., and these gentlemen took possession of the property on Jan. 1, 1909."

Messrs. Milton and Johnson have been associated in the ownership of the Knoxville Sentinel. Mr. Milton bought the Sentinel from Mr. Pound several years ago, and assumed the editorship. Mr. Johnson purchased a third interest in the Sentinel and became its business manager. Mr. Johnson has now taken a third interest in the News. Mr. Milton has two-thirds.

The present department heads of the News will remain. J. G. Rice will continue as editor, Walter C. Johnson as business manager, and Charles Miller as advertising manager.

## CONFERENCE

### NEWSPAPER PUBLISHERS REQUEST MEETING TO DISCUSS STANDARD SIZE.

President Ridder of A. N. P. A. Asks President Hastings of Paper Manufacturers to Appoint a Committee—Standard Size to be Discussed at Annual Meetings of Both Associations—John Norris Preparing Data.

President Herman Ridder of the American Newspaper Publishers' Association, has taken the first step to bring about standardization of size of newspapers. Last week FOR AND PUBLISHER printed an interview with C. F. Remington, paper manufacturer, in which he suggested a preliminary conference of publishers, paper manufacturers and printing press manufacturers for the purpose of defining the status of the movement and determining a mode of procedure.

The following letter, written on Wednesday of this week, is of direct interest to all concerned in the publishing industry:

New York, Jan. 13, 1909.

Mr. A. C. Hastings, President,  
American Paper and Pulp Association,  
309 Broadway, New York City.

Dear Sir—May I venture to inquire whether your association is interested in the matter of standardization of widths of rolls, and if so, would you consider the appointment of a committee of paper makers to confer with newspaper publishers in order that a basis for definite recommendations might be made at the annual meeting of the American Paper and Pulp Association, which occurs in February, and at the annual meeting of the American Newspaper Publishers' Association, which occurs in April?

Yours faithfully,

HERMAN RIDDER,  
President American Newspaper  
Publishers' Association.

John Norris, chairman of the Committee on Paper of the A. N. P. A., said to THE EDITOR AND PUBLISHER:

"We are receiving letters each day from publishers who indorse the movement for standardization. They admit that the proposition is so sound and the economy so obvious, that further argument is almost unnecessary. "We are getting data on width of rolls from all the papers of the country. I have the facts now from 470 papers. These will be presented to the preliminary conference which Mr. Ridder has requested, if it meets."

#### YOUNG ASTOR AN EDITOR.

He Will Be "At Home" for Two Hours Daily in the Office.

William Waldorf Astor, owner of the London Pall Mall Gazette, has installed his son, Waldorf Astor, Jr., as editor of the paper, to succeed Sir Douglas Straight, veteran editor. Young Astor has had no experience in newspaper work.

At the top of the editorial column last week was printed this notice: "The editor is at home to callers between 11:30 and 1:30 daily." All of "society" London and Fleet street took notice.

## NEW YORK CITY

Joseph W. Savage, secretary of the Dock Department, is as zealous in organizing political clubs in the 21st Assembly District as he used to be in gathering news for the World.

George P. H. McVay, of the Controller's office, who has actively opposed proposed changes in the conditions of work in the city's Finance Department, is a veteran newspaper man. For several years he ran a local weekly in West Harlem and was a busy contributor to dailies.

Archibald W. McEwan, of the Evening Post, has charge of the press bureau of the New York State League of Co-operative Building and Loan Associations. He is sending matter to newspapers throughout the State.

Bernard Liebenstein, of Das Morgen Journal, is a building and loan enthusiast and a director in the American Association.

William A. Wilson, Eastern representative of the Sunset Magazine, is a farmer in his off time, and raises all the garden truck needed for the family on his place at Harrington Park, N. J.

James Mack, who is at the head of the World's classified advertising department, is among the men who have risen from the ranks. He began as a solicitor, rose to the direction of one of the paper's branch offices, and was advanced thence to his present position.

Considering the shifts and shake-ups in the newspaper business, it is interesting to note that W. A. Edwards has been connected with the Sun's advertising staff for a quarter of a century.

James Blanchard Stewart, of the Times, has made some investments in Asbury Park real estate.

Eugene V. Brewster, lawyer, impressario and statesman, has tackled the editorship of a new Brooklyn monthly named the Caldron. He promises to keep things boiling in relation to woman's suffrage, phrenology and a lot of other important subjects.

Herbert S. Ardell, head of the Brooklyn Eagle's art department, and Nelson Harding, an Eagle cartoonist, gave a lecture on "Illustrating a Modern Newspaper" a few evenings ago at All Souls' Church.

George Bates, a newspaper man, is in the J. Hood Wright Hospital suffering from a fracture of the skull and other injuries, sustained last week when he was run over by a taxicab at Eighth avenue and 125th street.

Charles W. Thompson, of the New York Times, spoke on "The Personal

Views of Public Men," January 10, at the Classon Avenue Presbyterian Church, Brooklyn. He told of the traits of Roosevelt, Taft, and others who are less prominent.

### Charley Somerville and "Gene" Walter.

The Times Review of Books announced last Saturday that "Eugene Walter has novelized Charles Somerville's successful play 'The Wolf.'" Well might Franklin P. Adams, of the Mail, in his "Always in Good Humor" column, quote this paragraph under the heading "Mixing Those Children Up." The fact is that Mr. Walter wrote the play and Mr. Somerville, one of the stars in the Hearst constellation, the novel. Dr. William Bayard Hale, literary editor of the Times, is an Episcopal minister. Some one on his staff was napping.

### World "Want" Men Dine.

The men who work in the classified department of the World enjoyed their fourth annual dinner January 7 at Shanley's. A party of about a hundred gathered at the tables, and Frank McCabe, manager of the Harlem office, was toastmaster. Although his years are few Mr. McCabe is a veteran in newspaper ink. He is active in Republican politics and has had more opportunities for practice as a public speaker than falls to the lot of most newspaper men. The prosperity of the World was the theme of several speeches and the announcement that the wants printed in 1908 numbered 1,200,873, the record for a presidential year, was received with applause. An orchestra consisting of World workers played.

### Magazine Artists Dined.

System, the magazine of business, gave a dinner at the Prince George Hotel January 8 to artists whose work appeared in it last year. A. W. Shaw, the publisher, and Kendall Banning, the Eastern editor, did the honors. Among their guests were Charles B. Falls, Franklin Booth, F. W. Goudy, Phillips Ward, T. K. Hanna, George Wright, Horace Taylor, Frank B. Masters, Jay Chambers, Rollin Kirby, F. G. Cooper, Adolph Triedler, Charles S. Chapman and Clarence White.

### Gas Company's Magazine.

Gas Logic sheds light on household problems once a month and (incidentally of course) promotes the use of the Consolidated Gas Company's product. It is a handsome little magazine published by Robert E. Livingston, formerly of the Herald, the head of the company's publicity department. The Christmas number, attractively printed, in colors, contained a children's play, "The Guests of Gasland," by Guy Gayler Clark.

Harry W. Ormsby has the "lobster trick" on the Telegram, a popular detail that reporters fall over each other in a race for. Mr. Ormsby comes on duty at four o'clock in the morning and quits about ten. In the interval he is understood to write pretty much everything in the shape of news that goes into the early editions of the paper.

## MR. PUBLISHER:

### Have You Eastern Representation?

If not, you need it. No newspaper should trust the mails to secure for it a fair share of the foreign business placed in this territory. Competition by personal solicitation is too strong—long distance telephone service is unsatisfactory and costly—telegraphic solicitation affords no chance to tell the story.

I have severed my connection with Payne & Young. I opened their Eastern Office and represented their papers successfully in this field for almost five years, and have been identified with the foreign advertising field for more than ten years. I know the advertisers and general agents in this territory from Maine to Florida.

### I AM GOING INTO BUSINESS FOR MYSELF:

Will you give me an opportunity to lay my proposition before you?

## FRANKLIN P. ALCORN

Room 619, Flatiron Building

New York

### Thirty-nine Departments.

A suggestive section of the big office directory in the arcade of the World building tells visitors where to find the several branches of the World establishment itself. There are thirty-nine references to the departments of the paper and they remind even an unobservant reader of the intricate working and the elaborate specialization involved in the production of a great daily.

### Circulation Club Dinner.

It is expected that prominent newsdealers from all parts of the country, as well as the circulation managers of many prominent out-of-town newspapers, will attend the beefsteak dinner and vaudeville show of the Circulation Club at Reisenweber's, Eighth avenue and Fifty-eighth street, February 3. E. F. Cunningham, of the Tribune, is president of the club; Charles Shevlin, of the American, is vice-president, and Austin E. Thompson, of the Sun, is secretary and treasurer.

### New Advertising Agency.

Wylie B. Jones, for ten years the advertising manager for the Wells & Richardson Company of Burlington, Vt., and for the last six years manager of the Wyckoff Advertising Agency of Buffalo, N. Y., has just formed a new company, called the Wylie B. Jones Advertising Agency of Binghamton, N. Y., of which he is president. The new company is capitalized at \$25,000, and it will make a specialty of newspaper and magazine advertising.

Frederick Anderson, for a time rewrite man on the World, is now doing work for magazines.

John Milton wrote the most famous and powerful defense of an uncensored press.

### NEW INCORPORATIONS.

De Kalb (Ill.) Chronicle Publishing Company of De Kalb; capital, \$30,000; general printing, lithographing, engraving and advertising business; incorporators, Edward J. Raymond, Frank W. Greenaway, John K. Newhall.

Hancock County Journal Company, Carthage, Ill.; printing and publishing; capital, \$6,000. Incorporators: C. M. Junkins, M. W. Junkins, E. B. Rose.

Financier Publishing Company, New York; to publish newspapers; capital, \$30,000. Incorporators: Edmund M. Sams, No. 45 Cedar street, New York; Glenn M. Wise, West Orange; Daniel F. Delany, No. 40 St. Johns Place, Brooklyn.

American Contractor Publishing Company, New York; newspapers and magazines; capital, \$2,000. Incorporators: Knut E. Edwards, No. 258 Broadway, New York; Andrew N. Rygg, No. 4818 Sixth avenue, Brooklyn; George Ryall, No. 309 Broadway, New York.

The Home News Publishing Company, New Brunswick, N. J.; capital, \$100,000. Incorporators: Hugh Boyd, Arthur H. Boyd and William H. Boyd. The company is to act as newspaper proprietors and general publishers.

Fort Worth Publishing Company of Fort Worth, Tex.; capital, \$125,000. Incorporators: Louis J. Wortham, A. G. Carter, Sam Davidson, W. G. Newby, Paul Waples and A. G. Carter. Purpose, to publish a newspaper.

"The Social Side of Big Six," a four-page ten-inch three-column monthly for New York printers, is out. Charles Plumley of Chester Park, Queens, is "pusher and publisher," at 21 Rose street. He says: "I am convinced of the crying need of a melodeon to represent the social side of number six."

**"The Bulletin every evening goes into nearly every Philadelphia home."**

NET AVERAGE FOR NOVEMBER

**238,665**

COPIES A DAY.

The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.  
WILLIAM L. McLEAN, Pub.

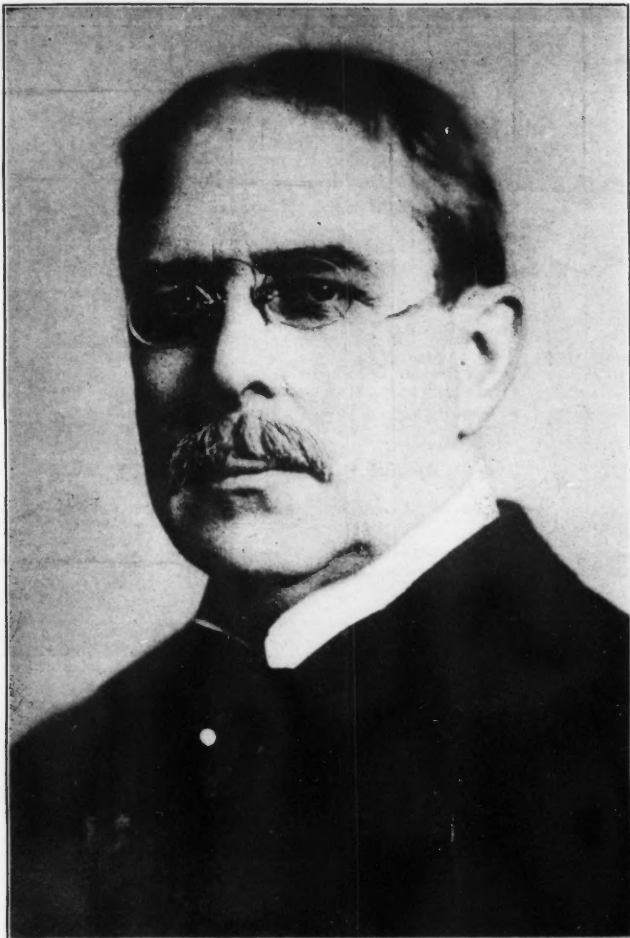
## The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department





GEORGE T. OLIVER.

OWNER OF THE PITTSBURG GAZETTE AND PITTSBURG CHRONICLE TELEGRAPH.



COLONEL CHARLES A. ROOK.

PRESIDENT AND EDITOR-IN-CHIEF OF THE PITTSBURG DISPATCH.

**COLVER RETIRES.**

One of the Conspicuous Figures in Magazine Field for Many Years.

Frederick L. Colver, part owner, secretary and advertising director of Success Magazine, has sold his interest in that publication and retired from active connection with it.

Mr. Colver began his work in the magazine field twenty-eight years ago. Prior to his connection with Success he was the principal owner of the Frank Leslie Publishing House, which was changed to the Colver Publishing House. He sold Leslie's Monthly to John S. Phillips and associates, who changed the name to American Magazine. Mr. Colver was the founder of the Periodical Publishers' Association, and served as its president.

**RIVAL PITTSBURG EDITORS**

**GEORGE T. OLIVER.**

Lawyer, Manufacturer and Owner of Three Papers.

George T. Oliver has been indorsed by the members of the Legislature from Allegheny county, in which is Pittsburg, for United States Senator to succeed Mr. Knox. This means that the regular Republican organization in control at Pittsburg is pledged to him.

Mr. Oliver was born in Ireland in 1848. He graduated from Bethany College, W. Va., in 1868, was admitted to the bar in 1871 and practiced in Pittsburg for ten years. In 1881 he engaged in manufacture of wire, heading the Oliver Wire Company.

In 1900 he bought the Pittsburg Gazette and later the Pittsburg Chronicle-Telegraph and Volksblatt, a German daily.

Mr. Oliver has taken an active part in public affairs ever since he left school. He was a Presidential elector in 1884. For many years he has been a member of the leading commercial and social clubs of Pittsburg and New York. His advice has been influential in the councils of the Republican party to an unusual degree. He is reputed to be one of the most successful business men in Pennsylvania and wealthy.

The Kenosha (Wis.) Daily Press, seven weeks old, suspended.

**CHARLES A. ROOK.**

Began as Collector and Now Editor-in-Chief of Pittsburg Dispatch.

Colonel Charles A. Rook, editor and publisher of the Pittsburg Dispatch, seems to have the powerful backing of the labor organizations for United States Senator to succeed Senator Knox.

On January 4 Typographical Union No. 7 endorsed Col. Rook and urged him to be a candidate. On January 8 the Iron City Central Trades Council, comprising thirty-three unions, with more than 200 locals, gave him unanimous endorsement. On January 9 the International Union of Steam Engineers added its endorsement.

The following statement to THE EDITOR AND PUBLISHER comes from an authoritative source:

"Colonel Rook has not yet consented to become a candidate, though he is sensible of the honor conferred by these voluntary endorsements. In fact he thinks no one should be a candidate in the strict sense of the word until Senator Knox resigns, and that will not be before March 4, for Mr. Knox is chairman of the Senate Committee on Inauguration of the President. Col. Rook and Senator Knox are particularly good friends and it is no secret that the editor regrets that Mr. Knox is to retire from the Senate, his regret being mitigated only by the knowledge that his friend is going higher."

Charles Alexander Rook was born in Pittsburg, August 11, 1861. He was educated at Ayers Latin School, Western University of Pennsylvania. He began his connection with the Pittsburg Dispatch as a collector in 1880. He was made secretary of the company in 1888, treasurer in 1896 and editor-in-chief in 1902. He is one of the youngest men in the country holding such a position. He has been for years a powerful factor in the political life of western Pennsylvania.

Probably no newspaper concern in the United States has developed so successfully the esprit de corps energy as the Pittsburg Dispatch. The men in every department are taught to hold themselves as associates and advisers in the concern, and not mere employes. Thus Colonel Rook has the affection of all.

There are 250 daily papers in Great Britain.

**SPENDING \$30,000**



For a press causes no hesitancy, \$5,000 more for installation is dug up willingly, but \$1,200 for Rollers to make the \$35,000 produce, causes a spasm that nearly chokes. Funny, isn't it that one would balk on this most important adjunct.

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

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

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

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

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

Examined by the Association of American Advertisers.



CHARLES A. BARNARD.

J. M. BRANHAM.

FRED P. MOTZ.

MEMBERS OF THE SPECIAL AGENCY FIRM, BARNARD &amp; BRANHAM, OF CHICAGO AND NEW YORK.

**NEW SPECIAL AGENCY.**

**Barnard & Branham of Chicago Expanding in New York Field.**

Fred P. Motz has been appointed to take charge of the Eastern office of Barnard & Branham, special agents, with offices in the Brunswick Building, 225 Fifth avenue, New York, and will look after the Eastern advertising interests of the Atlanta Journal, Nashville American, Shreveport Times, the St. Louis Semi-Weekly Star, and the Atlanta Semi-Weekly Journal. Mr. Motz has been connected with the Smith & Budd Agency for the past seven years, with marked success.

The New York office of the Barnard & Branham Agency was opened several weeks ago. Their Chicago office is one of the best known in that field, representing in addition to their Eastern papers, such papers as the Philadelphia Record and the New York Press.

Mr. Barnard for twelve years has represented in Chicago several leading New York and Philadelphia papers. His popularity was recently demonstrated when he was elected president of the Chicago Daily Newspapers Representatives' Association.

Mr. Branham has been identified with the Nashville American for the past sixteen years, and is known from coast to coast.

**PRESIDENT CHAMBERLIN.**

**Chicago Press Club Elected City Editor of Record-Herald.**

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, Jan. 12.—After an exciting campaign, the Chicago Press Club elected the following new officials: Henry Barrett Chamberlin, president; Frank M. Morris, vice-president; Duncan M. Smith, second vice-president; Wright A. Patterson, third vice-president; Frank W. Smith, treasurer; Henry J. Bohn, financial secretary; E. W. Pickard, recording secretary; Joseph Henderson, George W. Weber, J. Newton Nind, and J. E. Defebaugh, directors. The Record-Herald printed the following:

"Henry Barrett Chamberlin, elected president of the Press Club of Chicago at its annual election yesterday, is one of the best-known newspaper men in the city, and has filled most positions from reporter to war correspondent and city editor. He worked as a reporter on the Herald, Times, Tribune, Inter Ocean and Record, and is at present occupying an editorial position with The Record-Herald. During the Spanish-American war, for the Chicago Daily Record, Mr. Chamberlin won distinction, and after the battle of Santiago was publicly commended by Admiral Schley for his courage and enterprise. At the close of the war he became city editor of the Chicago Daily Record. In 1901 he became assistant secretary of the Municipal Voters' League and later was named assistant secretary of the charter convention. He is editor and publisher of the Voter.

The York (Pa.) Daily Dispatch, in a sworn detailed statement, claims a daily average circulation for 1908 of 18,471. A feature of the business office is the issuing of a cardboard "annual pass" signed by W. R. Taylor, business manager, admitting the person named to the press room and circulation department, where he is allowed access to books and other records.

**BUFFALO AD MEN.**

**Listen to M. L. Wilkinson on "Essentials of Advertising."**

The Buffalo Ad Club held its regular meeting last week at the Iroquois Hotel. M. L. Wilkinson, president and general manager of the William Hengerer Company, was the guest of honor. He delivered an address on "Essentials of Advertising." He was amply applauded. He is responsible for this bon mot: "It is an old saying that an advertising man makes or breaks an institution. I believe that the reverse is true; that it is the institution which makes or breaks the advertising man."

The following executive committee was elected: W. P. Goodspeed, chairman; Coleman R. Gray, C. E. Burrows, De Forest Porter and J. I. Laney.

**Batavia (Ill.) News Suspended.**

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, Ill., Jan. 11.—The Semi-weekly Batavia (Ill.) News is no more, and there is some doubt whether even a weekly will be issued in future from the plant owned by Clark Lewis, according to the announcement made from the office. William Wrightman, who for several months has been lessee of the plant and owner and originator of the semi-weekly paper, announces his sudden decision to go out of business to have been a failure to arrive at a satisfactory understanding regarding the ownership of the business and plant, still retained by Mr. Lewis.

**Pottsville Miners' Journal Changed Hands.**

J. M. Harris, H. I. Silliman and R. H. Harris, of the Tamaqua (Pa.) Evening Courier, have purchased from August Knecht, of Pottsville, the controlling interest of the Miners' Journal, the morning daily of Pottsville. J. M. Harris and H. I. Silliman have become the managing editors and R. H. Harris the advertising manager.

**CHANGES IN INTEREST.**

A deal has been closed whereby S. B. Roach, of Mason City, Ill., becomes associated in the editorial management of the Kankakee Republican with M. H. Bassett. A block of stock in the corporation has just been purchased by the Mason City man.

The Muskogee (Okla.) News, an independent newspaper established three months ago by G. L. Keller, was last week purchased by E. J. Costello, formerly of Oklahoma City. The consideration was \$13,000.

The Kingman (Kas.) Leader-Courier, which has been owned and operated by Morton Albaugh for over twenty-one years, has been sold to Ed Bolmar, of Kingman. Mr. Albaugh is clerk of the United States District Court and is one of the leading politicians of the State. Mr. Bolmar has been connected with the paper for twenty years.

H. C. Earles, for several years editor and manager of the Penn Yau (N. Y.) Democrat, has purchased the plant from Walter B. Sheppard. The Democrat was established in 1818.

Editor Earl H. Irvin of the Preble County Democrat, at Eaton, O., has purchased the Preble County News, of Camden, O. Mr. Irvin was formerly a member of the Ohio Legislature.

**Has a Business PULL**

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

**The Pittsburg Dispatch**

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

SPECIAL REPRESENTATIVES:

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

**Butte Evening News BUTTE, MONTANA**

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

ROBERT MACQUOID  
Foreign Advertising Representative  
WORLD BUILDING, N. Y. CITY



**ABRAHAM LINCOLN**

**His Boom for the Presidency Was Started at a Convention of a Dozen Editors in Illinois.**

"Life of Lincoln," by Henry C. Whitney, edited by Marion Mills Miller, Litt. D. (Princeton); issued by the Baker & Taylor Company, New York, in two volumes; price, \$2.50.

This newest work on Lincoln, coming just ahead of the Lincoln centennial, will probably attract great attention throughout the country, more so because of its intensely fascinating style and the fact that Mr. Whitney was a law partner of Lincoln, and one of his most intimate friends during the last fifteen years of the President's life. Mr. Whitney died in 1905, leaving a great mass of manuscript, from which Dr. Miller culled the non-essential and rounded the rest into the powerful history and character study now published.

Dr. Miller, a graduate of Princeton and later a member of the faculty, was formerly associate editor of Collier's Weekly, and later of the book department of Funk & Wagnalls. He is the author of several books and one of the most versatile literary men in the country, as well as one of the most popular in New York.

It might easily be expected that a strenuous anti-slavery partisan, such as Mr. Whitney was, would have little sympathy for the motives and men who organized the Confederacy. But he knew many things about Lincoln that no other writer knew, and that is the main thing, even to Southern men, who would disagree with him about causes and concomitants of the war.

The following is from the first volume, "Lincoln, the Citizen":

"The genesis of the Republican party in Illinois, as also the genesis of Mr. Lincoln's advancement to the supreme headship of the nation, was as follows: Paul Selby, editor of the Morgan Journal, proposed a convention of Free State editors on February 22, 1865, at Decatur, and the convention met in the parlors of the old Cassel House, there being about one dozen editors present. Mr. Lincoln was also in Decatur, and in consultation with the members of the convention. Resolutions were adopted in opposition to the extension of slavery, in favor of the restoration to Kansas and Nebraska of the legal guaranties against slavery of which they were deprived. The convention also appointed a State Central Committee . . . and they recommended the holding of a State convention at Bloomington on May 29th, succeeding, and requested the committee to make suitable arrangements. This was done. . . . And this Bloomington Convention was of great practical and historical importance as laying the foundation of the Republican party, and as being the distinct starting point of Abraham Lincoln's race for the Presidency. . . ."

It seems that Mr. Lincoln did not write out this Bloomington speech, and the official shorthand writers did not report it, but Mr. Whitney and some others made notes of it. It was afterwards published as "The Last Speech of Lincoln."

The first newspaper that mentioned him as a Presidential possibility was the Central Illinois Gazette, published in Champaign, Ill., by J. W. Scroggs. On May 4, 1859, it printed the following articles, the first in the local column, the second in the editorial. Will O. Stoddard, Esq., afterward Lincoln's sec-

**SOME FACTS ABOUT BOSTON AND THE BOSTON GLOBE**

**DAILY AND SUNDAY**

There are more people living within fifty miles of Boston than within the same distance of any other American city, with the single exception of New York.

The per capita wealth of the people of Boston is greater than that of any other American city. One TWENTIETH of the wealth of the United States is within fifty miles of Boston.

Boston is the center of the wealthiest and the best purchasing community in the United States. In this rich field the Boston Globe is the leading advertising medium.

**The Total Advertising During 1908 in the Four Boston Newspapers Having Daily and Sunday Editions Was:**

<b>GLOBE</b>	<b>. 22,450 Columns, or 6,869,700 Lines</b>		
2d	. . . . 15,005 Columns,	or	4,426,475 Lines
3d	. . . . 14,303¾ Columns,	or	4,291,125 Lines
4th	. . . . 11,710¼ Columns,	or	3,278,870 Lines

During 1908 THE BOSTON GLOBE printed 7,445 MORE COLUMNS or 2,443,225 MORE LINES of advertising than any other Boston newspaper.

AS A WANT MEDIUM the Boston Globe is unsurpassed. The total number of want advertisements printed in the Boston Globe during 1908 was 417,908. This was 233,144, or more THAN TWICE THE NUMBER printed by any other Boston newspaper.

The average circulation of the Daily Globe during 1908 was 176,297, the LARGEST OF ANY TWO-CENT NEWSPAPER in the United States.

The Daily Globe is circulated in the homes of Boston and the surrounding territory among the people who answer advertisements and who have the money with which to respond to them.

The average circulation of the Sunday Globe during 1908 was 319,790, by far the largest in New England, and equalled by not more than four Sunday newspapers in the United States.

The Boston Sunday Globe is acknowledged to be one of the

**GREATEST ADVERTISING MEDIUMS IN THE WORLD**

covering Boston and New England better than any other one publication.

The following figures will give you some idea of the size of the Boston Globe's business:

To print the editions of the Daily and Sunday Globe during 1908 over 30,000,000 pounds of white paper were used. The presses of the Boston Globe during the year ending December 31, 1908, printed the equivalent of 226,502,378 eight-page papers.

The paper used by the Boston Globe during 1908 if laid out in a line one page wide would extend over 3,39,610¼ miles.

**IF YOU WANT TO INCREASE YOUR BUSINESS**

**in Boston and the New England field during 1909, increase your advertising appropriation for the Boston Globe.**

retary to sign land patents, and later his biographer, wrote both articles, he being editor of the paper at the time:

**PERSONAL.**

OUR NEXT PRESIDENT.—We had the pleasure of introducing to the hospitalities of our Sanctum, a few days ago, the Hon. Abraham Lincoln. Few men can make an hour pass away more agreeably. We do not pretend to know whether Mr. Lincoln will ever condescend to occupy the White House or not, but if he should, it is a comfort to know that he has established for himself a character and reputation of sufficient strength and purity to withstand the disreputable and corrupting influences of even that locality. No man in the West at the present time occupies a more enviable position before the people or stands a better chance for obtaining a high position among those to whose guidance our Ship of State is to be entrusted.

Mr. Stoddard's editorial was entitled "Who Shall Be President?" It argued that Chase, Seward and Banks were unavailable because they would press their individual ambitions at the expense of "the great principle," and the only prominent candidate who could be relied on to advocate principles first was "our distinguished fellow citizen, Abraham Lincoln."

**Million Dollar Chicago Deal.**

It is rumored that W. R. Hearst is negotiating for the purchase of the property at the northeast corner of Madison and Market streets, Chicago, and that, if the deal goes through, a ten-story structure will be put up as a new home for the Examiner and the American. The corner is owned by the Marshall Field estate. The last official valuation of the land was \$837,270, and \$95,000 for the building.

**BRITISH ENTERPRISE.**

**London Daily News Published Simultaneously in London and Manchester.**

Beginning Jan. 11 the London Daily News, the big one-cent morning daily, was published at Manchester simultaneously with the London edition. Hereafter the North of England and the Scotland territory will be supplied from the Manchester presses. The Manchester plant has three printing presses and eighteen linotypes. Explaining some details of the enterprise, the Daily News said editorially:

"The most difficult and experimental aspect of the work is that relating to the transmission of matter from London to Manchester. For this purpose a private wire with Wheatstone instruments has been installed, and a corps of twelve telegraphists has been engaged for the working of the line. In connection with this important branch of the matter every recent development in telegraphic transmission, including the Gell automatic type-perforating machine, has been incorporated in the installation. Supplemental methods of transmission are also provided, and finally a private telephone wire has been installed between the two offices."

**Relief Fund for Earthquake Sufferers.**

The sixteen evening papers, members of the Iowa Evening Press, are jointly raising funds for the relief of sufferers from the earthquake in Italy.

**DAYTON PUBLICITY LEAGUE.**

**New Organization of Advertising Men in Ohio City.**

The Dayton Publicity League, of Dayton, O., was formally launched last week at a banquet. The constitution and by-laws of the Cincinnati Advertisers' Club were adopted for the new league. The following officers were elected: W. J. LaCroix, president; M. H. Mathews, first vice-president; George A. Taylor, second vice-president; W. L. Winning, recording secretary; F. B. Jennings, financial secretary; I. R. Blackburn, treasurer, and the board of governors as follows: W. S. Forshee, A. J. Ward, Orville Harrington, J. L. Senseny and H. C. Baker.

Any person will be eligible to membership who is regularly connected with a newspaper, magazine, bill boards, mercantile houses, manufacturing industries or the buyers and sellers of advertising.

**Big Prizes in Voting Contest.**

The Spokane (Wash.) Spokesman-Review began a voting contest on January 5. The prizes include five acres of land valued at \$2,250, bungalow to cost \$1,500, city lots worth \$1,300, \$8,000 worth of musical instruments, including a \$1,000 piano, \$2,500 worth of other prizes. Also the paper will give free trips to the Alaska-Yukon-Pacific Exposition at Seattle to winners.

## POLITICAL CARTOONS

Thomas Nast Was the Creator of Party Symbols Which Seem to be Fixed Permanently in the Nation's Political Life.

(ALBERT BIGELOW PAINE in Harper's Weekly.)

Thomas Nast was born at Landau, Bavaria, in 1840. He came to America in 1846. At the age of fifteen he began to draw for Frank Leslie. Later he was sent by Harper's Weekly to Civil War battlefields, and his war pictures gave him a national reputation. He began cartoon work after the war. He was appointed consul general to Ecuador in the spring of 1902. He died of yellow fever in Guayaquil, Ecuador, on Dec. 7, 1902.—En.

The Democratic Donkey was the first of the Nast symbols. Originally it was not intended to stand for the party as a whole, but only for that element of it which found pleasure in attacking the memory of Secretary of War Edwin M. Stanton, even as he lay in his coffin. This roused Nast, and a small cartoon which appeared in Harper's Weekly for January 15, 1870, entitled "A Live Jackass Kicking a Dead Lion," was the result. The "Live Jackass" was labeled "The Copperhead Press," and it was in this form that the Donkey symbol made its first appearance in the American cartoon.

## THE TAMMANY TIGER.

Meantime politics had become local, and national symbols were not needed. The city government of New York was in the hands of the Tammany Ring, known presently as the Tweed Ring, and the cartoonist put aside party differences to lead the greatest pictorial crusade against corruption that history records. Throughout 1870 and 1871 he published in Harper's Weekly a series of pictorial arguments against Tweed and his associates of such startling vigor and such destructive power as to arrest the attention not only of a city and a nation, but of the civilized world. Tammany he at first personified as Satan; but this was too mild—too complimentary. He contented himself for a time with depicting the offenders themselves as thieves, vultures and cravens, and the energy of those cartoons of the summer of 1871 was sufficient to shake the edifice of civic fraud.

But there was need of a climax—a final blow—and Nast struck it with a new symbol, one that shall last as long as New York City has a history. Little by little, in the form of a heraldic device, he had employed the savage Tiger head which Tweed had hung up in Tammany Hall in commemoration of the days when he had been foreman of the Big Six fire company, whose engine had been decorated with that emblem. It was a fitting device for Tammany Hall—that creature of rapacity and stripes—and the cartoonist contemplated

### Supremacy in the Automobile Field

During the week of the Automobile Show, just concluded, The New York Times printed a greater volume of automobile advertising than any other New York newspaper, morning or evening.

This leadership is due to the fact that The New York Times reaches a greater number of persons with the means and inclination to purchase automobiles than any other New York newspaper.

Its city sales exceed the combined city sales of five other New York newspapers which make a feature of automobile news.

**THE NEW YORK TIMES**

"All the News That's Fit to Print."



From "Harper's Weekly."

Copyright, 1908, by Harper & Brothers.

THE ELEPHANT FIRST USED TO SYMBOLIZE THE REPUBLICAN PARTY IN NAST'S CARTOON IN HARPER'S WEEKLY, NOV. 7, 1874, ENTITLED "THE THIRD TERM PANIC."

giving it a fuller expression for several months before he actually struck the supreme blow. But Nast was essentially dramatic in the preparation of his climaxes, and knew perfectly how to conduct his campaign, withholding his heaviest ammunition for the final great assault. In the issue of Harper's Weekly published just before election day, 1871, there appeared the most widely known symbol ever invented, the most destructive cartoon ever drawn. "The Tammany Tiger Loose—What Are You Going To Do About It?" It filled a full double page, and its appearance created nothing short of a furor.

It is difficult now to realize the fiercer conditions of that time, or what, under any conditions, the publication of such a picture would mean to our vast, busy, half-indifferent swarm of to-day. But there was no doubt as to its meaning then. Two days later the people declared what they would "do about it," and the ring was swept from power. The name of Nast was on every tongue. In the pictorial politics of nations the American cartoon had taken first rank.

## THE DONKEY.

With the inauguration of the Greeley Presidential boom the Donkey came into use again, this time as Democracy rebelliously yoked with an ox, the latter representing Mr. Greeley's Republican support. The ox did not satisfy Nast and was not used again. The Tiger continued to stalk through the Harper pages, and here and there the Donkey appeared, but no device emblematic of the Republican party as a whole appealed to Nast sufficiently for him to give it expression. Other cartoonists—there were now several—apparently did not attempt to originate. Though still young in years, Nast was considered the dean of his art—the fountain-head—and his inventions were adopted as a matter of course. The Donkey and the Tiger and others as they came along were regarded as common property, quite as much so as Columbia and Uncle Sam.

## THE INFLATION BABY.

But while the Republican party still remained without a symbol, there was no lack of other inventions. A plan for expansion of the currency in 1873 brought out the Inflation Baby, a figure that blows up its own body until it bursts. It was a striking conception, but Nast did not continue its use, perhaps because the "Rag-baby" was quite as expressive and seemed to have more of humor in its make-up. The Rag-baby made its first appearance as a founding on Senator Thurman's doorstep, September 4, 1875, and was promptly and generally adopted as the true embodiment of fiat-money issues and other invertebrate policies.

## LABOR AND CAPITAL.

It was in 1873 that Nast first drew the figure of personified labor, now so familiar to us, the sturdy workman with cap, apron and tools. It was in that year also that he first represented the effect of cheap money by the "Divided Dollar," and it was early in 1874 that he symbolized the poorly clad and meanly fed United States army and navy as two skeletons, and so put to shame and ignominy the parsimonious legislators who had been responsible for these conditions. The army and navy were duly grateful for that invention and his continued crusade in their behalf, and five years later, under improved conditions, expressed their obligation in a memorial silver vase. "The gift of 3,500 officers and enlisted men."

## THE G. O. P. ELEPHANT.

But it was not until the latter part of 1874 (November 7) that Nast's third great party symbol, the Republican Elephant, became a property of the American cartoon. For a year or more the New York Herald had been keeping up an outcry against Grant and the possibility of a "third term" under the general head of "Caesarism." Nast had ridiculed this scare in several ways, and had in turn been ridiculed by the Herald. It seems unlikely, now, that Mr. Bennett really took any stock in the idea of imperial-

ism, and with his characteristic fondness of a hoax was waving the bugaboo merely to see how many persons would take fright at the absurd notion.

Nevertheless, the cry of Caesarism did find an echo here and there, even among the Republican press, and this fact Nast made the subject of a cartoon. He depicted the Herald as an ass in a lion's skin frightening a group of other animals with its noisy braying. In one corner, the "Republican Vote," grown big, unwieldy, and rather timid, is depicted as a huge clumsy elephant on the brink of a pitfall. Democracy, for the moment represented as a fox, with a face slightly suggesting that of Samuel J. Tilden, is eagerly waiting the catastrophe, which, as told by the pictures, occurred presently, for the elephant is next shown disappearing into the pitfall, then slowly climbing out again; hanging on at last by the very tip of his trunk, finally to become victorious once more, and happy. That was the first story told by the Elephant in the political cartoon. The symbol continued to be labelled the "Republican Vote" for a while; then became the "Republican Party," and finally the "Grand Old Party," shortened to "G. O. P." Like others of Nast's symbols, it was immediately adopted by his brother illustrators, and scarcely a day has gone by in the thirty-four years that have elapsed since then that the pictures have not presented us that huge lumbering form in some attitude suggestive of conditions or possibilities.

### RAPIDLY GROWING

Pennsylvania dally without competition in excellent small field. Volume of business now over \$8,000.00. Will probably reach \$12,000.00 to \$15,000.00 within a few years. Can now be bought for \$7,500.00; \$3,000.00 cash, balance deferred in such manner as will allow it to be paid out of income from property. An opportunity to double value of property in a few years. Proposition No. 144.

**C. M. PALMER,**

Newspaper Broker,

277 Broadway, New York



**WASHINGTON STATE.**

**Correspondent Keeps It in the Nation's Eye.**

(Special to THE EDITOR AND PUBLISHER.)  
 SPOKANE, Wash., Jan. 10.—Pacific Farmers' Union of Pullman, Wash., the official State organ of the Farmers' Union of Washington, distributed its initial issue January 1. J. M. Reid, of Pullman, is president and manager of the company, which has a long list of contributors, mostly farmers and educators. The paper is four columns wide, eight pages, printed on book paper. Five thousand copies of the first issue were printed. The paper will be devoted exclusively to the interests of the farmers and the union.

Elmer Rache, cartoonist for The Orator-Outburst of Spokane, has returned to New York. His work made him widely known throughout the Pacific Northwest. Leo Walton, editor, wrote in a recent issue: "Besides being an artist of great promise Rache is a gentleman and a royal good fellow. Not only will the Northwest lose one of its best men with the pencil, but will miss a valuable citizen. We would keep Mr. Rache if to handcuff him would do any good, and we would like to present him with an Oregon boot for Christmas. But 'he must go, go away, on the other side the world he's overdue'—so adios and good luck. We wish he would buy a round trip ticket."

The Klickitat at Independent is a new journal at Goldendale, Wash. O. C. Nelson is manager and editor. The development league of Klickitat county will work with Mr. Nelson in exploiting the district.

James Goodwin, formerly connected with the editorial department of The Spokane Chronicle, and later editor of the Krupp Signal, has leased The Big Bend Outlook, at Almira, Wash. He is one of the best known newspaper men in the Big Bend country.

G. W. Bird, of Farmington, formerly editor of The Independent at Farmington, Wash., is now owner of The Reporter, a new weekly paper at St. John, Wash.

**A Concern to Increase Circulation.**

For the purpose of boosting the circulation of newspapers throughout the West, T. P. Louise M., and George S. Meyers of Waterloo, Iowa, have formed the Western Circulation Company. According to the articles of incorporation, filed in the office of the secretary of state, the company will engage in the general business of increasing circulations of newspapers and other publications by advertising and securing new subscribers. The company is incorporated for \$5,000.

The Herald is a new weekly in Merton, Ind. J. L. Foster is publisher.



GEO. H. ALCORN.

RESIGNED FROM BILLSON AGENCY AND WILL START SPECIAL AGENCY OF HIS OWN.

**To Start Special Agency.**

George H. Alcorn, one of the best known and most popular men in the foreign advertising field, has resigned his place with Charles J. Billson, and will start a special agency of his own, with offices in the Brunswick Building, New York, on February 1. Mr. Alcorn started in Mr. Billson's office fifteen years ago, and soon worked himself up to the place of star outside man. In addition to his duties on the road he has been office manager for the Billson list for more than eleven years. Mr. Alcorn starts his list with the Baltimore World, and is negotiating for several good papers that he expects to place on his list.

**To Advertise Sight-Seeing Country.**

(Special to THE EDITOR AND PUBLISHER.)  
 SEATTLE, Wash., Jan. 10.—The Commercial Club of Coeur d'Alene, Idaho, of which J. C. While is president, has decided upon an extensive publicity campaign for Kootenai county this winter and next spring to call attention to the delightful side trips by sightseers going to and returning from the Alaska-Yukon-Pacific Exposition. Charles E. Flagg, publicity agent for the Spokane & Inland Empire Electric Railway system, and the Red Collar Steamship line, who outlined the plan, hopes to interest the commercial clubs at St. Joe, St. Maries, Spirit Lake, Rathdrum, Harrison and other points in Idaho to join in the campaign.

**POPULAR WEATHER STORIES.**

**U. S. Weather Bureau Chief Says Newspapers Ought to Investigate.**

George W. Chappell, chief of the Weather Bureau at Des Moines, Ia., offers some pertinent criticism of a popular class of weather stories dear to the hearts of amateur weather prophets. In an interview last week he said:

"Newspapers and magazines should investigate more thoroughly before they print articles furthering the popular belief that climatic conditions in the middle West are changing with passing years and that present day winters are a great deal more moderate than they were sixty years ago. "The government records show that conditions in 1850 were identical with conditions existing in 1908. Of course, there were winters that were severe, but we have had winters or late years when the weather was just as cold and disagreeable.

"These stories spun by old timers, who may remember faintly one winter that was especially severe, class every winter with one in particular and draw their own conclusions regarding new climatic conditions, are mere fallacies.

"Weather is hard to remember. We have had considerable experience with men who have made certain statements telling how many degrees below zero it was and how much snow was on the ground at a certain date. In nine cases out of ten when we look up the records we find conditions reversed.

"There is absolutely nothing to the idea that forests and timber reserves draw rainfall. Local evaporation has nothing to do with inducing rainfall. If this were true, the State of Michigan would be one large lake. Land men advance the theory that freshly plowed soil and soil under cultivation draws rain. I once read that the western half of Kansas suffered a drought because that part of the State was more thickly settled and more thoroughly cultivated than the eastern half.

"This class of print does not cause any great trouble, but false impressions and beliefs are instilled and handed down to the young people. There are large numbers of people who believe that the winters are actually becoming milder, that trees draw rain, and all because they have taken as gospel the wordy reminiscences of pioneer writers."

**DISSEMBLING.**

Office Boy—"The editor is much obliged to you for allowing him to see your drawings, but much regrets he is unable to use them."  
 Fair Artist (eagerly)—"Did he say that?"  
 Office Boy (truthfully)—"Well, not exactly. He just said, 'Take 'em away, Joe; they make me sick.'"  
 —Harper's Weekly.

**NEW COLORED SUPPLEMENT.**

**Literary Magazine of Des Moines Claims 200,000 Circulation.**

The Literary Magazine Company is about ready to issue at Des Moines. The product is sixteen to twenty page newspaper supplement in colors which has been published by the Newspaper Magazine Corporation for the past fifteen months. The reorganization was brought about by merging the old concern with Des Moines capital and interests. Capital stock of the new company is \$100,000. The following is the list of officers:

President, John J. Hamilton; vice-president, C. L. Gilcrest; secretary, A. M. Piper; treasurer, C. C. Proper. Directors, J. J. Hamilton, C. L. Gilcrest, A. M. Piper, C. C. Proper, F. W. Stilwill, of Chicago; John W. Bagger-ray, of Deadwood, S. D.; A. M. Harrison, of Rockford, Ill.

It is claimed the Literary Magazine has assured a circulation of 200,000 among large newspapers of the country.

**Honolulu Beacon To Be "Relit."**

The Pacific Commercial Advertiser of Honolulu, in its issue of Dec. 28, prints the rumor that the County Beacon of Hawaii will be "relit" for the Democratic cause. The Beacon was extinguished a year ago, and since then the Democrats of the island have been without an English organ. It is said Charles L. Rhodes will be editor. He is now secretary to Mayor Fern of Honolulu.

**This IS the Paper that made San Antonio a One Paper Town**

Sworn Circulation 8,500 and The Biggest in Town At That

Always on the Job for the Advertiser

**BECHWITH**  
 CHICAGO  
 Tribune Building  
 NEW YORK  
 Tribune Building

A.A.A. Certificate No. 563

**ASBURY PARK PRESS**

Evening and Sunday Editions

**LEADING NEWSPAPER OF THE NEW JERSEY COAST**

It's a home circulation and it's the home circulation that sells the goods

Eastern Representatives  
**JAMES O'FLAHERTY, Jr.**  
 22 N. William St., New York

Western Representative  
**ROBERT MACQUOID**  
 Boyce Building, Chicago, Illinois

# THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

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

NEW YORK, SATURDAY, JANUARY 16, 1909.

## A LIST OF "INFLUENTIAL" NEWSPAPERS.

Some time ago a New York editor in a widely read article in Atlantic Monthly complained about the lack of "authoritative" newspapers. He picked the New York papers to pieces—most of them. The inference was that the writer could "authoritatively" pick a list of good papers. Most editors would not accept his list.

Now comes the editor of the Nashville American with a list of "influential" newspapers of the country. His dictum is interesting, however much his judgment may be disputed. He writes:

"The most influential newspapers in America are probably the New York Sun, morning; the New York World, the New York Evening Post, the Springfield (Mass.) Republican, Boston Traveler, Boston Globe, Philadelphia Press, Philadelphia Record, Philadelphia Ledger, Baltimore Sun, Richmond Times-Dispatch, Pittsburg Gazette, Pittsburg Dispatch, Cincinnati Enquirer, Buffalo Express, Cleveland Leader, Chicago Tribune, Chicago Record-Herald, St. Louis Globe-Democrat, St. Louis Republic, Denver News, Kansas City Star, Houston Post, Dallas-Galveston News, New Orleans Times-Democrat, New Orleans Picayune, San Francisco Chronicle, San Francisco Call, Atlanta Constitution, Savannah News, Charleston News and Courier, Raleigh News and Observer, Macon (Ga.) Telegraph, Jacksonville Times-Union, Indianapolis News, Chattanooga Times, Memphis Commercial Appeal, Little Rock Gazette, and Knoxville Journal and Tribune.

"There are others, of course, that we do not recall offhand, but in the main, these may safely be put down as the most influential papers in their respective cities. In one or two instances of those named above, their influence does not come so much from their editorial expressions, or lack of expressions, as from the volume and character of their news reports. At times the news columns of a newspaper can have a more potent influence on their communities than their editorial expressions."

## IDENTIFYING THE PAPER BY ITS CITY AND STATE.

Have we not all known the man who is so completely hemmed in by his environment that he cannot see beyond it, and so regards himself as the center of a great circle? The

Greeks thought their country was the center of the universe.

The newspaper publisher and his assistants are always in danger of becoming "provincial"—which is the best term for that condition which blinds a man to the things beyond his immediate environment.

Sometimes this weakness takes the form of an assumption that the whole country knows the paper without any identification but the title. The name of the city and State in which the paper is printed are left out, as unnecessary.

Stop and think—Can a paper be over-identified?

Some papers which come to this office have not the name of their city on title nor editorial page. In these days of much foreign advertising, when the paper is read at a distance from the home city, this lack of quick identification marks would seem to be injurious.

## The Old Reliable Newspaper.

When you want any public cause served, to whom do you naturally go? To the newspaper, of course. You never think of asking a great store or a factory to lend its influence. Only the newspaper is expected to devote its money and energy to serving the public welfare.—*Houston (Tex.) Chronicle.*

## "Water Wagon" and "Band Wagon."

Newspapers will confer a boon on their readers if they resolve, for the year 1909, to make no flippant reference to either the water wagon or the band wagon. Both these vehicles have done tremendous service during the year 1908, and are entitled to a long rest.—*Council Bluffs (Ia.) Nonpareil.*

## Reading the Paper in China.

The Viceroy of Manchuria has opened a hall in the main street of Mukden, and has engaged a literary man, whose sole business is to read the newspapers and expound them to all who listen. In the back streets of Peking, where the poorest and most illiterate live, may be seen daily crowds standing silently listening to a man chanting aloud. He's no poet nor priest, but a newsman reading the day's papers to those who cannot afford to buy them or who do not know how to read.

## The Inchoation of "Mark Twain."

In the spring of 1862 Samuel L. Clemens was appointed local editor of the Virginia City (Nev.) Enterprise. In the columns of that paper he used for the first time the pen name "Mark Twain."

## NOTICES AND IMPRESSIONS.

The Wilmington (Del.) Morning News on Jan. 6 printed a review of headline events of the city for the past year. It was an interesting feature. The paper looks decidedly prosperous from the standpoint of both local and foreign business.

One of the striking newspaper ads of the last issue was that of the Birmingham (Ala.) Ledger, "Why You Should Read the Birmingham Ledger During 1909." It was reading matter, three columns wide and fourteen inches long, placed in the center of the front page, an island of clean type entirely surrounded by blank white space. It was the only printed matter on the page under the date rule. The Ledger takes both the Hearst News Service and the United Press Service.

The Galveston (Tex.) News of Sunday, Jan. 3, has the following features: Society personals from eighty-eight cities and towns of the State, two pages of classified ads; an editorial display of Galveston's importance as a cotton shipping port, showing a trade of \$201,686,949 for the year, an increase of \$6,000,000 over 1907. The News is in its sixty-seventh year.

The Asbury Park (N. J.) Press is a surprise to any reader who is accustomed to regard Asbury Park as a summer resort entirely. The winter population of the city is approaching 15,000, and all the Jersey shore near by towns are fast increasing their permanent population. As a news center, winter or summer, Asbury is to be envied by many cities of 25,000 population.

The Daily Oklahoman (Guthrie) sends out a remarkable statement sworn to by E. K. Gaylord, business manager. It shows an average daily circulation for December of 30,601. In a letter Mr. Gaylord makes this sweeping statement: No other paper in the United States which began the year 1908 with a circulation of 20,000 or more, can show a gain of 40 per cent. in circulation during the year, and no other paper in the world published in a city of 50,000 or less population has so large a circulation as The Oklahoman. In no other State in the Union is there a newspaper which has a circulation more than three times larger than any other paper published within the State.

This office received from the Trenton Evening Times a souvenir which combines utility, attractiveness and publicity force—a porcelain drinking mug, inscribed with fac-simile of the Trenton Evening Times. As Trenton is the home of a great pottery industry, the souvenir is altogether apropos.

The annual Financial Review of the New York Times was issued Jan. 10. It had fifty-six pages, covering the past and future of business. The discussion of the financial situation was international in scope, by authorities known in two continents.

The report of the New Orleans Item lays emphasis on the statement that the paper gained 626,748 agate lines of local and foreign display over the year 1907. It is stated this was a net gain equal to 2,238 columns, or 319 pages. It is also stated that \$75,000 was spent in increasing the equipment of the plant.

The New York Evening Mail is running a series of pertinent talks to advertisers on the front page, lower half of first column, in pica type. The following is clipped from one of last week's: "There are about four hundred and fifty merchants in Greater New York who use display advertising in the newspapers. They do not all advertise at the same time, nor do they all use any one newspaper. If they all advertised in The Evening Mail, which we want them to do, each merchant, according to his ability to serve well our readers, would receive his proportion of the six hundred millions expended by them."

Arthur Capper made affidavit that the net daily average circulation of the Topeka Daily Capital for the month of December was 29,099.

The Duluth News-Tribune states its average circulation for week ending Jan. 2 at 18,404.

## A RESURRECTED POEM

THE EDITOR AND PUBLISHER has received several inquiries about "a famous poem recited before the Clover Club of Philadelphia a number of years ago." Undoubtedly it is Dr. Bedloe's poem that is meant. It was first read by the author at the fifteenth anniversary of the Clover Club. The following is a reprint which appeared in the Washington Times Aug. 10, 1902.—Ed.

### WHEN THIS OLD CLUB WAS NEW.

When this old club was new—  
It seemed but yesterday  
That some now here, some far away,  
And some forever passed from view,  
Together for the first time came;  
And here held cheer till morning drear  
Tinctured the east with lurid flame  
And paled each glittering chandelier  
With splendors through the window frame.  
How swiftly came the dawn in dew  
When this old club was new.

When this club was new—  
How large the world appeared!  
How rich the ports to which we steered;  
How fair the seas o'er which we flew;  
How joyous seemed each fellow's fate!  
Each night was bright with fancy's light;  
Each speech was eloquence elate;  
Each song revealed a master's might,  
While wit reigned uncontaminated;  
We all were heroes on review  
When this old club was new.

When this old club was new—  
What dreams filled every brain!  
The lawyer saw himself attain  
A judgeship in a year or two;  
The youthful clerk a merchant grew  
With gold untold, fat bonds and shares;  
The doctor saw a retinue  
Of countless patients on his stairs,  
While stars and ribbons, red and blue,  
Obscured the hopeful consul's view  
When this old club was new.

When this old club was new—  
How many a gallant soul  
Raised high the vine embroidered bowl,  
Who with life's feast is haply through.  
I drink and think of them and all  
Whose faces graced our friendly board,  
Whose words made music in our hall,  
Whose every presence touched a chord,  
Whose wit and humor still enthral,  
Who were so stalwart, stanch and true,  
When this old club was new.

When this old club was new—  
'Tis just as new today  
As long ago when locks now gray  
Were heavier and of brighter hue.  
Neither have we ourselves grown old  
Despite each interfering year.  
Age hath but increased multifold  
Each member of our gallant crew  
When this old club was new!  
So let us toast in bumpers bold  
The orbit of our earthly sphere.



**PERSONAL**

George B. Houston, editor of the Haverhill (Mass.) Gazette, spoke on "Newspapers" a few evenings ago in the First Universalist Church of Haverhill.

William L. Smith, auditor of the Newark Star, takes pride in showing his friends a remarkably fine example of Japanese work in silk which was sent him by his son, who has charge of the Wireless telegraph outfit on the cruiser *Denver*. The design represents an eagle with outstretched wings, grasping in his talons a cluster of American flags.

Peter W. Leisenring, a reporter for the Allentown (Pa.) Call, is a republican candidate for Alderman.

Edmund W. Booth, proprietor of the Grand Rapids (Mich.) Press, addressed the Peoria Y. M. C. A. last week. His topic was "Every Inch a Man." He is a philanthropist and takes special interest in the moral and bodily welfare of newsboys.

Robert S. Coulter, editor of the Marissa (Ill.) Messenger, is a patient in St. Luke's Hospital, St. Louis. He was kicked by a horse on Christmas Day and severely injured.

Robert D. Hoffecker, editor of the Smyrna (Pa.) Times, was recently married to Miss Edna Dick.

Edward Abeles, who is starring in "Brewster's Millions," was in earlier life a reporter on the St. Louis Post-Dispatch when Colonel John A. Cockerill was its editor. He went from journalism to law, and from the bar to the footlights.

Rufus N. Rhodes, publisher of the Birmingham (Ala.) News, headed a delegation that called on President-elect William H. Taft in Augusta, Ga., a short time ago and invited him to visit Birmingham.

W. W. Watt, city editor of the Janesville (Wis.) Recorder and Alderman of the Third ward, will locate at Reno, Nev., where he will engage in the insurance and real estate business.

Frank J. McIntyre, the actor, was the first editor of the Ann Arbor (Mich.) Times.

**BUSINESS STAFF CHANGES.**

Charles E. Fitzpatrick, connected with the Dubuque (Ia.) Times-Journal since 1889, resigned as advertising manager on New Year's to devote himself to the Kelly Book Store which he purchased last month.

F. H. Van Gilder has resigned the circulation management of the Boston American and assumed that of the Philadelphia Times.

**EDITORIAL STAFF NEWS.**

Tom Finty, of the Dallas (Tex.) News, has moved temporarily to Austin, where he has been assigned to report the work of the present Legislature.

After five years' connection with the Des Moines Register and Leader, F. W. Beckman has resigned to become managing editor of the Literary Magazine, a newspaper supplement about to be issued at Des Moines.

Editor John M. Julian, of the Salisbury (N. C.) Post, is a member of the North Carolina Legislature in

session at Raleigh. In his absence Clint. N. Brown, who was city editor on the old Salisbury Herald and later one of the proprietors of The Sun, will do the local work on The Post.

**JOHN GILPIN.**

**He Began Writing Society Letters from Newport Forty Years Ago.**

The following letter brings again to mind one of the best known names in American journalism:

NEWPORT, R. I., Jan. 9, 1909.

THE EDITOR AND PUBLISHER:

Dear Sirs: Please find check for renewal of your good paper and most neatly printed as well. It is a welcome visitor to my home. Truly yours,

JOHN GILPIN.

From a recent issue of the Newport Morning Herald, which paper is regarded as a rival by Mr. Gilpin and his friends, is here reprinted the following editorial, which was headed, "John Gilpin, Newspaper Man":

Mr. John Gilpin was 60 yesterday. He does not look it, but on the basis of the popular eight-hour per diem period of labor he is as old as the hills, for at that rate for many years he hustled almost three days in one. So, few men have done more work than he and few newspaper men are better known the country over. He never was an editor, but he helped make many of them by conceiving the idea of reporting so-called society events, and giving readers of newspapers the best in that line. Through the society letter young men in many parts of the world have helped themselves into high places in the field of journalism.

Mr. Gilpin's earliest society letters were the forerunners of new things in journalism. Then there were no telephones, no typewriters and no trolley cars. Only a man, a lead pencil, and a pair of sturdy limbs. These were all Mr. Gilpin had nearly forty years ago when he did his best work. He will not blame us very much if we go on to say that his early opportunities in the matter of education were not near as good as those of a lot of us who have floundered about in his wake. But he had grim determination and a host of friends, and they helped him really to found a new department of journalism and to blaze a trail along which many a man in later years has found the means of making a good living if not a high place for himself in the "fourth estate."

Yes, John Gilpin was the world's first society reporter, and every society column and every society page published in the last thirty-five years and more is an infringement upon his patent.

**Editor Kramer a Novelist.**

(Special to THE EDITOR AND PUBLISHER.) SPOKANE, Wash., Jan. 10.—Harold Morton Kramer, editor of the Frankfort (Ind.) Morning Times, has written "The Chrysalis," a novel to be published by Lothrop, Lee & Shepard of Boston in April. Mr. Kramer lived three years in the Pacific Northwest, and has used that country for the locale of his story. He knows intimately the life of the cattlemen, the hunter, the road agent, and all the Rock Lake country.

**Decorated by King of Sweden.**

A. E. Johnson, owner of the Milwaukee Hemlandet, the oldest Swedish-American newspaper, received for a New Year's present from King Gustav V. of Sweden, the honor of being created a commander of the Royal Order of the Vasa. Mr. Johnson formerly lived in Chicago.

**MIZNER IS AN AUTHOR.**

**Former Husband of Mary Adelaide Yerkes Writes for Collier's.**

Wilson Mizner, whose marriage to the widow of Charles T. Yerkes in New York was a national sensation, is the author of "Three Saved," a story in Collier's Weekly of December 26. A Western correspondent of THE EDITOR AND PUBLISHER, referring to Mizner's iridescent career and the Collier's story, writes:

"Mizner was a Spokane boy. He passed some time in Nome, when the Behring Sea mining camp was famous for its dance halls and gambling dens, as well as its gold. There occurred the memorable conflict between Rex Beach and Mizner. The battle was over a woman, and while no blood was shed in the conflict, it led to a feud, which has lasted to this day."

Mizner and Beach are both well known along Broadway and Park Row. The Gilbertian reference to the "memorable conflict" is of great interest to newspaper men.

Le Roy G. Mayer has been appointed circulation manager of the Springfield (O.) Times.

**UNITED PRESS BULLETINS**

On Monday of this week the United Press scored a big heat on the story of the arrest, confession and suicide at Carthage, Ill., of the Rev. John Carmichael, who was wanted for the murder of Gideon Browning, near Adair, Mich. United Press clients were able to print this interesting and sensational story two hours before their competitors. Carmichael was being sought all over the country, and public interest in the story, especially in the Middle West, was great.

The Washington bureau has been moved from the Herald to the Times Building.

The following papers have been added to the list of clients:

Chicago Journal, Findlay (Ohio) Courier, Alameda (Cal.) Times, Carson City (Nev.) News, Ocean Park (Cal.) Journal, Fruitville (Cal.) Topic.

Operators' assignments: C. D. Anderson to Chicago, as chief operator; T. J. Everett, Findlay (Ohio) Courier; W. J. Gainfort, New York office; C. Lantz, Capitol, Washington; C. A. Irons, Brooklyn Times; R. A. Delaney, Albany.

**Daily News Service Illustrated**  
 News by Mail—600 Words Daily—  
 With Eight Photographs a Day. Covers  
 Sport, Foreign, Science, Women, Politics,  
 etc. Cheapest, Biggest, Best. Ask  
 Cl'tl Times Star, Detroit Free Press,  
 etc. TRIAL FREE.  
**GEORGE GRANTHAM BAIN**  
 32 Union Sq., E., New York City

**THE INTERNATIONAL SYNDICATE**  
 Established 1890.  
**Features for Newspapers**  
**BALTIMORE, MD.**

**J. WILBERDING**  
 Newspaper Representative  
 225 FIFTH AVE. NEW YORK

**THE LOVEJOY CO.,** Established 1853.  
**ELECTROTYPERS**  
 and Manufacturers of Electrotpe Machinery,  
 444-446 Pearl Street NEW YORK

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**COMPETENT EDITOR,**

good writer and desk man, trustworthy and widely informed, is open to engagement. Paper in or near New York preferred. Would consider trade paper proposition. "LEON," care of THE EDITOR AND PUBLISHER.

**SUCCESSFUL WRITER**

of advertisements, booklets, follow-ups, etc. Could take good care of one or two more clients. Would like to hear from a live agency. "LONG PRIMER," care of THE EDITOR AND PUBLISHER.

**MAN WHO KNOWS**

the country well, and can handle men, seeks engagement with circulation department of large daily. Can prove ability. "C. L. J.," care of THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**YOUNG MAN.**

of good character and education with some newspaper experience to assist in the editorial department of a class publication in New York City. Salary to start, \$15 per week. In replying state age, where educated, and what experience you have had. Address, Assistant, c/o THE EDITOR AND PUBLISHER.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**NEW YORK.**

**BUFFALO EVENING NEWS**  
 with over 94,000 circulation, is the only Want medium in Buffalo, and the strongest Want medium in the State, outside of New York City.

**WISCONSIN.**

**THE EVENING WISCONSIN,**  
 Milwaukee.

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

**WASHINGTON.**

**SEATTLE TIMES, Seattle, Wash.**

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

**MISCELLANEOUS.**

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

**COMICS, NEWS FEATURES, FICTION**

Why Not Build Up Your Saturday Afternoon Circulation?

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

WRITE US

**FEATURES PUBLISHING CO.**  
 140 WEST 42nd ST.  
 NEW YORK

**WASHINGTON AND LINCOLN PORTRAITS**

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

STEWART PUBLISHING CO.,  
 5 Beckman St., New York.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

The New York Life Insurance Company, New York Life Building, New York, will shortly place their annual statement in a large list of papers.

Andrew Cone, advertising agent, Tribune Building, New York, is sending out new contracts to daily papers for the Rawhide Coalition Mines Company. The order calls for 5,000 lines.

George W. Powning, New Haven, Conn., is sending out orders for the advertising of Madam Douglass. This agency is also making contracts for the advertising of Dr. Bradford, New York.

The Seigfried Agency, 21 Park Row, is placing orders for the advertising of the American Temperance Life Insurance Company.

Albert Frank & Co., Broadway Exchange Building, New York, is sending out a line of financial advertising for Nevin & Son, Wall street, New York.

The W. T. Hanson Company, Schenectady, N. Y., is placing renewal contracts for the advertising of Dr. Williams' Pink Pills.

The J. T. Weatherald Agency, Boston, is placing three inches thirty-nine times for the Sloan's Liniment.

C. Brewer Smith, Boston, is placing a line of readers for the advertising of the X-Zalia Corporation, X-Zalia, Boston.

The Wylie B. Jones Agency, Birmingham, N. Y., is placing 115 lines generally for the Sargol advertising.

The Agate Agency, Temple Court, New York, is using Southern papers for the advertising of William H. Muller, Muller's Famous Prescription, 74 University Place, New York.

N. W. Ayer & Son, Philadelphia, are using Pacific Coast papers for the advertising of the Singer Sewing Machine Company, 149 Broadway, New York. This agency is also placing one inch 150 times for John H. Collins & Co., Dr. Davis' Compound Syrup and Wild Cherry, Philadelphia.

H. E. Ayres & Co., Boston, will place the advertising of George P. Ide & Co., Silver Brand Collars and Gold Brand Shirts, Troy, N. Y.

The J. W. Barber Agency, Boston, is using Pacific Coast papers for the advertising of the Velvet Toothpick Company, Boston.

Doremus & Co., 15 Wall street,

### NEWSPAPER PLANT FOR SALE CHEAP

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

New York, are using New England papers for the advertising of the Denver & Rio Grande Railway.

The Fowler - Simpson Company, Cleveland, is making contracts in Southern weeklies for the advertising of the Robinson Seed & Plant Company, Dallas, Tex.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is placing 1,000 inches within a radius of 200 miles of the New York Herald.

Lord & Thomas, Chicago, are using the larger city dailies for the advertising of the Goodyear Tire & Rubber Company, Akron, O.

The Morse Agency, West Thirty-fourth street, New York, is using New York State Sunday papers for the advertising of the Park Hotel, Hot Springs, Ark.

The A. R. Rodway Company, 90 West Broadway, New York, is asking for rates in Western papers for advertising to be used in the spring.

C. E. Sherin & Co., 452 Fifth avenue, New York, will shortly use a selected list of papers for the advertising of A. C. Meyer & Co., Dr. Bull's Cough Syrup, Baltimore.

### FIRST STATEMENT.

#### Florida Times-Union Breaks Silence of Years.

On January 6 the Florida Times-Union, of Jacksonville, printed a full page detailed statement of circulation for the year 1908, sworn to by T. W. R. Hinman, acting business manager. The paper was established in 1878.

It was the first circulation statement ever given out by the Times-Union. In a communication summarizing the figures, Manager Hinman said:

"The daily circulation started the year at 10,600 and ended the year at 15,700, showing a gain of over 5,000. The Sunday circulation started the year at 13,050 and ended the year at 18,250, a gain of 5,200. The total number of papers printed was 5,014,169 and 1,380,500 pounds of white paper were used during the year. The average number of pages printed throughout the year was eighteen."

### Darlow Advertising Agency.

When the late A. B. Darlow took active charge of the C. D. Thompson Advertising Agency at Omaha, Neb., last September, he contemplated changing the name of the corporation. Death came before he completed his plans, but his wish has been consummated, and on Jan. 1 the name was changed to the Darlow Advertising Agency, with offices as heretofore in the Bee Building in Omaha. D. M. Carr is manager. The work is being expanded in scope.

### Prize Weekly of Virginia.

The committee appointed by the Virginia Press Association to decide which is the best and most neatly printed weekly in Virginia, last week awarded the \$100 prize to J. L. Hart, proprietor of the Farmville Herald.

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>TEXAS.</b>	
ADVERTISER .....	Montgomery	CHRONICLE .....	Houston
ITEM .....	Mobile	RECORD .....	Fort Worth
		POST .....	Houston
		LIGHT .....	San Antonio
<b>CALIFORNIA.</b>		<b>WASHINGTON.</b>	
BULLETIN .....	San Francisco	TIMES .....	Seattle
EXAMINER .....	San Francisco		
<b>CONNECTICUT.</b>		<b>WEST VIRGINIA.</b>	
TELEGRAPH .....	New London	GAZETTE .....	Charleston
<b>FLORIDA.</b>		<b>WISCONSIN.</b>	
METROPOLIS .....	Jacksonville	EVENING WISCONSIN .....	Milwaukee
<b>GEORGIA.</b>		<b>ADVERTISING NOTES.</b>	
CHRONICLE .....	Augusta	Henry J. Roche, of Ottawa, Can., has started a special agency, with offices in the World Building, New York. The papers that Mr. Roche will represent in the Eastern field are: The Ottawa Citizen, The Hamilton (Can.) Spectator, Calgary (Can.) Herald, and the Edmonton (Can.) Journal. Mr. Roche has had considerable experience in the advertising field, and at one time was connected with J. J. Gibbons, Ltd., general advertising agent, Toronto, Can.	
<b>ILLINOIS.</b>		The Vreeland - Benjamin Special Agency, Brunswick Building, New York, have been appointed the representatives in the foreign field of the Fort Worth (Tex.) Star and Telegram and the South Bend (Ind.) Tribune.	
HERALD .....	Joliet	A. B. Lukens, special agent, Tribune Building, New York, has been appointed Eastern manager of the Dubuque (Ia.) Times-Journal and the Pendleton (Ore.) Tribune.	
JOURNAL .....	Peoria	A. E. Clayden, special agent, Brunswick Building, New York, has placed the Waynesboro (Pa.) Record in his list of papers.	
<b>IOWA.</b>		The Go-Around Advertising Company was incorporated last week to do business in Philadelphia; capital \$125,000. Incorporators are Julius C. Haas and Manning Brick, of Philadelphia, and Spencer Simpson, of Palmyra.	
CAPITAL .....	Des Moines	<b>Fort Worth Star Reorganized.</b>	
<b>KANSAS.</b>		The Fort Worth (Tex.) Star, an eight-page one cent afternoon daily, ceased publication on Dec. 31, and the next day was succeeded by the Fort Worth Star and Telegram, a two-cent ten-page afternoon daily. The old concern was the Star Publishing Company, with Louis J. Wortham president. The new corporation is the Fort Worth Publishing Company, with Paul Waples, president; Louis J. Wortham, vice-president; W. G. Newby, treasurer. Amon G. Carter continues as business manager, and W. B. Graham as secretary.	
CAPITAL .....	Topeka	Paris prints about 150 dailies.	
GLOBE .....	Atchison		
<b>LOUISIANA.</b>			
ITEM .....	New Orleans		
STATES .....	New Orleans		
<b>MASSACHUSETTS.</b>			
TIMES .....	Gloucester		
LYNN EVENING NEWS .....	Lynn		
<b>NEW JERSEY.</b>			
PRESS .....	Asbury Park		
JOURNAL .....	Elizabeth		
<b>NEW YORK.</b>			
TIMES-UNION .....	Albany		
BUFFALO EVENING NEWS .....	Buffalo		
NEWBURGH DAILY NEWS .....	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) .....	New York		
RECORD .....	Troy		
<b>NORTH CAROLINA.</b>			
NEWS .....	Charlotte		
<b>OKLAHOMA.</b>			
OKLAHOMAN .....	Oklahoma City		
<b>OHIO.</b>			
REGISTER .....	Sandusky		
<b>PENNSYLVANIA.</b>			
TRIBUNE .....	Altoona		
TIMES .....	Chester		
MORNING DISPATCH .....	Erie		
HERALD .....	New Castle		
BULLETIN .....	Philadelphia		
GERMAN GAZETTE .....	Philadelphia		
DISPATCH .....	Pittsburg		
PRESS .....	Pittsburg		
TIMES-LEADER .....	Wilkes-Barre		
<b>TENNESSEE.</b>			
NEWS-SCIMITAR .....	Memphis		
BANNER .....	Nashville		

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



**MORRISON'S PROMOTION.**

**Veteran Advertising Man Made Manager of Success Magazine.**

Frank E. Morrison, one of the best known advertising men in the country, has been appointed manager of Success Magazine, at New York. He established, some twenty years ago, a special agency for magazines of general circulation and religious newspapers, his offices being in the Temple Court Building, at that time the advertising center of New York.

In 1898 he sold his interest in the special agency business to Mr. H. G. Sommerman, who has since conducted the business in his own name. Mr. Morrison was connected with Charles Austin Bates in the general promo-



FRANK E. MORRISON.

tion of advertising. When Mr. Bates retired from the advertising business, Mr. Morrison accepted the office of secretary and treasurer of the Olalla Copper Mining and Smelting Company. This position he resigned to assume the management of the Household-Ledger, a consolidation of the Household of Brattleboro, Vt., and Robert Bonner's New York Ledger.

He resigned this position to accept one with the Ben B. Hampton Advertising Agency. In January, 1905, Mr. Morrison accepted the position of assistant advertising manager of Success Magazine, and aside from these duties he covered the New England and New York State territory. He was made one of the directors of the Success Company in November, 1906, and was recently elected secretary of the company.

**Something New in Contests.**

Henry W. Varner, proprietor of the Lexington (N. C.) Dispatch, is starting something new in voting contests. He offers to take fifty farmers of his section on a free excursion by train and automobile to inspect the model good roads and farms which are an institution of Mecklenburg county, the most "progressive" county in the State. The contest began Jan. 6.

**OLDEST SUBSCRIBER RENEWS**

BINGHAMTON, N. Y., Jan. 7, 1909.  
THE EDITOR AND PUBLISHER:

Gentlemen: As your "oldest subscriber," it certainly is one of my first duties to have the Wylie B. Jones Advertising Agency on your subscription list, and I take pleasure in inclosing a check herewith.

Your publication grows more valuable with each issue, and I congratulate you upon your success.

Very truly yours,

WYLIE B. JONES,  
of the Wylie B. Jones Advertising Agency, Binghamton, N. Y.

**OBITUARY.**

Daniel H. Erdman, president of the Allentown (Pa.) Democrat Publishing Company, died January 2, aged 48 years. He was treasurer of the Lehigh County Democratic Committee.

William J. Dynare, secretary and treasurer of the Hoboken (N. J.) Observer Publishing Company, who died January 1 in Silver City, N. M., had been connected with the Observer for fifteen years. He was a member of the Hoboken Board of Education and of the Board of Assessors.

Joseph Edward Merrill, a director of the American News Company and one of its founders, died in Boston January 8, aged 76 years. He began business as a newsdealer and bookseller in Boston in 1832. For several years he was treasurer of the New England News Company.

The Rev. William Devereaux Hughes, for many years manager of the Catholic World, which Father Hecker established as the organ of the Paulist order, died January 10 in New York, of heart disease, aged 52 years. He also managed the Columbus Press, the publishing establishment of the Paulists.

Henry Chapman Watson, well known as a writer on financial subjects, died January 6 at his home in Englewood, N. J., after a short sickness, believed to have been due to overwork. He was editor of Dun's Review, and he contributed a weekly editorial on money and business to the New York Tribune. He compiled Dun's Index Number, which won a medal at the St. Louis Exposition in 1904. Mr. Watson was prominent in the political and social life of Englewood. He was only 38 years old.

Daniel B. Waggener, editor of the Philadelphia Home Advocate, died January 6 at his home in Ridley Park, of grief over the recent death of Mrs. Waggener. He began his newspaper work on the Louisville Courier-Journal, and was later attached to the Philadelphia Times. In the civil war he served in Sheridan's Cavalry.

C. H. Hoover, for fifteen years city editor of the Hartford City (Ind.) Evening News, is dead, aged 54 years. He was a prominent Elk.

Joseph A. O'Brien, at one time city editor of the Kansas City Star, died recently in San Francisco. He was born forty-five years ago in Worcester, Mass.

John Graham Watkins, one of the oldest printers in New York, died January 9, at 19 Rade Place, Brooklyn, aged 87 years. He set type for the first issue of the New York Times, rose to be night foreman, and went to the Sun as foreman when Charles A. Dana got control of that paper. After eleven years of work his health broke down, and he went to live on a farm in Iowa. He edited the Sheldon (Ia.) News for a time. After an absence of ten years he came back to the Sun. That paper retired Mr. Watkins on a pension eleven years ago.

Arno Leonhardt, a prominent Philadelphia lithographer, died suddenly in his office, 125 South Fifth street, January 9, aged 58 years.

Two veteran compositors on the Boston Globe died the same day last week. They were Percy T. Rolfe and John P. McCauley.

**PARAGRAPHIC ENDORSEMENTS**

**No. 8**

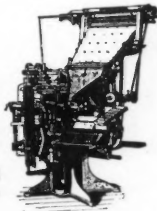
**C. Elliott & Son,  
Rochester,  
Minn.**

"Our two and a half years' experience with the Junior has satisfied us that it supplies the field for which it was designed, and as an investment in printing machinery, we consider it one of the best we ever made."

**JUNIOR No. 61**

Use a  
Quick  
Change  
Linotype

for the growing  
daily and wide-  
ning field.



Use a  
Two-Letter  
Junior  
Linotype

for the country  
weekly and the  
restricted field.



"The Linotype Way is the Only Way"

**MERGENTHALER LINOTYPE CO.  
New York**

**"Machine" Wants an Organ.**

Organization Republicans of Lockport, N. Y., are talking of starting a daily to combat the Lockport Journal, in which State Superintendent Stevens, of Public Works, has a controlling interest. The Journal supports Governor Hughes in his fight against so-called "bossism."

**PROFIT IN EVERY PAGE**

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

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

The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive. Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power. Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.

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

OWALD PUBLISHING COMPANY  
25 CITY HALL PLACE, NEW YORK

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

Established 1878. Every Thursday.  
W. JOHN STONHILL & CO., 18 Shoe Lane, London, E. C.

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

Annual Subscription (52 issues), post free, \$3.00.

The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

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

Send for sample copy.

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4800-4 Bookman

THE CHEMICAL ENGRAVING CO.  
9-15 MURRAY ST. NEW YORK.

HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

TELEPHONES 1551 & 1552 - CORTLAND



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