

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 8, No. 13

NEW YORK, SEPTEMBER 26, 1908

5 CENTS A COPY

SURRENDERED.

**ST. REGIS PAPER COMPANY
WILL SELL 10,000 TONS
AT AUCTION.**

**New Policy of Open Prices to Be
Adopted by Manufacturers—Geo.
C. Sherman Sold 1,000 Tons at Auction
and Got "Satisfactory" Prices
Last Week—John Norris Says
"Godspeed!" to the Manufacturers
and Claims a Victory for the Publishers.**

On Thursday of this week the St. Regis Paper Company, of Watertown, N. Y., advertised an auction sale of 10,000 tons of print paper to take place in New York on October 3. The announcement caused a sensation in newspaper and print paper circles in New York.

Last Saturday the St. Regis Company sold 1,000 tons at auction in New York. The paper was offered in lots of five car-loads approximating twenty tons per car, f. o. b. at Defriett, N. Y., from which the freight rates are the same as from Watertown. The paper was to be delivered between September 20 and October 4. Bidding started on the first lot at \$1.50 per hundred, but rose to \$2.05 at which price it went to Bulkely, Dunton & Co., of New York. The same concern bought the next six lots at \$2.06. The eighth lot was purchased by the Manufacturers Paper Company, of New York, at \$2.10. The ninth and tenth lots went to Bulkely, Dunton & Co. at \$2.06 and \$2.08. Representatives of twenty printing concerns and paper dealers participated in the bidding. At the last auction sale of the same kind of paper, the price received was \$2.02½.

The arrangements for the last auction sale were made by George C. Sherman, treasurer of the St. Regis company, who is also responsible for the coming big sale.

Mr. Sherman declared that the sale had been projected, advertised and carried through by that company of its own volition without any suggestion or co-operation from any publishers' organization. He said that the prices paid, which range from 17 to 22 cents higher than those paid the Paper Trusts by a few consumers, and about 40 cents lower than the prices charged other customers, were "very satisfactory."

Commenting on the startling new policy of the paper manufacturers, John Norris, chairman of the A. N. P. A. Committee on paper, said to the EDITOR AND PUBLISHER.

"God speed Mr. Sherman! He has evidently come to our way of thinking. It is plain that the paper-makers have completely surrendered. They have abandoned the idea that seerey in prices is a good thing for themselves or the body of consumers."

From reliable sources it is learned that the manufacturers, as soon as the present labor troubles are settled, will adopt the policy of selling paper on a basis of standard prices, f. o. b. at mill, spot cash.



CYRUS H. K. CURTIS.

PUBLISHER OF LADIES' HOME JOURNAL AND SATURDAY EVENING POST.

(See page 7).

"PREPOSTEROUS."

Cuban Editors Resent Magoon's Order to "Get the Facts."

The Cuban Press Association seems to be united in opposition to Governor Magoon. The governor recently took up the charge made by the *Diario Español*, that the American army was engaged in wholesale smuggling. The governor directed that a libel action be brought against the newspaper if the charges be proved untrue.

The Cuban Press Association held a meeting at Havana last week and passed resolutions condemning the action of the governor. The association asserts that the governor's letter is a serious menace to the freedom of the press. The Cuban editors complain that if Governor Magoon's ideas are carried out, it will be necessary for an editor to make investigation of any irregularities which he might hear of before printing charges. The paper, *El Triunfo*, thinks such a course preposterous. Nevertheless, the governor is bent on making the editors get the facts before they print, even if it does seem "preposterous."

LIBELED AN AMERICAN.

O'Shea, of China, Vilified Judge Wilfley and Was Arrested.

Editor O'Shea, of the *China Gazette*, an English publication at Shanghai, China, was committed in the British court last Monday to stand trial on a charge of criminal libel against Judge Lebbeus E. Wilfley of the United States extraterritorial court, and was released on \$1,000 bail. The proceedings were taken by the British authorities at the request of Judge Wilfley.

The *Gazette* described Judge Wilfley as a coarse, unscrupulous, ignorant montebank, whom the grim irony of corrupt American politics had intrusted with the discharge of judicial functions which he was intellectually, mentally and morally unfitted and incapable of exercising.

Editor Left \$24,500.

Letters of administration were granted in the Probate Court of Dedham, Mass., to Mrs. S. Abbie Prescott, widow of the late George W. Prescott, the Quincy, Mass., editor and publisher. He left an estate valued at \$24,500.

READERS WANT FACTS

**CHICAGO PROFESSOR SENT
4,000 CARDS ASKING WHAT
SUBSCRIBERS WANT.**

Consensus Was That Newspaper Readers Want the Plain Unvarnished Truth and Do Not Care to Have the Reporter or Editor Interpret for Them—"Local," "Political," "Sporting" and "Financial" News Rank in Order Named.

Professor W. D. Scott of Northwestern University, Chicago, announces in his new book "Psychology of Advertising," that he sent to 4,000 newspaper readers of Chicago a card upon which was printed the following questions:

What Chicago daily or dailies do you read?
Which one do you prefer?
What five features interest you most?
Do you spend on an average as much as fifteen minutes daily reading a Chicago paper?
What induced you to begin the subscription of the paper or papers?

The answers showed that local news led all features in interest. Political, sporting and financial news followed in the order named.

The author states that 65 per cent. of the business and professional men who replied to the questions said that they subscribed in the first place because they desired to keep informed concerning current events. Professor Scott seems to regard it as significant that so many replies contained the phrases: "To keep in touch with current events," "desire to be informed," "to be informed as to what is going on," "to be up to the times and not a back number," "to be en rapport with the world." The author says:

"Judging from the answers of 3,000 men the conviction is forced upon one that they do not care to have a newspaper serve as interpreter, defender or advocate of the truth. All that is desired is a brief but comprehensive publication of the news. That editor will be the most appreciated who selects the news most wisely and presents the unvarnished truth in all matters in which the constituency are interested.

"The ideal paper would have to do only with facts. The news would have to be well written, but the interest would be mainly in the news itself and not in the reporter's or publisher's views concerning it."

A Modern Chinese Editor Arrives.

Li Sum Ling, editor of the *Hongkong Chinese News*, stepped from the gang plank of the steamer *Kroonland* at New York last Monday and was received by an enthusiastic crowd of his countrymen. He had a fine type-written statement, done in excellent English, which he gave to the reporters on the dock. He is finishing a trip around the world in the interest of the open door policy, and is a man of great influence in his country.

Los Angeles Daily Started.

The Los Angeles (Cal.) News, afternoon daily, began this week. Winfield Scott is manager.

BINGHAM ON CRIMINALS.**Editor Demands He Rewrite Statement about Jews and Italians.**

Police Commissioner Bingham, of New York, wrote an article for the North American Review, entitled "Foreign Criminals in New York." When the article appeared in the August number, the Commissioner went away on his vacation. But the New York papers quoted from the article certain paragraphs asserting that the criminal classes of New York were composed largely of Jews and Italians.

A fierce storm was aroused. Leading Jewish citizens bitterly repelled the attack on their race. Mass meetings were held. A retraction was demanded. Also the Italian newspaper editors were furious and denounced him.

The Commissioner came back to town and hastily retracted in an interview. He excused himself in these words:

The figures used in the article were not compiled by myself, but were furnished to me by others and unfortunately were assumed to be correct. It now appears, however, that these figures were unreliable. Hence it becomes my duty frankly to say so and repudiate them.

This mollified certain New York citizens in a measure, but it did not satisfy all concerned. Dr. Munro, editor of the North American Review, is highly incensed because his ultra respectable magazine, the most conservative publication in the country, was made to stand for "bungled figures." The doctor said:

The article by Gen. Bingham on "Foreign Criminals in New York" came to us in the ordinary course. Regarding the Commissioner as the highest authority on the subject, we did not question assertions made and figures cited over his signature. But in view of his statement, just published, to the effect that he used figures which had been compiled by others, and which he now finds to be unreliable, we are inviting him to write a short supplementary article for The Review, correcting the misstatements in question, for the benefit of our readers.

OLD AND PENNILESS.**Newspaper Man Was Tired of the Struggle and Sought Death.**

Alexander Starbuck, eighty-three years old, once a widely known author and newspaper man, committed suicide last Monday in Cincinnati. He was penniless. He left this note:

September 20, 1908.
To Whom It May Concern:
Why?
Old age, sickness and threatened insanity—enough to make the tired soul seek the light of an immortal dawn. ALEX STARBUCK.

Democratic Candidate Buys Daily.

George White, Democratic candidate for Congress in the 15th District of Ohio, has purchased the Marietta (O.) Evening Times from Mayor B. F. McKinney.

Frank L. Nelson, Sunday editor of the Chicago Record Herald, toured Ohio last week, presumably to take the political temperature.

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

NET AVERAGE FOR AUGUST
218,807

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

BOSTON HERALD REFORMS.**Discontinues Practice of Getting Out "5 P. M. Edition" in Forenoon.**

On Sept. 21 the Boston Herald inaugurated a reform in its practice of getting on the street in the forenoon an edition marked "5 P. M. Edition." The schedule had been as follows: "5 P. M. Edition" on the street at 10:50 A. M.; "6 P. M. Edition" at 12:30 P. M.; "6:30 P. M. Edition" at 1:50 P. M.; "7:30 P. M. Edition" at 3:10 P. M. The Herald explains:

The practice of marking the issues ahead of the actual time had its origin 40 or more years ago, and was due in large part to the necessity of allowing for distance in the delivery of Heralds to dealers and readers outside Boston. As the slowness of communication in those days consumed a great deal of time, the paper was usually delivered throughout Massachusetts at an hour which corresponded approximately with its edition mark. But to-day, under the new conditions of transportation, the excuse for such an arrangement no longer exists. Instead of taking hours en route, Heralds are now promptly delivered to the outside towns and cities, and even the "7:30 P. M. edition" is available at a distance of 40 miles from Boston by 5 P. M.

The "5 P. M. Edition" is now marked "First Evening Edition"; the "6 P. M. Edition" is the "Second Evening Edition"; the "6:30 P. M. Edition" is called the "Extra," and the "7:30 P. M. Edition" is marked "Latest." The change is only in the markings. The times of issue will remain as formerly.

HIGH-PRICED PRESS AGENTS.**Lieut.-Gov. Chanler of New York Sued by Publicity Men.**

Lieut.-Gov. Lewis Stuyvesant Chanler of New York, Democratic candidate for the governorship, is being sued by two press agents who assert they were engaged in Mr. Chanler's interest to boom him for the Democratic nomination for President. Last week William F. Clark began \$20,000 action for breach of contract and this week George M. Engleman, another New York press agent, started a \$10,000 suit against Mr. Chanler on similar grounds.

Both press agents allege that they were employed by William T. Manning, who claimed to be an authorized agent for Mr. Chanler, and that they did much valuable work in promoting Mr. Chanler's boom for President, but that the arrangement fell through when Mr. Chanler decided to drop out of the race. They seek to enforce the contract.

Mr. Chanler, in defense, says that he never had any dealings with Clark or Engleman. He states that Manning offered to do certain publicity work for him, agreeing to demand no payment, but to be satisfied with whatever Mr. Chanler voluntarily gave him. Mr. Chanler says he gave Manning \$20,000.

Lively Stunt by Maine Weekly.

The Sanford (Me.) Tribune, a weekly, issued a special edition at 6 A. M. on the morning after the Maine election, giving a telegraphic report of the election result by counties and towns, and a good report of the fire at Saco.

A Mouthpiece for Stenographers.

The Stenographers Association of Baltimore, which has a thousand female members, will start a monthly magazine in November, to be the official mouthpiece and also teacher.

Louis Braman is back on the staff of the Boston Advertiser.

HASKELL'S ARBITRATION.**Three Editors Decline to Investigate Hearst Charges Against Haskell.**

The New York Times telegraphed the editors of the New York World, Springfield Republican, Chicago Journal, Indianapolis News and St. Louis Republic, who were suggested by Governor Haskell of Oklahoma as a board of arbitration to settle his dispute with William R. Hearst in the matter of the charge made by Mr. Hearst that the Governor had been an agent of the Standard Oil Company asking whether they would serve on such a board.

Editor John C. Eastman, of the Chicago Journal, replied that he would serve if both parties to the controversy requested him. Samuel Bowles, of the Springfield (Mass.) Republican, said he did not care to serve. The New York World declined in an editorial.

CLUBS AND ASSOCIATIONS.

Lewis G. Early, secretary of the International League of Press Clubs, announces that the eighteenth annual convention, which was scheduled for Seattle, Wash., next month, has been postponed to June, 1909. It is explained that the high transportation rates, the length of time required to make the journey from the East, the fact that most newspaper men are very busy this year and can not spare the time influenced the Board of Governors to withdraw the acceptance of the Seattle invitation. The Seattle men will make an effort to get the convention next year, when the exposition will be on in that city.

C. C. Schaeffer, of the Randolph (Ia.) Enterprise, was elected president of the Western Iowa Editorial Association at the regular fall meeting at Council Bluffs, Ia., last week.

The Chicago Press Club at its last monthly meeting adopted resolutions indorsing the work of the anti-smoke organization which aims to force smoke consumers on factory owners and electricity on the railroads inside the city limits.

The German-American Press Association, including editors who live in Illinois, Iowa, North and South Dakota, Nebraska and Wisconsin, held the annual convention at Cedar Rapids, Ia., and re-elected the following officers: President, L. Philip Wol, of Davenport, Ia.; vice-presidents, Adolph Petersen, of Davenport, and Fritz F. Glogauer, of Chicago; treasurer, August Hilmer, of New Hampton, Ia.; secretary, Henry Heinze, of Muscatine, Ia.; executive committee, Hans Denmuth, of Sioux Falls, Valenteino Peter, of Rock Island, and A. C. Lutze, of Sioux City. Sioux Falls was chosen for the convention of 1909.

The members of the National Press Club, of Washington, D. C., on last Monday night, by special arrangement with W. H. Rapley, the proprietor of the New National Theatre, Wm. A. Brady and Joseph R. Grismer, attended in a body the production of the Grismer-Brady play "A Gentleman from Mississippi." Several hundred newspaper men were in the seats. After the performance a "smoker" was given at the club rooms, where William Faversham, Thomas A. Wise, Douglas Fairbanks, Andrew Mack and other actors assisted in a brilliant program arranged by the entertainment

committee of the club, W. H. Rapley, Ira M. Bennett and L. Stoddard Taylor.

The Wilkes-Barre Press Club last week entertained delegates and guests of the Pennsylvania League of Republican Clubs convention at a "Night in Bohemia." Daniel L. Hart was toastmaster. George A. Edwards, of the Wilkes-Barre News, was one of the local speakers. Among the guests were Congressman Nicholas Longworth, of Ohio; John Hays Hammond, president of the National League of Republican Clubs; U. S. Senator Boies Penrose, Harry Walton, ex-Speaker of the Pennsylvania House of Representatives, and also ex-Speaker John R. Farr, Robert Haggood, president of the State Republican League; George Brennan, of the Pen and Pencil Club of Philadelphia and others.

Nashville (Tenn.) is to have a reunion of the newspaper men "of twenty years ago." Some of the "old timers" are still in harness, some are prosperous in other callings, and some are dead. The originators of the movement are A. B. Clark and A. J. Grigsby, of the Banner; H. A. Hasslock and Thomas Nance, of the American, and R. J. G. Miller, who was formerly managing editor of the Banner. Col. Henry Watterson, of the Louisville Courier Journal, was a Nashville man long ago and will be asked. The date will be announced.

The Eastern Idaho Press Association will hold a two days' session at Boise in November and will be guests of the Commercial Club of Boise. F. W. Jones, of the Rigby (Ida.) Star, is secretary of the association, and Reilly Atkinson is secretary of the Commercial Club.

Death of Mrs. Ervin Wardman.

Caroline Klinck Wardman, wife of Ervin Wardman, editor of the New York Press, died at her home in Pelham Manor, N. Y., on Saturday, Sept. 19, after an illness lasting two months. The funeral services took place last Monday at the Wardman home. Mrs. Wardman was the daughter of Rev. A. V. Klinck of Washington, D. C. She was married to Mr. Wardman on May 14, 1902.

Promoting Boston's New Daily.

The new Boston daily which John Foster Benyon and others are promoting, will be a two-cent afternoon publication.

R. M. Thompson has purchased a half interest in the St. Charles (Mo.) Banner-News Publishing Co., owned by R. A. Chase, and has assumed the direction of the daily and weekly Banner-News, the Democratic organ of St. Charles County.

Has a Business PULL

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New York, Chicago.

CONDEMNED BY THE POPE?

New York Catholic Review Makes Sensation by Suspending.

The New York Review, a Roman Catholic bi-monthly which began issue from St. Joseph's Seminary, at Dunwoody, Westchester county, N. Y., three years ago, announced last week that it had ceased publication.

A sensation was caused by the printing of a rumor in the dailies to the effect that Pope Pius X had condemned the paper because of its pronounced "modernism." The editors of the Review are three learned professors of Dunwoody Seminary, the institution built and endowed by the friends and admirers of Archbishop Corrigan. They are the Rev. James F. Driscoll, a former member of the Sulpitians, and Father John F. Brady and Father Francis Duffy.

Father Driscoll, editor in chief, said in an interview:

"We started the magazine with the idea of showing the harmony between the original doctrines of our Church and modern scientific truths, but found that only about a thousand Catholics in the entire country were sufficiently interested to pay a two dollar subscription per year.

"We also came in for a great deal of criticism, both at home and abroad, for our alleged 'advanced' thought. Father Lepicier, of the College of Propaganda at Rome, criticized some of our contributions with particular vigor in his classes."

Mgr. M. J. Lavelle, rector of St. Patrick's Cathedral, New York, said:

"The statement that the Vatican has ordered a wholesale condemnation of Catholic publications in the United States, or that such an order would be promulgated at an early date, is unfair and unfriendly to the Church.

"With regard to the New York Review, I will say that we have no means of knowing what the intentions of the Church authorities may be, but we can state that up to the present time the Review has not met with any official censure from any authority, local or general, in the Catholic Church."

The dispatch from Washington which caused the sensation stated that the paper had fallen under the ban of the Pope because of the publication of several articles written by Rev. Edward J. Hanna, of Rochester, N. Y., on "The Human Side of Christ." These articles showed a leaning to liberalism and so-called "modernism," which was criticized by conservative churchmen.

Hardenbergh an Editor.

General E. B. Hardenbergh, ex-auditor general of Pennsylvania, is one of the signers to an application for a charter for the Citizen Publishing Company, of Honesdale, Pa. It is said that he will be the editor of the new paper.

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DAILY MAIL - Anderson, S. C.

NEW SCHOOL OF JOURNALISM.

Missouri University Starts in to Make Editors.

The new school of journalism at the University of Missouri, Columbia, Mo., was inaugurated last week. A large class of embryo editors was on hand to take the examinations. Walter Williams is dean of the school, with Charles G. Ross, a St. Louis newspaper man, as principal assistant. Fourteen other newspaper workers are on the staff, or faculty.

The plan outlined by Mr. Joseph Pulitzer was taken as the basis for the Missouri school, to specialize on courses in English, economics, sociology, political sciences and some other branches taught in the usual academic course, so as to give students of journalism what they most need, without burdening them with unnecessary details.

In conjunction with the lectures a daily newspaper, to be called the University Missourian, will be issued. It will be supplied with telegraphic service, and the student will do actual work in reporting and copy reading.

The course comprises four years, and the students graduated will receive the degree of bachelor of science of journalism. The course is to take rank with the other department. An effort will be made to induce students to take a five-year course, which will make it possible for them to combine the courses of journalism and arts and complete both.

Both the Associated Press and the United Press Association have volunteered their service free. Efforts will be made to make the publication self-supporting.

LIST OF LECTURERS.

New York Y. M. C. A. Will Listen to Experts in Advertising.

The 23rd street Y. M. C. A. school of advertising, New York, of which Frank L. Blanchard has charge, announces the following list of lecturers for the coming term beginning Oct. 13:

Don C. Seitz, business manager, New York World; F. A. DeWeese, advertising manager of Shredded Wheat Co., Niagara Falls, N. Y.; Frank Presbrey, president of Frank Presbrey Co.; Manley M. Gillam, advertising counsel, New York Herald; John Lee Mahin, president of Mahin Advertising Co., Chicago, Ill.; H. W. Biggs, treasurer, Hampton Advertising Co.; Charles F. Southard, advertising manager, A. D. Matthews Sons; Leroy S. Fairman, managing editor of George Ethridge Co.; O. J. Gude, president of O. J. Gude Co.; George F. Baright, advertising manager of Prudential Insurance Co.; Herbert F. Gunnison, advertising manager, Brooklyn Eagle.

Frederic L. Colver, advertising manager, Success Magazine; George Batten, president of George Batten Co.; Emerson P. Harris, editor of Selling Magazine; George P. Metzger, advertising manager, Columbia Phonograph Co.; Frank E. Colson, president of Newspaperdom Publishing Co.; Richard S. Wood, of the St. Railways Advertising Co.; Raymond R. Glenn, assistant advertising manager, Yale Towne Mfg. Co.; W. Ward Damon, special advertising representative; Joseph P. Day, real estate agent and broker; John Clyde Oswald, editor of American Printer.

NEW PUBLICATIONS.

"The Bugle," a weekly newspaper, with H. L. Bevans at the head, was issued last week at Tullahoma, Tenn. Mr. Bevans was for a number of years publisher of a paper at Dickson and for the past two years was one of the proprietors of the Tullahoma Guardian.

A stock company, headed by Judge William Dixon, will establish a new paper at Hyden, Ky.

The Fort Wayne (Ind.) Abendpost, a new German evening daily, began last week. Anselm Faelber is editor and manager. A portion of the office is in place. Until presses can be installed, the press work will continue to be done outside.

The Coulee City (Wash.) Clipper has appeared. Curtis Bunce is the publisher.

The first copy of the American Paint and Oil Dealer, 411 North Tenth street, St. Louis, was issued last week. The editor and publisher is Allen W. Clark, formerly president of the Kinloch Paint Company and an experienced newspaper man. He claims that St. Louis is the base of the raw material supply for the paint trade, such as lead, zinc and oil.

A group of central New York State capitalists, represented by George Seckner, of Whitesboro, N. Y., are planning to establish a new Democratic daily at Little Falls, N. Y.

The Crowley (La.) Acadian, a semi-weekly, is coming regularly. It is published by D. L. Stump, formerly proprietor of the Port Arthur (Tex.) News and the Eunice (La.) News.

"Columbia" is the name of a new weekly in both German and English, which has appeared at Cleveland, O., in the interest of real estate, finance, agriculture, etc., with a department for art, literature and theatres. It is published by the Columbia Printing Co., John H. Frick, manager. Nat C. Binheim is editor.

The Iron City Trades Journal, devoted to labor, has begun at Pittsburgh. Arthur E. Ireland, president of the Iron City Central Trades Council is business manager. L. R. Thomas is editor.

The Milam County Republican comes from Cameron, Texas. Dr. T. A. Pope is the editor.

Charles T. White for Congress.

Charles T. White, political news editor of the New York Tribune and one of the best known newspapermen in the metropolis, is a candidate for the Republican nomination for Congress from the third Congressional district of New York state, which lies in Brooklyn. Congressman Chas. T. Dunwell, a Republican, who was elected from this district two years ago, recently died.

Bronze Bust of Crosby Noyes.

The Noyes Memorial Association has decided to place a heroic bronze bust of the late Crosby S. Noyes, editor of the Washington Evening Star, in the District of Columbia Building at the capital. William Couper, a sculptor of New York City, will be given the commission for the piece.

The Baton Rouge (La.) Daily State has changed its name to the Daily State Times.

PHILIPPINE NEWSPAPER MEN.

Reporters Get \$150 a Month and Have Fine Times.

George C. Sellner, publisher of the Cable News-American at Manila, Philippines, is touring the world. He was in Buffalo last week and told about conditions in the Philippines. He went there as a war correspondent shortly after Dewey's victory, bought an interest in the Manila Times, and two years ago bought the Manila American which he merged with the Cable News. He said, speaking of the newspaper business in the islands:

"The mechanical force of our office is composed wholly of natives—compositors, pressmen, foremen—in fact every man from 'devil' up is a native. The reportorial and editorial forces are made up of the only white men in the business. Most of these are Americans. They are making more money in their positions than they could in this country. Some of our reporters get as high as \$150 per month, while the salaries of the editors are still larger.

"Generally speaking, living is as cheap in the Philippines as it is in this country. Single men over there will rent a house, club together in furnishing it and in providing the food, etc. They hire a cook and house-keeper, and have better quarters than could be had for the same money anywhere else in the world."

YORK STATE DEMOCRATS.

Editors Dined with Chairman Connors at Convention.

William J. Connors, owner of the Buffalo Courier and the Buffalo Inquirer, and chairman of the Democratic State Committee of New York, gave a dinner to the New York State Democratic editors and owners at Rochester, during the state convention last week. The following were seated at the head table:

Toastmaster, Edward S. Moore of the Norwich Union; State Chairman William J. Connors, National Committeeman Norman E. Mack, William F. Mackey, Thomas H. Dowd, Thomas P. Heffernan, Congressman William Sulzer, James A. Zickler of the Putnam County Courier, L. W. Ferrenbaugh of the Waterloo Observer, R. S. Underhill of the Corning Democrat, George M. Shaw of the Mt. Morris Enterprise, George F. Connell of the Poughkeepsie News, E. T. Williams of the Niagara Falls Cataract Journal, Augustus Thomas, playwright; Luke McHenry of the Oneida Union, M. A. Bowen of the Medina Register, F. C. Parsons of the Cortland Democrat, A. R. Kessinger of the Rome Sentinel, John Underhill of the Warsaw Times.

E. A. Grozier, publisher of the Boston Post, is in Honolulu.

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NEW YORK, SATURDAY, SEPTEMBER 26, 1908.

WHAT'S THE MATTER WITH THE NEWSPAPERS?

Are we nearing a crisis in the newspaper world?

The business manager of a great New York paper said last week: "The public is fast growing to disbelieve all newspapers!"

Is it so? If it is so, whither are we drifting?

It may well be that they who breathe the atmosphere of Park Row, New York, see less clearly into the future of newspapers than they who follow other professions. It may well be that the country editor is a better judge of the public attitude toward newspapers than the brethren of Park Row. And the Park Row perspective is not now much different from the range of owners and editors in all big cities. The business manager quoted above does not express the prevailing opinion of the newspaper profession of New York. He is almost an outsider. It is doubtful if many New York newspaper men have thought about the matter at all. But the country editor has thought about it, and thinking men outside the newspaper profession have it in mind.

Are there publishers who deny the recent swift growth of the critical faculty in the body of newspaper readers? Have they heard, in the street, the phrase which is frequent enough to be a by-word—"You can't believe what you see in the newspapers?"

What impels a great and growing number of individuals to say, when they read some news item in these days—"I doubt it!" or "It is a lie!"?

Is it merely the spirit of agnosticism which dominates this generation?

To be sure, we have seen the destruction of several ethical beliefs during the past three years. Great names in finance tumbled to the depths. Great "systems" dissipated to mephitic ether. The great "legal profession" was shaken to its fundamentals. It was to be expected that the profession of journalism would be put upon the gridiron.

It is on the gridiron today. Who will print the news of the public verdict?

They—the millions of citizens who buy the papers and want the TRUTH, are saying, with sinister resentment: "We pay for truth, but you give us falsehood!"

Yes, editors and owners will explain, will plead that the fierce battle for metropolitan newspaper existence makes inevitable error in news columns. The plea is too late. Formerly it would be considered by an indulgent

public. The present public is not indulgent. It does not forgive misstatements by newspapers. IT DEMANDS ETERNAL VIGILANCE FROM EDITORS.

Do editors plead that "errors" are unavoidable? The impatient public says roughly—"You play horse with us. You and your reporters take an ounce of fact and a pound of imagination and give us the mixture under a late line. That is what the novel writers do, but they call the stuff fiction, while you print obvious fiction and label it 'fact.' We want the FACTS, the bare, bald facts. We are tired to death of fictionized news!"

The public is complaining of other things in our news system.

Again we put the question to editors and owners: Do you deny that public confidence in the motives of newspaper owners and the practices of newspaper editors has lessened?

It will be answered by some that only a few newspapers are "unreliable." Perhaps.

Still do we ask: What's the matter with the newspapers?

REWARDS FOR PARTY SERVICE BY NEWSPAPERS.

William J. Conners of Buffalo, chairman of the Democratic State Committee of New York and an owner of large newspaper interests, addressed the assembled Democratic editors of the State at Rochester, last week. He uttered the following significant statement:

I am a newspaper man myself, you all understand. Whatever is done in this campaign will be done by newspapers. If there is any reward if we win, I promise to you gentlemen you'll get your reward.

Of course, editors will construe the above literally, liberally, or skeptically, according to temperament and experience. The Editor and Publisher hopes fervently that Mr. Conners will make good.

The Clinton (Mc.) Advertiser, Maine's smallest newspaper, is offered for sale by Publisher W. B. Macy.

On Oct. 1 the Butler County Tribune, published at Allison, Ia., will pass to the management of Lloyd Bremer, formerly of the Dows (Ia.) Advocate.

Genung & Scureman, publishers of the Waverly (N. Y.) Sun, have purchased the Nichols (N. Y.) Recorder, and have consolidated the two papers. J. B. Nixon, of the Recorder, will continue for a time.

OBITUARY.

Benjamin Franklin Wright, aged seventy-one, the veteran editor of the Charles City (Ia.) Daily Press, died. He went there fifty-one years ago, and was known as the "Father of Prohibition in Iowa." He was prominent as a writer and orator.

Alexander Elder, one of the veteran compositors of New York, died of apoplexy last week, aged sixty-eight years. He served through the Civil War in Duryea's zouaves. He worked on the New York Commercial Advertiser for twenty-five years and for the past eighteen years on the New York Evening Post.

Horatio N. Mather, for many years a Michigan publisher, died at Detroit from paralysis. He founded the Detroit Sun, which failed. In 1883 he became proprietor of the Saginaw Times. In 1884 he founded the Bay City World. In later years he had been in the life insurance business.

Arthur G. Stedman, the last surviving son of the banker-poet, Edmund Clarence Stedman, died in New York, aged fifty-nine years. He graduated from Yale in 1881. His life was spent in editorial work, reviewing and magazine writing. He assisted his father in the preparation of the "Library of American Literature."

Lyman M. Starrett, the oldest employee of R. Hoe & Co., printing press manufacturers, died, aged seventy-six years. He was one of the machinists who built the famous Monitor of the Civil War. He was the inventor of the first street sweeper drawn by horses, and was the oldest pattern maker in his trade.

John A. Just, founder of the Just Food Company, famous chemist, and pioneer in the manufacture of baby foods, died at Syracuse, N. Y., last week, aged fifty-four years. He was a graduate of Heidelberg University, Germany. He became a specialist in the manufacture of baby foods from his recipes. He was widely known among the advertising agencies. His food company was absorbed by the present Merrell-Soule Company.

Lieutenant-Colonel Charles Newbald, U. S. A., retired, died in California. His son, J. Fleming Newbald, is business manager of the Washington Evening Star. Frank B. Noyes, of Chicago, president of the Associated Press, is his son-in-law.

Alexander Wilder, a brilliant editor forty years ago, when he was associated with Horace Greeley on the New York Tribune, died at Newark, N. J., aged eighty-five years. He held positions on the Syracuse Daily Journal, the New York Evening Post and the Saturday Evening Post of Philadelphia.

BRIEF ITEMS OF NEWS.

The directors of the New Haven (Conn.) Union Co. elected Mrs. Alexander Troup a director, Alexander Troup, Jr., treasurer, and Philip Troup, secretary, to fill vacancies caused by the death of Alexander Troup.

Editor Powell of the St. Petersburg (Fla.) Independent, says he will make his paper an eight or twelve-page daily in a short time.

The Shenandoah (Va.) Tribune, G. V. Bell, publisher, which was burned

out, will rebuild and install new printing plant.

NEW INCORPORATIONS.

At Sherman, Texas, a company incorporated with \$10,000 capital stock to publish daily newspaper. Incorporators: S. W. Porter, president; A. Fielder, secretary, both of Sherman, and George L. English of Bonham, manager.

Publishers' Press, New York; to collect news; capital, \$5,000. Incorporators: Frank R. Moody, 62 Cedar street; Paul Gorham, 22 William street; B. W. Moore, 149 Broadway, all of New York.

The Herald Company, Indian Harbor, Ind., to publish newspaper; capital, \$10,000. Directors: Homer J. Corr, John R. Farovid and F. E. Crawford.

The Winchester News Co., Winchester, Va.; newspapers and periodicals; capital, \$10,000. President, Rufus D. Kilgore, Melrose; treasurer, Alfred William Rooney, Winchester; clerk, Albert H. Brown, Melrose.

The Herald Co., Reynoldsville, Pa.; capital, \$7,500. Incorporator: F. K. Alexander.

Gary Daily News Company, of Gary, Ind.; capital stock, \$15,000. Directors, Albert Reese, E. E. Gossick, Carl J. Cooper.

PHILADELPHIA NOTES.

Reginald W. Kaufman has resigned as dramatic editor of the North American and will join the Hapwoods Advertising Agency of New York.

Harry Milton Neely, recently acting managing editor of the Evening Telegraph, is giving all his time to the making up of the big special edition which the Telegraph will issue at the beginning of "Founders Week," Oct. 4.

Chas. Cooke Wanamaker, press representative for the Shubert theatres of Philadelphia, has accepted the position of night managing editor of the Press, a place which was created for him.

William Perrine, editor-in-chief of the Bulletin, has returned from Europe. He was abroad two months.

Larry Hoagland, president of the Pen and Pencil Club, who has been in charge of an amusement park at Manchester, England, since May, will return in October. It is rumored that he made a big hit with the Britishers.

George Graham, sporting editor of the North American, is being boomed for the presidency of the Atlantic Base Ball League.

Impostors Soliciting Money.

The New York Globe warns readers to beware of impostors who are soliciting funds for the Newsboys' Club of New York. The Club has sufficient money for its immediate needs and no one is now authorized to collect money.

Hearst News Extending.

The Hearst News Service has extended its New York-Chicago leased wire at night to Winnipeg, Manitoba, with drops at Milwaukee, St. Paul and Fargo, N. D., between Chicago and Winnipeg. The steady growth of this service in all directions is proof of the excellence of the news report which is being sent out by President C. J. Mar's organization.

PERSONALS.

Edward T. Williams, of the Niagara Falls (N. Y.) Cataract, spoke for the editors at the Democratic banquet to editors at Rochester last week.

George Zimmerman, editor of the Allentown (Pa.) Chronicle, and Republican candidate for the Assembly from Allentown, was a speaker with Senator Penrose at the opening of the Republican campaign in Allentown last week. Editor Zimmerman's newspaper career covers twenty-six years.

George M. Blair, formerly editor of the San Pedro (Cal.) Tribune, has returned to San Pedro from a year's sojourn at his old home at Richmond, Ind.

James William Connell, well-known newspaperman of Hartford, Conn., has written "The Address Sting," a novelette of newspaper life, to be published shortly.

Frank Harris, editor of the Ocala (Fla.) Banner, spent last week in New York together with his wife and daughter, Miss Louise Harris.

Henry A. Wise Wood of the Cambell Printing Press Company lectured last week at the Franklin Institute, Philadelphia. His talk was about the styles and types of machines used in the newspaper offices of the present day. He illustrated his discourse with lantern slides.

Herman A. Landon and Miss Grace W. Jennings, both members of the Toledo (O.) Blade staff, were married at Bowling Green, O.

George C. Silsbee, editor of the Avoca (N. Y.) Advance, and postmaster of Avoca, has been afflicted with much ill health lately.

Thomas P. Peters, editor of the Brooklyn (N. Y.) Times, addressed the Logan Republican Club of Brooklyn in ratification of the renomination of Governor Hughes.

Louis Wortham, editor of the Ft. Worth (Tex.) Star, has been the guest of Steb Williams at the splendid country estate in Lamar county, where Mr. Williams entertained a house party. Clay Clement, the actor, was one of the party.

Editor Charles T. Fairfield, of the Rutland (Vt.) Evening News, has given two \$20 gold prizes to be contested for by the senior class of Middlebury College. The prizes are called the Micah Fairfield Memorials. Micah Fairfield was the grandfather of Editor Fairfield, and graduated from Middlebury in 1809.

David Holt, editor of the Biloxi (Miss.) Herald, has published a quaint anachronistic brochure entitled "Le Moyne D'Iberville Visits Modern Biloxi." It tells what the dead pioneer might see nowadays.

M. H. DeYoung, publisher of the San Francisco Chronicle; Adolph S. Ochs, publisher of the New York Times; Charles H. Grasty, formerly publisher of the Baltimore News, and Lafayette Young, Jr., returned from a trip to Europe last week.

Mrs. Livia Simpson-Poffenbarger, editor of the Point Pleasant (W. Va.) State Gazette, has been elected state vice-president of West Virginia, representing that state in the executive body of the Women's National Press Association.

F. P. Glass, editor of the Montgomery (Ala.) Advertiser, has been making an extended sojourn at the Hotel Chalfonte, Atlantic City.

J. Francis Drake, of the Phelps Publishing Co., of Springfield, Mass., delivered an address at the business men's meeting of the Springfield Board of Trade on Thursday night of this week.

Edward H. Butler, Jr., son of the owner of the Buffalo Evening News, was a delegate to the Republican State Convention at Saratoga last week.

Chas. H. McKee, manager of the St. Louis Globe Democrat, is at his summer home in Camden, Maine.

William Taylor, night city editor of the Boston Post, is ill at his home in East Boston, threatened with pneumonia.

E. H. Butler, owner of the Buffalo Evening News, returned this week on the Lusitania. He toured Europe in his automobile.

Caspar S. Yost, Sunday editor of the St. Louis Globe Democrat, has recovered from a long illness and returned to his desk.

The big night automobile parade in Buffalo last week was judged by John D. Wells of the News, W. H. Lerch of the Express, and Albert M. Sterling of the Times.

Eugene Clive Hammond, of the Philadelphia Evening Telegraph, is one of the most active missionaries of Esperanto in the country. He says every up-to-date paper will have an Esperanto department in a few years.

S. Glenn Andrus, railroad editor of the Chicago Record Herald, has been the guest of E. H. Harriman at Pelican Lodge, Klamath Lake, Oregon, the magnate's summer home.

STAFF NEWS AND CHANGES.

Chester B. Grandey, of Glens Falls, N. Y., has accepted the editorship of the Glens Falls Morning Post. He graduated from the College of Law of Syracuse University last June.

Editor N. H. Jordon of the Sylacauga (Ala.) Advance, has retired. He has been succeeded by Will A. Moody as editor and publisher of the Advance.

Edward C. Knight, well-known Boston newspaper man, for several months covering police headquarters for the Boston Record, has accepted a place on the staff of the New York Sun.

Thomas W. Hotchkiss, who has been for five years connected with Town and Country, has resigned the editorship of the publication. After Oct. 1 he will become associated with Edwin Wildman in the M. A. P. News and Magazine service of New York.

Oscar Shepherd, of the Bangor (Me.) Commercial, is spending a vacation in Boston.

Wm. Wesley Young, formerly with the New York World and later with the Chicago Evening Journal, has returned to New York.

Warren E. Davis, of the Boston Journal, has gone to Montana to assume the news editorship of the Anaconda Standard.

LORD & THOMAS EXPANSION.

Have Absorbed the George B. Van Cleve Agency of New York.

C. R. Erwin, president of the Lord & Thomas Advertising Agency, of Chicago, makes the following signed statement in regard to the opening of their New York house:

"We have leased the entire fourth floor of the new Second National Bank Building, corner Fifth avenue and Twenty-eighth street. This floor is now being fitted up under the direction of Mr. Herbert M. Baer, the architect, and it will form agency quarters in every way as complete and elegant as those that we have in Chicago.

"On November 1st we absorb the business of the Geo. B. Van Cleve Advertising Agency, and Mr. Van Cleve will come with us as Third Vice-President of the New York house. He brings with him all of his leading men. We consider Mr. Van Cleve himself, as well as the extensive and high class business which he controls, as a very fortunate acquisition.

"Mr. W. T. Jefferson, at present of our Chicago office, will reside in New York, as an officer of the New York concern and a member of the executive committee there.

"Mr. C. C. Hopkins, general Vice-President of the Agency, will have charge of the copy department, both in New York and Chicago. It is expected that at all times at least one of the main officers of the agency—Mr. Lasker, Mr. Hopkins and myself—will be in the New York office.

"Our New York office will hereafter constitute a complete advertising agency, every department of which is directed by men whom we have trained in Chicago. It will be in no sense a branch office. One will find there all the ability, all the facilities, all the knowledge of methods and mediums, which have made us a success in Chicago.

"The New York office will have a complete corps of trained copy writers, our own staff of artists, our own printing plant, a full corps of buyers and a complete checking equipment. "The Chicago end of Lord & Thomas is now 35 years old. It has become one of the leading American agencies. During the past few years our growth has been particularly rapid and our volume of business has multiplied.

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

PICTURES MAKE CIRCULATION

Daily Photograph Service—Biggest, Best, Cheapest. Weekly Matrix Service—Men, Women and Events. Sent on trial without charge.

GEORGE GRANTHAM BAIN,
32 Union Square, New York City.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS OR ADVERTISING MANAGER

With a clean record; capable, energetic and a business getter. Writes ads. and plans advertising campaigns with great success. Not out of a job; want to better myself, and get a change of climate for health of wife. Can prove ability as a business producer, and am thoroughly familiar with every detail of newspaper work. Fifteen years' advertising experience. References the highest, including present employer. A reasonable salary and a share of the increased profit that I bring you. I can also furnish a high class managing or city editor, college education, forcible writer with years of actual newspaper work to back him. Can arrange to make change October 1st. Address "Hustler," care of The Editor and Publisher.

FOR SALE.

GENUINE BARGAIN.

Modern Hoe Double Supplement Press with half deck added. In good running order. Will print 4, 8, 10, 12, 14 or 16 pages, running speed of 2,500 per hour; or a 20, 24, 28 or 32-page paper at running speed of 12,500 per hour. On account of necessity of greater press facilities, the undersigned will sell this at a great discount. About one-third cash payment down, balance in two years with well secured notes. Oakland Tribune, Oakland, Cal.

KNOWLTON PARAFFIN MACHINE

and wood type suitable for sign work; good condition; cheap. New Century Paper Co., Indianapolis.

TWENTY CYLINDER

and job presses rebuilt and erected on my floor. Bronson's, 45th and West Harrison, Chicago. (Take Metropolitan Elevated to 45th ave.)

A COMPLETE

Up-to-date job printing plant. Everything practically new. Invoiced at \$2,525. Price-list on application. Will sell at 40 per cent. below cost for cash. A record-breaking offer. Subject to prior sale. Address Pittman & Sons, Greenwood, S. C.

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.

THE DAILY TIMES,

AND THE SUNDAY TIMES.

SEATTLE, WASHINGTON.

Brings best results for money spent for advertising in the Pacific Northwest. Published evenings and Sunday morning.

Classified ads. 10 cts. a line Daily, 15 cts. a line Sunday. Six words in a line nonpareil.

TYPEWRITER RIBBONS

3 for \$1.00 delivered.

ANY MACHINE, ANY COLOR RECORD OR COPYING

Western Ribbon Co., San Mateo, Cal.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

Scott & Bowne, Pearl street, New York, is sending out copy and making new contracts for the Scott's Emulsion advertising.

The Electro-Silicon Company, 30 Cliff street, New York, will shortly place orders through Danchy & Co., Murray street, New York, to the smaller city dailies.

The Butterick Publishing Company, New York, anticipates using a page ad in papers that they used last year to advertise the products of their advertisers that will appear in the Christmas number of their publications.

The Victor Talking Machine Company, Camden, N. J., will use the same papers as last year. This business will go out in November and will be placed through Powers & Armstrong, Philadelphia.

Rudolph Guenther, 108 Fulton street, New York, is placing orders for Dr. Gardner, 32 West Thirty-third street, New York.

The National Republican Organization has not decided as yet on a newspaper campaign.

James Buchanan & Co., 29 Broadway, New York, will send out orders for Black & White Scotch Whiskey through the Namrod Agency, same address, in October.

Hall & Ruckle, New York, will not start their fall campaign for the Sozodont advertising until the arrival of Mr. Hall from Europe.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing the Rainbow Dyes advertising.

The Empire Book Company, Pine street, New York, is offering exchange deals to daily papers for fiction.

Louis Lewis, 220 Broadway, New York, is using the larger Eastern city dailies for the Huyler Chocolate advertising.

E. L. King, advertising agent, 200 Broadway, is asking for rates on business to go out in October.

The National Cloak & Suit Company, West Thirteenth street, New York, is using Sunday papers through the George Batten Agency, East Twenty-fourth street, same city.

The E. H. Clarke Agency, Chicago, is placing 1,000 line renewal contracts for James S. Kirk & Co., toilet articles, same city.

The H. E. Benjamin Agency, Philadelphia, is placing the advertising of the First Mortgage Guarantee & Trust Company, same city.

L. A. Sandlass, Baltimore, is placing the advertising of Schloss Bros., clothiers, same city.

The Mumm-Romer Agency, Columbus, O., is placing 5,000 lines for the Globe Pharmaceutical Company, Dayton, O.

The Jacques Manufacturing Company, Chicago, is placing 1,000 inches

direct for the advertising of the K. C. Baking Powder.

Mallory & Mitchell, Chicago, are placing 3,000 lines for Willard White, same city.

Frederick N. Sommer, Newark, N. J., will use the daily and weekly newspapers of New Jersey, also the weekly newspapers of New York State, for Menk's Kidney Pills.

F. N. Sommer is also placing a 25-line advertisement for Messrs. J. M. Quinby & Co., automobile body builders, in the leading magazines.

W. L. Dotts, of the Arnold & Dyer Agency, Philadelphia, is sending out 10,000 lines to Ohio papers for the advertising of the Endicott-Johnson Shoe Company, Endicott, N. Y.

The Horn-Baker Advertising Company of Kansas City, Mo., is placing the following advertising: Quarter page magazine copy for Robt. Keith Furniture & Carpet Company; page newspaper land copy for the Board of Land Commissioners; 50 and 100 line magazine and mail-order copy for the American College of Dressmaking; 16 and 40 line copy to magazines and mail-order papers for the Simplex School of Music; page copy to farm papers and mail-order papers circulating in the Southwest for Jones Bros. Mercantile Co.; and 168 and 200 line copy to weekly and daily newspapers beginning October 1 for the Green Mountain Distillery Company.

ADVERTISING NOTES.

F. J. Sheron, publisher of the Augusta (Ga.) Herald, is in New York.

Brent Good, of the Carter Medicine Company, Murray street, New York, sailed Wednesday for a business trip to Europe.

Milo W. Whittaker, publisher of the Jackson (Mich.) Patriot, is in New York, calling on the different general advertisers with his Eastern representative, R. J. Shannon.

The Smith & Budd Special Agency New York and Chicago, after October 1 will represent the Birmingham (Ala.) Ledger in the foreign field. The Ledger will make a good addition to the "Known Circulation List."

Hugh A. O'Donnell, formerly of the Chicago Record-Herald, on next Monday will take charge of the advertising of the Minneapolis Journal, succeeding W. McK. Barbour, who takes charge of the advertising on the Minneapolis Tribune on October 1.

Col. MacIntosh, of the Penn Drug Company, Philadelphia, and H. J. Kleinmann, of the German-American Agency, were in New York this week, calling on the special agents.

H. C. Milholland, business manager of the Pittsburg Press, and H. S. Scott, business manager of the Detroit News, were in New York last week.

H. E. Baldwin, publisher of the Joliet (Ill.) News, is in New York this week calling on the general advertisers.

W. E. Baldwin, advertising manager of the Pawtucket (R. I.) Times, was in New York this week in the interest of that paper.

Rufus N. Rhoades, publisher of the Birmingham (Ala.) News, is in New York to attend the directors meeting of the Associated Press, which will meet in October.

George B. Haines, 356 Dearborn street, Chicago, will open a new advertising agency on Oct. 1. He will occupy part of the Tobey Advertising Agency.

Chas. L. Emerich, who has been assisting John Fralich of Chicago, is now with the Davis Bros. Publishing Co. of Chicago.

Arthur Willson of Chicago has purchased a handsome new home in the aristocratic north side section of Chicago.

J. S. True, manager of the St. Louis office of Hand, Knox & Co., has completed a tour through Iowa and Nebraska in the interest of his firm. He reports great prosperity in the territory he visited.

Alfred B. Lukens, special agent, Tribune Building, New York, has added the Waterloo (Ia.) Courier to his list of papers. The Courier is the oldest paper in the county and has a claimed circulation of 7,500. Mr. Lukens now represents the Fort Wayne (Ind.) Sentinel, New Bedford (Mass.) Times, and Buffalo Record in the Eastern field, and has materially increased the foreign advertising in all of these papers since he took charge.

Montgomery Advertiser Expanding.

The Montgomery (Ala.) Advertiser Company is planning a big extension of its printing plant. Architects have prepared the draughts for a new three stories and basement building of reinforced concrete and steel, front to be cut stone and pressed brick.

Nashville Tennessean's Manager.

Frank D. Lander, formerly of the Paducah (Ky.) News, has been made general manager of the Nashville (Tenn.) Tennessean, which is edited by E. W. Carmack, former U. S. Senator from Tennessee.

E. Hutchinson, formerly a well-known newspaper man of Ontario, Can., was drowned at Vancouver, B. C.

The Evening Wisconsin

¶ A newspaper that is so good and popular as to induce its readers when leaving the State to continue taking it for thirty years, must be a good newspaper to advertise in.

¶ Henry Nelsen writes from Clinton, Ia., that he has taken **The Evening Wisconsin** (near Madison and where he now lives) over thirty years. He says, "I consider **The Evening Wisconsin** a better newspaper than any in the State and I shall continue to take it as long as I live."

¶ Mr. Nelsen is a good man for any advertiser to get as a customer.

ROLL OF HONOR

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

ALABAMA.	
ITEM	Mobile
CALIFORNIA.	
BULLETIN	San Francisco
EXAMINER	San Francisco
CONNECTICUT.	
TELEGRAPH	New London
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
CHRONICLE	Augusta
ILLINOIS.	
HERALD	Joliet
JOURNAL	Peoria
KANSAS.	
CAPITAL	Topeka
LOUISIANA.	
ITEM	New Orleans
STATES	New Orleans
MASSACHUSETTS.	
TIMES	Gloucester
LYNN EVENING NEWS	Lynn
NEW JERSEY.	
JOURNAL	Elizabeth
NEW YORK.	
TIMES-UNION	Albany
NEWS	Buffalo
NEWBURGH DAILY NEWS	Newburgh
LESLIE'S WEEKLY (Cir. 115,000)	New York
RECORD	Troy
NORTH CAROLINA.	
NEWS	Charlotte
OKLAHOMA.	
OKLAHOMAN	Oklahoma City
OHIO.	
REGISTER	Sandusky
PENNSYLVANIA.	
TRIBUNE	Altoona
TIMES	Chester
MORNING DISPATCH	Erie
HERALD	New Castle
BULLETIN	Philadelphia
GERMAN GAZETTE	Philadelphia
DISPATCH	Pittsburg
TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
CHRONICLE	Houston
POST	Houston
WASHINGTON.	
TIMES	Seattle
WEST VIRGINIA.	
GAZETTE	Charleston
WISCONSIN.	
EVENING WISCONSIN	Milwaukee

T. B. Fitch, editor of the Keystone (S. D.) Recorder, and E. L. Senn, of Oacoma, S. D., has purchased the plant of the Buffalo Gap (S. D.) Republican. They recently bought the Hill City (S. D.) Star. It is said they will establish a new paper at Oelrichs.

CYRUS H. K. CURTIS.

A Sketch of the "Little Giant Publisher" of the Ladies' Home Journal in the Usual Style of Alfred Henry Lewis, of Human Life.

There is a refreshing sense of honor in the spectacle of a man starting out on a hunt that continued from the Atlantic Seaboard to the middle west to find a creditor of twenty years' standing for the purpose of liquidating an obligation.

The man who did this stunt was Cyrus Herman Kotsschman Curtis, erstwhile publisher of The Independent, which went broke in Boston so many years ago. At present Mr. Curtis is the owner of one of the largest publishing plants in America and the proprietor of The Ladies' Home Journal and The Saturday Evening Post. How did he do it? It's all simple enough when you read backward. To begin with, he inherited principles of honesty and thrift, and an inherent love of printer's ink. A card printing press was his first start. Young America followed. The Independent was the great venture of his young manhood. It cost him dear. Boston was not ripe for it and a trail of debts resulted, every one of which he paid twenty years later, principal and interest. After shifting around as clerk and solicitor of advertisements, Mr. Curtis married and landed, Centennial Year, in Philadelphia,—the two most momentous events in his life. The passion for publishing a paper was as strong as ever and he associated himself with The Tribune Farmer.

In that publication he started a Woman and Home department. Its success was immediate and his ambition to print a magazine led him to produce The Ladies' Home Journal. Here's where his wife came to the rescue. Mrs. Curtis, who was Miss Louise Knapp, of Boston, converted her house into an editorial sanetum and virtually edited the new venture from the home. Mr. Curtis succeeded in establishing a \$400 credit with an advertising agency and put it all into one advertisement. The result was immediate and The Ladies' Home Journal received subscriptions by the bushel.

Mr. Curtis's plant is now worth several millions of dollars. He secured Edward Bok as editor of the Journal and Mr. Bok married his only daughter. Mr. Curtis is a little, big man; a quiet, thinking man; a keen judge of human nature and human interests. He knows men and knows his public. In the parlance of the cult, he has news sense. Ceaseless and intelligently directed industry, faith in his own judgment, modesty and sincerity, are dominant notes in his personality.

Out of business hours, Mr. Curtis finds his diversions at his home. He is

never so happy as when sitting at his great pipe-organ, pouring out his confidences to responsive improvisations. He inherited an intense love of music but his skill is self-taught. Mr. Curtis was born in Portland, Me., in 1850. He was educated in the New England public schools. He has a spacious country home at Wyncote, near Philadelphia. Of simple tastes and quiet manner, this little giant of publishers is perhaps the most essentially successful man in the field of magazine literature in America.—*Human Life*.

RELIGIOUS JOURNALISM.

Centennial of First Paper Celebrated at Portsmouth, N. H.

Last week, at Portsmouth, N. H., was celebrated the centennial of the Herald of Gospel Liberty, the organ of the Christian denomination believed to be the oldest religious newspaper in America. A representative gathering of clergymen and publishers of religious literature from all parts of the country assisted at the exercises.

The paper was first printed on the 1st of September, 1808. After two years the editor, the Rev. Elias Smith, moved to Portland, Me., and published the paper there. The following year it was published by him at Philadelphia. In May, 1816, he moved to Boston and from that time for two or three years the paper led a precarious life. The editor began to practice medicine and became a convert to Universalism and in October, 1817, he published a series of "farewell" articles.

Under several managements it got to be called the Christian Journal and finally, after many vicissitudes, it had its name changed to the "Christian Herald" and in 1851 became known by its original name of the Herald of Gospel Liberty, and Newburyport was made its place of publication with the Rev. Daniel P. Pike as editor. Two years afterward its editorial management fell to the late Benjamin F. Carter, who managed the paper until 1866, when Mr. Pike resumed the editorial conduct for about two years, after which it was removed to Dayton, O., where it is now conducted by the Rev. Dr. J. P. Barrett.

The occasion recalls other religious papers which have been fireside companions for several generations and which still live.

The Christian Observer began five years after the Herald of Gospel Liberty in 1813. In 1816 the Boston Recorder appeared, and was followed in 1819 by The Watchman. The first issue of The New York Observer was published in 1823; The Christian Advocate (Methodist) began publication in 1826; The Christian Intelligencer (Reformed Dutch) was established in 1830, and the Lutheran Observer in 1831.

Editor Stricken with Paralysis.

James J. McInerney, editor of the Alton (Ill.) Sentinel, former Democratic candidate for Congress and later candidate for mayor of Alton, was stricken with paralysis while walking in the street on his way to his office, at Alton last week. There is little hope of his recovery.

Hot Stuff from Georgia.

The Atlanta Georgian mentions that the Cairo (Ga.) Messenger is edited by Colonel Fuller Wind.

PARAGRAPHIC ENDORSEMENTS

No. 1

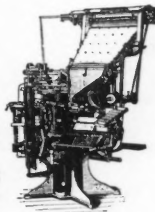
**J. C. Latham
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LIQUOR ADS.

Temperance Orator Doesn't Blame Newspapers for Taking Them.

The Rev. George Hammond, the Holiness temperance evangelist, who is now conducting temperance rallies and revivals in the Southwest, said in his address last week at Argenta, Ark.:

"I don't want to be understood as slandering or censuring any newspaper or newspaper man who takes an advertisement from a saloon engaged in the legitimate sale of liquor. The newspaper men are good men, and it is their legitimate business and moral right to take an advertisement from any legitimate business man who pays for the same. More guilty than the newspaper man who publishes the advertisement or than the man who is in the liquor business in a legitimate capacity under the law, is the church member and professed Christian who votes to license the liquor business. If this kind of a professed Christian gets to heaven, then the sot, the drunkard and gambler will stand on the very brink of hell and cry 'Unjust! Unjust!' until the very foundation of the temple of justice will crumble and fall."

The Washington Democrat.

The Washington Democrat, a State weekly, published at Seattle under the managing editorship of Verne H. Porter, formerly of Spokane, is to be incorporated with a capitalization of \$10,000. H. A. Porter is editor and publisher, George E. Ryan is associate editor, J. G. Turnbull is art editor and John N. McLeod is advertising manager.

The Hughesville (Pa.) Independent will resume. John R. Bixler, now editor of the Williamsport (Pa.) Evening News, will manage the revived publication.

Made Fortune Selling Papers.

William, Alfred and Otto Steebe, three brothers of Staten Island, New York city, sold New York daily newspapers on Staten Island for thirty years and this week they retired, worth \$20,000. One of the brothers will start a cigar store and the other two will buy farms. Sixty years ago Alfred Steebe, Sr., father of the three, started a newspaper stand on Staten Island and built up a route through the towns of the island.

Capt. W. H. Tallman, for twenty years with the Hillsdale (Mich.) Leader, has purchased the La Grange (Ind.) Democrat.

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