

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 32

NEW YORK, FEBRUARY 5, 1910

5 CENTS A COPY



ROBERT HOE,

NEW HEAD OF ROBERT HOE & CO., OF NEW YORK, WHO HAS INHERITED A FULL SHARE OF THE MECHANICAL GENIUS OF HIS ANCESTORS
AND IS WELL FITTED TO TAKE CONTROL.

ROBERT HOE

NEW PRESIDENT OF ROBERT HOE & CO., RECENTLY INCORPORATED.

Has Long Been Identified with the Business and Is Well Fitted to Take Control—He Is the Fourth of that Name and Has Inherited a Full Share of the Mechanical Genius of His Ancestors.

R. Hoe & Co., well known and extensive manufacturers of printing machinery, has been incorporated under the laws of the State of New York with a capital of \$5,875,000, but will continue to conduct the well established business under the same name that has been so well known to printers and publishers for the past century. The business will be conducted along the same lines as heretofore, but with renewed vigor and increased energy. Robert Hoe, the fourth, has been elected president of the new company, and his brother, Arthur I. Hoe, vice-president.

Robert Hoe is the eldest son of the late Robert Hoe and was associated with his father in the business for more than ten years. He is well fitted to take up the reins and will undoubtedly add new laurels to those already achieved by this mammoth concern, which is probably the greatest establishment of its kind in the world. He is a master of the business in all its various branches, having studied it from the ground up, and is in every way qualified to make a complete success of the new corporation of which he is now the head. Mr. Hoe has inherited a full share of the mechanical genius of his ancestors.

He is thirty-four years of age, and married, being born in the Centennial year of 1876. After leaving Harvard College in 1899 he traveled abroad for some time before entering the business. He started at the bottom, beginning work on the books in the manufacturing department of the establishment and progressed through the various departments until he was thoroughly acquainted with every branch of the business, procuring in this way a practical knowledge of all the machinery manufactured by the house, so that today he could easily qualify as an expert mechanic. R. Hoe & Co. have also a large business in the manufacture of cast steel saws of all kinds, and for a long period Mr. Hoe had entire control and managed most successfully this part of the business, so much so that under his directions the business was doubled in volume.

Up to the present time Mr. Hoe has not been known to any great extent by the printers and publishers, because of his modest, retiring nature, but his genial disposition insures the friendship of those who come in contact with him, and that he will be heard from in the

future, by still greater achievements, there seems no doubt, for he has not only the ability, but is a "hustler" as well and his energy and push is the "infectious" kind that stimulates and encourages those associated with him.

Arthur I. Hoe, the vice-president of the new company, is also a young and able man, of whom more will be heard in the future.

MISS GRACE E. POLK

Made Sunday Editor of the St. Paul Pioneer Press.

(Special to THE EDITOR AND PUBLISHER.)

ST. PAUL, MINN., Jan. 31.—Miss Grace E. Polk has become Sunday editor of the Pioneer Press. Miss Polk's first newspaper work was the furnishing for the Minneapolis Times of the news of the University of Minnesota, of which institute she is a graduate. Then she became connected with the Minneapolis Tribune, and a few months ago joined the Pioneer Press staff as a writer of Sunday features.

She made many a hit with, among others, stories of life in the new State capitol building and oddities dug out of the ancient records of the Minnesota Historical Society. Oscar Lienlokken recently resigned as Sunday editor and Miss Polk was named to succeed him.

Her friends are very proud of her progress in the profession and are firmly convinced that she will yet win a place in the very highest rank of American newspaper women. Not only can Miss Polk write well, but she has a grasp of the general newspaper proposition that argues strongly for her continued success.

Other changes have been made in the Pioneer Press force of late. William H. Hunter, who was with Charles H. Grasty in Baltimore and Kansas City, took Maj. William C. Handy's place as managing editor when the major left the paper. Adolph Lienlokken, city editor, resigned to enter the land business and was succeeded by Willis L. Williams, who has been connected with the paper at different times for fifteen years or more.

LEBANON (PA.) REPORT.

Former New York State Editor Purchases Controlling Interest.

John H. Reid, who until recently was editor and publisher of the Walden (N. Y.) Citizen, has purchased a controlling interest in the Lebanon (Pa.) Evening Report and the weekly Courier-Report, and has assumed charge.

The Report Publishing Company, J. A. Sower, president, and E. U. Sower, secretary and treasurer, retains a minority interest in the paper. The Courier-Report was established in 1819 and is one of the best known papers in Southeastern Pennsylvania.

The negotiations were conducted through the brokerage agency of H. F. Henrichs, Litchfield, Ill.

Michigan Paper Suspends.

The Albion (Mich.) Minor-Gazette, which changed from a weekly to a daily last summer, has suspended publication. It was published by the Minor Printing Company.

Made Member of Publishers' Ass'n.

The Montreal (Can.) Presse has been elected to membership in the American Newspaper Publishers' Association.

HEAVILY TAXED FOR PAPER.

Norris Tells Publishers Paper Making Methods Cost \$50,000,000.

Addressing the members of the Ohio Associated Dailies in session at Columbus last Wednesday, John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, declared that users of white paper are being taxed \$50,000,000 per annum because of "ignorance and lax methods of print paper makers," and that, therefore, that vast sum was being charged against the knowledge of the country.

Mr. Norris said that if free competition and normal conditions should prevail in the paper trade, news print should be delivered in press room at \$35 a ton. He charged that newspapers are taxed \$8 a ton above that price on 1,000,000 tons, or \$8,000,000 per annum, because of the ignorance and lax methods of the paper makers, and that the same causes are placing a tax of \$50,000,000 upon all users of white paper. Norris gave details to prove that \$6 a ton is added to the cost of production for unnecessary weight, \$5.21 per ton for waste in manufacture and \$4 per ton for lack of standardization.

More than \$2,000,000 per annum, he said, is paid by newspaper publishers for atmospheric moisture in the print paper. Norris furnished instances of atmospheric absorption of water to prove the impossibility of making an accurate statement of the weight of print paper, except under identical atmospheric conditions. He declared it was impossible to verify the weights billed by print paper makers on purchases of \$50,000,000 per annum.

Norris pointed out the practicability of converting pulp into paper in New York harbor, at a cost of \$35 a ton, delivered in New York press rooms, and declared that the tangle with Canada over wood pulp supply was an embarrassing development in that direction.

NEW TEXAS DAILY.

Afternoon Paper Called the Record to Appear at Houston.

An afternoon paper, to be known as the Record, will be launched at Houston, Tex., in the near future. It will be published by the Record Company, which has been incorporated with a capital stock of \$40,000.

The incorporators named are Jules Hirsch, N. C. Abbott and W. L. Guardian. The paper will be under the editorial management of C. E. Abbott, and associated with him in the editorial department will be D. C. McCaleb, of San Angelo. A. S. Hope will be the advertising manager and W. L. Guardian will be the business manager.

Boston Evening Herald Resumes.

The Boston Evening Herald resumed publication last Tuesday. The price is one cent, conforming with the price of the morning edition, which dropped from two cents on Jan. 1. The Globe and the Advertiser remain as the only two cent morning papers in Boston.

Old Wyoming Paper Sold.

The Meeteetse (Wyo.) Big Horn County News, one of the oldest newspapers in the State has been sold by the News Publishing Company to Woodward Bros.

THE POSTAL DEFICIT.

Don C. Seitz Declares Government Should Establish Parcels Post.

Don C. Seitz, publisher of the New York World and chairman of the New York Committee of the American Newspaper Publishers' Association, gave the House Committee of the Post Offices and Post Roads his views upon many features of the postal service at the hearing last Saturday. To illustrate his idea of reducing the postal deficit of \$17,500,000, charged to second class mail matter by Postmaster-General Hitchcock, Mr. Seitz told the following story:

"There was a Dutch saloon keeper who was a man of few words. A customer came in one day to show him a new dog he had purchased. Unable to get the saloon keeper to enthuse over the good points of the animal, the customer undertook to convince him of its rat catching ability by saying that it had been taken up in a balloon and dropped out after a rat, which it caught before it reached the ground.

"Well," was the calm response of the saloon keeper, "he is a rat dog. It is his business."

The postal deficit would soon be \$40,000,000, instead of \$17,000,000, Mr. Seitz told the committee, if the department, backed by Congress, did not go out after business like an up-to-date business house would do. "The newspapers are always trying to decrease the proportionate rate by increasing the volume of their business, while the government, which is paying a fixed rate to the railroads, is continually trying to limit the volume of its business. We do not say that the railroads are overpaid by the government, but that the railroads are underworked by the government.

"The department must decide whether it will be run for a benevolent purpose or as a business institution." It was his opinion that the railroads were not so much overpaid by the government as they were underworked by the government. He thought the government should establish a parcels post and give the rural carriers more to carry than a few letters, and at the same time afford the government additional revenue.

Evansville Journal-News.

The Evansville (Ind.) Journal-News, whose plant was destroyed by fire last week at a loss of \$100,000, is issued from the office of the Courier on week days until a temporary equipment of its own is established. The Sunday Journal-News was issued from the plant of the Press, an afternoon paper without Sunday issue.

Buys Nebraska Paper.

James Pentius of Deshler, Neb., has purchased the Indianola (Neb.) Reporter of E. S. Byfield.

IN PHILADELPHIA IT'S
"The Bulletin"
 NET DAILY AVERAGE FOR 1909:
249,811
 COPIES A DAY
 A copy for nearly every Philadelphia home.
 "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher
 Chicago Office, J. E. Verree, Heyworth Bldg.
 New York Office,
 Dan A. Carroll, Tribune Bldg.

Leader in the Book Field

In 1909 The New York Times Saturday Review published 227,675 agate lines of book advertising—a gain of 24,975 lines over 1908. In 1909 The New York Times and The New York Times Saturday Review published 362,448 agate lines of book advertising—a gain of 58,487 agate lines over 1908 and a greater volume and a greater gain than any other New York newspaper.
 Every Saturday. Mailed to any address in the United States for One Dollar a Year.

The New York Times
Saturday Review of Books

BRISBANE'S LECTURE

DELIVERED TO TEACHERS OF JOURNALISM AT UNIVERSITY OF KANSAS.

Editor of New York Journal Tells What to Teach Students of Journalism—National Association of Teachers of Journalism Organized—Effort to Impress Upon Country Seriousness of the Work.

(Special to THE EDITOR AND PUBLISHER.)

LAWRENCE, KAN., Jan. 27.—At the first conference of teachers of journalism at Lawrence, Kansas, at the University of Kansas, which has had such a school for six years, a national association was organized. The first officers are: Chairman, Charles Moreau Harger of the University of Kansas; secretary, Walter Williams of the University of Missouri; executive committee: Willard G. Bleyer, University of Wisconsin; George E. Vincent, University of Chicago; C. V. Gregory, Iowa State College.

The next meeting will be held at Columbia, Mo., by invitation of Dean Williams of the University of Missouri.

At the conference Arthur Brisbane was the principal speaker and he discussed the "What Schools of Journalism Should Teach." Walter Williams of the University of Missouri, C. V. Gregory of the Iowa State College also had addresses and there was a dinner attended by the delegates and many Western newspapermen in honor of Mr. Brisbane. In his address Mr. Brisbane said:

WHAT "JOURNALISM" MEANS.

I believe that newspaper work is the very best field for useful effort unless a man is fortunate enough to have the ability to develop some great industry. In a selfish world it is natural that the greatest rewards should attract the greatest men. Industrial development is the problem of the century. Next to that I believe comes newspaper work.

The first thing is to know what journalism is. If you should ask me to go into some enterprise here I should want you to define the enterprise. Journalism is to the human race what language is to the individual. You know that physical evolution stopped as soon as men could talk. Then began evolution inside of the brain. Speech made it possible for men to combine in the crowd. Just as a small group may meet on common ground through spoken words, so millions of people are brought together in the columns of a great newspaper. A man who has a newspaper can talk to his community or to his State, or in some cases to the whole nation and that certainly is important. The newspaper editorial column especially, but also the

news columns holds a place in the nation today like that of the public square in Athens. One of the ancient Greeks said that if the nation ever got so big it could not get together and talk it would fall to pieces. And so it would. But men can meet just as well in the columns of a newspaper as in Madison Square Garden. Every day you can have five or six or fifty million of individuals thinking very nearly along the same lines. Mr. Rockefeller cannot increase the price of oil in the most remote district without having it known.

WHAT TO LEARN.

The editor is not always the ablest man in the world. He may be a very commonplace man, but he has a big advantage, because he has a great crowd back of him.

The education of a newspaper man ought to begin in his earliest childhood if he is to be a newspaper man worth while. I might say that it must begin in the cradle. He must have almost in-born in him a feeling of the equality of men. He must be educated to have sympathy for those who suffer and those who are wronged. He must learn to regard as a joke the government which we have at present—a joke on Republican or Democratic government. He must begin all this as a child. Unless he got it from his father, he probably will never have it. A man who does not have a feeling of indignation at seeing children working in the mills will never be a newspaper man. He must see that there ought to be a fairer distribution of money. There are people in New York who don't even know how to throw away their money. I regard Fifth avenue as the great national varicose vein. The ability to see these conditions, sympathize, and to insist on relief is an important qualification for newspaper work.

BOOKS TO READ.

Assuming that a man is fitted by nature for his work what should he study? The answer is everything. He doesn't need to be a scholar, but everything that he reads will help him. Lincoln, in spite of his lack of education would have made a great newspaper man. Your education may be superficial—that doesn't matter so much; but it must be catholic. Read widely rather than thoroughly. You must know what has been done before you begin work. Let those who are teaching journalism pick out the best things to read and condense them for their students.

START AS REPORTER.

There is only one place to start as a journalist. That is, as a reporter. The first department of newspaper work is, of course, the telling of what has happened. This ought to be done truthfully and exactly. I do not say that a reporter may not arrange his facts in such a way as to present the picture more vividly. When you are describing a street accident in which a little child was killed, it is all right to tell about the big red automobile that went by without stopping. That helps the picture.

The second department of the newspaper is the editorial. And what the people want to read is not what the editor thinks but what the people themselves think. You know the only thing a man has in this world is his own mind, his own feelings. You must interpret people to themselves. The most powerful editorial is that which leads people to say "That is just what I have always thought, but never expressed." You must study your public, and write to suit them. In reporting, you must

have the power to see the thing clearly and tells it plainly. It is a great power. You must practice writing a great deal, because the mind is like a field that has not been cultivated. You must learn to see the one thing that the people wish to hear about.

HOW BRISBANE COVERED THE ASSIGNMENT.

I remember that one of my first assignments was to write a story about a man who had jumped from the Brooklyn Bridge. There was nothing unusual about the incident and I gave only a few lines to describing his leap. But I traced the story back into the slums where his family lived, and described how I found his little child sitting on the floor chewing a fish bone. A poor workman on the floor above had sent down his own dinner to the bereaved family. I was working for the elder Dana at the time and he cut the story out and posted it in his office. He said it was because I told the important thing. Of course that pleased me a good deal. We received over \$8,000 for the family of the suicide.

IN THE NEW YORK SUN SCHOOL.

The New York Sun was the best school of journalism. I worked under Mr. Bogart and Mr. Clark and they helped me a great deal. Clark was the night editor of the Sun and had marvellous ability in handling copy. On an election night when Clark was absent we had a long table at which twenty men worked, handling the copy. The next night Mr. Clark was in the office and did all of the work himself, at his little desk, besides getting up several columns of his own matter. Clark's handling of a reporter's copy was the best possible education. The reporter who saw his story the next day in the paper, with every unnecessary word cut out and with the important point which he had buried in the story brought up to the lead where it belonged, had the best possible opportunity of learning how to write. A school of journalism should lay great emphasis on this work of correcting copy and re-writing. Joseph Pulitzer, I think, is one of the finest writers of English in America. When he began his work he could not speak a word of English. He got a German translation of Shakespeare and turned it into English and then compared his version with the original English text. It was by such work as this that he learned to write.

"YELLOW" AND "QUIET" PAPERS.

Having decided to be a newspaper man, the next thing is to decide what kind of a paper you want to work for. There is the yellow paper—which is mine. I invented it and am proud of it. I suppose that a man is proud of almost any kind of a baby, if it is his. Then there is the other kind of a paper—the "quiet" kind. It is a very good kind of paper. You want to pick out your own kind and then work in that direction. (To be continued in next issue.)

Missouri Papers Consolidate.

The Jefferson City (Mo.) Cole County Democrat and the Jefferson City Tribune have consolidated under the name of Democrat-Tribune. The publication of the Morning Tribune has been discontinued and the Evening Democrat-Tribune appears instead. Joseph Goldman, editor and manager of the Cole County Democrat, will be the editor and manager of the new paper. The Tribune was one of the oldest publications in Central Missouri. It was established before the Civil War.

TOO MANY PAPERS.

Business Men of Greeley, Col., Solved a Newspaper Field Problem.

The city of Greeley, Col., has a population of about 5,500. The newspaper situation in that city has been discussed by many advertisers and publishers in the State and outside. The editor of the Canon City (Col.) Record last week wrote the following in his own paper, which tells the story:

A notable thing happened in Greeley a few months ago.

Four newspapers were consolidated into two.

It happened this way. For years Greeley had three newspapers. Enough, as anybody will admit—and too many, as every newspaper man knows. Then a blooming fellow who posed as a newspaper man started a fourth.

Four newspapers in a town a little larger than Canon City proved more than an epidemic of smallpox. It proved a high tax on every legitimate business. Regular business could not support the four papers, so some of them had to resort to blackmail methods and were forced to stir up political strife—for pay.

You can imagine what four papers could start and carry on if you have ever been in a town where there was a newspaper fight—well, it was worse than war as Sherman pictured it.

So the fourth paper in Greeley turned out to be the most extravagant luxury the town ever experienced.

The Business Man after a while got wise—he came to. For it was the Business Man's fault that the new paper was started. It never could have been started if he had not given it his encouragement.

The business men got together and they said that they would no longer support the disagreeable newspaper fight.

They said that two newspapers were enough for Greeley and all they would support. They told the newspaper men if they would consolidate or do something to reduce the number, they would liberally support two papers and they would protect the field against new comers. They signed an iron clad agreement that they would give no business to any new newspaper proposition.

So Greeley has now but two newspapers run conservatively for the good of the town, and no one has enough money or is fool enough to try to break into the field. And incidentally the business men of Greeley save the \$10,000 a year it took to support the other two papers.

New York State Papers Consolidate.

The Albion (N. Y.) Weekly News has been consolidated with the Albion Orleans American, edited by J. G. Simpson. The Weekly News was established in 1888 by the late John Cunneen, former Attorney-General.

Moved Into New Quarters.

The Sheboygan (Wis.) Daily Journal has moved its printing plant into new quarters in the heart of the city.

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., N. Y. 413 Commerce St., Philadelphia

Allied with

Bingham & Runge, Cleveland

This paper is NOT printed with our Rollers

1909
BIG YEAR OF THE
BIG GERMAN DAILY
PHILADELPHIA
German Daily Gazette
gained over 700,000 lines of local advertising. 200,000 lines of general advertising.
350,000 Germans in Philadelphia can be covered thoroughly by using the
Morning Gazette
Evening Democrat
Sunday Gazette **WRITE FOR RATES**

NATIONAL EDITORS

Program of Great Interest Prepared for Silver Anniversary Convention of Association, Which Meets in New Orleans
Feb. 10, 11 and 12.

President A. Nevin Pomeroy has announced the programme for the twenty-fifth anniversary meeting of the National Editorial Association, which will be held in New Orleans Feb. 10, 11 and 12. The sessions will be held in the assembly room of the Hotel Grunewald, and there will be short business gatherings at the close of the programme of each morning and afternoon.

The convention programme follows:

PROGRAMME.

TUESDAY, FEBRUARY 10.

Morning, 9 to 12 Noon.

Opening business session.

Prayer.

Address, "Welcome to Louisiana," Governor Sanders, of Louisiana.

Address, "Welcome to New Orleans," Mayor Behrman, of New Orleans.

Response by President A. Nevin Pomeroy, Joe Mitchell Chapple, National Magazine, Boston, Mass.; Past President Walter Williams, Columbia, Mo.; Past President R. H. Henry, Ledger, Jackson, Miss.

President's annual address.

Poem, "In Remembrance," William E. Pabor, poet laureate, Avon Park, Florida.

Appointment of committees.

Reports of officers.

Enrollment of members.

Announcements.

THURSDAY, FEBRUARY 10.

Afternoon, 2 to 4 o'Clock.

Address, "Twenty-five Years of American Journalism," Hon. E. W. Stephens, past president, Columbia, Mo.

Address, "The Newspaper Editor, His Responsibility, Privileges and Opportunity," Seth Brown, editor Commercial Union, Chicago, Ill.

Address, "The Press and Law Enforcement," Hon. Josephus Daniels, editor News and Observer, Raleigh, N. C.

Address, "The Editor's Opportunity," John Clyde Oswald, editor American Printer, New York City.

Address, "The New Journalism," A. E. Winship, editor Journal of Education, Boston, Mass.

Thursday evening the association will be the guest of the French Opera House.

FRIDAY, FEBRUARY 11.

Morning, 9 to 12 Noon.

Address, "Duty of the Press in the Good Roads Movement of the United States," H. B. Varner, past president, Lexington, N. C.

Address, "American Journalism," Walter Williams, past president, Columbia, Mo.

Address, "A National Association of Newspaper Men," Felix I. Koch, traveler and lecturer, Cincinnati, O.

Address, "Advertising and Exploita-

tion," Joe Mitchell Chapple, editor National Magazine, Boston, Mass.

Address, "The Beast, the Jungle and the Press," R. C. Houston, editor Crescent, Frankfurt, Ind.

FEBRUARY 11.

Afternoon, 2 to 4 o'Clock.

Address, "Advertising" (the business side), Miss Caroline Hulings, editor the Bookseller, Chicago, Ill.

Address, "Advertising" (the moral and ethical side), Miss Leona Mable Dufford, assistant editor Union Signal, Evanston, Ill.

Address, "Is the American Press as Potential as Formerly," J. P. Hurley, editor Tribune, Albert Lea, Minn.

Address, "Better Organization for Our Association," Hon. Ernest H. Pierce, editor Journal, Revere, Mass.

FEBRUARY 11.

Evening, 8 to 10 o'Clock.

Anniversary exercises.

Short addresses will be made by all the past presidents present and a presentation will be made to Past President Herbert.

FEBRUARY 12.

Morning, 9 to 12 o'Clock.

Address, "A Retrospect of Good Work and Good Results," Hon. W. H. Hudson, past president, Bessemer, Ala.

Address, "State and Local Associations," Hon. R. P. Habgood, editor Star, Bradford, Pa.

Address, "The Responsibilities of the Press," Clarence Ousley, editor Record, Fort Worth Tex.

Address, "Newspaper Side Lights," Mrs. F. S. Greenleaf, Savannah, Ind.

Address, "The Newspaper Man and His Work," Ewing Herbert, editor Daily World, Hiawatha, Kan.

FEBRUARY 12.

Afternoon, 2 to 4 o'Clock.

Address, "What Can Be Accomplished by this Association?" R. D. Campbell, editor Republican Gazette, Lima, O.

Address, "Effectiveness of Our Association," Sheridan Ploughe, Hutchinson, Kan.

Address, "The Future of the American Press," Louis J. Worthman, editor Star-Telegram, Fort Worth, Tex.

Address, "The Local Paper's Neglected Opportunity—Promoting Rural Development," Clarence H. Poe, editor Progressive Farmer and Southern Farm Gazette, Raleigh, N. C.

Address, "Duty and Opportunity, or Things Worth While," J. P. Baumgartner, editor Register, Santa Anna, Cal.

Closing business session.

Reports of committees.

Selection of place for next annual convention.

Election of officers.

Adjournment.

ALWAYS OPEN.

New York Press Club Will Never Close Its Doors, Night or Day.

New members of the New York Press Club usually ask in idiomatic English, "How late does the club house keep open?" President John A. Hennessy answers once for all: "The doors of this new club house were opened on Nov. 1, 1909. They will never be closed, night or day, while the building stands, barring catastrophes which may legally be attributed to the providence of God or the enemies of the State."

Increases Capital.

The capital stock of the Phelps Publishing Company of Springfield, Mass., has been increased from \$400,000 to \$500,000 by a vote of the stockholders. It is stated that the increase is to provide for the rapid growth of the company.

RAILWAY TIME TABLES.

Proposed Amendment to New York Law Introduced by Senator Platt.

State Senator Frank Platt, of New York, has introduced a bill to amend the present railroad law as to the notice of arrival and departure of trains. That part of the proposed act relating to the publication of passenger schedules in the newspapers reads as follows:

"Every such railroad corporation shall also cause to be published in each city of the first or second class, in such newspapers as the Public Service Commission having jurisdiction shall designate, a local time table indicating time of arrival of all passenger trains which stop at such station and the time of their departure therefrom.

"Every such railroad corporation shall also cause to be published in all the newspapers published in and of general circulation in each city of the third class or village at which such railroad maintains a station a local time table indicating the time of arrival of all passenger trains which stop at such station and the time of their departure therefrom.

"The Public Service Commission may, on the application of any railroad corporation, determine that a newspaper published in such a city or village has not sufficient general circulation to justify the publication of such local time table.

"If a newspaper in which a local time table is required to be published by this section charges a greater rate for such publication than the minimum rate charged by such a newspaper for the publication of general advertisements occupying the same space, the Public Service Commission may, on application of the railroad corporation affected, relieve such corporation from publishing its local time table in such newspaper."

CIRCULATION CLUB.

Entertains Visiting Newsdealers with Beefsteak Dinner.

Fully one hundred and seventy-five newsdealers were the guests of the Circulation Club of New York at a dinner given in the rooms of the New York Press Club last Wednesday night. They came from as far west as Chicago and as far east as Portland, Me. After the dinner, at which John F. Kelley, of the New York Review acted as toastmaster, there was vaudeville entertainment.

The entertainment committee of the club was composed of George Henry, of the American; John A. J. Fenton, of the Press, and John F. Kiernan, of the World.

The officers of the club are: Frank O'Raw, Tribune, president; Ed Barry, Herald, vice-president; Judge Weber, World, treasurer; William Henry, American, financial secretary.

NEW YORK CITY.

Charles S. Hand, for several months past a member of the New York World staff, has been made legislative correspondent of that paper at Albany.

At the last business meeting of the New York Press Club fifty-two new members were elected.

The Fairmont (W. Va.) Independent has suspended publication.

WOMEN EDITORS.

New York World Gave Two Pages to Mrs. Belmont and Her Staff.

Mrs. Oliver H. P. Belmont, who has become the champion of the women shirt waist makers who are on a strike for higher wages in New York, recently declared, concerning the issues in the strike, that "things will be different when women edit the newspapers." The New York World immediately wrote Mrs. Belmont as follows:

Mrs. O. H. P. Belmont, President Political Equality Association, No. 505 Fifth Avenue, New York:

Dear Madam—The Sunday World offers you two pages, to be edited by you in any way you may see fit, all the articles to be arranged for by you and to be corrected in proof by you before publication.

Yours very truly,

EDITOR SUNDAY WORLD.

Mrs. Belmont accepted and the two pages were printed in last Sunday's edition of the World.

Mrs. Belmont wrote four separate articles, each with her signature, a total of three-quarters of a page. The other writers were Kate Trimble Woolsey, Ida Husted Harper, Elizabeth Marbury, Mary E. Dreier, Lucia Ames Mead and Rosalie M. Jones, who contributed a poem. The pages were strikingly and daintily illustrated, and the whole was a creditable performance by women.

EVEN AFTER DEATH.

Frank Burrelle Wanted to Rest with the Men Who Wrote Clippings.

The funeral of Frank A. Burrelle, the famous pioneer of the press clipping business, who died at sea last week, took place in New York on Wednesday of this week. The services, Elk ritual, were held in the Campbell Funeral Parlors, in West Twenty-third street. A delegation of New York Press Club members attended.

In his last will Mr. Burrelle requested that his body be laid to rest in the Press Club plot in Cypress Hills Cemetery, notwithstanding that he left a valuable estate and could have provided a grave and mausoleum in any public cemetery. In conversation before his death he had said that he wanted to rest with the men who wrote the clippings. He was an enthusiastic member of the Press Club. And so he was buried in the Press Club plot.

Became Member of the A. P.

Beginning with Jan. 27 the Charlotte (N. C.) Evening Chronicle became a member of the Associated Press and received the full leased wire day service. The Evening Chronicle recently reduced its price from five cents a copy to one cent a copy.

The Evening Wisconsin.

Milwaukee's Leading Home Paper

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

Its average daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6018 Metropolitan Bldg.
CHICAGO—408 Marquette Bldg.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

BACK TO OLD IDEALS.

There Exists Decided Tendency to Reaction, Says Noted Editor.

In an address on the "Ethics of Journalism," delivered at Clinton Hall, New York, Oswald Garrison Villard, editor of the New York Evening Post, declared that there has been a great falling off in the standards of American journalism. He said in part:

"The greatest and most pernicious force which is at work today, sapping the honor and the ethics of American newspapers, is the attitude assumed by the large advertisers that theirs is the right to dictate the policy of the paper in which they advertise. There are very few American newspapers which can be bought outright, but in many cases the same result is obtained by pressure brought to bear on the administration of the paper by the advertiser or a combination of advertisers.

"It has been my actual experience, and I have known of it in other New York papers, that certain advertisers have gone so far as to object to the printing of legitimate news which may be detrimental to them, even in so indirect a way as merely having occurred on their premises, the falling of an elevator, for instance. I have known papers to be punished by the withdrawal of vast amounts of advertising, simply because they printed such news.

"Political bribery is practically nil in this country except in a few out of the way cases, and I consider the practice of toadying to the advertiser to be the greatest menace to the individual and the integrity of the press.

"Sensationalism is the next great evil. It is the greatest menace today to international peace. It is comparatively easy for a paper with a wide circulation to embroil nations by the sensational exploitation of conditions which do not exist, but which the ordinary reading public is not in a position to contradict. Here again is felt the pressure of the heavy advertisers.

"There exists, however, today a decided reaction against sensationalism and the tyranny of advertisers, which wholesome movement will prove the salvation of the American press. They are getting back to the old ideals and standards."

Elgin May Have New Daily.

It is reported that Elgin, Ill., is to have another daily newspaper. The projected venture is said to be backed by followers of Congressman Howard M. Snapp.

BALTIMORE NEWS.

New Home Will Be Erected on Site of Present Building.

Frank A. Munsey announces that plans have been completed for the erection of a new building for the Baltimore News on the site of the present office. The structure, it is stated, will combine a modern newspaper plant and up-to-date office building fourteen stories high. It is expected that the building will be ready for occupancy by Jan. 1, 1911.

The present building does not occupy ground space to best facilitate the publication of the News, and while only five years old, a careful study of its construction developed the fact that there was no possible way in which it could be satisfactorily remodeled.

Mr. Munsey recently acquired additional ground on Fayette street, giving a total frontage on that street from the corner of Calvert, of 134 feet, and providing a ground area of ample depth and length. The first three floors and basement of the new structure will be given over to the News, while the upper floors will be used as offices. The new building will have three times the space per floor of the present building. The first three stories will be of stone and the stories above that of stone and brick, with an ornamental terra cotta top story and cornice.

R. Hoc & Co. have now under construction printing machinery of the newest type that will double the capacity of the News' present pressroom. The typesetting machines, stereotyping apparatus, photo-engraving plant, and all the other enlarged and new equipment will be of the most up-to-date and improved character.

INDIAN NEWSPAPER.

The Degwans Ahcheeta Will Be Edited by a Cherokee.

A newspaper printed in various Indian tongues will make its appearance in Muskogee, Okla., about Feb. 15.

Chiefs of the five civilized tribes and other influential Indians are backing the movement. The paper will be edited by Augustus W. Ivey, of Stillwell, a Cherokee, and will appear weekly. It will be known as the Degwans Ahcheeta, which means "Farm and Fireside."

The Cherokee Creek, Choctaw, Seminole, and Chickasaw tongues will be represented. That portion of the paper intended for Cherokees will be printed in the Cherokee characters. The Cherokees are said to be the only Indian tribe in the world whose language has been developed to a point where its own characters can be used. The news of the other tribes will be printed in the English alphabet.

Maine Company Incorporates.

The Publishers' Press has been organized at Portland, Me., for the purpose of conducting a publishing business in all its branches. Capital stock \$500,000. The officers are: President, Charles E. Eaton, of Portland; treasurer, T. L. Croteau, of Portland.

Dine Advertising Patrons.

R. M. Harvey, general manager, and Scott Snyder, managing editor of the Perry (Ia.) Daily Chief, were hosts to their advertising patrons last week at a banquet given at the Stewart House.

PRESS THE BEST MEDIUM.

Noted Publicity Man Tells Members of Rochester Ad Club.

That the daily newspaper is gradually supplanting the magazine as an effective advertising medium was the declaration of George H. Perry, advertising manager of the Siegel-Cooper store of New York, at the annual dinner of the Rochester (N. Y.) Ad Club last Monday night. Mr. Perry said in part:

"The press is usurping the place that periodicals have held and, in a measure, do hold today. The era is coming when the great bulk of advertising will be taken away from the magazines. The man who has some commendable thing to sell instead of spreading the news broadcast throughout the country will localize his advertising, that is, he'll go to a certain city, place his product in some department store and then confine his publicity of the article to the newspapers of that city. When the product becomes thoroughly known, he will duplicate this campaign in other cities."

Manley M. Gillam, advertising counselor to the New York Herald, discussed the subject of advertising generally. He said in part:

"The main trouble today is that the average firm declares, 'Our goods are the best because our senior partner is a faithful member of the Baptist Church.' Whatever you say, tell the unqualified truth, and I can't emphasize that point too strongly. If you have goods that are worth \$2—no more, no less—say so, and don't make up advertisements out of whole cloth, because, if you do, half the women in the town will know the next day that you are a liar.

"I knew of a Philadelphia clothier who was notorious for the way in which he exaggerated the value of goods he had to sell. One day I was present when John Wanamaker met this man and asked him why he continued to tell of qualities in his wares that didn't exist. The answer was: 'We have a population in Philadelphia of approximately 1,000,000, and of that number 10 per cent. are of the poorer class. Now, if we can reach one out of ten of these people, or 10,000, they will give us all the custom we can handle.' That man has reaped his reward," said Mr. Gillam. "He is now in the national Congress.

"Saturate yourself with your subject," Mr. Gillam advised. "Say as little as you can, but believe what you say. I discount the value of big type. If you walk up to a man on the street and have something especially important to tell him, you don't yell. Big type is synonymous with yelling."

More than two hundred members and their friends attended the dinner.

Newspaper Man Missing.

E. H. Stanley, a newspaper man of Joliet, Ill., is missing and all efforts to locate him seem to be in vain. He disappeared Jan. 20 as completely as though the earth had swallowed him up. Stanley is well known, having been connected with a Joliet newspaper for four or five years, first as a printer, later as managing editor.

Invalid Editor Suspends Paper.

The Williams (Ia.) Hornet has suspended publication. It has been edited and published for the past year by Walter H. Hellen, an invalid, who did all his writing in bed.

UNITED PRESS BULLETIN

The year just closed was the most prosperous in the history of the United Press Associations. The revenues of the association were greatly augmented during the year, the increased receipts all going into leased wire extensions and the development of additional news sources.

The United Press is now serving 400 clients and is operating over 40,000 miles of wire circuits. Its day leased wire clients outnumber those of any other press association in the world.

The growth of United Press business has necessitated the establishment of several new bureaus during the year, notably those at Columbus, Des Moines and Denver. A new bureau will be established at Seattle during the coming month.

Among the notable news beats scored by the United Press during 1909 were the first reliable and comprehensive reports of the fall of Constantinople, the Messina earthquake and the disastrous floods in India. In keeping the American public acquainted with the progress of ex-President Roosevelt through East Africa the United Press led all other press agencies. The United Press was the first American agency to adequately portray the disastrous extent of the recent Paris floods, and the only press association which acquainted the reading public with the portending death of King Leopold. The serious condition of Leopold was denied by other press associations up to within a few hours of his demise.

New United Press clients: Upper Sandusky (O.) Union-Republican; Palm Beach (Fla.) News; Portsmouth (O.) Times; Klamath Falls (Ore.) Herald; Hollister (Cal.) Free Lance; Marshalltown (Ia.) Herald; Bellefontaine (O.) Republican-Index; Newman (Cal.) West Side Index; Meridian (Miss.) Star; Marietta (O.) Times and Register-Leader; Cambridge (O.) Times.

Operator's assignments: O. O. Mitchell, Richmond (Va.) Virginian; N. Lajeunesse, Johnstown (Pa.) Tribune; J. L. Yawman, Hamilton (Ont.) Spectator; C. R. Hubbard, Fort Wayne (Ind.) News; D. C. Vestal, Boston Bureau; H. L. Evans, Spokane (Wash.) Inland Herald; W. H. Bellmain, Spokane (Wash.) Press. *

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.

Rates and Information apply to

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

\$532,685,245

That's the value of Kansas crops and livestock for 1909. Want some of that money?

Topeka Daily Capital

Reaches every post-office in the state; guarantees 33,500 circulation; is the only Kansas daily with State-wide circulation; only Topeka daily that gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELEY
Flatiron Building, New York
JUSTIN E. BROWN
Hartford Building, Chicago

CINCINNATI AD CLUB.

Message from President Taft Received at Annual Dinner.

(Special to THE EDITOR AND PUBLISHER.)

CINCINNATI, O., Feb. 3.—"Advertising is most important and I hope that your club stands for the best and most accurate advertising."

This was the autographed message which President William H. Taft sent to the Advertisers' Club of Cincinnati through Ren Mulford, Jr., on the last night of the latter's presidential administration. The declaration and the hope of the man in the White House was received with an outburst of applause. The annual dinner of the club at the Business Men's Club was marked by three remarkable talks. Gridley Adams, advertising manager of the Dayton Motor Car Company, of Dayton, O., spoke on "The Postal Situation," and he was a few days ahead of the great magazine explosion of protest against the recommended advance of rates on newspapers and magazines.

George Randolph Chester, the author of the "Get Rich Quick Wallingford" stories, told of "Self Advertising," and Prof. John Uri Lloyd, scientist and author, whose "Etidorpha" is published in half a dozen languages, was heard in "The Responsibilities of Advertising." Before the service of the menu, "thanks" were given by Dr. Thomas Knox, one of Cincinnati's red-blooded clerics who believes in advertising. Mayor Louis Schwab sent a message on "A City's Biggest Advertising Asset."

The programme was happily interrupted by ex-President David B. Gibson, who, on behalf of the club, delegated retiring President Mulford to take to "the girl"—Mrs. Mulford—a handsome little silver Parisian vanity puff box. Inside the box the ex-president found a magnificent diamond charm, emblematic of the Blue Lodge, Scottish Rite and Mystic Shrine.

In the election the Regulars snowed under the Independents without the loss of a single man. The new officials were at once installed. They are: President, Richard L. Prather, of the Julian-Kokenge Company; first vice-president, Albert de Montluzin, of the U. S. Lithograph Company; second vice-president, Louis Henry Martin, of the Globe-Wernicke Company; treasurer, Meyer Lesser, of the Barnes-Crosby Company; J. R. Tomlin, of the Times-Star; recording secretary, H. E. Hall, of the Iron Age; board of governors—Ren Mulford, Jr., of the Blaine-Thompson Company; Henry W. Jenisch, of the Traxler Company; William E. Kreidler, of the John Shillito Company; Willis Gibson, of the Writer-Press, and James W. Brown, of the Kentucky Post.

The campaign for higher education in advertising will be continued.

SHOWALTER SERVICE GAINS ONE NEW PATRON A DAY!

Among the thirty-one new patrons of the Showalter Advertising Promotion Service enrolled during January, 1910, are these wholly-alive daily newspapers: Winnipeg Free Press, Sioux Falls Argus-Leader, Stamford Bulletin, Sapulpa Star, Gary Post, Raleigh News and Observer, Lynn News, Watertown Public Opinion, Spartanburg Journal, Decatur Review, Bradford Star, Greensburg Tribune, Mansfield Shield, Amsterdam Sentinel.

Among the new subscribers for Showalter's Ready-made Assignments in January were: Kansas City Star, New Orleans Times-Democrat, Toledo Times, Lansing Journal, Tulsa Democrat, Pittsburg News.

W. D. SHOWALTER
180 NASSAU STREET NEW YORK

THE SUNDAY NEWSPAPER

Has Something for Everyone Who Reads It.

At a gathering of the Men's Club of the Church of Unity, in Boston, recently, Gen. Charles H. Taylor, of the Boston Globe, speaking on "Journalism and Its Success," said among other things:

"I can say this of the Sunday newspaper. It gives in its great variety of news pages for everyone to read. The old Sunday newspaper was of the four-page variety that no one cared to read, but the Sunday newspaper now has something for everyone who reads it. It is the only bargain that you have that gives you more than your money's worth of which complaints are made. The Sunday newspaper is like a bill of fare in a hotel. You can select what you want, but do not try to eat the whole bill.

"The Sunday newspaper has grown in age of progress. Sports and other interests have increased and demand more space than in the older days. In regard to the church, I would say that the newspaper helps support them, and endeavors to print their news of interest. It is different from years ago when a minister once refused to preach because he saw a reporter in the congregation."

CANADIAN PULP WOOD

Shipments from the Province of Quebec During Last Season.

Consul Andrew J. McConnico finds that during the past season, according to reliable estimates, there were exported from the Province of Quebec through the port of St. Johns to the United States, 149,866 cords of pulp wood, all of which was entered at Rouses Point, N. Y.

Through the ports of Alburg, Fort Covington, Rouses Point and Malone, there were cleared 10,614 cars of pulp wood at an average of 11 cords per car, or about 116,000 cords; thus making a grand total of 265,866 cords from this province.

Vermont Publishers Organize.

Publishers of some of the Vermont weeklies met in Montpelier recently and organized the Vermont Weekly Newspaper Publishers' Association. The following officers were elected: President, L. P. Thayer, of Morrisville; vice-president, F. N. Whitney of Northfield; secretary and treasurer, M. C. Reynolds, of Essex Junction; executive committee, L. B. Johnson, of Randolph; E. H. Crane, of Brattleboro, and W. J. Bigelow, of St. Johnsbury. About twenty papers were represented at the meeting, either in person or by proxy.

Conducting Voting Contest.

The Elmira (N. Y.) Advertiser is conducting a voting contest for young women, the winners of which will make a six weeks' tour of Scotland, England, France and Canada. The contest was inaugurated on Jan. 17, and ends Mar. 12. It has aroused much interest and many new subscriptions are being secured.

Wins Newspaper in Card Game.

A game of pinochle, with a newspaper plant against a box of cigars as the stakes was placed in Wallace, Idaho, last week by Harry Moore, proprietor of The Dividend, a weekly mining paper and L. W. Brooks. Brooks won and is now owner of the newspaper.

JOURNALISM A TRADE.

Few Survive After First Year, Says Samuel Hopkins Adams.

Samuel Hopkins Adams, the well-known author and journalist and former member of the New York Sun staff, addressed the senior class of Hamilton College, Clinton, N. Y., last week on the subject of Journalism. Mr. Adams said in part:

"Newspaper journalism is a trade, and not many who enter it survive. By the law of averages, one-half survive the first year. If twenty men enter it, ten will survive the first year. The second year, of the ten left, five at least will drop out. Of the remaining five, three may become humdrum newspaper men; one of the two left should become a good reporter. Out of a thousand men one would be an editor, perhaps, or a Washington or London correspondent. One in 10,000 would be a rare journalist, one who is a real force, as Arthur Brisbane, who is an actual and political and social power."

PULP PAPER INVENTOR DEAD.

Frederick Marx Discovered Process While Traveling in Europe.

Frederick Marx, said by many to have been the inventor of the process of making paper out of wood pulp, died last week at his home in Marcy, N. Y. He was eighty years old.

He discovered the process while traveling in Europe and returned to this country and built a large factory at Baltimore to begin the manufacture of wood pulp paper. Just as the factory was finished the site was destroyed by a cloudburst. Marx then moved to near Utica, N. Y., and sold his invention to Warner Miller, who exploited the industry and brought it to general attention.

World Wide Magazine.

The World Wide Magazine, published at Denver, Col., in the interest of the business farmer, made its first appearance this month. It contains thirty-two pages, is exceptionally well made up, and presents a fine appearance typographically. The first issue contains much matter of live interest and will undoubtedly be well received. Alfred Platek, formerly connected with the New York Evening Journal, and later with the Denver Post, is the editor, and George E. Randall, who was formerly in the special agency business in New York and later advertising manager of the Pittsburg Post, is the business manager.

Secure Speaker of Note.

The Des Moines Admen's Club has secured a speaker of note for their meeting of Feb. 7 in the person of Arthur Hawkes, publicity manager for the Canadian Northern Railway. Mr. Hawkes was a newspaper man before becoming affiliated with the big Canadian railroad, and he is considered one of the most able men in his department of the advertising business.

Colorado Paper Incorporates.

Article of incorporation of the Trinidad (Col.) Advertiser have been filed. Since the paper passed into the hand of a trustee, six months ago, it has been conducted by C. F. Copeland. The incorporators are J. C. Gunter, of Denver, W. B. Morgan and C. F. Copeland, of Trinidad. The capitalization is \$10,000. The new company plans to greatly enlarge and improve the paper.

INTERESTING LEGAL POINT.

Can a Man Compel Newspaper to Print His Name?

A case of interest to newspaper men came up before Chief Justice Meredith last month, when J. B. MacKenzie, a Toronto lawyer, entered an action against the Toronto World and George M. Lee, its Osgood Hall reporter, to obtain an injunction against the defendants restraining them from omitting his name from reports of cases in which he may be engaged as counsel or solicitor.

Chief Justice Meredith took the stand that the World published the report for the information and interest of its readers; that this report must necessarily be brief, but that so long as it was in no particular incorrect and contained no reflection in the nature of libel or improper statement of fact, the World had a right to publish what it pleased.

In the present case the plaintiff did not claim that any incorrect statement had been made or anything in the nature of a libel published, but merely that the report was not full enough to suit him in that his name and connection with the case had been omitted from it. It really amounted to a complaint that the World had not given him the benefit of advertising in connection with the case, and this, His Lordship claimed, Mr. MacKenzie could not compel the World to do. He suggested humorously that a contract at so much a line be made to cover the situation.

Mr. MacKenzie claimed, however, that the court had interest right to deal with the matter, and that everybody should be placed upon the same footing or the reports excluded. He claimed that such an omission was an injury to his calling, in that solicitors from outside points would thus be hindered from sending him retainers.

His Lordship dismissed the application for injunction, but Mr. MacKenzie intimated that the matter is not yet closed.—Printer and Publisher.

TAKES NEW PARTNER.

"Ye Editor" and Wife Continue Publication of Indiana Weekly.

A. E. Olmstead, publisher of the Borden (Ind.) Clark County Herald, was married recently. He thus narates the fact in last week's issue of his paper:

"Mrs. Lucy Hurst McKinley, widow of the late Francis McKinley, and your humble servant, 'ye editor,' on last Saturday joined partnership in the bonds of matrimony. The new firm will continue the publication of the Sentinel as heretofore, and all bills and accounts, both for advertising and subscriptions, will be thankfully received and receipted for by either member of the new firm."

HEADQUARTERS FOR TYPEWRITER RIBBONS, TYPEWRITER PAPER, CARBON PAPER FOR ALL USES

We manufacture the best line of TYPEWRITER SUPPLIES on the market.

THE S. T. SMITH COMPANY
11 BARCLAY ST. NEW YORK CITY
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same. DISCOUNTS ON APPLICATION.

AMERICAN NEWSPAPERS

Tremendous Power for Good and Always Found Defending Right.

Newspapers are more powerful now than ever before, declared Howard S. Biscoe, in an address on "The History of American Journalism" before the Sorosis Club of Baltimore last week. After discussing the development of the modern newspaper, Mr. Biscoe said in part:

"We sometimes hear it said that the newspapers have greatly declined in influence and in intelligent management. But this is wholly untrue. There never was a time in the history of our country when the newspapers were more powerful for good, and when they were doing more good than they are now. It is true there are some sensational journals and others given over to prurient news, but the vast preponderance of American newspapers are accurate in their statements, able and fearless in editorial expression and marvels of mechanical perfection.

"It is the modern newspaper that serves as the moral limelight of the age. It uncovers and denounces fraud and moral wrong. It is always found defending the right. The great political reforms and the improvements that have been achieved in State and municipal government in recent times have been due to the publicity given them and to their advocacy by the newspapers.

"Finally, it is well for us to remember that the tremendous power of the American newspaper for good has its source in that sublimest of all written instruments of government—the Constitution of the United States—which guarantees the freedom of the press.

"A free press is the palladium of American liberty, and we should cherish it as a priceless heritage, to be kept inviolate in our time and transmitted unimpaired to our children and their posterity."

A Nebraska Consolidation.

A. R. Armstrong, editor of the Butte (Neb.) Gazette, has purchased the Boyd County Register of Butte and will consolidate the two papers. O. R. Robinson, late editor of the Register will edit a new paper to be started at Lamro, S. D.

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Service furnished

The CABLE "BEAT" on the BATTLE of RAMA, and the Photograph and Matrix services sent out the first photos of the actual fighting in the battle.

Full-page Sunday feature matrices furnished.

Daily features: News Matrices, Comic Matrices, Women's Features and photographs.

For particulars of any service apply to

NEW YORK HERALD SYNDICATE
Herald Square, New York City

CANADIAN BRANCH:

Desbarats Building, Montreal, Canada

RELIGIOUS PUBLICATIONS.

Their Sanctity Defended by Austrian Supreme Court.

A singular illustration of judicial zeal in defending the sanctity of religious publications is attracting considerable attention in Austria, says the New York Evening Post.

Last April a female grocer at Cracow bought a number of old newspapers to wrap her wares in. Among the papers were some outer sheets of a Jesuit organ, the Messenger of the Heart of Jesus, on which various religious illustrations were printed. A municipal authority, who also is a member of an ecclesiastical committee, visited the shop, and warned the woman no longer to pack her goods in such paper. She accepted the warning, and gave him all the sheets she could find.

A few days later he returned with a policeman, searched the shop, and found some sugar packed in the outer sheet of the Messenger. The woman was thereupon prosecuted for "ridiculing an institution of the Catholic Church," and, despite her defence that the incriminating package had been made before she had received the warning, she was condemned to seven days' imprisonment and one day's fasting.

An appeal was made against this sentence to the Polish section of the Vienna Supreme Court of Cassation, on the ground that the religious figures printed on the outer sheet of the Jesuit organ were not consecrated, and that the woman herself had not used the paper with sacrilegious intent. The court nevertheless confirmed the Cracow sentence in all particulars.

Hungarian Paper Suspends.

Igazsag (The Truth), a Hungarian paper at Hammond, Ind., has suspended. Its editor, George Ullrich, has disappeared. Creditors of the corporation have brought suit to collect. Igazsag (The Truth), has had a short career. In circulars that have been sent out the claim was made that it was the only Hungarian paper west of Cleveland and that it was being introduced chiefly in the northern part of Indiana and Illinois.

Ad Clubs to Meet at Dallas.

All arrangements for the entertainment of the Southwestern Division of Associated Advertising Clubs of America which meets in Dallas, Feb. 17 and 18 have been completed. The program includes a reception, an auto ride, oyster roast, a trip to Fort Worth and a banquet at the Oriental Hotel. The members of the Fort Worth Advertising League will co-operate with the Dallas organization in entertaining the visitors.

Fred Sonthemer's Ball.

The sixteenth annual ball of the Hotel Stewards of New York was held at Palm Garden, on Thursday evening, Feb. 3. As usual, the affair was a City of New York quasi official convention, banquet and dance. Many men, widely known in politics, hotel and club life, with their wives and sweethearts joined in the grand march. Frederick W. Sonthemer, steward of the New York Press Club, is the president of the stewards' organization. He was the boss of the occasion and received an immense amount of admiration.

Washington Advertising League

The Advertising League of Washington was organized recently, with J. E. Shoemaker as president and M. H. B. Hoffman secretary.

BUSINESS OFFICE NOTES.

The sworn circulation statement of the New York Jewish Morning Journal for 1909 credits that paper with a daily average of 76,776. The grand total of copies for the year was 23,109,526.

The detailed circulation statement of the Boston Post for the year 1909 has been issued in booklet form. The statement gives a daily average for 1909 of 277,947, a gain of 22,413 per day over 1908. The Sunday average was 248,563.

A detailed circulation statement of the York (Pa.) Despatch, from Oct. 1, 1908, to Sept. 30, 1909, credits that paper with a net paid daily average of 9,805. The average net paid circulation of the York Daily for the same period was 8,146.

According to annual detailed circulation statement of the Grand Rapids (Mich.) Evening Press for 1909, the grand total of papers printed during the year was 17,080,415. The average net circulation for 1909 was 54,570.

The Vancouver (B. C.) World claims to be the greatest advertising medium in the world. According to a recent issue, that paper printed during the year 1909 a total of 48,092.06 columns of advertising. A detailed advertising statement for the month of December, 1909, credits the World with a total of 107,803 inches for the month.

The average sworn circulation of the Allentown (Pa.) Democrat from Sept. 1 to Dec. 31, 1909, was 3,618 daily.

The sworn circulation statement of the Jackson (Mich.) Patriot for the year 1909 shows a daily average of 9,612, and a Sunday average of 10,573.

In a sworn detailed statement for 1909 the management of the Schenectady (N. Y.) Gazette states that the daily average for 1909 was 17,470, and the total circulation for the year was 5,468,079.

The Birmingham (Ala.) News states that it gained 826,883 lines of advertising (equal to 20 per cent.) during 1909 over the previous year. The total number of lines carried for the year 1909 was 5,036,501.

Stock Company Buys Texas Paper.

A stock company has been organized to take over the Alpine (Tex.) Avalanche, one of the oldest papers in west Texas. J. D. Jackson was elected president and W. J. Yates, present editor of the paper, secretary and manager.

Glass Made Western Representative.

John Glass, Boyce Building, Chicago, Ill., has been appointed special advertising representative of the Des Moines (Ia.) Register and Leader and Evening Tribune in all the territory west of Pittsburg and Buffalo.

INCORPORATIONS.

Perth Amboy Publishing Company, Perth Amboy, N. J. Capital, \$10,000. Incorporators: Frank G. Henry, George F. Reynolds and Hyman Green-span. The company is to print, publish, etc.

Military Press Association, Boston; publishing books, dealing in real estate and novelties. Capital, \$25,000. Incorporators: Frederick M. Libby, Warren Park, Wakefield, Mass.; Charles E. Starbire, No. 60 Houghton Street, Dorchester; William H. Mitchell, No. 70 Gooch street, Melrose, Mass.

The Daily Mail Publishing Company, Catskill, N. Y.; printing and publishing; capital, \$25,000. Incorporators: M. E. Silberstein, S. D. Niver, Catskill, N. Y.; G. B. Van Valkenburgh, Lexington, N. Y.

The Atlanta (Ga.) Star Publishing Co. Incorporators: R. I. E. Dunn, W. K. Dunn and John G. Flowers. Capital, \$5,000. Attorneys, J. E. and L. F. McClelland.

The Pharmacist Press, Manhattan. Publish newspapers, journals, etc. Capital, \$35,000. Incorporators: C. A. Kolstad, E. B. Edwards, New York City; E. M. Kolstad, Brooklyn.

The Liberal News Co., Watertown, N. Y. Publish, distribute and sell newspapers, magazines, etc. Capital, \$500,000. Incorporators: J. S. Briggs, E. W. Britton, A. M. Burdick, Watertown.

Western Magazine Publishing Co., Wilmington, Del. To print, publish, and circulate magazines, periodicals, etc. Capital, \$1,000,000.

Caxton Printers, Limited, Pittsfield, Mass. General printing and publishing. Capital, \$30,000. President, H. A. Holmes; treasurer, H. J. Bridgman, Pittsfield.

Journal Publishing Company, Hartford City. Publication of a daily and weekly newspaper. Capital, \$10,000. Incorporators: Charles A. Reeves, William A. Curry, Finley Geiger, M. A. Clapper, J. F. Wheatley, J. G. Maddox, W. P. Modlin, John McFarland and John R. Harrold.

New England Society, Inc., Boston. Printing and publishing. Capital, \$50,000. Incorporators: E. L. Chapman, J. R. Wellman, Boston.

Press Club to Have New Home.

The Des Moines (Ia.) Press Club will have a new home after March 1. The club has signed a five year lease for the third floor of a building recently erected on Locust street and the space will be divided into club rooms with all of the features of a modern club house. The new quarters will be opened with a house warming.

J. M. Barrie, the Scotch author, began his career as a newspaper man.

QUALITY

This has been our strong point from the outset, whether viewed from literary, artistic or mechanical standpoints.

It is borne out by the fact that the very best publications of the country are international subscribers.

We supply matrices, stereos, electros or photographs, with copy, as desired—also page matrices. Let us send current mats for trial if interested.

THE INTERNATIONAL SYNDICATE, FEATURES FOR NEWSPAPERS Baltimore, Md.

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. PHILIP 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 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, FEBRUARY 5, 1910.

NEWS REPORTS OF THE BRITISH ELECTIONS.

The most significant sign of the correlation of all nations in these times was the astonishing amount of space given by the American newspapers to the British elections. For this the telegraphic press associations are largely responsible. The immense interest shown by the body of readers throughout the United States was a very pleasing indorsement of the editorial management of the press associations and the dailies.

When it was recalled that a few years ago a general election in England would have been amply covered for American papers by one story giving a summary of results, the cabling of details, of the late election, day after day, right up to the hour of going to press, caused a breathlessness in the ranks of old newspaper men.

Something has changed. A great thinker once remarked that a change in the speculative opinions of a nation does not necessarily imply an increase of data. It may indicate just a change in the habit of thought. It seems we have changed our habit of thought in America, when observing our European neighbors. Elections in England are conducted about as they were many years ago. The present political crisis in England is not greater than some crises in that country within fifty years. We have no more data than Horace Greeley had, yet New York papers covered the British elections with fuller detail than they have covered elections in Western States.

Something has happened, and the public is pleased, without knowing what has happened to change the news policies of the dailies.

Reciprocally, the British public also has changed. London newspapers now have regular news bureaus in America in charge of able men, and correct news reports of American events are printed each day throughout the British Isles. In the Parliamentary campaign, American affairs were much discussed by spellbinders. Even the names of New York City office holders were intimately spoken from the hustings; the cable reports stated that Mr. Patrick McGowan, of Tampany Hall, was prominently mentioned.

And by the way, it must be noted that New York newspapers now receive

cable reports covering the results of prize fights (except boxing contests) in Paris, where a colony of American pugilists is gathered.

Indeed, something has changed.

WEATHER PREDICTIONS.

The experts of the National Weather Bureau have made a hit this winter. They predicted the Christmas storm, and right after that announced that a stormy winter was at hand. So just now, the weather bureau people are grown powerful, as all persons come to be powerful who predict rightly.

Sometimes men who consult the stars by rule of astrology, and affect to use occult mediums, win. The wise newspaper publisher and the practical weather bureau man classes these occult winners as merely lucky. In predicting weather, the scientist reduces to a minimum the element of luck. The wise publisher who predicts editorially, as to the future events, of politics or other public relations and movements, will reduce to a minimum the element of luck.

When the event is consummated, which the newspaper predicted, the power and prestige of the newspaper grows sometimes enormously at a jump.

The editor who keeps his car closest to the ground gets the biggest percentage of correct predictions.

THE INJUDICIOUSNESS OF GENIUS.

The ability to write popular emotionalistic novels of the present fashion does not necessarily imply common sense in the writer. Indeed, common sense is about the last thing expected in the mental makeup of that very prominent feminine novel writing contingent which possesses, for prime qualification, a fatal pen facility.

Gertrude Atherton, in an interview published in New York says: "I would rather go to hades than to Chicago," and "Coming to New York is like coming to Paradise."

The Atherton opinion of Chicago, widely published, has been taken seriously by a lot of people—in New York.

The Hartville (Wyo.) Uplift will be launched soon. The publisher has purchased his plant. We have long looked for the Uplift.

OBITUARY.

William S. Dunlop, for the past six years political reporter for the Milwaukee Journal, and one of the best known newspaper men in the city, died last week of blood poisoning, superinduced by a carbuncle. He was forty-two years old. For sixteen years Mr. Dunlop was connected with the Evening Wisconsin, thirteen years as dramatic critic and three years as city editor. For the past six years he had been City Hall reporter for the Journal.

Albert R. Haren, editor-in-chief of the Rochester (N. Y.) Union and Advertiser, died at his home in that city last week after an illness of several months. He was fifty-eight years old. He was author of several plays, among them being "Josephine, Empress of the French," used by Rhea for some years. He was formerly connected with New York and San Francisco papers.

James H. Goggeshall, editor and publisher of the Wickford (R. I.) Standard, died suddenly last week of heart trouble. He was fifty-nine years old and had been identified with the Standard for twenty-two years.

Harry H. Bell, a copy reader on the New York Herald, died last week at his home, No. 59 West Thirty-eighth street, from asphyxiation by gas. Mr. Bell was born in Louisville, Ky., in 1865. He began work as a newspaper man with Col. Henry Watterson's Courier-Journal. After twenty years with this publication he came to Newark three years ago as city editor of the Newark Star, and last June resigned this position to take the telegraph desk on the New York Herald. He is survived by his wife and one daughter.

John Lawrence Hastings, for ten years a member of the New York Herald staff, died at his home from a complication of diseases. He was born in Albany, coming to New York when a boy, and received his newspaper training from his uncle, Hugh Hastings, on the old Commercial Advertiser.

Elmo Green, a well known newspaper man of Pittsburg, died in that city last week after a brief illness of pneumonia.

James F. Graham, for many years an editor on New York papers, died last Sunday at his home in Flatbush of pneumonia. Mr. Graham was born in Scotland fifty-five years ago, and came to this country when a boy, beginning his career on the New York World. For many years he worked on the World, of which he became city editor. He was then made managing editor of the Evening World, when that paper was established, in 1887, and later he was on the staffs of the Commercial Advertiser and Morning Advertiser. In recent years he had been general manager of Pain's Fireworks Company, in which capacity he took charge of many of the big spectacles at Manhattan and Brighton beaches.

William Maury Hutton, founder of the Nashville Banner, the Memphis Appeal and other papers, and veteran of two wars, died at his home in Memphis last Sunday at the age of eighty-eight years.

Henry M. Blevel, a pioneer Iowa publisher, formerly editor of the Des Moines Chronicle and later editor of

the Grand Army Advocate, died at his home at Des Moines of paralysis last Saturday.

Joseph Becker, artist and illustrator, for forty-one years connected with Leslie's Weekly and for the past twenty-five years manager of its art department, died last week of paralysis. He was born in Pottsville, Pa., Jan. 9, 1841. He had traveled all over the world for Leslie's and made sketches of many important events.

FREE PRESS A MYTH,

Says California Professor in Discussing Work of Newspapers.

Prof. W. O. Shepard, associate professor of English in the University of Southern California, in a talk before the Echo Playground Association at Los Angeles last week, declared that the free press is less of a reality in America than it is in Russia or China. He said in part:

"The present organization of the business world makes the free press practically an absolute impossibility. The policies of the newspapers with few exceptions are dictated from the business office, and the question of business expediency will often put a sudden quietus on a most vital policy.

"In spite of this the ranks of the newspaper profession include many men of the keenest intellect and highly specialized training. Reporters in the main are underpaid, overworked and unappreciated, and yet I have known among them men of the highest capacities and unquestioned personal and professional honor. The high efficiency demanded of newspaper men is invariably demonstrated when you find them entering other professions in which they invariably succeed."

One Effect of Magazine Subsidy.

(From the New York Herald.)

"If first class postal matter pays a profit of \$74,000,000, why should not the 'plain people' have a one cent letter rate?" asks "H. H. G." in a letter to the Herald this morning.

The answer is so easy "H. H. G." will wonder he did not think of it himself. The chief reason is the \$63,000,000 annual subsidy the government presents the magazine publishers by carrying their wares through the mails at less than cost, a bit of "honest graft" it is now proposed to dispense with.

Adds Another to His String.

Col. T. B. Crews has disposed of the Laurensville (S. C.) Herald to Archie Willis, who is the editor and publisher of a string of weekly papers. It is understood that Mr. Willis will launch a daily at Laurens in the near future.

Oklahoma Change.

G. B. Armstrong has sold his interest in the Woodward (Okla.) News Bulletin to B. Rowley Thomas. The paper will hereafter be published by Smith & Thomas, J. Everett Smith retaining his interest.

London Feature Staff.

Fired by the enterprise of The Daily Telegraph in publishing a *feuilleton*, The Sporting Times is thinking of catering for the serious public with a column of "Mothers in Council," to be conducted by "Amelia"; and there are hopes that The British Weekly may be encouraged to denote some space to "Yurf Topics" in the interests of Sporting non-conformists.—London Punch.

PERSONAL

Thomas M. Clarke, general manager of the Buffalo (N. Y.) Times, was in New York this week, en route to Atlantic City, where he expects to spend several weeks.

Samuel L. Meek, formerly business manager of the Washington (D. C.) Herald, is now business manager of the Virginian, the new daily launched last week at Richmond, Va.

Alason A. Vance, for nearly a half century editor of the Morristown (N. J.) Jerseyman, celebrated his eighty-fourth birthday last Saturday. He was the recipient of many telegrams of congratulations from newspaper men throughout the State. He was the first president of the New Jersey Editorial Association.

Editor S. M. Stouffer, of the Sac City (Ia.) Sun, has found it necessary to discontinue his work for the present, owing to a physical breakdown.

Herbert G. Roth, for many years a cartoonist on the staff of the San Francisco Bulletin, will be married in Paris in the near future to Miss Alice May Brorsen.

James M. Strother has retired as editor and publisher of the Carlisle (Ky.) Democrat. Mr. Strother has been publishing the Democrat for two years under a lease, which has expired.

E. B. Smith, editor and publisher of the Richmond (Ky.) Pantagraph, was married last week to Miss Hattie Doty, formerly of Lancaster. Mr. Smith is one of the best known newspaper men in Kentucky, and his bride is one of the most popular women in the Blue Grass section.

James M. Miller has resigned as editor and manager of the Wellsboro (N. Y.) Republican Advocate, and will, about Feb. 15, become a member of a law and real estate firm in Calome, S. Dak.

Major James C. Hemphill, editor of the Charleston (N. C.) News and Courier, who will become editor of the Richmond (Va.) Times-Despatch, the 15th of February, was entertained at dinner at the Westmoreland Club in Richmond last week by John Stewart Bryan. Among those who attended the dinner were the Governor and the Lieutenant-Governor of the State, and others prominent in Virginia affairs.

Frank T. Moran, editor of the Belvidere (Ill.) Republican, has been appointed postmaster at Belvidere to succeed himself.

Arthur E. Baily has been appointed managing editor of the Paducah (Ky.) Morning News-Democrat.

Albert H. Boughton, former city editor of the Perth Amboy (N. J.) Evening News, has been made editor of the Perth Amboy Chronicle, to succeed Walter H. Turner, acting editor and receiver of that newspaper.

A. Lieberknecht, editor and proprietor of the Geneseo (Ill.) Republic, is visiting his daughters in Montclair, N. J. Mr. Lieberknecht issued the first number of the Republican fifty-four years ago. He held a consular position in Mexico during the Harrison administration, and was subsequently appointed by President McKinley as consul at Zurich, Switzerland, where he remained for eleven years.

CLUBS AND ASSOCIATIONS.

The forty-seventh annual meeting of the Maine Press Association was held in Portland last week. The matter of a summer excursion was discussed and it was unanimously voted to arrange a trip to Quebec. A committee composed of H. E. Bowditch, of Augusta; E. C. Fowler, of Bethel, and Liston P. Evans, of Dover, was selected to arrange for the excursion. Officers for the ensuing year were selected as follows: President, Arthur E. Forbes, South Paris; vice-presidents, Thos. D. Sale, Portland; Louis O. Haskell, of Pittsfield, and Charles E. Kendrick, of Boothbay Harbor; secretary, Joseph Wood, Portland; treasurer, Frederick B. Averill, Sanford; executive committee, Frank B. Nichols, of Bath; Louis A. Hind, of Portland, and Edgar F. Hanson, of Belfast. Charles E. Kendrick, of Boothbay Harbor, was selected as essayist for the next annual meeting and Jesse H. Ogier, of Camden, was selected as his alternate. W. O. Fuller, of Rockland was chosen as poet for next year and Frank H. Colley, of Old Orchard, was selected as his alternate.

The executive committee of the Oklahoma Press Association, composed of V. S. Russell, of Shawnee, chairman; E. S. Bronson, of Thomas; J. T. Renfrew, of Alva, and John Goldbie, of Guthrie, met in Enid last week and arranged the program for the next annual meeting of the association, to be held in that city May 20 and 21.

The Indiana State Republican Editorial Association will meet at Indianapolis Feb. 11.

Members of the program committee of the Western Iowa Editorial Association met in Council Bluffs last week and completed arrangements for the association's meeting on Feb. 25. Those present at the meeting were F. W. Hill, of Hamburg, president of the association; Everett Stewart, of Coin, and E. A. Stevens, of Silver City.

President S. G. Goldthwaite, of the Upper Des Moines Editorial Association, announces that the annual meeting will be held in Boone, March 17 and 18. A program of special interest is being prepared.

The midwinter meeting and luncheon of the New Jersey Editorial Association will be held at the Windsor Hotel in Trenton on Monday, Feb. 14.

The annual midwinter meeting of the South Dakota State Press Association at Sioux Falls last week proved one of great interest and profit. The officers elected for the ensuing year are: President, W. F. Bancroft, of Watertown; vice-president, Len V. Doty, of Doland; second vice-president, Charles McCaffrey, of Howard; secretary, John T. Cogan, of Sioux Falls; treasurer, H. A. Sturgess, of Beresford; executive committee, F. F. Nash, of Canton; C. M. Day, of Sioux Falls, and C. R. Tinan, of Kimball.

Toronto Press Club.

The Toronto (Can.) Press Club elected the following officers at the annual meeting last week: President, Alf Rubbra; secretary, J. W. Tibbs; treasurer, William Banks, Sr.; auditors, James Scroggie and Fred Jacobs. The report of the treasurer showed a satisfactory surplus.

LETTERS.

Jackson, Mich., Jan. 27, 1910.
EDITOR AND PUBLISHER COMPANY,
Park Row Building, New York:

Gentlemen—The writer is enclosing check herewith for renewal of subscription, and desires to commend you upon the excellent publication that you are putting out. Your paper is beautiful typographically, and covers the field well. Others might well envy you your success.

Sincerely yours,
THE JACKSON PATRIOT COMPANY,
MILO W. WHITTAKER,
Manager.

Trinidad, Col., Jan. 27, 1910.
THE EDITOR AND PUBLISHER,
13 Park Row, New York:
Gentlemen—Send us the E. and P. for one year. Enclosed find check, to cover. If through lapse of memory or death we should fail to renew, draw on us.

Yours very truly,
THE CHRONICLE-NEWS PUB. CO.,
JOHN H. ENGLISH,
Manager.

Augusta (Ga.) Press Club.

The Augusta (Ga.) Press Club entertained at dinner last week in honor of L. S. Wolfe, a retiring member, and B. M. Lee, of the Herald staff. The usual thirteen were present, and over the cigars many happy speeches were made. After the entertainment the club elected the following officers: President, T. D. Murphy; vice-president, J. J. Farrell; secretary-treasurer, E. H. Walton; governing board, W. J. Henning, J. M. Haynie and T. D. Murphy.

Goes with United Contest Co.

F. W. Powers, for some time connected with the advertising department of the Lorain (O.) Daily News, has resigned his position to become field manager of the United Contest Company.

\$4,988.22 CASH

was the 1909 return for owner's personal effort on and investment in growing Southern daily newspaper property. Well equipped and the leader in the field. Account owner's other interests will be sold for \$17,500.00; \$8,750.00 cash, balance, deferred to suit purchaser at prevailing rate of interest. Proposition No. 582.

C. M. PALMER

NEWSPAPER BROKER.
277 BROADWAY NEW YORK

PHOTO NEWS SERVICE

Quickest, best, broadest, cheapest. Covers every kind of news pictorially. Adequate letter press, shipped daily. Particulars on request. Trial free.
George Grantham Bain, 32 Union Sq. East, N. Y.

WILBERDING

HAND, KNOX & CO.

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

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

YOUNG MAN

with metropolitan reporting and magazine editorial experience desires an editorial or advertising opening that offers good prospects though small remuneration at the start. "MAKEGOOD," care of THE EDITOR AND PUBLISHER.

NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man. Credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Tactful; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

HELP WANTED

LINOTYPE INSTRUCTION.

Eight weeks, \$60. Empire School, 419 First Ave., New York.

FOR SALE

SPLENDID MONOTYPE EQUIPMENT

four years old. Who wants it for \$2,500, or will make us an offer? 6, 8, 10, 12 point molds and faces, 6 alphabets of each; also 10 point Cheltenham. Job molds to 36 point; in compressor, but no motor. Address, "OPPORTUNITY," care of THE EDITOR AND PUBLISHER, New York.

BUSINESS OPPORTUNITIES

H. F. HENRICHS, LITCHFIELD, ILL.

Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

MISCELLANEOUS.

MR. PUBLISHER,

Let me increase your Classified Advertising from 25 to 150 per cent. If you wish to secure the "want ad lead" in your city, send sample copy and write for further particulars. W. C. POTTS, 174 Lake Ave., Grand Rapids, Mich.

GENERAL NEWS

for evening papers. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

AUTHORS SEEKING A PUBLISHER

Should communicate with the Cochrane Publishing Co., 1286 Tribune Building, New York City.

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 unmistakable leader of the Northwest. Ahead of all American newspapers (except one) in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor.
A matchless record—an unbeatable newspaper.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

H. Sumner Sternberg, 12 West Thirty-second street, New York, will place the advertising of the Manheim Mendless Hosiery, and is now asking rates in Pennsylvania papers.

The Buggeln Advertising Agency, Marbridge Building, New York, will extend the Woodbury advertising in Pennsylvania papers.

Hall & Ruckel, 215 Washington street, New York, are making up a list of New York, Pennsylvania, Ohio and Indiana newspapers for the Sozodont advertising.

E. Everett Smith, 1011 Chestnut street, Philadelphia, is asking for rates in Pennsylvania, Maryland and Virginia papers for the Read Drug & Chemical Company, Gypsey's Gift, a rheumatism cure, Baltimore, Md.

Hill & Stocking, Pittsburg, are placing orders in western Pennsylvania papers for the Rich Cancer Sanatorium, Corey, Pa. This agency is also placing orders in the same territory for M. Oppenheim & Co., Pittsburg.

The Great Atlantic & Pacific Tea Company, New York and Jersey City, is asking for rates through its new advertising manager, W. G. Wrightson. This concern has 326 stores throughout the United States.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out renewal orders for the National Casket Company's advertising. This advertising will run during the current year in a list of leading magazines. This agency is also placing orders in daily papers for the Natural Food Company, Niagara Falls, N. Y.

The E. P. Remington Agency, New York Life Building, New York, is placing forty-two lines three times a week thirty-nine times for Andreas Saxlehner, Hunyadi Janos, 130 Fulton street, New York. W. H. H. Hull, Tribune Building, New York, is also placing some of this business.

Coupe & Wilcox, 261 Broadway, New York, are placing orders in Sunday papers for the Onoto Pen Company, same address.

Orders are going out through several advertising agencies for the Burr MacIntosh Monthly, 134 West Thirty-ninth street, New York.

H. W. Kastor & Sons, St. Louis, is placing 2,500 lines in Western papers for the Cross Co-operative Association. This agency is also making 1,000 line contracts in Southwestern

papers for the American Wine Company, Cook's Imperial Champagne, St. Louis.

The Read Advertising Agency, Los Angeles, Cal., is making 5,000 line contracts in papers in the Southwest for the Western Electropode Company, same city.

C. S. Dent & Co., Dent's Toothache Gum, Dent's Corn Gum, Detroit, Mich., are placing two and one-half inches fifty-two times in Sunday papers direct.

The Northern Pacific Railroad Company, St. Paul, is placing 3,000 line contracts in Southern papers through the Stack-Parker Agency, Chicago.

The Henry Webb Agency, Dayton, O., is placing new contracts for 5,000 lines in Southern papers for the Cooper Medicine Company, same city.

The R. A. Foley Agency, Temple Court, New York, is placing new contracts for 3,000 lines in Southern papers for the De Miracle Chemical Company, New York.

The Emergency Laboratory, West Twenty-fifth street, New York, is making new contracts for 10,000 lines in Pacific Coast papers.

Lord & Thomas, Chicago, are placing 186 inches in Western weeklies for the Michigan Buggy Company.

The Blackman-Ross Company, 10 East Thirty-third street, New York, will shortly place some financial advertising in a list of Canadian papers.

The E. H. Clarke Advertising Agency are making 1,000 inch contracts generally for the Swanson Rheumatic Cure Company, same city.

The Witt K. Cochrane Advertising Agency, Chicago, is making 1,400 line contracts with Michigan papers for the Florida Citrus Exchange, Florida Oranges, Tampa, Fla.

The D'Arcy Advertising Agency, St. Louis, will place the advertising of B. T. Babbitt, soap, 64 Washington street, New York.

F. A. Gray, Kansas City, Mo., is placing thirty-six lines six times in weeklies for the advertising of Wright's Condensed Smoke, same city.

R. Guenther, 115 Broadway, New York, is placing orders generally for the advertising of Dr. J. Spillinger, 45 West Twenty-fifth street, New York.

The Standard Paint Company, 100 William street, New York, is using a selected list of daily papers.

The E. S. Burnham Company, 61 Gansevoort street, New York, is asking for rates.

The Ford Motor Car Company, Toledo, O., is placing 2,800 lines in daily papers through the MacManus-Kelly Agency, same city.

Roberts & MacAvinche, Chicago, are placing new contracts for 7,000 lines in Western papers for Dr. T. F. Lynott, same city.

The Pepsin Syrup Company, Monticello, Ill., is placing 15,000 line contracts in Southern papers for the advertising of Dr. Caldwell's Syrup Pepsin.

ROLL OF HONOR

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

| | | | |
|---------------------------------------|---------------|---|--------------|
| ALABAMA. | | PENNSYLVANIA. | |
| ITEM | Mobile | TIMES | Chester |
| ARIZONA. | | DAILY DEMOCRAT | Johnstown |
| GAZETTE | Phoenix | BULLETIN | Philadelphia |
| ARKANSAS. | | DISPATCH | Pittsburg |
| SOUTHWEST AMERICAN | Fort Smith | GERMAN GAZETTE | Philadelphia |
| CALIFORNIA. | | PRESS | Pittsburg |
| BULLETIN | San Francisco | TIMES-LEADER | Wilkes-Barre |
| CALL | San Francisco | TENNESSEE. | |
| EXAMINER | San Francisco | NEWS-SCIMITAR | Memphis |
| FLORIDA. | | BANNER | Nashville |
| METROPOLIS | Jacksonville | TEXAS. | |
| GEORGIA. | | RECORD | Fort Worth |
| THE ATLANTA JOURNAL | Atlanta | CHRONICLE | Houston |
| CHRONICLE | Augusta | SEMI-WEEKLY TRIBUNE | Waco |
| ENQUIRER-SUN | Columbus | TIMES-HERALD | Waco |
| LEDGER | Columbus | WASHINGTON. | |
| ILLINOIS. | | MORNING TRIBUNE | Everett |
| SKANDINAVEN | Chicago | TIMES | Seattle |
| HERALD | Joliet | WISCONSIN. | |
| JOURNAL | Peoria | EVENING WISCONSIN | Milwaukee |
| INDIANA. | | CANADA. | |
| THE AVE MARIA | Notre Dame | BRITISH COLUMBIA. | |
| IOWA. | | WORLD | Vancouver |
| EVENING GAZETTE | Burlington | ONTARIO. | |
| CAPITAL | Des Moines | FREE PRESS | London |
| REGISTER AND LEADER | Des Moines | QUEBEC. | |
| THE TIMES-JOURNAL | Dubuque | LA PRESSE | Montreal |
| KANSAS. | | JORNAL DO COMMERCIO | |
| GLOBE | Atchison | OF RIO DE JANEIRO, BRAZIL | |
| GAZETTE | Hutchinson | A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America. | |
| CAPITAL | Topeka | VASCO ABREU, Representative | |
| EAGLE | Wichita | Tribune Building, - New York | |
| KENTUCKY. | | NEW BEDFORD TIMES | |
| COURIER-JOURNAL | Louisville | The paper that has made New Bedford, Mass., the fastest growing city in the world. | |
| TIMES | Louisville | Average to Dec. 1 | |
| LOUISIANA. | | Evening, 7,561 Sunday, 14,621 | |
| ITEM | New Orleans | ALFRED B. LUKENS | |
| STATES | New Orleans | New York Representative | |
| TIMES DEMOCRAT | New Orleans | FRANK W. HENKELL | |
| MICHIGAN. | | Western Representative | |
| PATRIOT (Dec. D. 10,796—S. 11,814) .. | Jackson | Anderson (S. C.) Mail | |
| MINNESOTA. | | 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. | |
| TRIBUNE (Morning and Evening) .. | Minneapolis | MacQuoid-Alcorn Special Agency | |
| MISSOURI. | | Tribune Building, N. Y. | |
| DAILY AND SUNDAY GLOBE | Joplin | Boice Building, Chicago | |
| MONTANA. | | THE ASBURY PARK PRESS | |
| MINER | Butte | 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. | |
| NEBRASKA. | | J. LYLE KINMONTH, Publisher | |
| FREIE PRESSE (aver. circ. 142,440) .. | Lincoln | ASBURY PARK, N. J. | |
| NEW JERSEY. | | American Home Monthly | |
| PRESS | Asbury Park | A Household Magazine | |
| JOURNAL | Elizabeth | Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line. | |
| TIMES | Elizabeth | HENRY RIDDER, Publisher. | |
| COURIER-NEWS | Plainfield | 27 Spruce Street, New York. | |
| NEW YORK. | | | |
| BUFFALO EVENING NEWS | Buffalo | | |
| LESLIE'S WEEKLY (Cir. 225,000) .. | New York | | |
| PARIS MODES | New York | | |
| RECORD | Troy | | |
| NORTH CAROLINA. | | | |
| NEWS (Av. cir. mo. of Aug., 7,609) .. | Charlotte | | |
| OKLAHOMA. | | | |
| OKLAHOMAN | Oklahoma City | | |

The
New Orleans
Item

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

SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

ADDITIONAL AD TIPS.

Walter L. Houghton, Newark, N. J., is making new contracts for 10,000 lines in Southern and Western papers for Van Orden Corset advertising.

The Herbert Kaufman & Handy Company is making 3,000 line contracts generally for the Great Western Cereal Company, Mother's Oats, Chicago.

W. H. Hull & Co., Tribune Building, New York, is placing orders in Southern and Western papers for B. Altman & Co., New York. This agency will also place part of the Remington Typewriter advertising.

Lord & Thomas, 250 Fifth avenue, New York, are making 3,500 line contracts in Western papers for Runkel Bros., Inc., Runkel's Cocoa, 451 West Thirtieth street, New York.

Frank Seaman Agency, 30 West Thirty-third street, New York, is making 5,000 line contracts in Southwestern papers for the Monticello Distilling Company, Baltimore, Md., and 45 West Thirty-fourth street, New York.

It is stated that Sherman & Bryan, 79 Fifth avenue, New York, will place the advertising of Frisbie, Coon & Co., collars, Troy, N. Y.

The Wykoff Advertising Company, Buffalo, is placing orders for the Remington Typewriter Company, 325 Broadway, New York.

The following lines of business are being placed by the Leven-Nichols Advertising Company, Chicago and New York: Five thousand line contracts for the James E. Pepper Distilling Company, Chicago, are going out generally. Magazines, agriculture and mail order monthlies are receiving orders for the B. & W. Vacuum Cleaner Company, through the New York office. The lists for the spring advertising of the Thermos Bottle Company, New York, have been completed, and it is announced from the Eastern office that same has been very largely increased and will include practically every standard weekly and monthly publication. Six page inserts are being used in a list of standard magazines to promote the sale of the Florida Farms of the New South Farm & Home Company. A list of publications to be used by the Anticor Manufacturing Company, Anticor Safety Corn Razors, is now being made up by the New York office. Newspapers generally are receiving 5,000 line contracts through the Chicago office for the advertising of the Royal Tailors, Chicago. Metropolitan newspapers will shortly receive twelve insertion orders for the advertising of H. L. Lindenthal & Sons, L. System Clothes, Chicago.

New Texas Daily.

The Evening Record has been launched at Temple, Tex. It is published by the Perry Printing Company, with J. S. Perry as president. Temple now has three daily papers, two morning and one evening.

German Paper Sold.

J. J. Klinge and Fred Langmann have taken over the controlling interest in the Grand Island (Neb.) Anzeiger Herold Publishing Company. A new building will be erected for occupancy by Aug. 1 next.

The Laurel (Ind.) Review is now in the hands of a receiver.

ADVERTISING NOTES.

James Verree, of the Verree & Conklin Special Agency Chicago office, has returned to that city after spending some time in the East in the interest of the papers represented by that agency.

Miss Edith Brown, who was formerly associated with Lord & Thomas, Chicago, has joined the copy staff of the Leven-Nichols Advertising Company, Chicago.

B. A. Keppich, advertising manager of Norman E. Mack's National Monthly, Buffalo, was in New York this week calling on the general advertisers.

R. H. Shone, formerly of the Biggs, Young, Shone & Co., has joined the staff of the H. E. Lesan Advertising Agency, 527 Fifth avenue, New York.

The N. M. Sheffield Special Agency, New York and Chicago, has been appointed the foreign advertising representative of the Springfield (Ill.) News.

The Verree & Conklin Special Agency, New York and Chicago, have been appointed foreign advertising representatives of the Tacoma (Wash.) Ledger.

Henry F. Hosley, formerly business manager of the Boston Traveler, and later business manager of Hampton's Magazine, New York, is now in charge of the advertising of the Boston Sunday Post, under the direction of J. G. McGowan, advertising manager of the Post.

R. J. Shannon, special representative, Brunswick Building, New York, has been appointed the representative in the Eastern field of the Leavenworth (Kan.) Post. Allen & Ward, Chicago, will take charge of the Western interests of this paper. The Post is the only evening paper in Leavenworth, and has a claimed circulation of over 6,000. Under the progressive management of A. T. Reid, a well known publisher of Kansas, the Post is fast forging to the front.

Malcolm R. Skinner, formerly with the advertising department of the New York Evening Mail, is now connected with the advertising department of the Westchester Fire Insurance Company, Marbridge Building, New York.

The United Publishers' Association, Temple Court, New York, is now sending out the U. P. A. Blue Book, which is the official book of the United Publishers' Association, to its list of members.

R. W. Beckwith, manager of the Chicago office of the S. C. Beckwith Special Agency, was in New York last week after a three weeks' tour of the South and Southwest in the interest of the papers represented by that agency.

Mr. David Scannell, advertising manager Manchester N. H., Mirror and American (daily) Mirror and Farmer (weekly) has just returned from his Western trip, taking in many cities where he found contracts were going out. He reports business in the West is in excellent shape, and said it was a most successful trip. Mr. Scannell has been in the field a long time and knows the ground well.

Curtis Company Increases Capital.

The Curtis Publishing Company, of Philadelphia, has filed notice at Harrisburg, Pa., of an increase in its capital stock from \$2,500,000 to \$5,000,000.

NEW PUBLICATION.

H. Haugen will launch a new paper at Nashwauk, Minn., called the Herald.

To Keep in Touch with BRITISH TRADE

Subscribe to and Advertise in

The Stationer

FIFTIETH YEAR OF ISSUE

Published **\$1.80** Per Annum Monthly **Post Free**

Advertisement Rates and Specimen Copy sent on application

160a Fleet St., London, England

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

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.

Always on time

Deep Etched Cuts on Zinc or Copper

BEST WORK AT LOWEST PRICE

Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery. 444-446 Pearl Street NEW YORK

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill. We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Hygrade Autoplate, Senior & Junior, Stereotype, Combination or Linotype Metals.



Send To-day for the List of Users of

THE KOHLER SYSTEM

We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

Kohler Brothers, 277 Dearborn St., CHICAGO
 LONDON: NEW YORK:
 56 Ludgate Hill, E. C. No. 1 Madison Ave.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.

W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades; Intelligence, Mechanical and other Inventors' Illustrations, 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 Sluitedouwend & Co., Chicago.

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

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

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

"We have long understood that 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 AMERICAN PRINTER

A magazine that epitomizes American Printing Progress. The foremost journal in its field—ably edited by experts in every branch of the Art. Presenting in one paper an object lesson in correct typography, illustration and presswork—each number containing news and columns from America's most gifted commercial artists, engravers, and printers.

Read It—Advertise in It

The AMERICAN PRINTER should be on the desk of every man who appreciates the value of good printing. It will mold the shopman's taste, show him new links and short cuts, help him to perfect himself in the mastery of his craft. Men who buy printing find its pages fascinating—men who sell printing profit by its wealth of practical suggestions on their own peculiar problems.

To manufacturers and dealers in printers' supplies? The AMERICAN PRINTER is an indispensable advertising medium—let it be read by the men who have the "say" on purchases for printers, and its every page carries weight. The careful attention paid to typographic art, absorbing pages adds to the pulling power of this splendid publication. Advertising rates on application.

Send \$2.00 for one year trial subscription and find out how much good you can get out of The AMERICAN PRINTER. Canadian subscription \$2.50. Foreign \$3.00.

Oswald Publishing Co. 25 City Hall Place New York

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

THE JAY CITY EDITOR

Noted Critic Takes Gentle Rap at New York Newspapers—Happenings as Reported in Rural and Metropolitan Papers Not So Widely Separated After All.

Responding to the toast, "The Jay City Editor," Marion M. Miller, Litt.D., Princeton, and noted author and critic of New York, spoke at the State University Faculty banquet to the Kentucky Press Association recently, in part as follows:

"The observation that a great city is only an overgrown village borders on the commonplace. Yet there are thoughts connected with the remark that are not altogether bromidic. The city is not simply an expanded village, but one distorted in the expansion. The features that in the small appear innocent and even attractive, in the large are revealed as offensive and even hideous. You will recall in that great satire of the human race, 'Gulliver's Travels,' how Swift represents his hero as disgusted with the glaring blotches of red on the pitted cheeks of the Brobdignagian ladies who appeared to their gallants as possessing most attractive complexions, with delicate peach-blow hues laid upon skin of the finest, softest texture.

"So does the city appear to the country philosopher, who visits it, as Brobdignag did to Gulliver. The ubiquitous human selfishness that seems so inoffensive because so petty, in the small community, looms monstrous and hideous in the large, and the equally widespread impulse of kindness to one's fellows is revealed in its most unlovely form—ostentatious philanthropy. And to the man who goes little to the city, the impression is of a still greater distortion, for the metropolitan press from which he gets his idea of the "overgrown village" is a warped mirror, full of perverse concavities and convexities, that reflects with weird disproportions the really natural, or at least normal, life of the great city.

"Of course, the metropolitan press sees nothing abnormal in this presentation. When it wishes to depict life that is fantastic to its readers, it takes the country community for its subject. The city editor, and indeed, the city playwright, finds huge fun in depicting the petty life of a village, the political contests over offices such as coroner and constable, the quarrels of church choirs, the social rivalry and literary pretensions of women in the Browning clubs and Chautauqua circles, and the vanity of local geniuses in art and poetry, and of cornfield philosophers and statesmen.

"Nor is there any code of professional ethics to prevent the city editor from holding up his country colleague to ridicule. To him the "jay" editor is the most ludicrous character in the "jay" town. The wordy wars between rival rural editors is a never palling subject of satire. He delights in showing up as humorous what, if true, would be the really pitiable subservience of his country brother to local political magnates, to his advertisers and to his subscribers: how at the behest of the politician he is forced to 'eat his words,' to use Mr. Underwood's phrase in default, presumably, of the country produce which he has to take with as good a grace as he can command in lieu of subscriptions; and how his house is weirdly furnished with ill-assorted articles received in payment for his advertisements. Sometimes the city editor reproduces the locals of the most

primitive of the country papers, and the communications of their cross-roads correspondents, in order to set forth such hackneyed solecisms of phraseology as John and Mary Doe 'Sundayed' with Robert and Jane Roe, and Jack Spratt and his 'helpmeet' from Baconville were seen 'in our midst' on Saturday.

"But the real fact is that the city editor himself is open to far worthier satire for traits analogous to these which he holds up to ridicule in his country brother. And what right has a city editor to poke fun at his country brother for subservience to local magnates, advertising storekeepers and his subscribers? There is not one newspaper in New York which will denounce an abuse connected with a great department store, or even report in its news columns any serious accident taking place therein.

"Again, what consistency is there in a city editor reproducing on one page the frayed and warped diction of the untutored cross-roads correspondent, when on another, the sporting page, he himself permits the use of the most outlandish and banal expressions? Here the slang is of the stalest sort, and the witticisms reported of boneheaded pugilists and silly, conceited baseball celebrities far more pointless than those of any country store loafers in the land.

"It is true that the country editor does chronicle the trivial happenings of his community and trite sayings of his fellow cities, but he has the legitimate excuse for so doing in the fact that no greater events are occurring and no more brilliant remarks uttered in his field of exploitation. The city editor, on the other hand, has no such excuse. Possessing the instrumentalities of cables, wireless telegraphy and special correspondents, the whole world is his community. Yet a divorce of stupid people in high life is even now taking up columns and columns of space with forced copy and faked illustrations, to the exclusion of news about the greatest political revolution in England that has occurred since 1832, and one which will undoubtedly in time revolutionize the whole system of taxation in this country.

"In the sense of magnifying the importance of the doings of New York people, and that of the most uninteresting class, the silly drones of society, New York people deserve the oft repeated sneer of being provincial. But New York itself does not deserve this sneer—at least, no more than the whole country deserves it. The fact is, that America, for all its material progress, still remains one of the most provincial of civilized countries. This is because we are so supremely satisfied with ourselves. Just as you Kentucky editors here, with fine manliness, have frankly admitted the great blot on the State—its illiteracy—and have resolved to work together to remove it by building up the educational institutions of the State, from the great university to the country schools so we all need to confess the shortcomings of America in the higher planes of culture."

Texas Dailies Consolidate.

The Temple (Tex.) Daily Telegram has taken over the Temple Tribune and the two papers have been consolidated. The change leaves undisturbed possession of the morning field to the Telegram, which was founded two years ago. The Tribune was the oldest morning paper in the city and was founded in 1894 by Felix A. Venney and W. D. Cox. Of late years it has been conducted by K. K. Hlooper.

A Complete Solution

of all composing room problems is found in the

L I N O T Y P E

Our Head Letter and Ad Figure Attachments enable you to set 90 per cent. of all composition.

For the remaining 10 per cent. use the

Nuernberger-Rettig Typecaster

to fill your cases with display type

It's the best machine of its kind. We back it.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

Chicago

San Francisco

New Orleans

CAPITAL STOCK REDUCED.

Stockholders of Chicago Herald Make Reduction in Number of Shares.

An instrument signed by H. H. Kohlsaat, president of the Chicago Herald Company, setting forth that the stock of that company had been reduced from \$4,000,000 to \$3,000,000 and the number of shares from 40,000 to 30,000, has been filed for court record. The reduction, the instrument states, was made by the stockholders at a special meeting Jan. 24.

"When I acquired control of the Record-Herald Jan. 1," said Mr. Kohlsaat, when asked of the significance of this, "it was a part of the deal that the stock should be in that shape as being most convenient to me. There is \$1,500,000 preferred and an equal amount of common stock. I acquired all the common stock and an irrevocable proxy for the preferred. I do not care to say who owns the preferred."

GRASTY HEAD OF SUN.

Sale of Baltimore Paper Ratified by Court.

Judge Niles in the Circuit Court at Baltimore last week ratified the sale to Charles H. Grasty of a portion of the interest in the Baltimore Sun held by the Walter R. Abell estate.

The action of the court completes a transaction by which Mr. Grasty becomes president of the A. S. Abell Company, publishers of the Sun, and the executive head of the paper. All of the present owners retain large interests.

Will Revive North Carolina Paper.

C. E. Horne has purchased the Mocksville (N. C.) Courier and will revive it. The Courier discontinued publication about a year ago.

TO HONOR PUBLISHER YOUNG

Des Moines Capital Staff Plan Unique Anniversary Edition.

The thirty-first of next March marks the twentieth anniversary of the date upon which Lafayette Young acquired the Des Moines (Ia.) Capital.

On that date the staff will issue a special edition as a compliment to the veteran that promises to be unique. Mr. Young will have no part in its publication and neither will he be consulted as to what will be spread before the readers of the Capital on that date. The edition will not be issued as an advertising project and advertising will be relegated to the rear. There will be an eight-page magazine section and numerous special features of great interest.

SIX POINT LEAGUE.

Noted Speakers at Informal Luncheon Next Tuesday.

The Six Point League of New York will give an informal luncheon next Tuesday at the rooms of the Aldine Association.

The guests of honor will be Don C. Seitz, business manager of the New York World, and L. C. McChesney, advertising manager of the National Phonograph Company. A large attendance is expected.

W. M. Albee Resigns.

W. M. Albee, for the past ten years advertising manager of the Canton (O.) Repository, resigned Feb. 1 to become secretary of the Journal Printing Company, of Troy, N. Y., publishers of the Carriage Dealers' Journal. The company is about to launch a new automobile paper. Mr. Albee is well known among publishers and advertisers.

Do Not Neglect Your Ink Department

Increase your advertising patronage by printing your paper with the American Ink Company's high-grade ink. It is as necessary to have good ink in printing a good paper as it is to have good rollers and paper. Write to-day and let us tell you.

OFFICE:
AMERICAN INK COMPANY, 12 DUANE STREET, NEW YORK

