

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 18

NEW YORK, OCTOBER 30, 1909

5 CENTS A COPY

NEW YORK CAMPAIGN

NEWSPAPER OWNERS AND EDITORS IN CENTER OF AMAZING PUBLIC DRAMA.

New York Evening World Features Arthur Brisbane, Hearst Star—Splendid Business Coup—Candidate Gaynor Sues His Strongest Friend, The World, for Libel—Admiration for Joseph Pulitzer.

By PHILIP R. DILLON.

Many editors and publishers outside of New York State, New Jersey and Connecticut, may not have more emotion over the election of Hearst, Gaynor or Bannard as mayor of New York than over a fight between Jim Jeffries and Jack Johnson. This is not minimizing the New York affair.

The New York political campaign has developed a newspaper situation, the like of which has not been chronicled in the history of the nation, nor of all nations. This is a matter which directly concerns all editors and publishers of the nation.

HOW PAPERS STAND POLITICALLY.

Judge Gaynor, the Democratic candidate, is being supported by the New York World, the Evening World, and the New York Press—the last named a Republican paper. The Brooklyn Eagle has leaned slightly to Judge Gaynor.

William R. Hearst is supported by the New York American and the Evening Journal, and also by the German papers owned by Mr. Hearst.

All the other dailies in the city, with varying degrees of earnestness, are supporting Otto Bannard, the Republican or so-called "Fusion" candidate.

By common consent, the Journal and the Evening World are the contenders for the championship of the New York afternoon field. Arthur Brisbane edits and manages the Journal. It is said that he is paid \$50,000 a year for this work. Neither Mr. Brisbane nor Mr. Hearst has ever authorized any statement of the salary figures.

EVENING WORLD'S COUP.

For some time past, Joseph Pulitzer has been giving nearly all his attention to the Evening World. He has no great star like Brisbane, but he has gathered a splendid staff, a great stock company, so to speak.

The fight between these giants, the Journal and the Evening World, for supremacy, during the past year, has been the fairest fight New York has ever seen. Never a word of abuse, directed at the rival, has been printed in either paper.

Two weeks ago an extraordinary thing happened, the whole city was startled, yet the newspapers did not treat it as a news event. Here is the dialogue that one heard everywhere, as the saying is:

"Have you seen the Evening World?"

"What about?"

(Continued on page 3.)



JOSEPH PULITZER

PROPRIETOR OF THE NEW YORK WORLD, THE EVENING EDITION OF WHICH HOLDS THE CENTER OF THE STAGE IN THE POLITICAL DRAMA NOW BEING ENACTED IN NEW YORK.

COLUMBUS (GA.) LEDGER.

R. W. Page Buys Stock of Partner and Assumes Control.

R. W. Page has purchased the stock of L. T. Jones in the Columbus (Ga.) Ledger and assumes entire control of the paper.

The Ledger was purchased by Messrs. Page and Jones in 1892 and until the present time they have been equal partners in the ownership of the paper. Recently, they incorporated the Columbus Ledger Company, their respective interests remaining the same. Mr. Page announces that the paper will be conducted along lines that will be for the best interests of the city and the people and that he will inaugurate many improvements.

Mr. Jones, who has been actively identified with the Ledger for seventeen years, retires with the highest regard and best wishes for the future of all connected with the paper. He has not fully decided as to his plans for the future.

MUST STAY IN JAIL.

Editor Pascoe Again Refused Pardon by State Board.

David M. Pascoe, editor of the Germantown (Pa.) Telegraph, who has served half of a six months' sentence for libel, was again refused a pardon by the State board last week.

This was the second application made for a rehearing in behalf of the editor, who was sent to prison for six months and fined \$200 on the charge of having libeled ex-Sheriff Wilson H. Brown, of Philadelphia, in an article printed during a political campaign.

Indiana Daily Sold.

R. A. Brown, of Indianapolis, has purchased the Frankfort (Ind.) Daily Evening News from E. N. Burns and French Ragsdale. Mr. Brown is well known in Indiana newspaper circles. He was at one time connected with the Indianapolis Journal and was publisher of the Franklin Republican from 1889 to 1895.

THE MEN WITH TAFT

SOMETHING ABOUT THE WRITERS TRAVELING WITH THE PRESIDENT.

They Write Much of Other Folks, But Say Nothing About Themselves—All of Them Stars in the Journalistic World—As Much of a Bodyguard as the Secret Service Men—Who They Are.

Traveling about the country on a special car and watching the crowds pay tribute to the President would seem to most persons a very pleasant way of making a living. But to the group of writers who tell the world that Taft is doing, on his swing around the circle, it is an old story.

A western writer has said of them that they are the most unobtrusive of the entire party, but nothing escapes their keen observation, and after every important reception they go over with the President the salient facts which are to be printed, for on such a trip as this happenings left out are more than those that are printed.

These men who are virtually the aristocrats of newspaper world are: Harry L. Dunlap, New York World; Robert H. Hazard, United Press; William Hoster, Hearst News Service; E. A. Fowler, New York Sun Press Association; Sherman P. Allen, New York Herald, and Robert T. Small, Associated Press.

"Nearly every one of them," says the same writer, "earned his present position without any adventitious aid. Robert Small, the Associated Press man, is a son-in-law of the late Admiral Sigsbee, but if any of the others had influential relatives they have never made the fact known.

"The careers of H. L. Dunlap and R. H. Hazard give some idea of how a cub reporter transforms himself into a star newspaper man. They both did their first regular newspaper work in St. Louis.

"Dunlap was a reporter on the St. Louis Republic, beginning in 1893, and Hazard started on the now defunct Chronicle in the same year. Dunlap's faculty for reading manuscript accurately and rapidly soon became apparent, and at the Republican National Convention he was captain of fourteen reporters who were covering the convention.

"He took all the separate writings of the fourteen and reconciled them, then arranged them just as they were to go to the printers, and when they reached the office all the city editor had to do was to send them downstairs.

"It was the first time an event of such magnitude had not produced confusion in the composing room before the matter got into the paper.

DUNLAP DISCOVERED BY PULITZER.

"Dunlap was soon discovered by the ever-watchful Joseph Pulitzer and was made managing editor of the Post-Dispatch, which position he held until, his health being slightly impaired, Mr. Pulitzer called him to the magnificent palace of the publisher at Bar Harbor and told him to take Mrs. Dunlap for a Eu-

ropean trip. He also told him to stay until he was fully recuperated.

"When Dunlap came back the Washington billet was given him in preference to the more exacting duties of a managing editor. Although he has never had a photograph taken, nor was he ever written up to any extent, there is perhaps no more competent and modest newspaper man in the United States than Dunlap. Not quite 40 years of age, he has seen most of the civilized countries of the world and has an acquaintance among statesmen and diplomats that few other correspondents have been able to rival.

"Richard Hazard, after brilliant work in St. Louis, was called to New York and has gradually been elevated by the Scripps-McRae League to his present position.

HOSTER THE HEARST STAR.

"William Hoster, the Hearst star, is a man whose name is familiar to any reader of the Hearst papers, because the most important story in those papers usually bears the prefatory legend: 'By William Hoster.' He is a successful exponent of the late Charles A. Dana's theory: 'Whatever the Lord Almighty permits to happen, I am not too proud to report.' Hoster is peculiarly able to tell the most salacious details of a Gould divorce case or similar news story in a manner which omits nothing, but without offending the most esthetic sensibilities. He has made that sort of work close kin to art.

"Sherman P. Allen is one of those New York Herald men who always have so much expense money and who, if they stop at any except the highest-priced hotels are apt to be reprimanded in a cable from Paris signed 'James Gordon Bennett.'

"Allen is a typical New Yorker, and his colleagues say that this trip is the best thing that ever happened to him, because he always had the average New Yorker's limited conception of the West. "Allen, like the corps of which he is a member, is a man who won his spurs by hard work and a little luck.

FOWLER WRITES WESTERN STORIES.

"E. A. Fowler, of the New York Sun, contributes many western stories and abstruse criticisms on all sorts of subjects when he is not busy untangling the skeins of diplomacy in Washington.

"Robert T. Small is always an object of interest to most of his colleagues, because what he sends to the Press Association goes to most of the big newspapers. The correspondents, however, usually cover the same subjects in their own special style and language, for the very reason of their being sent along demands the justification of improving if possible on the ordinary press reports.

"At all the receptions these correspondents are stationed where they can see everything that goes on; in reality they are quite as much of a safeguard to the President as the secret service men, for there is not one of them who would not sacrifice his own life to save the executive."

REPUBLICAN EDITORS

Of Eastern Washington Organize Progressive League.

Editors of country newspapers in eastern Washington met at Spokane last week and organized the Progressive Republican League with a membership of twenty. These officers were named: President, Rufus Woods, The Daily World, Wenatchee; vice-president, William D. Smith, The Journal, Ritzville; secretary, Rufus R. Wilson, The Herald, Malden. An executive committee and other officers will be appointed by President Woods.

The object of the league is to work for corporate and political honesty, combined with personal honesty.

Among the publications in the league are the following: Franklin County Register, C. F. Lake; Northport Republican, C. F. Murphy; Prosser Republican-Bulletin, Kelsey R. Watson; Twin City Reporter, Scott Henderson; Leavenworth Echo, Deed H. Mayor; Ritzville State Journal, W. D. Smith; Fairfield Standard, O. H. Lee; Prosser Record, G. Alfred Haines; Springdale Reformer, Elmer W. Burroughs; Pomeroy East Washingtonian, Peter MacClung; Wenatchee Daily World, Rufus Woods; Walla Walla Daily Bulletin, Eugene Lorton; Malden Herald, Rufus R. Wilson; Waitsburg Times, E. L. Wheeler.

WILL GROW OYSTERS.

Members of Texas Press Plan to Acquaint People with Industry.

In the hope of acquainting the people of Texas with the importance of the gulf coast oyster industry, C. F. Lehman, editor of the Hallettsville Herald, and several other active members of the State Press Association, have decided to engage in the industry of a limited scale.

They plan to associate with them in the venture representative members of the press throughout the state. An oyster reef already set out with 175 barrels of oysters has been purchased. The reef is located in Kellar Bay, eight miles from the Press Association headquarters. Mr. Lehman believes that the members of the Press who will be associated with him in the enterprise will help acquaint the people of Texas with the commercial value of the oyster.

International Company's Earnings.

The annual report of the International Paper Company for the year ending on June 30, which was made public this week, shows a loss in gross earnings from 1908 of \$2,578,000. The final surplus was \$149,000, as compared with \$515,000 at the end of 1908.

Furniture Publishers Organize.

Publishers of papers connected with the furniture industry met in Cincinnati last week and organized the Furniture Trade Publishers' Association. Henry Leiser, of the Furniture Worker, was chosen chairman and John Grouberg, of the Grand Rapids Furniture Record, secretary and treasurer.

Adds Another Paper to His String.

Charles K. Needham, editor of the Washington (Ia.) Press, has purchased the Randall County News, published at Canyon City, Tex. Mr. Needham now has an interest in five papers.

SUNDAY PAPERS.

New York Divine Says They Displace Bible in the Home.

The Rev. Dr. Daniel J. Burrell of the Marble Collegiate Church, New York, in a sermon last Sunday expressed his dislike for Sunday newspapers. He said in part:

"There are between one and two thousand people engaged on Sunday newspaper work in New York. They say it is not the Sunday but the Monday newspaper which necessitates work on Sunday. What do you newspaper men take us for to think we will believe such things?"

"I am credibly informed that, before it began its Sunday issue, one newspaper, the New York Tribune, never allowed any Sunday work in its offices. If there were no Sunday newspaper the work done late Saturday night would serve instead of that done on Sunday."

"Not only the pressmen and the printers and the editorial writers work on Sunday, but the Sunday newspaper makes it a day of commerce. The Christian business man may go home to his Sunday rest, but if he puts an advertisement in the Sunday paper his goods are being discussed all over the city—his trade is doing its best day's work of the week.

"The Sunday newspaper invades the Christian home and displaces the Bible and religious periodical."

STAR RECEIVERS REPORT.

Showing Operations of the Three Indiana Dailies for September.

The report of the operations of the Star Publishing Company, of Indianapolis, for the month of September, has been filed in the Federal Court at Indianapolis by Receiver George C. Hitt.

The gross earnings of The Indianapolis Star were \$56,160.02; operating expenses, \$9,378.57; net earnings, \$2,342.57. The gross earnings of The Muncie Star were \$11,821.14; operating expenses, \$9,378.57; net earnings, \$2,342.57. The gross earnings of The Terre Haute Star were \$12,462.20; operating expenses, \$11,373.80; net earnings, \$1,088.31.

The total earnings of the three papers were \$10,443.19, to which is added interest receipts of \$195.28, making total earnings \$10,638.47. Against this amount the following items were charged: Receivership expenses, \$300; interest on bonds and past due coupons, \$2,764.58; interest on demand note, \$1,103.20; total charges, \$4,167.78. The surplus for the month, after making provision for the foregoing charges, was \$6,470.69.

The assets of the company on Sept. 30, 1909, amounted to \$360,212.05; liabilities, \$914,559.79. No account is taken, however, of the franchises and good will under assets, nor of the outstanding capital stock under liabilities.

Writer Sues Lady Cook.

Harry C. Silver, a former newspaper writer of New York, has brought an action in the Supreme Court against Lady Cook, the noted English suffragist, to recover \$30,000 for an alleged breach of contract. Silver was at one time secretary to Lady Cook.

Elmer H. Beach of Minneapolis, former business manager of the Bookkeeper Publishing Co. and now publisher of Beach's Magazine of Business, has been granted a final discharge in bankruptcy.

SPOKANE

Norwegians of Western City Will Have Newspaper of Their Own—Editor Wins Prize for Exhibit of Cereal Products—Other Items of Interest.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Oct. 26.—Organization of a stock company with a capitalization of \$10,000 for the publication of a Norwegian newspaper in Spokane, was the object of a meeting of former residents of Norway. Two thousand shares were authorized put on the market, and before the meeting, attended by 100, was adjourned, most of the stock was subscribed.

Following the publication of an article opposing the granting of a pardon to Arthur K. Good, convicted of murdering a woman at Wardner, seven years ago, the plant of The News at Wardner, Idaho, was destroyed by fire. The police believe it was the work of an incendiary. The plant was worth \$1,500 and was insured for \$1,000. It was owned by Stanley A. Easton, manager of the Bunker Hill and Sullivan mine.

W. F. Conyard, editor of The Clipper at La Crosse, Wash., swept the boards at Spokane, Colfax and other places with his exhibit of 100 samples of grains, grasses and field and broom corn. The specimens were collected and classified by Mr. Conyard and are pronounced the finest exhibit of cereal products in the Northwest. They are from fields in the western part of Whitman county, in what is known as the "dry belt."

Prosser, Wash., is to have another paper. The Independent Publishing Company, with H. A. Wells as president and L. L. Linn as secretary, will launch The Benton Independent, a weekly journal. Mr. Wells is a widely known newspaper man, having managed several papers in the Northwest. He was connected with The Herald of Baker City, Ore., for five years. Mr. Linn was formerly with the Prosser Record.

T. M. Keane, vice-president of the Pacific Coast Ad Men's League and president of the Spokane Ad Men's Association, delivered an illustrated lecture on "Advertising, Ancient and Modern," in the rooms of the Young Men's Christian Association a few evenings ago.

Arthur Wansetler, editor of The Times at Ritzville, Wash., has made a settlement without a suit with the Spokane & Inland Empire Electric Railway company for \$5,000, for the death of his brother, killed in a wreck at Gibbs, Idaho, on July 31. The money will go to the minor children.

J. Raymond Dunphy, formerly of the advertising department of the Spokesman-Review, has been appointed managing editor of The Northwest Farm and Orchard, published in Spokane. The journal, a monthly, started with 5,000 paid-up subscribers.

The New York Times gained nearly 50,000 lines in hotel and resort advertising in the first nine months of 1909 over the corresponding period of 1908.

In transportation advertising, The Times leads all other New York newspapers, having printed nearly 300,000 lines in the first nine months of 1909, a gain of 65,000 lines over the first nine months of 1908.

In Philadelphia
The Bulletin
goes daily into nearly all of the three hundred thousand homes of the "city of homes."
Net Paid Average for September,
245,375
copies a day
"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher.

NEW YORK CAMPAIGN

(Continued from page 1.)

"Brisbane is writing Hearst articles in the World!"

"Has Pulitzer sold out?"—with astonishment.

"No—o"—puzzled.

BRISBANE WRITING FOR WORLD.

There was an enormous demand for Evening Worlds, and they read, in black type, at the top of the second page, this statement:

The Evening World's columns for the discussion of the issues of the Municipal Campaign were offered FREE OF CHARGE to Mr. Bannard, the Republican nominee; Chas. F. Murphy and Daniel Cohalan of Tammany Hall, Herbert Parsons, the chairman of the Republican County Committee, and Arthur Brisbane, representing Mr. Hearst. Mr. Brisbane has been a daily contributor. Mr. Parsons has written one article thus far. The Evening World aims to be the forum of all parties. The offer is still open to the leaders named.

Then they turned to the heading—"Arthur Brisbane Writes for the Evening World on Mr. Hearst's Campaign," and under it, in italics, they read this:

Mr. Pulitzer permits me to write for The Evening World concerning the New York City campaign. I appreciate Mr. Pulitzer's courtesy, and need not say that neither he nor The World is responsible for any statement in this column. A. BRISBANE.

The public of New York was surely amazed. They have kept on buying both the Journal and Evening World to read what Brisbane writes.

THE TOURNAMENT.

And now the second page of the Evening World is the tournament field where champions battle marvelously, and many have been unhorsed. At this writing, Brisbane is the Sir Launcelot of the game, for no knight hath yet kept his seat and held his pen whole throughout a jousting with the Hearst champion. On Tuesday of this week there entered the lists Rollo Ogden, editor of the New York Evening Post, a knight famed for skill in thrust and buffet. He jousts with Brisbane and with the Tammany knights, being with the party of Bannard, and some liken him to Sir Tristram. There is also Sir Daniel Cohalan, formerly the editor of the Gaelic American and a classy jouster, now the chief adviser of King Murphy of Tammany. It were invidious to go farther into Round Table precedent.

AMAZEMENT OF THE PUBLIC.

In the meantime, the business management of the Evening World has put upon many billboards, even to



ARTHUR BRISBANE.

EDITOR AND MANAGER OF THE NEW YORK EVENING JOURNAL, AND ONE OF THE MOST NOTED NEWSPAPER MEN IN THE COUNTRY.

the boundaries of the city, a poster, 10 feet high and 20 feet long, stating thus:

ARTHUR BRISBANE.
writes about
City Campaign
in the
EVENING WORLD.

Buy a Copy Every Night—All Political News.

Brisbane's picture is featured on the poster. Men stop and read with bulging eyes, and they speak, involuntarily, as when they saw Wilbur Wright flying:

"What d'ye know about that!"

Does the public of New York know that all this is a well planned legitimate business coup by the management of the Evening World? Not yet. The public hasn't had time to draw its breath between surprising happenings in this campaign.

GAYNOR'S CHARGE AGAINST PULITZER.

The World and the Evening World, in the editorial columns, gives Judge Gaynor strong support. But the Judge is less cognizant of obvious things than the rivals. So Judge Gaynor read one of Mr. Brisbane's articles in The Evening World, which harpooned Gaynor, and that night in a public speech in Tammany Hall, he uttered the following:

Why, he (Hearst) even hires the columns of other newspapers at enormous rates, and hires reporters to puff him up for pay.

What would the people of New York think of me, or of one of my associates, if we hired a column in a newspaper, and then hired a \$50,000 a year writer to puff us up from day to day, openly and avowedly, before the whole world?

BRISBANE EXPLAINS.

The public gasped again when it read Gaynor's open charge against Mr. Pulitzer. Next day, nearly every paper in the city indignantly resented the insult to the proprietor of the World. The editors of the World and the Evening World quietly denied the Gaynor charge, but consistently kept on in support of Gaynor.

Brisbane, in his own editorial column in the Journal, printed the following explanation of his connection with the Evening World—he is referring to himself as a "former employee" of Mr. Pulitzer:

These are the facts: One of the writers of the Evening Journal was formerly employed by Joseph Pulitzer in a confidential capacity. Mr. Pulitzer felt and showed real friendship for this man.

Recently Mr. Pulitzer's former employee sent him a cablegram asking as a favor that he be allowed to write in the Evening World advocating the election of W. R. Hearst.

This request was referred to those to whom Mr. Pulitzer has delegated the management of his newspaper on account of his own illness, and the suggestion was accepted.

It has always been the custom of the Evening World to give readers the different sides of a public controversy, and the World very courteously allows an employee of the Evening Journal to write politics for its columns from the Hearst point of view.

Judge Gaynor repeated his charge in succeeding speeches. Still the World and Evening World continued to point out his strong qualities and

urged his election. But the public was convinced and a wave of sympathy near to admiration for the Pulitzer management swept over the city.

GAYNOR SUES WORLD FOR LIBEL.

Last Monday came the third act and climax in this topsy turvy drama. Judge Gaynor sued the Press Publishing Company—the World and Evening World—for libel, demanding \$100,000 damages! He accused the Evening World of printing a libelous article written by Arthur Brisbane!

The public was flabbergasted. That Gaynor should sue for libel his strongest friend, while passing unnoticed many bitter libels uttered by others who openly dared him to sue them!

The World printed the facts about the libel suit, just as it printed routine news. Its editorial page, still supporting Gaynor, had the following editorial:

JUDGE GAYNOR'S INDEPENDENCE.

Judge Gaynor's libel suit against The World for the publication in its evening edition of one of Mr. Brisbane's entertaining articles in behalf of Mr. Hearst is to be accepted as further proof of the Democratic candidate's militant independence.

If Judge Gaynor, in the midst of the campaign, brings suit against The World, which is his chief newspaper supporter, we have high hope that as Mayor he would be equally courageous in starting litigation in the public interest. That kind of a man could bring all the tax-dodgers to time, collect the franchise taxes that the corporations have evaded for years and compel the traction companies to fulfill their contract obligations. That is what we want a Mayor to do.

New York needs a Mayor who is not afraid to start lawsuits against anything or anybody, and who will not be swerved by personal considerations of any sort.

NEW EPOCH BEGINNING.

One of the minor curiosities of the campaign is the attitude of the New York Herald and the Evening Telegram. The name of Mr. Hearst has not been printed in either paper. In covering the news, the Herald and the Telegram refer to "both candidates," meaning Judge Gaynor and Mr. Bannard. The Hearst candidacy is ignored.

Outside of New York it cannot be known how intensely the personality of the newspapers has gripped the voters, and the women.

Beyond all this struggle for office and this urging of political beliefs, is a great movement, dim yet to the public, that will lift forward and upward the press of the nation. It may be that Joseph Pulitzer and William R. Hearst, bitterest rivals heretofore, strenuous competitors always, shall be accepted finally as leaders of this movement.

IF YOU MAINTAIN



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

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

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

The WANTS ADS Tell the Story in Philadelphia

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Demokrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

WEEKLY PAPERS

Methods of Handling Circulation.
Cash in Advance System Probably the Best—Subscription Department Should Pay Its Share of Expense.

Speaking before the National Editorial Association on "Handling the Circulation of a Weekly Paper," Edwin C. Funk, editor of the Rogers (Ark.) Democrat, said in part:

The essentials in any system for handling the circulation of a weekly paper are efficiency and simplicity. Nine-tenths of the weeklies of the land are one-man papers, where the duties of editor and business manager are combined with those of reporter, solicitor and collector.

The ideal system, therefore, is one that invites the fewest mistakes, the smallest amount of book-keeping and brings in the most dollars. My own personal experiences along these lines have demonstrated that my own system is not the ideal one, but I can only give you the results of these same experiences with the hope that they may prove of interest, if not of value.

If you have assistants in your office work, it is more than likely that they change frequently, and every system for keeping track of the subscription list should be so simple that any office employee can easily secure the required information at a moment's notice. Many inquiries come by phone and the books should be easily accessible. I am intimately acquainted with an editor so methodical that he uses a complicated card index system and no one else is allowed to touch them. The consequence is that many a subscriber, who calls during his absence, has a justifiable grievance at being compelled to make a second call—and perhaps he does not make it.

Every regular employee of the Democrat office is thoroughly acquainted with our system of accounts, and is authorized to accept collections and issue receipts. They fill in a desk slip with the name, date and amount paid, and these are checked carefully over with the subscription list and the daily cash account. There has never been a regular employee in the Democrat office that I could not trust—I wouldn't keep one, however efficient, if I thought him dishonest. Of course every community has people who refuse to deal with anyone but the "boss" and such as these will continue to make the necessary trips to find him at home.

Our policy has always been to encourage our patrons to trust the employees with orders and accounts, for it promotes an interest in the business that cannot be secured in any other way. Numerous subscriptions are se-

cured through them and they are an important factor in the business aside from their office duties.

SUBSCRIPTION LISTS.

Our local subscription list, our county list and our out-of-the-country or single "wraps" are kept in as many separate books. All are carefully indexed and it is but the work of a moment to find any name, if we know to which class it belongs. Our cash book also serves as a further check, for knowing the date on which a payment is made, it is easy to turn to the cash account and find whether credit was given for the correct amount.

Some papers date their subscription receipts according to the number and volume of the issue, but it has been tried in our town and was a decided nuisance. It was much easier to make a mistake than in writing the month and day, and the subscriber looking up his account from a receipt, or the numbers after his name on the wrapper, hates to get a paper and hunt the date line. Make it just as easy for him as you can.

Corrections or additions to be made in the mailing galley lists should be noted on special blanks, which give the name, whether a new subscriber or a renewal, present address and date of subscription, and the new address and the date to which it is to be extended. After corrections are made, the slips should be returned to the desk, and carefully verified from the galley proofs. Too much emphasis cannot be laid upon painstaking and systematic care of this mailing list for that list is the backbone of your business.

Few things are more irritating to your subscribers than missing the accustomed visit which is—or should be—one of the important events of the week. If your readers fail to complain every time they miss an issue, you can take it right to heart that they are not going to care whether they miss renewal day, and that it's up to you to give them something they will miss. A friend in the rural delivery tells me that a paper in our county has lost a dozen subscribers on his route during the last year because of a failure to get their papers regularly. The trouble in this instance he said was the poor paste used in the mailer, which allowed the names to shell off after the papers had been handled once or twice. And the chances are that the editor will never know just what it was that struck his subscription list, especially the rural routes, because he makes it a point never to enter the office after the paper goes to press. He says the employees can handle it after that point and he is due a vacation for the remainder of the day. One editor with years of experience asserts that it is a good policy to address by hand all papers where the circulation does not exceed 1,500. His argument is that it makes the reader feel in closer touch with the paper.

GO TO PRESS ON TIME.

See that your paper is out on time. That sounds unimportant to some country editors, and you probably know of many to whom it is a matter of seeming indifference. But they are not the successful ones. With the latter, missing the day of issue would be a national calamity, and varying more than an hour or two, suffice for a call-down for the whole office force. Make your paper so interesting that the entire community religiously sets aside one night each week for its per-

usal—and then see that they get it that night. Once when local conditions made necessary a change in the day of publication, I was surprised to see how long it took our patrons to become accustomed to the new order of things and for six months they kept inquiring at the office and of the carriers the reason for the day's delay.

I regret that I cannot come to you with experience in the strictly cash in advance system, for it seems to me that it is the only satisfactory method for handling a subscription list, city or country, weekly or daily. The Democrat has decided to adopt it this fall and it is growing in favor all over the State. A neighboring brother, who only a year or two ago, delivered an address at the State meeting in which he strongly endorsed the credit plan, and told of the impossibility of placing his business on a cash basis because of local conditions, changed to the cash in advance system last spring. Out of a total circulation of 1,700 he marked off nearly five hundred names, but they have been coming in every day, paying up and going back on the list. Taking into consideration the cash collection at the time and since, he is more than pleased.

We adopted the cash plan several years ago for all of our out-of-the-county subscribers. We had built up a strong list but found that the trouble and time of continually dunning delinquents was too great a burden for the all-ready-too-small profits. It stopped a considerable leak in the subscription department and has proved a saving in postage. And now when we get one of those colored cards from some distant postmaster saying: "Gone, present address unknown," there is no worry for fear we will find that there is the government limit of one dollar—and as much more as you could be worked for—in arrears on the account.

PERCENTAGE OF LOSS.

At home it has been easier to look after the collections, and yet there are very few editors doing business on a credit basis that do not lose a considerable per cent. of their accounts. Last year the Democrat collected nearly 87 per cent. of its subscription list, but it required so much time and systematic dunning that it would have been better to have accepted cash for the list at a discount of 25 per cent. on the regular subscription price, and then devoted the time and energy to the securing of new business. Or still better, we could on the same basis, have afforded to lose twenty-five per cent. of our subscription list and taken cash for the remainder. The day is coming when every paper in the country will be on a cash basis, and the sooner it comes the better it will be for the newspaper fraternity.

I know a paper of 2,500 circulation in my State whose subscription collections for years have not amounted to more than 40 cents on the dollar. The deficiency has been carried by the job and advertising departments, the editor holding that he gets enough from his increased advertising rates to pay for the subscription loss. He could go on a cash basis with a loss of not more than five or six hundred names and get the same rates for his advertising. Another paper in our district has added a large list, temporarily at least, by cutting the subscription price from \$1.00 to 25 cents a year, this offer holding good for three months. It cheapens the paper with both the reader and the legitimate advertiser who looks for quality as well

as quantity. The subscription department should be made to pay its own legitimate share of all expenses, and no paper can be built upon a sound financial basis that does not keep that fact constantly in view.

THE EXCHANGE LIST.

What is the size of your exchange list? No item runs up faster in a newspaper office than a big exchange list, two-thirds of which are opened only when you want to sell them for old papers. After every editorial meeting each editor finds a big bunch of papers on his table marked "X." It's hard to resist the compliment implied by a brother wanting to get your valuable paper, but every exchange is worth just as much to you as a regular subscriber, and it's well to go slow.

One of my biggest newspaper "Don'ts" is "Don't dun your subscribers through the columns of your paper." You want the money and you've got to have it, but that is about the worst way in the world to go about it. A specific announcement at regular intervals each year, announcing that you will after a certain day begin sending statements to all who are a year in arrears, in order that you may comply with the postal regulations, is an excellent plan for a paper working on a credit basis and will undoubtedly suffice for many subscribers who need only a gentle reminder to bring them in with the cash.

It is only a small per cent. of your readers who get behind because they deliberately intend to defraud you. With most it is carelessness and the hint is sufficient. Give them the hint. For those a trifle more careless, it requires a direct statement. Some continue to forget. A letter should jar them a little harder and a blank note enclosed is used to good advantage with those who are really hard up. And the third time? Refer them to your attorneys, for you don't want them on the list and the cash is worth more than their patronage or good-will.

Never let the impression get out that, "You just can't get your name off so and so's paper. I have told them to stop it half a dozen times, but the blamed thing keeps coming. I won't pay a cent." Make it as easy for a man to quit as it is for him to subscribe and be just as pleasant about it. It's best, in my experience, not to question a man too closely as to his reasons for stopping. It is seldom you get the real truth of the matter, and if the reader was slightly offended, he may say something that will make the breach harder to close in the future. Let them go with the knowledge that you are sorry to lose them, that you hope to have them back at some future time, but that their loss has not left you broken-hearted or on the road to bankruptcy.

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, 225 Fifth Ave., New York.
HOBACE M. FORD, Marquette Bldg., Chicago.

The Evening Wisconsin.

Milwaukee's Leading Home Paper

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

Its average daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPBIE, Business Manager.

THE EVENING WISCONSIN.

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

OUR DADDIES

They Published Quaint Newspapers Which Were Sometimes Grotesque as Compared with the Publications of Today—The Franklin Religious Controversy.

By JAMES FOOTON.

[This is the second of a series of articles by Mr. Footon, commenting upon the early American newspapers. The first was printed in the issue of October 16.—Ed.]

In the days when James Gordon Bennett, the elder, Horace Greeley and Henry J. Raymond were in their prime, the epithets that were bandied in New York journalism would "make your hair curl." "You lie, you villain, you know you lie!" "Satanic press!" "White-coated and white-livered hypocrite!" Id genius omne, were almost every day occurrences. But, "hair curling" as they were, they were tame compared with some of the verbal and written contests of the "Daddies of Journalism" in "the good old days!" when the "Modern Athens!" was young.

While James Franklin, the elder brother of Benjamin, was conducting the New England Courant, in 1722, it was reported by some of his bitter opponents that his paper was "carried on by a Hell Fire Club," similar in character to one in London, which, divided into sub-clubs, was described as follows:

"Consisting of a large number of persons of both sexes; many of them said to be ladies of considerable quality. They blasphemously assumed to themselves the tremendous names of God the Father, God the Son, God the Holy Ghost, St. John the Baptist, the Prophets Enoch, Elijah, Elisha, Samuel, Jeremiah, Joshua, Isaiah, the Twelve Patriarchs, Moses, Aaron, the Blessed Virgin Mary, Mary Magdalene, St. Mark, King Daniel, the Twelve Apostles, and Joseph the Father of Jesus.

"The parts acted by the Demi Red Dragon Club, were Beelzebub, King of Hell; Old Pluto, the Old Devil, Old Acacuk, the young Devil, the Serpent, Lady Envy, Lady Malice, Proserpine, Queen of Hell; the Three Fatal Sisters.

"The parts acted by the Sulphur Club were Sodom and Gomorrah, Pride, Lust, Anger, Revenge, Polygamy, Incest, Adultery, etc.

"Their chief place of rendezvous was sometimes in Conduit street, near Hanover Square, or else at a house in Westminster, or at Somerset House, where

they erected an altar dedicated to the Devil, having two devils on the frame thereof. They usually sat around an oval table, and each, having assumed such names as above-mentioned, began with an impious health to the Devil."

Compared with these horrible accusations—which emanated from the bitter and bigoted hatred of men, like the Mathers, and others—the quarrels of Bennett and his contemporaries, and the vapourings of our current "yellow journalism" seem like the innocent prattling of babes.

The horrible and false charges made against James Franklin, simply on account of his bold stand against hypocrisy and bigotry in many of those professing religion, provoked him to retaliate, and to score his defamers—in part—as follows:

"This sort of saints, if they do but perform a few duties to God Almighty in a hypocritical manner, they fondly think it will serve to sanctify their villainy and give them a license to cut their neighbors' throats, i. e., to cheat them as often as they have an opportunity. And, no doubt, had they the advantage in their hands, they would, like Judas, sell their Lord and Master for thirty pieces of silver, if not for half that value.

"Moreover, religion itself suffers extremely by the dishonest practices of those who profess it. Their cheating tricks have a tendency to harden such as are disaffected to religion, in their infidelity, and strengthen their prejudices against it. 'Why,' say they, 'such and such religious men will lie, cheat and defraud, for all their high profession'; and so they presently conclude that religion itself is nothing but a cunningly devised fable, a trick of state invented to keep men in awe."

This description was doubtless "a cap that fitted a good many heads," but the influence and power of the clergy was so great that Franklin was prohibited by the authorities from further publications of the Courant without their supervision.

James Franklin was not inclined to subject his paper to licensers of the press, and he was unwilling to stop the publication of it; but he dared not proceed in defiance of the order of the Legislature. So the Courant was published in the name of the great Benjamin Franklin (then an apprentice to James) for more than three years; and, probably, until its publication ceased in the beginning of 1727. But it appears, from "Franklin's Life," that he did not remain long with his brother after the Courant began to be printed in his name.

(To be continued.)

The Texas Magazine.

The initial number of Texas, a monthly magazine, published at Houston, by the Texas Publishing Co., has made its appearance. The magazine is devoted especially to the financial, commercial and industrial interests of the state, but is also a publication for the general reader. Business men and capitalists of Houston are behind the venture. The editor is Frank Eberle, a well-known newspaper correspondent and magazine writer.

Compiles Memorial Volume.

The Bunelle Press Clipping Bureau of New York has compiled a memorial volume, containing all that the newspapers printed concerning the life and career of the late Jacob P. Solomon, founder of the Hebrew Standard.

A TYPIST IN TRAINING.

How Miss Fritz, Typewriter Champion, Prepares for Contests.

Those who train for contests in which mental dexterity is involved to as great or greater an extent than physical, have sets of rules for getting into condition that are entirely different from those adhered to by athletes says the New York Press.

The present champion typist—who has won medals and cups and money prizes at typewriting contests year after year—is a good-looking young woman named Rose Fritz. Her latest record is close to a hundred words a minute in copying on the typewriter from a highly abstruse book on astronomy which she never had seen before and whose words were mostly sesquipedalian.

Miss Fritz, like most of the other exceptionally rapid typewriters, is employed between contests as a demonstrator for the company whose machine she uses. Thus she keeps in practice all the time, but about a month before she is scheduled to enter a contest she starts in to train systematically.

With her as with all other expert typists under such circumstances the first thing to be looked after is to stop practicing before becoming much fatigued. Plenty of sleep is most essential, and while any special diet is not necessary, rich food or anything that is likely to upset the digestion has to be avoided.

Miss Fritz spends two hours a day—one in the morning and one in the afternoon—when in training, copying on the typewriter from some book which contains the hardest words she can find. Works of fiction are too easy; the favorites are those on philosophy, history, higher mathematics or astronomy.

In ordinary books the trained eye can gather the contents of a sentence at a glance because the words bear an intimate relation to each other. But in scientific works the tendency is toward long sentences that are loosely joined together. Therefore the eyes have carefully to follow every word on the printed page, while the fingers are racing over the keys. (No expert typewriter nowadays, by the way, ever looks at the keyboard.) The printed matter must be copied accurately down to the least punctuation mark, because every error, however small, counts when the work of the contestants is measured up.

Indianapolis to Have Magazine.

The City of Indianapolis is to have an official magazine. It will be published monthly and will be devoted to the advancement of the best interests of the city. It will be published by the Commercial Club of the city, and will be edited and managed by Merle Sidener and Guernsey Van Ripen, two Indianapolis newspaper men.

Annie Russell an Editor.

Annie Russell, the well-known actress, has temporarily forsaken the stage and will conduct a theatrical department in the Ladies' Home Journal.

Menet Opens Western Office.

C. A. Menet, publishers' representative, of 225 Fifth avenue, New York, has opened a western office in the Boyce Building, Chicago, with A. J. Maloney, formerly editor and advertising manager of the Publishers' Commercial Union.

W. D. Caulfield will establish a paper at Meadville, La., to be called the Franklin Banner.

CHANGES IN INTEREST.

R. E. Powers has purchased the Durant (Okla.) Daily News.

E. K. Golding of Rockford, Ill., has taken over the Dwight (Ill.) Sun, a Democratic weekly.

The Lena (Ill.) Star has again changed hands, J. Gahegan having purchased the interest of H. C. Auman.

A. B. Kimball has sold the Belleville (Kan.) Freeman to H. C. Stitche, former editor of the Alma (Kan.) Signal and vice-president of the Kansas Editorial Association.

J. E. Ovenden, junior member of the firm of Ovenden Bros., publishers of the Pawnee City (Neb.) Pawnee Chief, has disposed of his interests to his brother, A. E. Ovenden.

A deal has been consummated whereby R. E. Powers, formerly of Wausau, Wis., becomes the owner and editor of the Durant (Okla.) Daily News.

C. C. Old, former owner of the Huntington (Ark.) Herald, has purchased the Hartford (Ark.) Developer.

NEW PUBLICATIONS.

E. D. Lunn has established the Verona (N. D.) Independent. C. Coverdale is the editor.

P. D. Munger will launch a paper at Carthage, S. D.

The first issue of the Logan (Kan.) Herald has made its appearance. Herbert Baker is editor and proprietor.

A new agricultural paper has been launched at Wichita, Kan., called the Arkansas Valley Farmer. It will be published by the Wichita Eagle.

The Hibbing (Minn.) Tribune, heretofore issued semi-weekly, has made its appearance as a daily.

E. N. Laster, formerly of the San Morcis (Tex.) Herald, will launch a paper at Wimberley, Tex., called the Mountaineer.

A new paper will be started at Hays City, Tex., in the near future, by M. C. Wiley, formerly editor of the Buda (Tex.) Star.

The Mammoth Spring (Ark.) Record has made its initial appearance. It is published by J. L. Frazier.

There are a lot of good newspapers out in Kansas, "where the dollars grow," but there is only ONE daily with a State-wide circulation. The

TOPEKA DAILY CAPITAL

with its 33,000 circulation, goes to every post-office in the State. No other city in the United States of Topeka's size has a daily with a circulation that equals the CAPITAL'S. As Col. Post has remarked on divers occasions, "there's a reason," and the reason means something to advertisers.

Arthur Capper
Publisher.

J. G. Feeley, Flatiron Bldg., New York.
Justin E. Brown, Hartford Bldg., Chicago.
S. N. Spotts, Century Bldg., Kansas City.
W. T. Laing, Range Bldg., Omaha.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

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

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

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

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

Old Soldiers, Attention!

Any old soldier who made a homestead entry of 40, 80 or 120 acres in any State in the Union before the year of 1874, has a claim coming to him from the Government provided he has never sold this right or taken up another homestead.

It does not make any difference whether he proved up on his original homestead entry or simply left it.

A soldier who never made a homestead entry or one who entered land after June 22, 1874, has nothing to sell.

WE BUY THESE CLAIMS

The widow or heirs of a soldier can also sell these rights.

R. H. PEALE & CO.

JUDGE BUILDING

SALT LAKE CITY, UTAH

YIDDISH JOURNALS

A Number of the Comic Kind Have Appeared in New York's East Side—People of the Quarter Tell Their Troubles and Joys With Childish Directness.

A unique phenomenon in East Side life at the present time is the appearance of a number of comic journals in Yiddish, says Louis Lipsky in the New York Telegraph. A period of relaxation seems to have set in. Had anybody dared to mock the leaders of the radical movements a few years ago, or to burlesque the sacred philosophy of Karl Marx, he would have suffered ostracism at once, but since the comic journals have arrived nothing is sacred, not even Abraham Cahan, the editor of the socialistic Vorwarts, or Louis E. Miller, editor of the Wahrheit, or Jacob Gordin, the foremost Yiddish dramatist.

There were about a dozen of these comic papers a few months ago; a number of them were printed on postal cards; but only one of any consequence remains. The title of this comic journal is Der Grosser Kibetzer, the Big Kibetzer, or, as the jocular editor puts it, "translated into plain English, the Big Stick." "Kibetzer" is an old word in the Yiddish vocabulary and means to meddle in a game of cards and interfere with annoying advice. To "kibetzer" means to "meddle," and in its larger meaning is destined to have an appreciable social value. When the grave revolutionist or radical hereafter prates of ideals the East Side will stamp him at once as a "kibetzer" and thus dispose of him.

The people of the East Side give expression to all their troubles, their joys, their joys, with the directness of a childish people; they know no restraint. A massacre of Jews in Russia at once creates a hubbub, the immediate formation of hundreds of organizations; it creates a literature; but six months after the incident all that it has produced disappears and is replaced by a new sensation. A civic investigation committee unearths moral delinquencies on the East Side; at once a crusade is preached in the Yiddish press; the people are in a tumult of excited feelings; but when the committee reports its official findings it confronts a cold, disinterested Jewish public. When the Russian revolution is at its height, radicals on the East Side go about dressed in the blouses of Russian peasants, and they wear long hair, but the Stolypin reaction sets in and the revolution is forgotten.

The reaction in Russia has had terrible consequences. It has left the Russian youth with defeated ideals. It has taken from them their hopes, their aggressive spirits and given them nothing to take the place of the things destroyed. As a consequence, at the present time the intellectuals of Russia are following the banner of decadence and degeneration. The Sanya philosophy is produced, and strangely gross, immoral organizations are formed. The government is fostering a revel of decadence in the hope of killing off the remnants of the revolutionary parties.

On the East Side the revolutionary devotees turn to the jest to while away the interim preceding the anticipated rekindling of revolutionary fires. Serious discussions are taboo, and there seems to be a return to the so-called bourgeois regime of some twenty years ago. In spite of the industrial depression, for lack of a social interest, the East Side intellectuals turn to the Yiddish comic sheets.

Humor produced under these conditions cannot contain the flavor of good cheer. It is not lighthearted. The jest thus must have a touch of bitterness in it. Pretensions are ridiculed; theories are burlesqued; leaders are brushed aside with malicious deprecation.

The Kibetzer is a comedian who cannot forget that but yesterday he was playing tragic characters. The gall of disappointment has eaten into his heart, and the pen that writes is dipped in the poison of malice.

Its last number contains a cartoon dedicated to Darwin, which is typical. A couple of monkeys in a cage are being observed by two florid individuals. The monkeys say: "Darwin had the impudence to say that those worthless degenerates, who call themselves men, are descended from our race!"

This old jest is repeated in another form. A special report is given of resolutions received from Africa. "We, monkeys, assembled in the depths of the African forest, strongly protest against the celebration of Darwin's hundredth anniversary. We denounce his statement that mankind is descended from us as absolutely false and groundless. We disown his theory and consider it a gross libel on the monkey tribe."

A cartoon in the same issue depicts Abraham Lincoln looking down upon Manhattan with a pair of field-glasses. Lincoln says: "No, sir, had I known of the plagues you would bring here I would not have done what I did for the freedom of the United States." He sees below him trusts, consumption, immoral theatres, a dementia club, Tammany Hall, decadence, the Vorwarts and the Kibetzer offices.

Not even the Russian revolution is exempt. The revolution at one time was considered too holy for comic use; now the jest is used to cast discredit upon the movement itself.

Two students are engaged in a conversation:

"Have you heard of Azeff?"

"Who, the provocateur?"

"Who's a provocateur? Why, Azeff was the most original and the most devoted member of the revolutionary party."

"What's that?"

"Certainly! The government has managed to kill off all the revolutionists, but it could not get at Azeff. Then it developed a brilliant plan. It spread a rumor that Azeff was a provocateur in the hope that the revolutionists themselves would dispose of him."

"If that is true, then the government has committed a stupid blunder."

"How so?"

"Inasmuch as Azeff was the chief firearm man of the revolution, who is going to shoot him?"

The poet, Morris Rosenfeld, who has just returned from Europe, where he spent some months in search of health, is thus ridiculed:

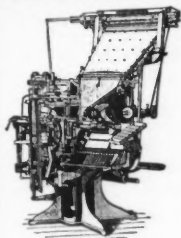
Rosenfeld (after reciting a poem to several bystanders)—Well, what do you think of my reciting?

A bystander—Very good! Excellent! But why did you pause in the middle of the poem? Did you forget your lines?

Rosenfeld—Oh, no; I remember the poem very well. But I thought some scamp was trying to get into the hall without paying for the ticket."

The Kibetzer also ridicules the managers of the Yiddish theaters for their avarice. Dr. C. Whitkowsky, the noted revolutionist-philosopher, for his abstract theories, the quarrels of Cahan, Miller and Gordin, the pretensions of Joseph Barondess, the labor leader, and other matters of local interest.

In a word, the epidemic of humor, which is now also invading the Yiddish



QUICK CHANGE MODEL 5. \$3,150.

OUR YEAR

which closed September 30, 1909, IS ONE OF THE SIGNS OF THE TIMES.

It was a good year for us. To be that it must have been a good year for Publishers and Printers.



TWO-LETTER JUNIOR. \$1,500.

OUR NET ORDERS COVERED:

1062 STANDARD LINOTYPES.

An average of more than three machines a day for every working day in the year.

274 JUNIOR LINOTYPES.

An average of nearly twenty-three machines a month for the entire year.

"The Linotype Way Is the Only Way."

MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

daily papers, has none of the lightness of spirit one associates with the spirit of fun. It is bound to create petty differences, local irritation and an unhealthy curiosity to see who is the next victim of the Kibetzer. Because this humor is not the product of normal conditions of life and is an echo of a foreign catastrophe, it is almost certain that the next wave of sensational incidents will sweep the Kibetzer out of the East Side and back into Russia, whence it is derived.

STANLEY ON NEWSPAPERS.

Claimed Week of Reading Made Him Indulgent to Moral Lapses.

The Autobiography of Henry M. Stanley as edited by his wife, contains a number of reflections culled from his note books. A paragraph on "Reading the Newspapers" is of more than passing interest.

That which has to be resisted in reading newspapers is the tendency to become too vehement about many things with which really I have no concern. I am excited to scorn and pity, enraged by narratives of petty events of no earthly concern to me, or any friend of mine. I am roused to indignation by ridiculous partisanship, by loose opinions hastily formed without knowledge of the facts. . . . A week of such reading makes me generally indulgent to moral lapses, inclines me to weak sentimentalism, and causes me to relax in the higher duty I owe to God, my neighbor, and myself; in short, many days must elapse before I can look into my own eyes, weigh with my own mind, and be myself again. In Africa, where I am free of newspapers, the mind has scope in which to relieve, virtuously content.

Retires from Newspaper Work.

The Rev. Linn E. Wheeler has disposed of his stock in the New Brunswick (N. J.) Times Publishing Company and retires as president of the company and editor of the Times.

OBITUARY.

Shirley W. Johns, for many years identified with San Antonio (Tex.) newspapers, died recently of tuberculosis at his home in St. Charles, Mo. He was 37 years old.

John Halloran, for more than forty years connected with the Chicago Inter Ocean, and for several years its night editor, died last week after a brief illness. He was 70 years old at the time of his death, and was the senior in service of all the employees of the Inter Ocean.

B. F. Clark, for many years city editor of the Akron (O.) Daily Beacon, died last week at his home in that city. He was a veteran of the civil war and was prominent in political circles in Akron and Summit county.

William T. Heaton, founder of the first morning paper in Parkersburg, W. Va., and one of the best known newspaper writers in the State, died suddenly from apoplexy.

STAFF NEWS AND CHANGES.

Harry A. Morrell, formerly connected with the reportorial staff of Gardiner (Me.) Reporter-Journal, has joined the staff of the Worcester Telegram.

J. W. McCammon, for many years managing editor of the Oklahoma City (Okla.) Times, will occupy a similar position with the Amarillo (Tex.) American.

A. M. Stryker, for five years in the advertising department of the Standard Oil Company, has joined the copy staff of the Leven-Nichols Advertising Company, Chicago-New York.

We Can SAVE You MONEY on Your Printing Ink Bill

ASK US

AMERICAN INK COMPANY

Manufacturers of

Printing and Lithographic Inks, Pulp and Dry Colors

OFFICE: 12 DUANE ST., NEW YORK

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1834. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.
GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line. Reading Notices, 25 cents per agate line.
Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, OCTOBER 30, 1909.

A GREAT MEETING OF WOMEN, AND THE NEWSPAPER ATTITUDE.

Last Monday night, in Carnegie Hall, New York, was held a great meeting. We use the adjective "great" with knowledge of its dictionary meaning, and also with knowledge of its daily misuse in newspapers.

Women of New York gathered to hear Mrs. Emeline Pankhurst, leader of the movement for women's suffrage in England. They filled the big hall, every seat. Political managers in the metropolis are mighty cautious about hiring Carnegie Hall for a meeting. It takes a big attraction and lots of advertising to fill the hall.

Three political meetings have been held in Carnegie Hall during the present political campaign in New York—a meeting by each of the organizations striving for the mayoralty, and at each meeting a candidate for mayor and his best assistant orators addressed the audience.

On the days after each of these three meetings, the newspapers supporting the cause advocated in that particular meeting, announced under big heads that it was a "great" meeting. Also the adjectives "monster," "enormous," "tremendous" were used to describe it.

It is true that the hall was filled on each of the three occasions, and some people were turned away for lack of seats.

The average estimate of the number of people at each meeting, made by the reporters, was 3,500. Some had it 4,500 and so they printed it supporting the estimate with the adjectives above quoted.

Coming back to the women's meeting of last Monday, we find that the newspapers next day, with one exception, did not characterize it as "a great meeting." It was stated crisply that there were "upwards of 3,000 present." It was also stated, without adjectives, that "200 were turned away" and "there was a long line extending nearly to 59th street when the doors were closed."

It would seem that the women have some cause for complaint against the newspapers which refused them the adjectives that had been lavished on the three meetings held by men, and politicians at that.

However, a women's meeting is different from men's meetings, and it

may be that newspaper staffs have rules for estimating numbers of collected individuals, which rules differ as applied to different sexes.

Going over again the report of that women's meeting in the newspapers, we find that it was "covered" and displayed at greater length and larger space than any women's meeting of the past within our memory. The women have no cause for complaint under this heading.

After all this detail, we agree with the women in the statement that an injustice was done by nearly every newspaper, when the reporter failed to grasp the whole seriousness of the event, and when the editors and copy readers allowed any tone of flippancy or near humor to color a report which, by every rule of up-to-date judgment and also by every rule of good business, should be a truthful report of one of the gravest events of this year, if not of many years.

It is the MANNER and TONE of the report, which women, and thinking men, object to.

Let us consider further, and call in the business manager: Is the advertising of department stores a serious matter? To whom does the advertiser direct his announcements? Does he take women seriously? Does the circulation manager take them seriously?

If the news editor, with the habit of vaudevillian humor about women, lets go a "funny" thing which the reporter has written about a women's meeting and which will sink into some woman's pride or vanity, or heart like a poisoned arrow, let him call in the circulation manager and ask—"Did you ever get a new subscriber through a sarcastic report of a women's club meeting or a women's suffrage meeting?"

Isn't it time for the whole newspaper profession to wake up?

We believe that if the cities of the West and South are fortunate enough to have a meeting at which this rare woman, Mrs. Pankhurst, will speak, the newspapers will have a "great" meeting to report, and we believe they will report it SERIOUSLY.

Think of it: The suffragists of New York had \$8 in their treasury. They hired Carnegie Hall. They filled it with the brainiest and most cultured gathering of women ever assembled for a political cause in the history of New York.

Was it not GREAT?

THE NEWSPAPER PUBLISHER AND THE SPECIAL AGENT.

One of the problems that confront the average newspaper publisher is how can he secure more foreign advertising. How can he sell space to those who should be his advertisers, but are not.

Always ready to decry the letter or the circular as a means of effective advertising, yet in a majority of cases, that is the very medium he uses to place the merits of his publication before such an advertiser or his agent.

Granting that he has a good medium; that he has circulation; that he can deliver the goods; the one essential factor remaining, is foreign representation.

Advertising space will not sell itself, particularly in the foreign field, no matter how good the medium or how great its circulation. Here is where the special agent steps in.

The special agent is, as his name implies, a specialist. He has carefully studied the methods of advertisers and can act in an advisory capacity. He can do what the publisher cannot. He may learn exactly why an advertiser does not buy space and in doing so, he has done much to make him buy.

He is the personal representative of the publisher and comes in personal contact with the advertiser. This in itself is recognized as one of the strongest factors in the selling of advertising space.

In selecting an agent to represent him in the foreign field, the publisher should use as much care as he would in choosing an editor or a business manager.

The agent must have ability and he must be reliable. Above all he must have a thorough knowledge of the medium he is to represent and be able to present that knowledge in a proper way. The advertiser of to-day wants reasons why he should spend his money and he wants them to the point. The publisher who is represented by an agent who is logical, who can put his selling points together in a concise way, is bound to have the advantage.

There is no question in our minds as to the value of a good special agent, and the publisher so represented in the foreign field will secure his share of the business.

The change in the price of the New York Tribune from three to one cent per copy is only another demonstration of the fact that the one cent paper has come to stay. It would not be surprising to see the same action taken by other publishers who are charging two, three and five cents per copy for their papers. The average reader buys the one cent paper even though the higher priced publications are superior in quality and worth the difference. While we believe that a copy of any good newspaper is worth five cents there is no way by which you can compel a reader to buy it as long as he can get a satisfactory paper for one cent.

Kansas Paper Suspends.

The Coffeyville (Kan.) Bee has suspended publication after an existence of eight months.

HEARST A BUSINESS MAN.

Noted Publisher Was Architect of His Own Journalistic Fortunes.

In a letter to the editor of The New York Times, John Temple Graves, editor of the New York American, urges Mr. Hearst's record as business man as a reason why the readers of The Times should vote for him for mayor of New York. The letter was printed in The Times of October 28 and is in part as follows:

The business men who read The Times, or the greater part of them, know that Mr. Hearst is the sole proprietor and controller of eight daily newspapers and three magazines. He is also the proprietor of certain factories and ranches and mines. Nearly every well-informed business man knows that the building up of a great daily newspaper from the beginning and against magnificent competition requires as much or more of business tact and downright business ability than almost any other business enterprise in which men engage.

This much is known among the business readers of The Times, who are being eagerly appealed to in behalf of a "business Mayor and a business administration."

There are two facts which the business men of New York are not generally acquainted, and upon these facts I am prepared to furnish information of an authentic character.

In the first place each of Mr. Hearst's eleven newspaper properties have been built up from the beginning under great and powerful competition. The San Francisco Examiner, bought when that journal was in low estate, was the first. The others have followed in succession.

It is not generally known, but it is absolutely true that the money which Mr. Hearst controls, excepting the purchase money of The San Francisco Examiner, has been made by his own brains and energies, and is not the money of the Hearst estate.

He is really the architect of his own journalistic fortunes, and his newspaper properties are the distinct results of his own remarkable business abilities unfailingly applied to them.

Which brings me to a point of most frequent misapprehension of Mr. Hearst among business men as people generally.

There are those who in time past have been disposed to credit Mr. Hearst's remarkable success entirely to the genius and energy of his lieutenants and to deny the credit due to Mr. Hearst himself. It is a privilege to be permitted through the broad and liberal columns of The New York Times to finally inform the few people who still labor under this impression.

After a three years' close and intimate association with the Hearst newspapers in the five cities in which they are published, I am able to say of my own knowledge that the proprietor absolutely dominates and directs the political and business policies of all his newspapers. Mr. Hearst has displayed one of the most remarkable qualities of leadership and business judgment in his capacity to select good lieutenants, and no great leader has been more successful in choosing his lieutenants. But Mr. Hearst is the captain of every ship, the master of every shop. He dominates the conferences of his lieutenants as wisely and kindly and yet as forcefully and convincingly as Lincoln dominated his Cabinet. These lieutenants regard his final judgment as well nigh infallible.

Mr. Hearst is as well the master of every detail in his every shop, George Pancoast, his master of machinery, tells me that in getting a new press Mr. Hearst's technical judgment is worth more to him than the counsel of the master mechanic of R. M. Hoe. There is not a brand or variety of type with which he is not as familiar as his foreman. He could make the pictures in the photographic department as well as Tehbs. If he could not draw the cartoons of Oppen he has inspired and suggested many of the best cartoons. And there is not a writer on any of his eleven publications who does not honestly hold himself second in style and force to those clear cut, forceful and Lincolnian editorials which the proprietor occasionally contributes.

Charles Mackay Reppy, a former Washington newspaper man, has leased the Herndon (Va.) Observer.

PERSONAL.

Albert Tholt, editor of the Pittsburg (Pa.) Volksblatt, is suffering from contused wounds on his right arm and leg as the result of a fall from a street car.

Carl L. Barnhardt, associate editor of the Richmond (Ind.) Palladium, was in Des Moines, Ia., last week in the interests of the Richmond Municipal Research League.

Henry J. Roth, editor and proprietor of the Santa Clara (Cal.) News, was married recently to Miss Ellen Mae Medland, of San Jose.

A. A. Mooney, editor of the Niles (O.) Independent, was called to Auburn, N. Y., last week by the death of his mother.

S. P. Meader, editor of the Okolona (Tenn.) Messenger, has announced himself as a candidate for representative from Clark County. Mr. Meader formerly represented the county in the lower House of the Legislature.

John C. McKinney, Jr., connected with the Fairmount (W. Va.) Times, was married recently at Oakland, Md., to Miss Lena Rodgers, of Fairmount.

Philip Wolf, editor of the Peoria (Ill.) Sonne, a German newspaper, will speak at the German Alliance meeting to be held in Rock Island, Ill., Oct. 31.

John Orville Chewing, editor of the Rockport (Ill.) Journal, will lecture on history before the classes of the Rockport High School during the coming winter.

Robert Lathan, city editor of the Charleston (S. C.) News and Courier, and Mrs. Lathan, are visiting various points in the New England States.

Hubert M. Sedgwick, sporting editor of the New Haven (Conn.) Register, has been chosen as executive secretary by Mayor Rice, of New Haven.

H. M. Kellogg, labor commissioner of the American Newspaper Publishers' Association, with headquarters in Chicago, was in New York this week, on business connected with that association.

H. A. Thomas, of the business department of the Detroit (Mich.) Saturday Night, is in New York this week in the interest of that paper.

E. W. Barrett, publisher of the Birmingham (Ala.) Age Herald, was a New York visitor this week. Mr. Barrett stated that the new home for the Age Herald is about completed, and that a new Scott Sextuple press has been shipped and will be installed as rapidly as possible.

Guy B. Comfort, associate editor of the Canister (N. Y.) Times-Republican, was married last week to Miss Sadie Adele White, of Canada, N. Y.

H. H. Allen, publisher of the Wichita (Kan.) Beacon, was in Des Moines, Ia., last week inspecting the new press of the Des Moines Capital.

Charles G. Wood, the enterprising publisher of the New Bedford (Mass.) Times, was in New York this week calling on general advertisers. While in the city Mr. Wood ordered from Walter Scott & Co. another tier for the Times' duplex press, for printing colors.

CLUBS AND ASSOCIATIONS.

Members of the Illinois Newspaper Publishers' Association in session at Chicago last week, pledged themselves to aid in the establishment of a school of journalism at the state university. All of the old officers were re-elected. H. M. Pindell, Peoria, is president; C. C. Marquis, Bloomington, is vice-president, and Verne E. Joy, Centralia, is secretary.

The Southern Iowa Editorial Association recently concluded a two days' session at Chariton. The programme included a paper by Harry Keller of Russell on "A Live Newspaper in a Small Town"; a talk by Clint Price on "Attitude of Legislators Toward Newspapers"; "The Free Advertising Graft," by W. P. Wortman of Malvern; "How to Get the News," by Horace Barnes of Albia; "Charges for Public Printing," by C. W. Gray of Corning, and a report from Paul Junkin of Creston on the investigations of the association's committee on what printing from the county an official county paper is entitled to, with opinions from Attorney General Byers on each question submitted to him by the committee. The editors accepted the invitation of Des Moines to join with the other editors of the state in a big summer meeting in the capital city next summer.

Fifty members of the Southern Illinois Editorial Association enjoyed a pleasure trip over the lines of the Illinois Traction system last week. While on the road the editors were the guests of the traction company and traveled in the special car *Missouri*. Stops were made at Springfield, Peoria, Decatur, Bloomington and other cities, where elaborate entertainment was provided. Among those in the party were: President, W. J. Seil, Grayville; vice-president, Harris Dante, Effingham; secretary, Hal Trovillion, Herrin; treasurer, L. C. Heim, Marine; L. R. Taylor, Coffeen; H. H. Bailey, Altamont; B. W. Jarvis, Troy; N. L. Frier, Benton; H. T. Dewhurst, Olney; E. M. Maxey, Flora; E. S. Clayton, Martinville; R. G. Everts, Ava; Harry Southland, Sparta; A. H. Mollen, Millstaff; E. M. Young, Endfield; A. L. Spivey, Shawneetown; F. Abernathy, Prairie du Rocher; C. E. Hull, Salem; A. W. Schrimppf, Collinsville; G. W. Smith, Columbia; E. S. Clayton, Martinsville; Carl Armstrong, Mounds; H. L. Farmer, Tamaroa; L. A. Osborne, Neoga; Selden Fisher, Cairo; J. C. Phillips, Ewing; A. H. Everts, Vandalia; T. N. Lakin, Union; C. T. Byles, Norman Bennett, Brookport; R. H. Sharp, Nansby; T. J. Howarth, Chester; N. E. Gall, Sparta; Frank Copeland, St. Louis; Fred Kern, Belleville; G. W. Bryce, Marshall; John Kemp, R. H. Bryden, Staunton; R. E. Woodmansee, Springfield; Prone Preston, Gillespie; Lou Summerlin; Ed F. Poorman, Mattoon.

The Blairstown (Ia.) Press has suspended publication.

WILBERDING

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

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

UNITED PRESS BULLETINS

The United Press furnished its clients with an exceptionally interesting exclusive interview on Monday with Henry George, Jr., who is just back from a study of political conditions in Japan and the Far East.

Eli D. Zaring, at various times in charge of the sporting department of some of the country's biggest papers, is covering the big football games in the East for the U. P.

Wilson Burke was in charge of the force detailed to cover the Vanderbilt cup race for the U. P. today. A specially constructed leased telephone wire was worked from the grand stand directly into the New York office.

Samuel M. Evans, of the Washington staff, who has been on special staff duty on the Pacific Coast for the past three months, returned to the Washington office Monday.

Mr. Phil Simms, for several months second man in the Paris office of the United Press, has been promoted to manager of that bureau, succeeding Warrington Dawson, for nine years manager of the bureau and more recently the United Press special correspondent with President Roosevelt in Africa. Upon the conclusion of Colonel Roosevelt's trip abroad Mr. Dawson will devote his time exclusively to big special assignments and staff correspondent stories for the United Press in Europe.

Charles P. Stewart, general European manager of the U. P., is at present in Paris with Mr. Simms, assisting in the reorganization of that bureau.

OPERATORS' ASSIGNMENTS.
J. A. Hosey, Toronto Star.
W. A. Adams, Chicago bureau, vice J. M. Lienkolken, resigned.
H. P. Evans, Tacoma, Wash.
D. L. Evans, Victoria Times, vice J. A. Andrews, resigned.
S. T. Gloor, University of Washington, Pacific Wave. *

Well Known New England Newspaper Property
A source of profit to the owners for many years, and now showing \$6,000.00 annual profit; \$20,000.00 cash and first-class paper for the deferred will secure. Proposition No. 533.
C. M. PALMER
Newspaper Broker
277 Broadway, New York

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

NEW YORK HERALD SYNDICATE
Special Services of all Kinds for Newspapers
Address
Herald Square, Canadian Branch
New York City, Desbarats Building, Montreal

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

AN INTELLIGENT YOUNG
man, graduate of an academy in U. S., speaking well English, German, Russian, Polish, Lithuanian and several other Slavonic languages, with object of studying law, wants suitable position. Now employed, unable to pursue studies on account of long working hours. BAGOIUS, 115 Salem St., Boston, Mass.

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

FOR SALE
FOR SALE—NO. 3 OPTIMUS
Pony Press, in first-class condition. Will print sheet 22 x 31. J. S. McDonald Company, 1745 Irving Park Blvd., Chicago.

FOR SALE—NEWSPAPER
and job office, town 60, stores, \$850 cash. Owner entering profession. News, Lake City, S. C.

MISCELLANEOUS.
WANTED—TO PURCHASE
a daily newspaper in promising town having 20,000 to 100,000 population. Location not too near large city preferred. All communication strictly confidential. Address M. M., care THE EDITOR AND PUBLISHER, NEW YORK.

WANTED—LINOTYPE SAW
second hand. State make, condition and lowest cash price. Address "Saw," care THE EDITOR AND PUBLISHER.

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

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

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

ADVERTISING MEDIA.
CONNECTICUT.

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

ILLINOIS.

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

NEW YORK.

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

WASHINGTON.

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Frank Seaman Agency, West Thirty-third street, New York, is sending out 300 inches generally to newspapers for the advertising of Colgate & Co., soap and perfumery, 55 John street, New York.

It is said that the Allcock Manufacturing Company, 274 Canal street, New York, will place orders in daily papers about the middle of November through the E. N. Erickson Agency, Park Row Building, New York.

The Morse International Agency, West Thirty-fourth street, New York, is placing extra large copy in a list of Metropolitan dailies for the Beecham's Pills advertising.

Large copy is being placed in the Western newspapers by the Leven-Nichols Advertising Company, Chicago-New York, for the Veile Motor Company.

It is said that M. Wineburg & Co., 452 Fifth avenue, New York, will take up the daily newspaper advertising for the Omega Chemical Company, same address, about the middle of November.

Compe & Wilcox, 261 Broadway, New York, are placing a line of financial advertising in Sunday papers for I. K. Farrington & Co., 37 Wall street, New York.

Lord & Thomas, New York, are asking for rates in Southern and Pennsylvania papers for the advertising of the Beardsley Shredded Codfish Company, 444 Greenwich street, New York.

Western papers are being used by the Leven-Nichols Advertising Company, Chicago-New York, in the interests of the Erie Railway.

F. C. Williams, 108 Fulton street, New York, is placing orders in the smaller towns in Colorado for the India Tea Company.

George G. Powning, New Haven, Conn., is placing orders in daily papers generally for Edward J. Woods, cure for drink, 536 Sixth avenue, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing generally 2,000 lines for the Remington Typewriter Company, 327 Broadway, New York.

The Frank Seaman Agency, West Thirty-third street, New York, is placing page ads in Washington (D. C.) papers for the advertising of

Havana Plums. This agency is also planning an extensive general campaign for the advertising of the Durham Duplex Safety Razor Company, 111 Fifth avenue, New York.

Frank Kiernan, 156 Broadway, New York, is sending out large copy generally for B. H. Scheftels & Co., financial agents, 42 Broad street, New York.

Double spreads in 26 metropolitan newspapers are being used by the Leven-Nichols Advertising Agency, Chicago-New York, to advertise Florida lands for the New South Farm & Homes Company.

The Northwestern Advertising Agency, Chicago, is placing 150 inches in Gilhooley Liniment Company.

C. L. Doty, Chicago, is placing 5,000 lines in Western papers for the Leach Chemical Company.

I. Robert Blackburn, Dayton, O., is placing 10,000-line contracts in Pacific coast papers and 14,000 lines in Western papers for the Prescription Products Company, same address.

The Snitzler Advertising Company, Hunter Building, Chicago, is placing 100-inch contracts in Western papers for the Security Company, same city. This agency is also placing 10 lines 208 times in Minnesota papers for the Mother's Remedies Company, Chicago.

Henry Webb, Dayton, O., is placing 5,000-line contracts in Southern papers for the Cooper Medicine Company, same city.

The Charles H. Fuller Agency, Chicago, is placing 10,000 lines to be used within sixteen months in Southern papers for the advertising of W. L. Dodge. This agency is also placing orders in Sunday papers for the Free Information Bureau, Mme. Du Barrie, Chicago.

Copy is being placed in Western newspapers by the Leven-Nichols Advertising Company, Chicago-New York, for the Mears Aerophone Company.

The Mahin Advertising Agency, Chicago, is placing new contracts for 1,000 inches in Southwestern papers for the N. K. Fairbanks Company, Gold Dust Washing Powder, Chicago.

The Ben Leven-Nichols Company, Chicago, is placing 10,000 lines in Western papers for the Southern Land Syndicate.

Nelson Chesman & Co., Chattanooga office, are placing 10,000-line contracts in Pacific coast and Southwestern papers for the Chickasaw Chemical Company, Cocox, Memphis, Tenn.

The Long-Critchfield Corporation, Chicago, is placing 268 inches in Western papers for the Kondon Manufacturing Company. This agency is also placing orders for 1,000 lines in the larger city dailies for the American Radiator Company, Chicago.

Lord & Thomas, New York, are placing 2,500 lines in Western papers for C. S. Clarke, Rochester.

ROLL OF HONOR

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

<p>ALABAMA.</p> <p>ITEM Mobile</p> <p>ARIZONA.</p> <p>GAZETTEPhoenix</p> <p>ARKANSAS.</p> <p>SOUTHWEST AMERICAN Fort Smith</p> <p>CALIFORNIA.</p> <p>BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p>FLORIDA.</p> <p>METROPOLIS Jacksonville</p> <p>GEORGIA.</p> <p>THE ATLANTA JOURNALAtlanta CHRONICLE Augusta ENQUIRER-SUN Columbus LEDGER Columbus</p> <p>ILLINOIS.</p> <p>HERALD Joliet JOURNAL Peoria</p> <p>IOWA.</p> <p>EVENING GAZETTEBurlington CAPITAL Des Moines THE TIMES-JOURNAL Dubuque</p> <p>KANSAS.</p> <p>GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka EAGLE Wichita</p> <p>KENTUCKY.</p> <p>COURIER-JOURNAL Louisville TIMES Louisville</p> <p>LOUISIANA.</p> <p>ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans</p> <p>MASSACHUSETTS.</p> <p>LYNN EVENING NEWS Lynn</p> <p>MICHIGAN.</p> <p>PATRIOT (Aug. D. 9,151-S. 9,965)....Jackson</p> <p>MINNESOTA.</p> <p>TRIBUNE (Mornng and Evening)....Minneapolis</p> <p>MISSOURI.</p> <p>DAILY AND SUNDAY GLOBE Joplin</p> <p>MONTANA.</p> <p>MINERButte</p> <p>NEW JERSEY.</p> <p>PRESS Asbury Park COURIER-NEWS Elizabeth JOURNAL Elizabeth TIMES Elizabeth</p> <p>NEW YORK.</p> <p>BUFFALO EVENING NEWS Buffalo LESLIE'S WEEKLY (Cir. 115,000)....New York PARIS MODESNew York RECORD Troy</p> <p>NORTH CAROLINA.</p> <p>NEWS (Av. cir. mo. of Aug. 7,609) Charlotte</p> <p>OKLAHOMA.</p> <p>OKLAHOMAN Oklahoma City</p>	<p>PENNSYLVANIA.</p> <p>TIMES Chester DAILY DEMOCRAT Johnstown BULLETIN Philadelphia DISPATCHPittsburg GERMAN GAZETTE Philadelph a PRESS Pittsburg TIMES-LEADERWilkes-Barre</p> <p>TENNESSEE.</p> <p>NEWS-SCIMITAR Memphis BANNER Nashville</p> <p>TEXAS.</p> <p>RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco</p> <p>WASHINGTON.</p> <p>TIMES Seattle</p> <p>WISCONSIN.</p> <p>EVENING WISCONSIN Milwaukee</p> <p>CANADA.</p> <p>ONTARIO.</p> <p>FREE PRESSLondon</p>
---	--

NEW BEDFORD TIMES
The paper that has made New Bedford, Mass., the latest growing city in the world.
Average to September 30
Evening, 7,148; Sunday, 13,924
ALFRED B. LUKENS Tribune Bldg. New York Representative New York

Anderson (S. C.) Mail
You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
MacQuoid-Alcorn Special Agency
Tribune Building, N. Y.
Marquette Building, Chicago

THE NORWALK HOUR
NORWALK, CT.
Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

THE ASBURY PARK PRESS
Is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.
J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.
HENRY RIDDER, Publisher.
27 Spruce Street, New York.

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined
SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Rutwick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

ADDITIONAL AD. TIPS.

Powers & Armstrong, Philadelphia, are placing 10,000-line contracts for the Victor Talking Machine Company, Camden, N. J.

The Emergency Laboratories, West Twenty-fifth street, New York, is placing 4,200 lines in Southwestern papers for the Poslam advertising.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing 1,000-line contracts in Western papers for the Jackson Automobile Company, Detroit, Mich.

Benson & Easton, Chicago, are placing 150 inches in Iowa papers for H. Paulman & Co., Chicago.

Walker H. Blaker, 41 Park Row, New York, is placing orders in Southern papers, for the York Motor Car Company, York, Pa.

Nelson Chesman & Co., St. Louis, are placing nineteen lines e. o. d. one year, for M. C. Farber, same city. This agency is also placing 700 lines eight times for the Lung-Germine Company, Lung-Germine, Jackson, Mich.

The D'Arcy Advertising Agency, St. Louis, is placing 5,000-line contracts in Iowa papers for the Pure Gold Manufacturing Company, same city.

Rudolph Gunther, 115 Broadway, New York, is placing orders in New England papers for Gilman & Clucas, brokers, 34 Pine street, New York.

Hibson & Brother, 229 Broadway, New York, are placing orders in weekly papers for A. N. Pidder & Co., bankers, 18 Wall street, New York.

H. W. Kastor & Sons, St. Louis, are placing 140 lines, t. f. orders, in Sunday papers for the Sapa Chemical Company, same city.

Lord & Thomas, Chicago, are placing 5,000-line contracts in Illinois papers for the Union Pacific Railway Company, same city. This agency is also placing 500 inches in Iowa papers for Smith, Wallace & Co., Chicago.

The Morse International Agency, 19 West Thirty-fourth street, New York, is placing twenty-eight lines, e. o. d. one year, for Creta Creme, New York.

The Rubineam Advertising Agency, Drexel Building, Philadelphia, is placing orders in New York State Sunday papers for the Sterling Manufacturing Company, furniture, Philadelphia.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing one inch fifty-two times in the larger city dailies, for E. Fougere & Co., Lavoille's Pills, and Reynold's Gout Pacific, 90 Beekman street, New York.

The Wyckoff Advertising Company, 14 Ellicott street, Buffalo, is asking for rates in Pennsylvania papers on twenty-one inches for three and six months.

H. H. Levey, of the Allen, is placing both the cash and trade advertising of the Hotel Chamberlain, Old Point Comfort, and also the trade advertising of the Quebec Steamship Co.

The Sacramento (Cal.) Weekly has made its appearance. E. B. Willis and Joseph M. Anderson are the publishers.

BUSINESS OFFICE NOTES.

The sworn average net paid daily circulation of the Denver (Col.) Post for the month of September was 60,368. The net paid week-day circulation was 56,656 and the Sunday issue averaged 84,495.

On Friday, October 22, the Peoria (Ill.) Herald-Transcript issued an Industrial number that was the largest in the history of the paper. The edition contained one hundred well printed and well illustrated pages, devoted largely to the growth and prosperity of Peoria and her many industries. Such a paper must necessarily be a great factor in the upbuilding of a city by reason of the large array of facts and information contained therein. As a "boosting" number it is a decided success. That the business interests of the city appreciate a medium that stands by them so loyally, is shown by the fact that the advertising carried was in excess of 10,000 inches.

The management of the Troy (N. Y.) Record states that the average circulation of the Record for September, 1909, was 21,550, while the daily average for 1900 was 9,947. This shows a marked increase.

The Fall Fashion edition of the Elizabeth (N. J.) Journal issued recently, was a splendid example of newspaper enterprise. The edition consisted of four sections with 44 pages. Two of the sections were filled with up to the minute fashion suggestions for men, women and children. The home beautiful also came in for a generous share of attention. A large amount of live news matter was carried and a heavy volume of local and foreign advertising. The advertising was unusually attractive.

The Montreal (Can.) La Presse celebrated its twenty-fifth anniversary last week with a special edition that was one of the handsomest ever issued by a Canadian newspaper. The occasion also marked an important change in the appearance and in the form of the paper whose pages contained eight columns instead of seven as heretofore. This change has been necessitated by the fact that the demand for advertising space has been so heavy that it has often been necessary to considerably curtail the news matter. The addition of a column to the page appeared to be the best solution of the difficulty.

One of the largest and finest special editions ever issued by a newspaper in the southwest was the Taft-Diaz edition of the El Paso (Tex.) Morning Times. Its 68 pages were brimfull of bright and breezy news matter and numerous special articles of timely interest. The issue was finely gotten up, was well illustrated and possessed a very attractive cover. The amount of advertising carried was unusually large, even for a special edition and speaks well for the enterprise of El Paso merchants.

A Remarkable Showing.

The management of the Hartford (Conn.) Times states that the average daily circulation for the week ending Oct. 23, 1909, was 20,195 copies. This is a remarkable showing considering the fact that the Times is a three-cent evening paper, published in a city of about 100,000 population.

The newly-organized Newspaper Woman's Club of Des Moines, Ia., held its first meeting in the club's new quarters last week. The club room and the entire furnishings have been donated to the newspaper women by Des Moines business men.

ADVERTISING NOTES.

I. A. Klein, publishers' representative, Metropolitan Tower, New York, has been appointed the Eastern representative of the Chicago Journal, commencing November 1.

Thomas Conklin, of Perree & Conklin, newspaper representatives, Chicago and New York, left this week on a trip to the Pacific coast in the interest of the papers they represent.

William Stewart, who has charge of the World's Dispensary Medical Company, advertising, west of Colorado, was in New York this week calling on the representatives.

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

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

GATCHEL & MANNING DESIGNERS - ILLUSTRATORS - ENGRAVERS PHILADELPHIA For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors. Send stamp for E. P. circulars illustrated, about: How to Print our Multi-color Plates. The selection of proper Screens for Half-tones.

THE LOVEJOY CO., Established 1853. ELECTROTYPERS and Manufacturers of Electrotype Machinery. 44-446 Pearl Street NEW YORK

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

Send To-day for the List of Users of "THE KOHLER SYSTEM" We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses. Kohler Brothers, 277 Dearborn St., CHICAGO LONDON: 56 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1875. Every Thursday. W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

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

Annual Subscription (52 issues), post free, \$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 wherein to advertise our machinery."—Paul Shindewend & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago. "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y. "We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

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

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

Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York. Send for sample copy.

The Sheet Anchor of the Craft Protection is as necessary as progress. The successful printer must know what to avoid as well as what to do. THE AMERICAN PRINTER is the repository of so much valuable information, so many new ideas, such a volume of helpful suggestions that it is looked to by practical typographers as the sheet anchor of their business craft. THE AMERICAN PRINTER is edited by men who know what is needed in the printing business and who are able to supply it. It contains the latest news, the most interesting and useful information, and the most practical suggestions for the printer's success. It is a must for every printer's office.

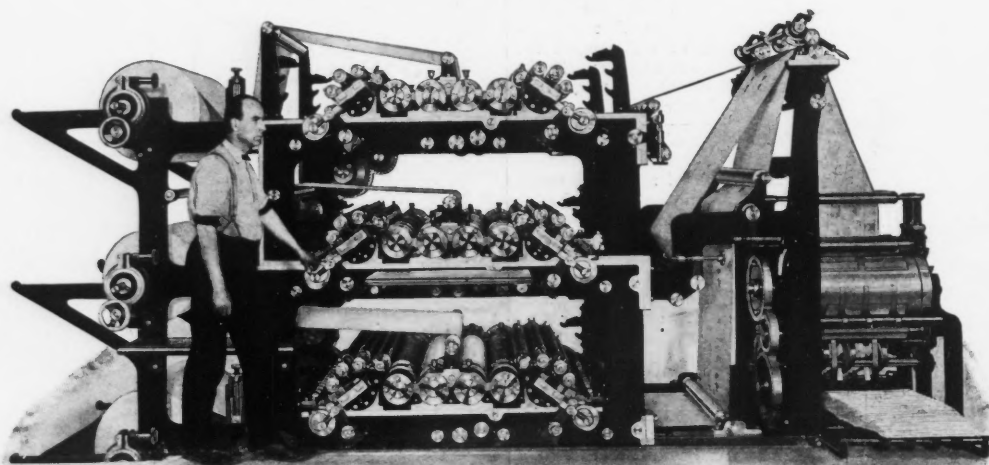
TAKE IT TO POWERS OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH ON TIME ALL THE TIME POWERS PHOTO ENGRAVING CO. 154 Nassau St. N.Y. Tel. 4890-4 Bookman New York City

The Duplex Single-Plate Rotary

Built in 8- 12- 16- and 20-page sizes. The smaller sizes may be readily increased by 4-page sections at any time. Will print any even number of pages, up to full capacity of press, at full speed.

*All straight run and BOOK FOLD.
No collecting! No tapes! No trouble!*

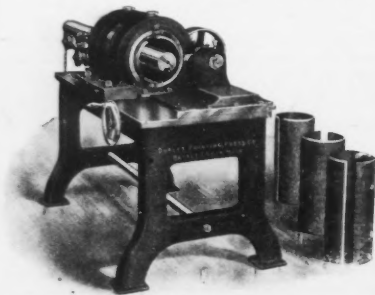
Great Speed!



The first of these presses was installed in the pressroom of the Kalamazoo (Mich.) Daily Press in February of this year (1909). Four others are now in successful operation. The following is a list of sales already made:

Kalamazoo, Mich., Press	Burlington, Vt., News	Rock Island Ill., Argus
New York, Bollettino dela Sera	Rockford, Ill., Republic	Lansing, Mich., State Republican
Cedar Rapids, Ia., Gazette	Oklahoma City, Okla., News	Lansing, Mich., Journal
Santiago, Chile, S. A.	Columbia, S. C., Record	New York, N. Y., Bronx News
Charlotte, N. C., News	San Angelo, Texas, Standard	

Four of these machines were sold, without solicitation and without advertising, before the first one was completed



DUPLEX SINGLE-PLATE 16-PP. ROTARY PRESS AS COMPARED WITH OTHERS

Other Makes			Duplex Single-Plate Rotary			All at FULL speed: 20,000 per hour—may be run at 25,000 if desired. All with book fold and without collecting.
No. Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required	No. Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required	
8	16	880	8	8	324	} Speed claimed 20,000 per hour, practically 16,000. All at HALF speed: claimed 10,000 per hour, practically 8,000.
10	12	660	10	10	405	
12	16	880	12	12	486	
16	16	880	14	14	567	
			16	16	648	

The Duplex is the only practical 16-pp. press that can print 14 pp., the only 20-pp. press that can print either 14 or 18 pp. and the only 16- or 20-pp. press that can print more than half its maximum number of pages at more than half speed.

Send for
Detailed
Information

Duplex Printing Press Company Battle Creek, Mich., U.S.A.

