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CANNON'S ATTACK

CALLS FORTH STRONG DENIAL FROM EDITOR HERMAN RIDDER.

Characterizes Statement as False and Ridiculous—Defies Speaker to Name Single Man on Deputation Alleged to Have Offered Cannon Support for Presidency if He Would Procure Removal of Tariff.

The bitter attack of Speaker Cannon upon Herman Ridder, editor of the New York Staats-Zeitung and president of the American Newspaper Publishers' Association, at Bloomington, Ill., last week, in which Cannon charged that Ridder and a deputation of publishers offered to aid him to win the Presidency if he would remove the duty from print paper, brought forth an angry reply from the New York editor.

When shown the statement of Speaker Cannon Mr. Ridder characterized it as absolutely false and ridiculous, and emphatically denied that he had visited Cannon with any deputation from the American Newspaper Publishers' Association.

"Either Ridder is a fool or Cannon is a liar, and on this particular occasion Ridder is not a fool," the New York editor is quoted as saying in an interview with a representative of the New York World.

"As a matter of fact, I did not at any time discuss the matter of duty on wood pulp and print paper with Cannon in the presence of anybody. I was in Washington for about three months working to get the duty removed, but I worked by myself. Every time I saw Cannon in reference to the subject I was by myself and he, too, was alone.

ISSUES CHALLENGE TO CANNON.

"Let Cannon name some of the men in the deputation which he says I headed and during whose visit the support of our papers was offered to him for the Presidency if he would procure the removal of the tariff! I defy him to name a single man! The whole of Cannon's speech at Bloomington, so far as it relates to me, is absolutely false.

"Why, don't you see that Cannon's own words either make him out a liar or me a fool? In this instance I was not a fool. Does anybody with any sense at all think for one moment that I or any other member of the American Publishers' Association would presume to deliver any paper save his own? One thing is certain—the Staats-Zeitung, which is a Cleveland tariff paper, would never support a high tariff man like Cannon. I wouldn't support him if he got me all my white paper for nothing.

"A deputation from the American Publishers' Association did wait on Cannon and try to get him to aid in obtaining the passage of a bill providing for the removal of the duty on wood pulp and white paper, but I was not with that delegation. I was not in Washington when the delegation waited on him

(Continued on page 3.)



FRED L. GOSS,

(See page 2.)

OF THE GOSS PRINTING PRESS COMPANY, OF CHICAGO, WHO WAS MARRIED IN LONDON LAST OCTOBER TO MISS JESSIE FOSTER.

MAGAZINE INSURES PEARY.

Policy Is for \$50,000 and Will Decrease \$5,000 a Month.

The proprietors of Hampton's Magazine, who have contracted to pay Robert E. Peary \$50,000 for the serial rights to his story of the discovery of the Pole and the accompanying photographs, have taken out an insurance policy on the Commander's life, for \$50,000, in order to protect their interests.

The policy will decrease in value at the rate of \$5,000 a month, for ten months, when it will expire. This makes a fixed value of \$5,000 for each installment of the Peary article.

New Paper for Oklahoma.

A new Democratic daily will be launched at El Reno, Okla., on January 1. Among the men said to be interested are Norman E. Mack, Democratic National Chairman; Moses Wetmore, of St. Louis, and H. L. Turner, of Oklahoma City. Homer Bassford of the St. Louis Times will be the managing editor. The capital stock is \$250,000.

Kansas Paper Changes Hands.

A. J. Pertrie, of Abilene, Kan., and Walter Benjamin of Herington have purchased the Herington (Kan.) Sun and assumed charge.

WILLIAM M. LAFFAN DEAD.

Publisher of New York Sun Fails to Rally Following Operation.

William Laffan, publisher of the New York Sun, and one of the country's most noted newspaper men, died at his home at Lawrence, L. I., Friday, following an operation for appendicitis. He was sixty-one years old and had been engaged in newspaper work for forty years.

William M. Laffan was born in Dublin, Ireland, in 1848 and received a thorough education early in life through private tutors. Later he attended Dublin University.

He came to America about 1870, and in 1872 was married in Baltimore to Georgeana Tompkins.

Soon after his marriage he became editor and part owner of the Baltimore Daily Bulletin. Later he became interested in railroads and was made general passenger agent of the Long Island Railroad and managing director of the Long Beach Improvement Company, and the Eastern Steam Navigation Company.

He first became connected with the Sun in 1877 as a general writer. From 1881 to 1884 he was editor for the Harpers and London agent for that house.

His permanent connection with the Sun began in 1884, when he was elected its publisher and in 1900 he purchased the interest of the estate of the late Charles A. Dana in the Sun Printing and Publishing Association, and became its president.

PUBLISHERS

FIGHT CENSORSHIP BY AN ALLEGED COMBINATION OF ITS PATRONS.

Interesting Battle Being Waged at York, Pa.—Dispatch Publishing Company Under Attack by Local Retail Dealers—Printed Advertisements of Baltimore Merchants—Attack Characterized as Boycott.

A battle of pertinent interest to newspaper publishers is now being waged in York, Pa., between the Dispatch and Daily of that city and an alleged merchants' association.

The Dispatch Publishing Company, publishers of the York Daily and the York Dispatch, which are morning and evening papers, respectively, believe that they are privileged to sell advertising space with the same freedom that every business man sells his commodity in the open market, and when an advertisement for Baltimore merchants was submitted for publication it was promptly accepted and printed.

As a result of this assumption on part of the Dispatch company they are under an attack by an alleged combination of local dealers. A number of merchants who have been using liberal space have cut their copy entirely and others are using less space than formerly.

The publishers are fighting the matter vigorously and characterize the attack as a boycott, which designation is resented by the alleged combination.

The Dispatch company proposes that the people of York shall decide the mooted point. In their statement to the purchasing public of that city the company says in part:

Last week an advertisement for Baltimore merchants was submitted to the Dispatch and Daily for publication. The advertisement was accepted and printed, just as any other firm in York, no matter what their business, would accept patronage from another city. Just as Delta, Wrightsville, Glen Rock and other York County newspapers accept advertising from York merchants.

On the publication of the Baltimore advertisement a meeting of York merchants was promoted for the purpose of punishing the Dispatch and Daily for its assuming to do what other publishers all over the land have had a lawful and moral right to do from the beginning of journalism. This meeting was held and committee appointments made to wait upon retail merchants in the city. Other meetings have been held since and an active campaign inaugurated against the Dispatch and Daily.

Business men were called upon to "cut" their advertising in the Dispatch and Daily. Some responded promptly in the demand upon their loyalty to the combination. Others halted to await developments. Those that halted were argued with and various devices employed to have them join the boycott. Letters, telephone messages, and oral instructions have been received at this office from advertisers to "cut" their space. All the circumstances connected with the matter indicate a pre-arrangement of concerted action to punish this paper for accepting a line of business that every newspaper in York has been

free to accept and has accepted for years.

A representative of the combine informed this paper that it might have consulted the combine before accepting the Baltimore advertisement. And right here is the principle for which the Dispatch and Daily is willing to make financial sacrifices and will fight for it to the last extremity, even if its martyrdom means ruin.

That is, shall this paper have the liberty to conduct its business within the laws of the land, and in accordance with its business judgment, or shall it be controlled and censored by a combination of its patrons? The life of every newspaper in the land depends upon its advertisers, but there is also something else in business just as sweet as business success, that is liberty within the law.

This newspaper has always stanchly stood for the material interests of York and will continue to do so. It has sacrificed thousands of dollars of business to protect the interests of home institutions and will continue to do so. If it cannot honestly differ with a combination of business men in this city on a matter of business policy without risking its very life, then we wish to know it.

If to exercise a business judgment not approved by the combination in York means that the offender is to be attacked in his business and possibly be put out of business, there is something radically wrong in York and the Dispatch and Daily will sacrifice their material strength to correct that wrong. A combination of men that will combine in action to materially injure one of the public institutions which has participated in the upbuilding of this prosperous and intelligent city is antagonistic to the very thing they are contending for.

In this contest the Daily is not fighting against the retailers of York, but it is fighting to preserve commercial liberty for the men engaged in business here. It is fighting to protect the masses, the purchasing public, against the creation of a powerful combine that would naturally, if successful, have the people of the city in a viselike grasp.

The Daily is not antagonistic to home industry or home trade, as every reader of it knows. It stands for commercial freedom and invites the world to buy its goods. For these principles the Dispatch and Daily are willing to take their punishment and will permit the purchasing classes to act as the arbiter.

Washington Correspondent to Wed.

Announcement has been made of the engagement of James Sharp Henry, the well-known Washington correspondent, to Miss Carrie Orr Jackson, of Washington. The wedding will take place during the winter. Mr. Henry has been located at the Capital for more than twenty years. For the past ten years he has been in charge of the Washington bureau of the Philadelphia Press.

Will Give Game Dinner.

The Advertisers' Club of Louisville (Ky.) will give a game dinner on December 6 in honor of S. C. Dobbs, president of the Associated Advertising Clubs of America, and St. Elmo Lewis.

In Philadelphia The Bulletin

goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for October,

248,349

copies a day

"THE BULLETIN" circulation figures are net, all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

FRED L. GOSS.

Surprises Friends by Bringing Home English Bride.

When Fred L. Goss, of the Goss Printing Press Company, Chicago, arrived in New York from Europe on the Oceanic last Wednesday his friends were agreeably surprised to learn that he had become a benedict during his sojourn in the English capital.

Mr. Goss was married in London on Oct. 20 to Miss Jessie Foster and the honeymoon was spent quietly at Folkstone, a famous English watering place. Although every effort was made to keep the fact of the marriage a secret, it leaked out, and their stateroom on the Oceanic was literally filled with flowers before sailing.

Mrs. Goss comes from a prominent old English family and is highly educated and an accomplished musician.

Mr. Goss, who divides his time between the United States and England in the interest of the Goss Printing Press Company, is one of the best known men in his line of business and enjoys an extensive acquaintance among newspaper publishers both in this country and abroad.

Mr. and Mrs. Goss left this week for Chicago, where they will make their home at No. 3512 West Monroe street.

WOULD SEGREGATE CRIME.

Club Women Ask Newspapers to Confine Such News to One Page.

The Federation of Women's Clubs, in annual session at Rochester, N. Y., last week, adopted resolutions in favor of segregating all crime in the newspapers.

The resolution was introduced by Mrs. A. C. Fisk, a well-known newspaper and magazine writer, and the plan, if adopted, would allow subscribers to tear out the crime page of the paper before their children would read of the murders, robberies, elopements, divorces and matters of similar nature.

I have talked with proprietors of the largest papers from the Pacific coast to Rochester, said Mrs. Fisk, and they are perfectly willing to segregate crime in their issues if the people want it served that way.

"The colored Sunday supplement is an insult to intelligence that must go. It is viciously crude, and the tone of its influence fills the youthful mind with unruly ideas. One good thing about it is that it is segregated, so that parents may keep it from their children if they wish. The papers segregate baseball and other sporting news, financial news and editorials; why not crime?"

"It should be the aim of the Federation to create wholesome public sentiment for cleaner newspapers, and then the publishers will provide them."

Mrs. Ina Brevoort Roberts, a New York newspaper woman, said that club women must learn that courteous treatment of reporters pays and that abuse of newspapers is a sign of ignorance.

Gates Will Run Paper Mill.

It is reported that John W. Gates plans the erection of a large paper mill at Port Arthur, Tex. Rice straw, it is said, will be used as the raw material.

W. B. Murphy is the publisher of the Orleans County News, which made its initial appearance at Medina, N. Y., Saturday.

A new paper will be started at Monroe, S. D., by J. J. Kippe.

"SEEK TRUTH AND TELL IT."

Cortelyou Advises Editors of Foreign Language Newspapers.

Twenty-four languages were represented at the first anniversary dinner of the American Association of Foreign Language Newspapers, held at the Republican Club of New York last week. Louis N. Hammerling, president of the association presided and George B. Cortelyou, president of the Consolidated Gas Company and former secretary of the treasury, was the principal speaker.

In the course of his address Mr. Cortelyou said that the organization of the association was the first step forward into American journalism, and that the owners and editors of the papers should not attempt too much, but should work on straight and legitimate lines, which would bring them ultimate success.

He advised a motto over each desk reading, "Seek the truth and tell the truth," which, he said, were two entirely different things in conducting a newspaper. He advised his hearers to be builders and not wreckers, to seek to brighten up and build the homes they reached, and to do justice unbiassed by wealth, position, race or religion. At the present time, he said, this country did not need more laws, but better laws that could be enforced.

NEW RICHMOND DAILY.

May Publish Both Morning and Afternoon Edition.

The Virginian, the new daily that will be launched at Richmond, Va., about Jan. 1, may publish a morning as well as an afternoon edition according to a statement accredited to Solon B. Woodfin, the managing editor. The morning feature, however, has not been fully determined on.

Mr. Woodfin is now engaged in organizing his staff and making arrangements for his regular and special press service. The policy of the new paper will be independently democratic, it is said. One hundred thousand dollars has been subscribed for the new enterprise.

Buys Oklahoma Paper.

Charles I. Stewart, former editor of the Lexington (Ky.) Evening Gazette, has purchased the Enid (Okla.) Morning News from Donald Campbell. It is said that a number of Kentucky capitalists and several Enid newspaper men are associated with Mr. Stewart. The policy of the News, which has heretofore been Republican, will be changed to Democratic.

Editor Accidentally Shot.

Will H. Younkling, editor of the Lone Tree (Minn.) Reporter, was accidentally shot last week, while on a hunting trip. Younkling raised up from behind a brush heap just as his companion, a man named Lux, fired at a covey of quail. The editor received the entire charge in his left leg. He will recover.

Will Erect New Home.

E. T. Meredelle, owner of Successful Farming, published at Des Moines, Ia., is planning the erection of a \$150,000 building in which to house his publishing business.

The Virginia Press Association in session at Richmond last week re-elected the old officers for the coming year.

RICHARD WATSON GILDER.

Well-Known Poet and Editor Succumbs to Angina Pectoris.

Richard Watson Gilder, poet, author and editor-in-chief of the Century Magazine, died in New York last Thursday evening of angina pectoris. Mr. Gilder had been ill for the past two weeks, but it was not thought that his condition was serious.

Mr. Gilder was born in Bordentown, N. J., in 1844. He learned to set type before he was twelve and at sixteen he and two other young men published a newspaper in Flushing, N. J. He saw service during the Civil War as a member of Landers's Philadelphia Battery and at the close of that struggle studied law.

Later he became editor of the Newark (N. J.) Morning Register. Leaving the Register he went into Hours at Home, a Scribner publication, which was eventually combined with Scribner's Magazine. Upon the reorganization of the Scribner company Mr. Gilder became associated with the Century, and became its editor-in-chief in 1881.

Mr. Gilder was well known as a poet and published six books of verse. His best known volumes were "The Celestial Passion," "Lyrics," "Two Worlds," "The Great Remembrance," "In Palestine," "Poems and Inscriptions," "A Christmas Wreath" and "A Book of Music." His best known poem probably was "A Sonnet on a Sonnet."

WOOD PULP.

Canada Will Not Impose Tax or Prohibit Exportation.

Canadian manufacturers who have been pressing the government to place an export tax on or prohibit the export of pulp wood, that the raw material of American paper factories may be cut off and millions of American capital be forced to cross the border, are doomed to disappointment.

It is reported on high authority that the government will not yield to the pressure. It will be resisted as hitherto on the ground that the relations of the two countries should not be disturbed by the initiation of such a step by Canada.

Printed in Three Languages.

The first issue of the new semi-weekly newspaper, Igazsag (Truth) appeared at Hammond, Ind., last week. The paper is in three languages, Hungarian, Roumanian and Croatian, and will deal with local, material and international affairs. Editor G. R. Ulrich formerly published the paper in South Bend.

New Publishing Company.

The Finnish-American Publishing Company, of Duluth, Minn., has been incorporated to conduct a general newspaper, magazine and book publishing business. It is capitalized at \$150,000. The incorporators are John Saari, William Johnson and O. J. Larson.

MOST IMPORTANT BOOK ISSUE OF THE YEAR

Holiday Book Number of The New York Times, Sunday, December 5. Circulation will approximate 200,000 copies. The New York Times appeals to the intelligent. Times readers are book buyers.

The New York Times

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

SPOKANE

Editor Has Narrow Escape from Death in Runaway—George W. Dodds Made Assistant Managing Editor of the Spokesman Review—Other Gossip.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Nov. 17.—C. H. Talmadge, editor of the Pullman (Wash.) Herald, had a thrilling experience with a runaway team near Colfax the evening of Nov. 6. He was dragged across the dashboard of the phaeton, in which were Mrs. Talmadge and two children and Mr. and Mrs. Philip Harris, and landed in the road upon his head, wrenching his neck. By clinging to the reins he probably saved members of his party from injury. After the double-tree broke the horses got away and raced to Pullman, leaving the party stranded more than a mile from the nearest farmhouse. They were assisted by a rancher and returned home the following morning.

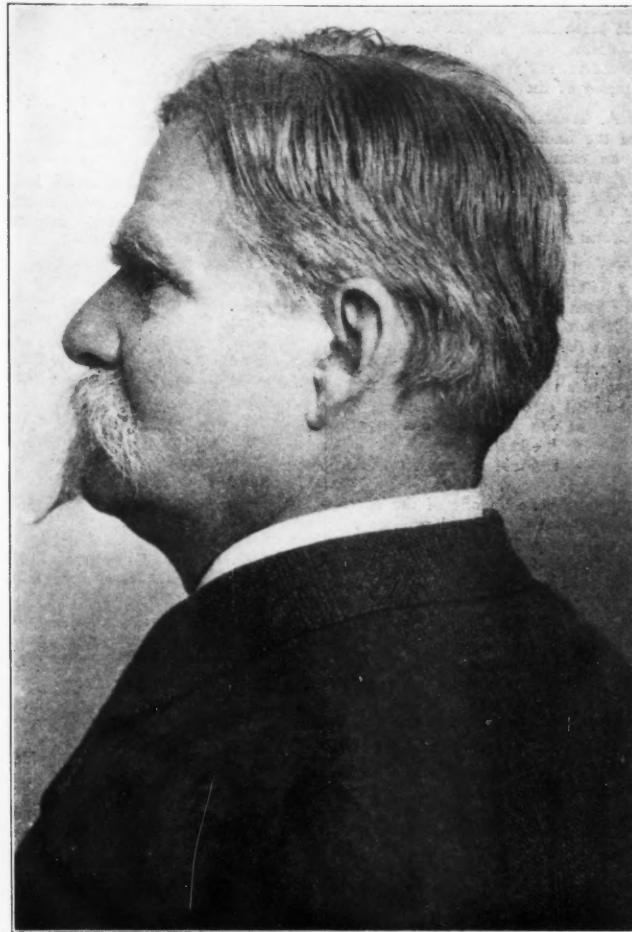
Arthur Hooker, formerly society editor of The Evening Chronicle, of Spokane, now executive secretary of the 18th National Irrigation Congress, and Miss Mabel S. Baker, were married at the home of the bride's parents, Mr. and Mrs. A. B. Baker, at Pullman, Wash., at noon on Nov. 10. The bridegroom is a son of Thomas Hooker, business manager of The Chronicle, and his bride is the daughter of a prominent business man.

George W. Dodds, an experienced and capable newspaper writer of St. Paul, has become assistant to Nelson W. Durham, managing editor of The Spokesman-Review, of Spokane. Mr. Dodds had several flattering offers in St. Paul and on the Pacific Coast, but came to Spokane, believing it offers more opportunities than the larger cities on Puget Sound.

John T. Burns, formerly commercial editor of The Daily Mining Record of Denver, who was re-elected secretary-treasurer of the National Dry Farming Congress, will make his headquarters in Spokane in 1910. The congress will have its fifth session here, Oct. 3 to 8.

Eugene M. Elliott, a newspaper and advertisement writer of Chicago, who deserted the ranks to become an apple grower in north central Washington, was in Spokane, Nov. 10 and 11, with two carloads of fancy fruits for exhibition at the National Land and Irrigation Congress at Chicago, Nov. 20 to Dec. 4.

W. H. Shinnick, of Zanesville, O., where he is interested in several newspapers, was the guest of Levi Grant Monroe, secretary of the Spokane Cham-



COL. HENRY WATTERSON,

VETERAN EDITOR OF THE LOUISVILLE (KY.) COURIER-JOURNAL, WHO DEPRECATES THE TENDENCY OF THE NEWSPAPER PROFESSION TOWARDS SENSATIONALISM.

ber of Commerce, a few days ago. Mr. Shennick is touring the West and will visit the coast before returning home.

Ren H. Rice, secretary-manager of the National Apple Show, Inc., which had its second exposition in Spokane, Nov. 15 to 20, entertained as his guests during the week the editors and business managers of agricultural journals and daily newspapers from various parts of the Pacific Northwest.

Will G. Hooker, formerly a reporter on the staff of The Evening Chronicle, of Spokane, has become district manager of the Western Life Indemnity Company, of Chicago, with headquarters in Spokane. Mr. Hooker made good as a fast worker while with The Chronicle and many of his friends predict a brilliant career for him in his new field.

Judge E. H. Sullivan has appointed Archie R. Squire, of Kettle Falls, Wash., receiver for the Kettle Falls Publishing Company at the request of the Spokane Merchants' Association.

Campbell Hardy, until recently a member of the L. C. Beckwith Special Advertising Agency at Chicago, has gone to Seattle after passing several weeks in Spokane.

Plant Sold Under Mortgage.

The entire plant of the Manitowoc (Wis.) Tribune Printing Company was sold under the mortgage against it and leased by the owner to Feuerpfel and Bruins.

WATTERSON ON THE PRESS.

Discuss Personal Relation of the Newspaper Toward the Public.

"Pretending to be the especial defenders of liberty, we are becoming invaders of private right," declared Col. Henry Watterson, editor of the Louisville Courier Journal, Wednesday, in discussing the tendency of the newspaper profession of today towards sensationalism, at a reception given in his honor at the National Press Club in Washington. Colonel Watterson is on his way home after an absence of several months in Europe.

"No household seems any longer safe against intrusion," said Mr. Watterson. "Our reporters are being turned into detectives. As surely as this be not checked we shall grow to be the objects of fear and hatred instead of trust and respect."

"Some one ought to organize an intelligent and definite movement toward the bettering of what has reached alarming proportions. I say this in your interest as well as the interest of the public and the profession, for I am sure that you are gentlemen and want to be considered so, whereas the work you are often set to do is the reverse of gentlemanly. It subjects you to aversion and contempt—brings you and a high and mighty calling into disrepute—by confusing the purpose and functions of the newspaper with those of the police and the scavenger."

CANNON'S ATTACK

(Continued from page 1.)

and I remained away from the capital purposely at that time.

"Besides, the hearing was a public one. It took place in the Speaker's reception room and nearly all the correspondents in Washington were present with the publishers and reported fully what went on. Let Cannon ask any of them if the Presidency was offered to him on that occasion, either directly or indirectly. If such an offer as Cannon says was made had been made thus publicly it would have been heard from long ere this. Cannon is not the man to permit a Presidential campaign to go by with such a thing as this under his hat and not let it out. Because of my connection with the Democratic National Committee he would have taken the first opportunity to spring it.

"If Cannon had said at Bloomington that in one of the many private interviews I had with him I had made the offer, it would have been his word against mine. But he didn't. He said that I made the offer while heading a deputation from the American Publishers' Association and he can prove it. Well, let him prove it if he can! But he can't. It is not true."

Angus McSween, Washington correspondent of the Philadelphia North American, says in the issue of that paper of Nov. 15:

The charge he made in his Bloomington speech that Herman Ridder, of New York, offered him the support of the great newspapers of the country for the Presidency if he would give his aid to a bill making wood pulp and print paper duty free is so incredible, so utterly at variance with every suggestion of common sense, that Mr. Ridder's declaration that the speaker must be crazy is not to be wondered at.

Mr. Ridder did come to Washington in the interest of free wood pulp and free paper, but he asked no more than a special committee of the House, appointed by Cannon himself, recommended in a long report, and nothing more than the actual condition of the paper trade would justify.

He talked with Cannon, and probably told Cannon that the great newspapers of the country were interested in the question, but that he could have offered the speaker the support of these papers is absolutely beyond belief—not only because Mr. Ridder had no authority to speak for any one but himself, but it is absolutely known that at the time Ridder had political aspirations himself, which could only be realized through the Democratic party, but which were sufficiently well known and understood to have made it impossible that he could have offered even his own support to Cannon.

Capper Secures New Sheldon Story.

Arthur Capper secured the serial rights to the Rev. Dr. Charles N. Sheldon's new story, "The Higher Calling," and is running it in both the Daily and Weekly Capital.

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

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

**MORGEN GAZETTE
EVENING DEMOKRAT
SONNTAGS GAZETTE
STAATS GAZETTE (weekly)**
Examined by the Association of American Advertisers.

IF YOU MAINTAIN



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

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

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

PARK ROW

Breezy Bunch of Gossip Picked Up at the World Building News Stand and Boiled Down to Short Paragraphs for the Readers of The Editor and Publisher.

By EDWARD DORF.



Street & Smith secured a good outside man when Jack Charlton resigned from the New York Tribune and cast his lot with them. Jack is personally known to every newsdealer of any account in New York City, and from Maine to California, for that matter. His principal stunt right now is plugging the Twice-a-Month Popular Magazine.

Jim McKernan, while working his way up to the head of the circulation department of the New York World, was a singer of considerable local renown. He also wrote half a dozen songs, one of which I remember was published by the St. Louis Post Dispatch and given as a supplement in one of its Sunday issues. The redoubtable Jeems also included in his repertoire both a white and black-face monologue act, and his photographic likeness in this last resembles very much Lew Dockstader, whom he might have closely trailed for honors had he not so steadily made his way in the circulation game. It may be added that several dents in his anatomy attest his prowess with the motorcycle, and he is now frequently seen lugging a large round rubber affair with a hole in the middle, which might indicate that he is trifling with a honk-honk. More power to him!

Thanks to Elbert Hubbard and Mark Twain for kindly advice. However, if I can't originate I must swipe! Forty brains are better than none.

Joseph Dannenburg, formerly of the Baltimore Evening World, is now doing special writing in this city.

Zoe Anderson Norris, who publishes the little magazine at intervals—East Side—confided to me that she expected to interest Mrs. Russell Sage in the project. I hope she succeeds. It surely won't require very much capital; outside of printing, the pay roll contains but one name, as Zoe fills every position from office boy to managing editor.

Daniel J. McComeloug, news editor of the Philadelphia Evening Times, who was operated on at the Mount Sinai Hospital, is at his sister's home in Mamaroneck, convalescing.

Frederick C. Barber, who has been doing baseball news for the New York

Times during the summer, returned to his old berth doing rewrite on the New York Press, with which paper he was connected for six years prior to entering the employ of the Times.

Ed A. MacManus, circulation manager of the Ladies' World, has returned from an extensive western trip. The Ladies' World is intent on a big news stand sale, and according to MacManus he is lending a considerable hand toward getting it.

Before leaving this country for France after his recent visit here, James Gordon Bennett, proprietor of the New York Herald, invited the various correspondents representing newspapers using the Herald cable service and having headquarters in the Herald Building, for a chat in his office.

"If any of you gentlemen can suggest anything for the betterment of our foreign service, I would appreciate it," said Mr. Bennett.

"I think," spoke up one of the correspondents, "that the Herald receives too much news from Paris."

"Why?" asked Mr. Bennett.

"Well," answered the correspondent, "other nationalities than the French predominate in this country, and why give them so much from the Parisian center?"

Mr. Bennett thanked the correspondent.

Said a member of the Newspaper Drivers' Union to me: "De editor can edit de paper, de compositor can set de type, de printer can print de paper, de mailer can bundle up de paper, but we fellers delivers de paper, so where would dey be widout us?"

The gossips say that George T. Fiy, formerly New York correspondent of the Chicago Inter-Ocean, who recently did the press work for Comptroller-elect Prendergast, is booked for a nice job in the latter's office.

W. J. Cobb, circulation manager of the Philadelphia Evening Telegraph, cannot resist the big city. He drops in town about once a week.

Ashton Phelps, president of the New Orleans Times-Democrat Company, will arrive in New York next week and remain here about a month. Mr. Phelps is a banker of prominence in New Orleans and a member of the Cotton Exchange there. He is also a member of the New York Press Club.

Frank Reilly, formerly telegraph editor of the Newark (N. J.) Star, has recently assumed the duties of New York correspondent of the Chicago Examiner.

Don C. Seitz, business manager of the New York World, sailed for Europe on the Lusitania last Wednesday. He will have for company Sir Thomas Lipton and Lord Northcliffe, who went on the same ship.

Stephen J. Richardson, formerly circulation manager of the New York World, is making fine progress with the Bronx Home News. The publication quarters have been enlarged, new presses installed and one of the biggest job printing plants in the Bronx will soon be inaugurated.

Managing Editor Arthur Clark of the New York American assigned a first-class man to cover the Horse Show when he picked out Edward Terrill, long known as a specialist on gentlemen's sports, for the job. Mr. Terrill, who until a short time ago was connected with Pittsburg newspapers, has the distinction of having introduced polo to the smart folk of the Smoky City.

GUY CRAMER.

Goes to London as Correspondent of New York Herald.

Guy Cramer, for several years past a member of the staff of the New York Herald, has been made London correspondent for that paper.

Mr. Cramer is a native of Indiana and is well known in newspaper circles. He was sent to Ireland to investigate the conditions leading to the passage of the Irish land bill by the Chicago Tribune a number of years ago. He also spent some time in Sweden and has made a trip far within the Arctic Circle.

Upon his return to Chicago he became private secretary to Mayor Edward F. Dunne. Later he went with the New York Herald. During the tariff agitation regarding news print paper and wood pulp Mr. Cramer made a trip through Maine investigating conditions.

He accompanied President Taft as representative of the Herald throughout his campaign. He also made the trip to Panama with the President last winter. During the session of the General Assembly at Albany, he had charge of the Herald bureau.

As London correspondent of the Herald Mr. Cramer will have charge of all the cable news from European capitals.

PLUNGED TO HIS DEATH.

Reporter for the New York Herald Leaps from Washington Bridge.

Overcome with what his friends believe was an attack of vertigo, Ralph S. Goodenough, for many years a member of the staff of the New York Herald, jumped from the parapet of Washington Bridge over the Harlem River last Tuesday morning and landed in the branches of a tree 125 feet below. He was instantly killed.

Mr. Goodenough was a graduate from Princeton University and had been connected with the Herald since leaving that institution. He covered society events in Harlem during the winter months and during the summer acted as correspondent at Far Rockaway and other suburbs.

PRESIDENT DIAZ.

Receives Well-Known Newspaper Man and Writer in Audience.

Robert H. Murray, the well-known newspaper and magazine writer, of New York, was recently received in audience by President Diaz, of Mexico.

President Diaz was much gratified by the comments from the newspapers of the United States evoked by the recent meeting of President Taft and himself, says Mr. Murray.

He mentioned two or three of these editorial comments specifically, which showed how closely he keeps in touch with the trend of public sentiment in the United States.

F. J. Dyer Returns to Washington.

F. J. Dyer, former Washington correspondent of the San Francisco Chronicle, and who resigned from that paper during the past summer to take a much needed rest, has returned to the National capital as correspondent for the Los Angeles Times. Mr. Dyer will also issue a weekly letter especially for California papers and a weekly syndicate letter for general circulation. He also has in the course of preparation several magazine articles, on special order.

CHANGES AT WASHINGTON.

Dunlap Heads World Bureau, and Miller Joins Staff.

Harry Dunlap, for the past two years a member of the Washington Bureau of the New York World, has been placed in charge as manager.

Mr. Dunlap is one of the best known newspaper men in the country and has had a meteoric career. He began work on the St. Louis Republic in 1893 and rapidly made a name for himself. Some time after he came under the notice of Joseph Pulitzer, who made him managing editor of the Post Dispatch, which position he held until his health became impaired and Pulitzer sent him to Europe to recuperate.

Upon his return he was sent to Washington, where he has remained ever since.

While still a young man, Mr. Dunlap has visited most of the civilized countries of the world and enjoys an enviable acquaintance among statesmen and diplomats.

Wilbur G. Miller, for the past nine years identified with the Washington bureau of the United Press and its predecessor, the Publishers' Press, has been made a member of the World bureau and will probably cover the field Mr. Dunlap did so well, principally the White House, Treasury, and Departments of Justice and State.

Mr. Miller has had much experience and enjoys close and confidential relations with many public men. For several years he was the representative of his association on the floor of the United States Senate. He was also known as the White House representative during a period from before election to the 4th of March, when President Roosevelt retired and Mr. Taft became president, during which time he had many personal interviews with the President.

Circulation Manager Robbed.

Daniel Walls, circulation manager of Recreation, was choked into insensibility and robbed by two highwaymen early Wednesday morning, while on his way from the Erie Railroad station to his home in Oradell, N. J. The robbers secured \$58, and Mr. Walls is under a physician's care as the result of the severe handling he received.

Newspaper Writers Organize.

Active newspapermen of Norfolk, Va., met last week and organized the Pen and Pencil Club. The following officers were elected: President, Hugh Steele, Norfolk Landmark; vice-president, Holman Fletcher, Virginian-Pilot; secretary, J. O. Abernethy, Norfolk Landmark; treasurer, L. J. Carter, Virginian-Pilot.

The Read Drug Chemical Company, Baltimore, are advertising Dr. Herndon's Gypsy's Gift.

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—6013 Metropolitan Bldg.
CHICAGO—403 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.

WOMEN

Influence the Press More Than It Affects Them—Can Make the Newspapers What They Will, Says Former Newspaper Woman.

Speaking before the State Federation of Pennsylvania Women, in session at Harrisburg last week, Miss Suzanne Beatty, formerly connected with the Pittsburg Post, and now an attorney-at-law, declared that the newspaper is women's best ally. She said in part:

"Two requisites the modern newspaper requires above everything else: it must have readers, and it must have an income; and these two are inseparably linked together. To secure the first, it must understand human nature; to secure the second, it must have advertisers.

"Now, the economic and social division of labor, from primal times down, have given to woman the care of the family. To supply their needs, she must be the shopper, and in our favored country she has the greater leisure—hence, broadly speaking, as between men and women, she does the most reading. The advertisements are the by-product of the great news factories, but that by-product pays the dividends, so the advertiser is of great importance; and as he has mostly goods for family use to sell, of which woman is the main buyer, it is she he has in mind and she it is the newspaper must please if it is to keep its income.

"True, the papers are to be read by men for news of the world of men, financial, stock and general, and to range in variety from news to please a minister to that of interest to the prize fighter. But in the last analysis the newspaper today is published mainly for women. And what responsibility this entails; what influence and power it gives—immeasurably greater than any ballot could ever bestow. And this is in their hands now. They can make the modern newspaper what they will.

"So here is a great opportunity for woman. She is the real ruler of the home, which is the greatest factor in the world; and she is the mold of public opinion. The newspaper's recognition of her importance, and its desire, nay more, its needs to please her, mark her development and give her noble duties. It is not too much to say that woman influences the press more than it affects her, outside of the advertisements. And she must establish her standard.

"The newspaper must be salable; it must have the news of the world, but it must please women, or the adver-

tiser will have none of it. It must correspond to the wants of the people, Dana held, 'and furnish that sort of information they demand.' And is it not up to women to make the demand? True, human nature has not much changed since in the beginning. The first story that absorbed the attention of all the human race was in regard to a snake, and the earliest concern of humanity was about clothes. The first excitement was an eviction, and the next a murder; and we learn there were names called, and that the woman got all the blame.

"Now the newspaper as a commodity to sell reflects the mental attitude of its surroundings. If its feminine readers are mostly given to bridge (not of an engineering kind), and to high teas and 'soo,' then will its columns for her benefit run more to bargain sales and personals, aids to beauty and sage replies to correspondents. 'No, anxious inquirer, it is not proper for a young man to sit on the arm of a lady's chair in public.'

"But if she be large minded, generous, and willing to do her part, if she 'make herself her own, to give or keep, to live and learn and be all that harms not distinctive womanhood,' then will the press respond to her highest demands.

"In viewing the press as an industrial enterprise it is not to be forgotten that along with the practical administration of its business affairs it may be and oftenest is dominated by high ideals and admirable principles; it is a dynamo of intelligence radiating throughout the globe; it quickens the activities of the mind; it arouses and unifies public opinion; it drops the same thought into one thousand minds at once. As Plato said, 'The river of speech which goes out and ministers to the intelligence is the fairest and noblest of all streams.' The press along with the post, the railway, and the telegraph (may we not anticipate the future and say the dirigible and the biplane), and perhaps more than any other one agent, has helped in the progress and upbuilding of the world. And for all that woman may hope to do in the world's work, the press is now as it has been, her best and most considerate ally."

MACON (GA.) NEWS

Purchases New Hoe Press with Stereotyping Machinery.

The Macon (Ga.) News announces the purchase of additional equipment, including a 24-page Hoe press with stereotyping machinery and another typesetting machine, making a battery of five typewriters.

The entire building has been leased, instead of the basement and first floor as formerly, giving plenty of room for the various departments. This increase in the plant has been made necessary by enormous growth in advertising and circulation.

Pope Blessed Journalists' Pens.

At a recent audience with the Pope a number of clerical journalists asked him to bless their fountain pens. He did it gladly, using the ceremony which was in use when swords of soldiers were blessed in the old days.

The Wisconsin Motorist is a new publication issued in Milwaukee in the interest of motorists. M. C. Moore is the publisher.

SERMON ON NEWSPAPERS.

New York State Minister Appeals for Freedom of the Press.

In a recent sermon on "The Newspaper as an Ethical Force," the Rev. Edwin A. Rumball, of the First Unitarian Church of Rochester, N. Y., said in part:

"Whatever your mood, there is hardly anything that helps the imagination more than a perusal of the newspapers. The newspaper tries to give the public what it wants. What appears in print is there because a large body of the people want it there. It must be so, for how otherwise can the paper succeed? The public usually gets what it deserves.

"The newspaper tries to give the public facts, and, further, though some people have doubted it, it is also its duty to draw inferences from these facts, provided there is no malice in the inference. That newspapers should be judged for libel on the smallest pretext, as has happened in some places of late, is a menace to the freedom of the press. The newspaper should tell facts for the people, and when it concerns the people, they should infer also for them.

"The newspaper is not a scholarly critic on the acts of the times. It cannot always be absolutely sure before publishing. The rush and push of getting a tremendous sheet filled and out on the streets in a few hours continually prevents the verifying of reports and the putting of statements to a careful scrutiny.

"The hurry of the modern newspaper is the cause of its moral decline. While we do not want to go back to the days of Washington, we should hope that the day will come when four or five editions a day will no longer be called for.

"The first, greatest and perhaps only evil of the press is the power and tyranny of commercialism. Editors and journalists tell us that newspapers are run for dividends and not for ideas. Nowadays a paper can scarcely be run on a capital less than a million, and with such interests at stake, no editor, however dear his ideas may be to him, will be permitted to risk such things for it. These journalists are the very first to blaze abroad the hypocrisies of a minister who tries to hold a private opinion, and yet preach the creed of his Church.

"I fear no danger from a perfectly free press. The dangers of its freedom are better than its bondage. It may be that we shall not have a perfectly free press until, like the perfectly free church, the people own it, and cause it to be edited in such a way that no control shall be there but their own. It may seem cowardly to thus call for a change of institution before human nature is changed, but I grow more and more convinced that there is a great need to change both.

"We want less emphasis on the immoralities of men. A Western town a little while ago stopped an epidemic of suicide by preventing reports appearing in the newspapers. It is an open question, but yet a question, how much the newspapers of this city are to blame for the 'pink slip.' We may blame the police, but the constant recital of the details of violence and wrong is one incitement to wrong.

"I will ask for greater freedom and honesty and courage from our leading writers. Many a young journalist is asked to step on his conscience, and when bread and butter are the price he does not always find it easy to decide."

WOMEN PRESS CLUBS.

John Rush, of the Newark Star, was the speaker of the day at the reception given by the Woman's Press Club, of New Jersey, at the home of Miss Flanigan in Newark recently. Mr. Rush complimented the club, and said that in one respect the Woman's Press Club had achieved more than the Man's since in their organization they put aside thoughts of work and cultivated the social side of life. This he believed was a good measure. Concerning their work he said it was serious, earnest, and hard, and that a praiseworthy thing about it was that women of refinement, education and true-heartedness were entering the field and were making their work felt. Beside the address of the afternoon Miss Corrine A. Ward, the president, had procured the services of Mrs. Florence M. Hunt, the well known contralto, of Newark, and Mr. Gustav Becker, of the Hasbrouck School of Music, of New York.

ADVERTISING NOTES.

Henry Webb, of the Henry Webb Advertising Agency, Dayton, Ohio, was in New York last week calling on the different special agents.

L. L. Hill, of the Emergency Laboratory, West Twenty-fifth street, New York, returned home this week after an eight months' trip to Europe, where he introduced Poslam, the new excruciating cure.

Howard C. Story, advertising manager of the Philadelphia German Gazette, left last week on one of his periodical trips to the West, where he will call on the general advertisers.

Clubs Confer in Merger.

Members of the Oklahoma City Press Club and the Oklahoma City Ad Club are considering the advisability of merging the two clubs. The idea which the advocates of the plan have in mind is that the two clubs shall share equally the expense of maintaining headquarters, the functions of the two organizations to be kept separate and distinct.

Colorado Editor Sells Interests.

J. M. Miner, publisher of the Grand Junction (Colo.) weekly Herald, and associate editor of the Colorado Fruit Grower, has sold his interests to A. H. Davis and will make his future home in Chicago. In six weeks Mr. Miner lost his wife and three children by death.

The Morse International Agency, West Thirty-fourth street, New York, will make up the list of papers for the Beecham's Pills advertising in December.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

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

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

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

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

To Keep in Touch with
BRITISH TRADE

Subscribe to and
Advertise in

The Stationer

FIFTIETH YEAR OF ISSU

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

Advertisement Rates and Specimen Copy sent on application

160a Fleet St., London, England

Old Soldiers, Attention!

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

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

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

WE BUY THESE CLAIMS

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

R. H. PEALE & CO.

JUDGE BUILDING

SALT LAKE CITY, UTAH

OUR DADDIES

They Published Quaint Newspapers as Compared with Publications of To-day. Some Advertisements from the Boston News Letter.

By JAMES POOTON.

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

I give, this week, some additional "specimen bricks" from the quaint structure of old-fashioned "Down East Journalism" of two centuries ago—thus bringing, still further, into bold relief, the amazing contrast between the journalism of our early days and to-day, and sharply emphasizing the astounding advances of our civilization, and, particularly, of what is now, in this country, "Our First Estate."

The following, from the Boston News Letter, in the early part of 1700, will give an idea of some of the advertisements then in vogue:

"A Strong Lusty white Servant Maid's Time for about three years and a half, fit for any Household Service, to be disposed of by Mr. John Edwards, Goldsmith in Cornhill, Boston."

"These are to desire a certain woman that convey'd away a piece of fine Lace of Fourteen Shillings per yard from a Shop in Boston about Three Months ago to return the same."

"And of another that conveyed away a piece of Fine Calico under her Riding-hood some time since. Satisfaction is Demanded, or else they may expect to be publickly exposed."

Just think of selling a servant-maid's labor, and of the warning to old-time shoplifters.

Then follows:

"A Negro man, a negro woman and a negro Girl about 16 years old to be sold. Inquire at the Post Office in Cornhill, Boston, and know further."

The following rhymes are attached to an advertisement in a News Letter of March, 1769, notifying that "A Bell Cart will go through Boston to collect rags":

"Rags are as beauties that concealed lie,

But when in Paper, how it charms the eye;

Pray save your Rags, new beauties to discover,

For Paper truly, every one's a lover; By the Pen and Press such knowledge is displayed

As wouldn't exist, if Paper was not made,

Wisdom of things mysterious, divine,

Illustriously doth on Paper shine."

That rag-man surely drove a "Pegasus," and certainly those who withheld their rags had no music in their souls.

The News Letter was published without interruption for seventy-two years, and was discontinued in March, 1776, when the British troops evacuated Boston. It was a loyal or tory sheet, and was continually at war with the Courant, which, under James Franklin and his brother, the famous Benjamin, stoutly upheld liberal principles. Mrs. Margaret Draper, who was a partner of John Howe, the publisher of the paper, accompanied him to Halifax on the British fleet, and soon left for England, where she lived on a pension from the British government until she died in the early part of the last century.

I have already given some extracts from the Courant, and now add the following soul-moving excerpt from an early number:

"An Elegy upon the much lamented death of Mrs. Mehitabell Kitel, wife of John Kitel, of Salem:

"Come let us mourn, for we have lost a wife, a daughter and a sister, Who has lately taken flight, and greatly we have mist her.

Some little time before she yielded her breath,

She said 'I never shall hear one sermon more on earth.'

She kist her husband some little time before she expired,

Then leaned her head the pillow on, just out of breath and tired."

A correspondent of the Courant asked (let us hope it was sarcastically) whether the readers of the Courant "ever read any lines that would sooner make them draw their breath and sigh, if not shed tears."

A contributor to the Courant ("Hypercriticus") by way of ridiculing the "Funeral Elegies" of the time, sent in the following two extracts:

The first is taken from "An Elegy on Ichabod Plaisted, Esqr.," and runs thus:

"Ichabod gone? not all our glory done?

William, Charles, Lewis, Abraham, Elisha, Joseph, John."

The other is from "An Elegy on the Rev. Mr. Holyoke," and runs thus:

"That godly man, John Holyoke,

We are bereft of thee,

And also Deacon John Hitchcock, Japhet Chapen, all three."

There is more, but for the present I forbear.

(To be continued.)

HOE PRESSES GOING ABROAD.

Many Foreign Papers Placing Orders for New Equipment.

The Advertiser, of Dundee, Scotland, has placed an order with R. Hoe & Co., New York, for three of their latest Quadruple presses, with fast-speed folders, special color mechanisms and all improvements up to date. These machines are to have special facilities for producing half-tone illustrations on ordinary paper at full speed.

The Glasgow Herald has put in a mammoth Hoe Double Sextuple Press, capable of printing 100,000 12-page papers an hour, and the Glasgow Record another Hoe Three-Roll press.

In Australia the Sydney Morning Herald and the Sydney News have bought new Hoe Quadruples and the Sydney Truth two Hoe Three-Roll presses.

A repeat order has come from Amsterdam, Holland, for another Three-Roll Hoe press, a duplicate of one shipped there some time ago, with late news devices and other special features.

The same firm is also installing three Double Sextuple presses in an office in Buenos Aires, five Web Perfecting presses and a large Multi-Color press, for a newspaper in Milan, Italy, and a new Stereotype press for a paper in Bilbao, Spain.

R. Hoe & Co. report that these are only a few of the most recent orders for large presses from foreign countries, but they are sufficient to show that the publishers of newspapers abroad, as well as those of the United States, appreciate the merits of Hoe machines.

CLUBS AND ASSOCIATIONS.

Following the regular monthly meeting of the Des Moines (Ia.) Press Club, last week, the members enjoyed the first of the series of entertainments that will be given during the winter. The program was athletic in character and was strictly high class. At the business meeting action was taken on several applications for membership. H. H. Treynor was elected to a vacancy on the executive committee.

At the tenth annual meeting of the Troy (N. Y.) Newswriters' Association, held last week, the following officers were elected: President, Thomas F. McCune; vice-president, James B. Wallace; secretary, Harris Lindsay; treasurer, Robert E. Quinn; sergeant-at-arms, Edward H. Fitzgerald; directors, Philip H. Sullivan, Charles A. Miller, Jr., and Rutherford Hayner. The annual reports of Treasurer James G. Benedeel and Secretary Lindsay, showed that the finances of the association were in a flourishing condition. The membership is the largest since its organization. Following the business meeting an informal banquet was enjoyed at the Windsor Hotel.

More than fifty old-time newspaper men attended the second annual reunion of the Veteran Boston Journalists at Young's Hotel, last week. General Charles H. Taylor, presided and spoke of the members who had died since the last gathering, a year ago. These included John H. Brocklesby, George Baneroft, Samuel J. Menard, Samuel S. Miles, G. Fred Richmond, William B. Smart, Caleb B. Tillinghast and Edward Everett Hale.

The speakers included Thomas Kirwin, eighty years old, Alfred T. Waite, Benjamin Wright, Linn Boyd Porter, E. S. Sears, William E. Bryant, Charles R. Byram, the first baseball reporter in this section; Benjamin B. Priest, who began newspaper work in 1847; Judge E. C. Bumpus, John L. Parker of Lynn, M. Almy Aldrich of Chattanooga, Tenn., B. Leighton Beal, Police Commissioner Stephen O'Meara, Nathaniel Taylor, A. G. McVey, John H. Russell and S. J. Byrne. Edward W. Hazewell of the Transcript was elected president to succeed General Taylor, Alfred T. Waite was chosen secretary and Linn Boyd Porter treasurer.

CHANGES IN INTEREST.

A stock company has purchased the Bowdle (S. D.) Pioneer from Caleb T. Smithers. C. A. Easbey will be in charge.

L. B. Howery, proprietor and publisher of the Darlington (Wis.) Democrat, has purchased the South Wayne (Wis.) Homestead.

C. F. Hayne has disposed of his interest in the Auburn (Neb.) Granger to his partner, J. H. Dundas.

B. F. Bailey has sold the Dimondale (Mich.) News to Philo Rogers and Arthur McGuire.

Issued Women's Edition.

The Victoria (B. C.) Daily Colonist on November 6, issued a women's edition in interest of the Women's Council. The entire edition, even to the news department was the work of Mrs. R. S. Day of Victoria, with assistance of a competent corps of women writers. The news section contained twenty-four pages, and there was a supplement of sixteen pages, filled with special articles of unusual interest. The entire edition was well gotten up and was profusely illustrated.

The Pierceton (Ind.) Record.

With the issue of November 6 the Pierceton (Ind.) Record began the thirty-first year of its existence. While in the years that have past it has changed hands several times, it has always been considered an exceptionally good newspaper property. It occupies a field all its own, with a circulation away above the average. Under the present owner, W. F. Harris, the Record has made remarkable strides and has bright prospects for the future.

Concludes Successful Contest.

The Norwalk (O.) Herald has just closed a very successful voting contest. It was inaugurated several weeks ago and aroused intense interest throughout the territory covered by the Herald. The rivalry between the leading contestants was keen and the finish was most exciting. Many new subscriptions were secured. The value of the prizes awarded was exceptional for a town the size of Norwalk.

**FOR SALE
AT A BARGAIN!
GOSS STRAIGHT LINE SEXTUPLE PRESS**

COLOR DECK TWO FOLDERS

Press is in fine condition and available for shipment at once.

DUPLEX PRINTING PRESS CO., - BATTLE CREEK, MICH.

**We Can SAVE You MONEY on Your Printing Ink Bill
ASK US
AMERICAN INK COMPANY**

Manufacturers of
Printing and Lithographic Inks, Pulp and Dry Colors
OFFICE: 12 DUANE ST., NEW YORK

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt.

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. F. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.
Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 20, 1909.

MISS S. BRECKENRIDGE OF CHICAGO.

Miss Sophronisba Breckenridge, assistant dean of women in the University of Chicago, has been lecturing to Chicago housewives and students, about some of the things related to domestic economy. The following is quoted from a recent lecture by Miss Breckenridge:

"While men are accorded the gaming table, the horse race and similar diversions, women must resort to the bargain counter to satisfy their inherent desire to get all they can without a fair return. They become the 'easy marks' for unscrupulous advertisers. Women are being 'worked' all the time by men who advertise and who do not care for the truth in their advertisements."

Miss Breckenridge has no patience with "these idle women." She thinks they do a great deal of harm.

Presumably, the assistant dean of a women's department of a university knows more about the mainspring of the feminine nature than any mere man editor. Nevertheless, we were startled by Miss Breckenridge's classification of women who hunt shopping bargains. But, perhaps she is the exception among women teachers of women and perhaps her philosophy is half baked.

Though we men may not know much about women's motives, we do know something about advertising, which is not a sex question. Our knowledge is empiric, we admit. In defense of men, who need defending in these days, we strenuously deny that any considerable part of the feminine class which frequents bargain counters has ever been "worked" or victimized by "unscrupulous advertisers."

In the first place, the "unscrupulous advertiser" is less frequent than the ordinary burglar, with or without scruples, and he is just as culpable. Do women shun the burglar?

Miss Breckenridge, in order to justify the attention she bestows on this matter, must have in mind two classes of advertising that appeal to women, viz.: the department stores, and that form of speculative publicity known as financial advertising. "Financial" bargains attract men, even more than women. So the department store proprietors must withstand, almost alone, the charge made by this lady.

Women may have been fooled by unscrupulous advertisements of department stores. But, from full data on the subject, we are able to say, with all the force of a pragmatism, that no normal

woman was ever fooled twice by the same department store.

When an advertiser destroys his own business through deliberately intended false statements in his advertisements, he is not called "unscrupulous" by men. That is too mild a word. He is a fool.

Men who succeed in business nowadays because their advertising attracts women who want to get the best for their money, are not rogues nor fools.

The rogues who attempt, through advertisements, to defraud women buyers are only of the fly by night class. The fools who attempt it are quickly destroyed. There are not enough fools and rogues together to make more than a splash in the ocean of business.

Miss Breckenridge is mistaken.

SIMPLE MINDED PARISIAN JOURNALISTS.

A contributory incident—so-called in our new coinage of the big murder trial in Paris, was told deliciously by cable last Monday. M. Aubin, the lawyer who defended Mme. Steinheil, is the hero of the story. At a distance of 3,000 miles he seems to be a composite of William Travers Jerome and Delmas. The Parisian reporters, of course, intended to interview the heroine after her trial ended. They massed at the exit where she would go out to her carriage and this is what happened.

Aubin matched his wits against the Paris reporters, who are quicker to act than to think. With a show of openness that would of itself have aroused the suspicion of the American craft, he hurried from the Palace of Justice to a big, high-g geared showy automobile with a veiled woman leaning heavily on his arm. The car carried lights blazing as if for a carnival. Then in a voice loud enough to attract certain attention to him, he ordered it off at top speed, with a squad of bicycle policemen as escort. Impressed by this grand opera exit, the reporters jumped into other automobiles on which they had been paying taxicab rates for six or seven hours, and were off in a pack after the foxy lawyer. He gave them a chase for an hour, and then let them catch him.

The woman with him was a dummy. Mme. Steinheil waited until the reporters had cleared out, and then, in company of a friend, walked unobserved to a quiet, dim-lighted taxicab, which carried her to the Liberty Hotel, near Gare St. Lazare, where she entered also unnoticed. In the morning she took an early train and spent the day with her daughter in the country.

We confess surprise at this proof of the ingenuousness of Parisian newspaper men. That these men who have

daily before them vivid remembrances of Richelieu, Napoleon, Fouché and others who slept with one eye open and the other lighted by subliminal suspicion under its lid, should have been fooled by a primitive Greek trick, proves a sad decadence of French wit. Can it be that one Parisian lawyer is more resourceful than a bunch of representative reporters there?

The following statement by C. W. Post, chairman "Postum Cereal Company," in a letter addressed to Bert M. Moses, President "The Association of American Advertisers" is right to the point. "Quantity in circulation is by no means the only feature that the advertiser must look to. He absolutely must know the quality; in other words the character of readers."

We have always contended that both quality and quantity of circulation is necessary to constitute a good advertising medium.

RAYMOND A. PATTERSON.

Widely Known Washington Correspondent Dies at Capital.

Raymond A. Patterson, for thirty-one years connected with The Chicago Tribune, and for the last fifteen in charge of the Washington bureau, died in that city last Saturday. He was fifty-three years old. He was widely known under the pen name of Raymond and enjoyed the confidence of leaders in public life in Washington and elsewhere.

President Taft made the following statement in regard to the death of Mr. Patterson:

"Mr. Patterson and I were classmates at Yale, and for thirty-five years we have been firm and intimate friends. In that time I came to know the sterling qualities of head and heart which he possessed. He was easily one of the first two or three of that very important body of men who influence public opinion and hold high the standards of public life—the Washington correspondent of the press of our country; and I doubt not that all his associates, as well as those who have followed his correspondence in The Tribune, will feel that the community has suffered much in his death."

The Filler.

By WALTER BEVERLY CRANE.

"The filler" should be short and sweet,
A quotation is enough,
And, peptonized, this piece of meat
Makes predigested stuff.

"The filler" should not ask for space,
"The filler's" to fill in;
You'll find it in most any place,
'Twill make you laugh or grin.

"The filler" is a useful thing,
As "make-up" men allow;
And fellows who write "fillers" sing
As well as they know bow.

"The filler" may be idle joke,
"The filler" may be song,
"The filler" may be awful smoke,
But never, never long.

Now Is the Time to Pay.

"We read the other day," says a Missouri editor, "where a fellow was shot and his life was saved by the bullet striking a silver dollar. Now, should we happen to get shot before you pay up your subscription and there is no dollar in our pocket to stop the hall, we shall always presume you might have saved our life."—Atlanta Constitution.

MODERN PAPER.

The Amount of Wood Used Up in Newspapers Each Year.

We will "read up" considerably over three million cords of wood in this country this year. This is a guess, but it is an easy one, and it is on the safe side of the official figures Washington sends out on the way we use up wood pulp in newspapers, says the St. Louis Post Dispatch.

As over three and a third million cords of wood were used for paper last year, chiefly by newspapers and other periodicals, it is safe to rely on the increase of 68 per cent. in nine years to guess well over three million cords as the amount of wood "consumed" by newspaper readers before January 1, 1910.

There is no way of guessing how many tons of this paper have been left in the woods this year by summer vacationists. It is hard to find woods anywhere now without being likely to come on a daily paper left at the root of a tree, where someone stopped for luncheon. The same tree or some tree near it may have in it the first wood pulp ever made—as the hornets first learned the art in making their nests.

Their paper, made from "woody fiber," which they reduce to pulp, is as strong as our best, if not stronger. It lacks smoothness and hornets feel no need of bleaching it. The idea is not the only one we owe the ingenuity of other animals. Dr. J. G. Wood wrote an interesting book, showing scores of modern inventions, borrowed directly from nature, with change only in the way of using the principle. His book shows that much as we have learned from books, the things we think most important in them were learned by studying life itself. One of the final "triumphs of mind" is this of learning from life how to make paper for newspapers and books in such quantities that those who sympathize with the hornets as the original papermakers, complain that they may soon have no wood left to build in.

The Washington Correspondent.

In speaking of the death of Raymond A. Patterson, one of his classmates at Yale, Mr. Taft said: "He was easily one of the first two or three of that very important body of men who influence public opinion and hold high the standards of public life—the Washington correspondents of the press of our country."

By official experience and personal knowledge Mr. Taft is peculiarly qualified to testify to the character of the men who represent the newspapers at the national capital. No man comes closer to the government than the Washington correspondent in his regular routine. His business is to get news and publish it to the world, but constantly he is made the custodian of private information which he must hold in confidence indefinitely. He meets the President in person at the White House and discusses public affairs. Honor binds him to silence. He calls on the Secretary of State in his office and talks over foreign questions of a delicate nature, but his first duty is to respect a confidence. When the time comes to make use of his knowledge he is the better prepared, but until that moment arrives he is under an obligation of honorable secrecy which the government requires of its own officials.

Blowitz, with all of his self-vaunting about his journalistic achievements, was never on terms of more intimate communication with statesmen than many a Washington correspondent whose name is unknown to the public. Declane of the London Times received no greater evidences of personal confidence in official quarters than come to many members of that body of newspaper men in whose praise Mr. Taft has so freely spoken.—New York World.

PERSONAL

Louis A. Hoffman, of New Orleans, publisher of the Hotel Register-Daily, the Catholic Churchman and the United Labor Journal Weekly, sailed for Europe last Saturday, on the Arabic. Mr. Hoffman will remain abroad about two months.

Col. Henry Walterson, editor of the Louisville Courier-Journal, was a passenger on the Kaiserin Auguste Victoria which arrived at New York last Saturday.

C. H. Rembold, business manager of the Cincinnati (O.) Times Star, was in New York last week in the interest of his paper.

Charles C. Foster, for many years identified with Louisville (Ky.) newspapers, has been appointed private secretary to Mayor-elect W. O. Head of that city.

John D. Stivers, editor of the Middletown (N. Y.) Times-Press, was elected a member of the New York Assembly at the recent election. Mr. Stivers' majority was a very substantial one.

Lon H. Boydston, for many years one of Iowa's best-known editors, left Des Moines last week for Shoemaker, N. M., where he will make his future home. Mr. Boydston was for years publisher of the Montezuma Democrat.

J. S. Woodhouse, who covers the courts for the Des Moines (Ia.) Daily News, is the author of the leading article in the current issue of the Boston Green Bag, a well-known legal publication. The story is called the "Jones County Calf Case" and is illustrated.

Alexander Dodds, of the Boston Christian Science Monitor, addressed the Pennsylvania State Federation of Woman's Clubs at Harrisburg last week on "Clean Newspapers."

William P. Ball, the new Registrar of Voters of New Orleans, has long been identified with the newspapers of the Crescent City as a political writer and legislative correspondent.

Friends of Col. R. B. Raymond, the veteran Iowa editor, will regret to learn that he has been compelled to give up newspaper work owing to feeble health.

Charles P. Taft, editor of the Cincinnati (O.) Times Star, spent last week in New York. Mr. Taft was accompanied by his family.

R. P. Logan, of the Philadelphia Bulletin, and John McAvoy, of Philadelphia Telegram, are in Florida on political assignments from their respective papers.

Milton B. Ochs, owner and publisher of the Nashville American, spent the greater part of last week in Louisville, Ky.

Robinson Black, dramatic editor of the Toronto (Can.) News, and formerly of the Montreal Star, was married last Tuesday at Kingston, Ont., to Frances Mills.

Albert Moore, a member of the editorial staff of the Memphis (Tenn.) Commercial Appeal, has been appointed captain in the First regiment, Tennessee national guard.

Of the many American men who are filling executive positions in the London newspaper world none is more widely known than Charles T. Hart, mechanical superintendent of the Harmsworth

publications. Mr. Hart, who was formerly connected with the Brooklyn Eagle, has been identified with the Northcliffe interests for the past two years. He recently returned to London after a six weeks' visit to America.

Harvey Burrill, publisher of the Syracuse (N. Y.) Journal, spent several days in New York this week on business connected with that paper.

J. T. W. Curtis, a member of the advertising department of the Richmond (Va.) Times-Dispatch, was in New York this week on business.

Chester Hall Packer, editor of the Sea Bright (N. J.) News, was stricken with acute indigestion while in New York last week and was seriously ill for several days.

Roland F. Andrews, associate editor of the Waterbury (Conn.) American, sailed for the West Indies last week on the steamer Suriname. Mr. Andrews expects to be gone several weeks and will visit both South and Central America.

W. D. Showalter, proprietor of the W. D. Showalter Advertising Promotion Service, 150 Nassau street, New York, returned home from West Virginia, where he attended the funeral of his brother, John A. Showalter, ex-Mayor of Monongah, W. Va.

OBITUARY.

Robert Rhea, associate editor of the Spring City (Tenn.) Rhea County News, died at a private hospital in Chattanooga last week of paralysis.

Charles William Bowman, for many years identified with the shoe and leather journals in New England, died last week in Boston, after an illness of six months. He was forty-two years old.

Walter Kennedy, for many years editorial writer of the Memphis (Tenn.) Commercial Appeal, and one of the most widely known newspaper men of the south, died suddenly at his home in that city last week. Mr. Kennedy was born in Louisville, fifty years ago, serving as a member of the staff of the Courier-Journal of that city and as private secretary to Col. Henry Watterson. He went to Memphis in 1880 as city editor of the Memphis Appeal, and when a consolidation was made with the Commercial he became an editorial writer on that paper in which position he continued until his death.

William C. Stewart, for the past thirty years chief advertising space buyer for the World's Dispensary Medical Association, Buffalo, New York, died at his home in Olean, N. Y., after a short illness. He was seventy-five years old. Mr. Stewart possessed a pleasing personality and was widely and favorably known to the majority of the publishers and newspaper men of the United States, especially in Western States and the Pacific Coast.

George Herkimer McCombs, for nineteen years auditor for the Advertiser Company, publishers of the Montgomery (Ala.) Advertiser, died at his home in that city after a short illness of pneumonia. He was fifty years old and a native of Alabama. He had been an employe of the Advertiser for thirty years.

NEW PUBLICATION.

W. H. Gunn will launch a weekly paper at Norfolk, Va., about January 1.

ONLY EVENING DAILY

In city of 18,000. Annual income of \$27,000 with \$5,000 return to owner for personal effort and investment. \$12,000 cash will gain possession, balance of purchase price can be deferred so that it can be met out of the income from the property; 1/3 will be sold to a business manager or managing editor. Business has steadily grown for a number of years and is mechanically well equipped. Proposition No. 559.

C. M. PALMER

Newspaper Broker

277 BROADWAY NEW YORK

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 TO THE TRADE.

WITNESSES FOR THE SHOWALTER SERVICE

NUMBER FOUR.

From John C. Kelly, Manager, The Tribune

Sioux City, Iowa:

"Although we have been using your advertising promotion service for many years, we still find it the freshest, most original and most useful of any similar service we have ever tried or had offered to us. We have taken other services of similar nature while we have been taking yours, but we never thought of stopping yours, and our experience has been that yours is the best there is."

W. D. SHOWALTER

150 Nassau Street, - New York

Quick Photo News Service

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

DAILY ILLUSTRATED NEWS SERVICE

Geo. Grantham Bain, 32 Union Square, E., N. Y. City

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service Address Herald Square, New York City Canadian Branch Desbarats Building, Montreal

The INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible.

Features for Newspapers. BALTIMORE, MD.

WILBERDING

HAND, KNOX & CO.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

A SUCCESSFUL

business and advertising manager desires new connections; present position to years; highest references; original ideas; good executive ability, and capable of taking entire charge; age 34, married. Newspapers, magazines and trade journals desiring a good, live, Chicago representative, please write H. F. K. care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER

with 10 years newspaper experience in the Western field in cities from 40,000 to 300,000, would like to correspond with publisher that will require a strictly temperance business or advertising manager. Address Box 7, care THE EDITOR AND PUBLISHER.

HELP WANTED

SALESMAN WANTED.

A thoroughly competent and experienced printing press salesman of correct habits and good address, for our Western and South-western territory. Permanent position for the right party. All communications strictly confidential. Address: Manufacturers, care THE EDITOR AND PUBLISHER.

FOR SALE

NEWSPAPER FOR SALE.

In the growing city of Perth Amboy, New Jersey, on Nov. 22, 1909, at 3 P. M., at No. 178 Smith Street, The Perth Amboy Chronicle. For information address Walter H. Turner, Perth Amboy, N. J., or Alan H. & Theo. Strong, New Brunswick, N. J.

FOR SALE.

Leading and oldest newspaper in modern, progressive 38,000 southern city. Circulation more than double all competitors combined. Splendidly equipped plant. Part cash and terms. Other interests. 43 A, care THE EDITOR AND PUBLISHER.

FOR SALE.

Two-machine and otherwise well equipped daily and weekly newspaper and job office in one of the best 10,000 cities in the South. Small cash payment and liberal terms on balance. Owner has other interests that require attention. D. C., care THE EDITOR AND PUBLISHER.

MISCELLANEOUS.

GENERAL NEWS

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

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON.

THE SEATTLE TIMES

The 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.

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new orders for 300 inches for the advertising of Colgate & Co., Jersey City, N. J.

The Isle of Pines Plantation Company, 200 Pearl street, Buffalo, is asking for rates on two and three inches in daily and weekly papers.

The New York Central Line, will shortly take up the State of Oklahoma. The H. E. Lesan Advertising Agency, Fifth avenue, New York, will place the business.

The National Cloak and Suit Company, New York, are placing orders for seventy lines six times, in Des Moines, Iowa, papers, through the George Batten Agency, 11 East Twenty-fourth street, New York.

Wood, Putnam & Wood, Boston, are placing orders in Western papers for Berry Brothers, Detroit Mich.

The Mynyons Homoeopathic Remedy Company, Philadelphia, is placing orders generally.

The George Batten Agency, 11 East Twenty-fourth street, New York, is placing 10,000 lines in Southwestern papers for the F. M. Hoyt Shoe Company, Beacon Shoes, Manchester, N. H.

The P. F. O'Keefe Agency, Boston, is placing 10,000 lines in Western papers for Carleton & Hovey Company, Father John's Medicine, Lowell, Mass.

Calkins & Holden, 250 Fifth avenue, New York, are placing from 10,000 to 14,000 lines in Northwestern papers for the National Phonograph Company, Orange, N. J.

The McMullen Agency, Cambridge Building, New York, is placing new contracts for 5,000 lines in Western and Northwestern papers for Robbins & Appleton, Waltham Watches, 21 Maiden Lane, New York.

The Charles H. Fuller Agency, Chicago, is placing 1,000 lines in Northwestern papers for the Robinson Manufacturing Company.

Coupe & Wilcox, 261 Broadway, New York, are extending the territory for the advertising of L. & C. Hardtmuth, Koh-i-noor Pencils to Western and Pacific coast papers.

The J. T. Wetherald Agency, Boston, Mass., is making new contracts for 208 inches in Northwestern papers for Dr. Earle Sloan, Sloan's Liniment, Boston.

A. C. Meyer & Co., Baltimore, Md., is placing from 200 to 300 inches in Eastern dailies for the advertising of Dr. Bull's Cough Syrup.

Nelson Chesman & Co., Chicago, are placing 10,000 lines in Western papers for the advertising of Dr. T. F. Lynott.

Albert Frank & Co., Broad Exchange Building, New York, is placing two inches double column three times a week, for two months, for the Savannah Line, New York. This Agency is also placing orders in the larger city papers for Plympton, Gardiner & Co., Bethlehem Steel Company, Bonds, New York.

The Richard A. Foley Agency, Bulletin Building, Philadelphia, is placing forty-eight inches, thirteen times in Southern papers for the D. Landreth Seed Company, Bristol, Pa.

Lord & Thomas, 250 Fifth avenue, New York, are placing 5,000 line contracts in Western papers for Corning & Co., Whiskey, 206 Franklin street, New York.

The Magic Curler Company, 130 South Eleventh street, Philadelphia, is asking for rates in Pennsylvania papers.

Powers & Armstrong, Philadelphia, it is said, will place orders generally for the Joseph Campbell Company, Campbell's Soups, Camden, N. J.

George G. Powning, New Haven, Conn., is using Sunday papers for the advertising of Dr. H. C. Bradford, 20 East Twenty-second street, New York.

The Voltz Advertising Agency, 924 Arch street, Philadelphia, is placing orders in Pennsylvania papers for the United States Loan Society, 117 North Broad Street, Philadelphia.

The Charles H. Fuller Company, Chicago, is placing 10,000 lines in Western papers for the Mrs. Potter's Hygienic Depot, Cincinnati.

The Allen Advertising Agency, 30 West Thirty-third street, New York, is placing orders on an exchange basis for the advertising of the Monticello Hotel, Atlantic City, N. J.

The J. W. Barber Advertising Agency, 258 Washington street, Boston, is placing orders in New York State and New England papers for the advertising of the White-Warner Company, Ranges, Taunton, Mass.

Arthur T. Bond, 16 Central street, Boston, is placing orders in Southern papers for the Dwinell-Wright White-house Coffee, Boston.

Nelson Chesman Company, 127 Pine street, St. Louis, are making renewal contracts for the Tonsiline Company, Tonsiline, Canton, Ohio.

The Foster-Debovoise Company, 45 West Thirty-fourth street, New York, is placing orders in Middlewest papers for the Manhattan Trading Company, New York.

Clinton Zimmerman, 156 Fifth avenue, New York, is placing some orders for Gillette Chemical Co., Gillette Sanitary Spray, 42 Broadway, New York.

The Bocker Drug Company, B. D. C. Dyspepsia Remedy, 139 Liberty street, New York, is using Sunday papers direct.

Lord & Thomas, Fifth avenue, New York, are placing some advertising in Pittsburg papers for the National Oyster Carriers' Association, South Norwalk, Conn.

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	NEW BEDFORD TIMES	
THE TIMES-JOURNAL	Dubuque	The paper that has made New Bedford, Mass., the latest growing city in the world.	
KANSAS.		Average to September 30	
GLOBE	Atchison	Evening, 7,148; Sunday, 13,924	
GAZETTE	Hutchinson	ALFRED B. LUKENS Tribune Bldg.	
CAPITAL	Topeka	New York Representative New York	
EAGLE	Wichita	Anderson (S. C.) Mail	
KENTUCKY.		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.	
COURIER-JOURNAL	Louisville	MacQuoid-Alcorn Special Agency	
TIMES	Louisville	Tribune Building, N. Y.	
LOUISIANA.		Marquette Building, Chicago	
ITEM	New Orleans	THE NORWALK HOUR	
STATES	New Orleans	NORWALK, CT.	
TIMES DEMOCRAT	New Orleans	Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.	
MICHIGAN.		THE ASBURY PARK PRESS	
PATRIOT (Oct. 9, 654-S. 10,583)....	Jackson	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.	
MINNESOTA.		J. LYLE KINMONTH, Publisher	
TRIBUNE (Morn'g and Evening)....	Minneapolis	ASBURY PARK, N. J.	
MISSOURI.		Statement of FEBRUARY CIRCULATION	
DAILY AND SUNDAY GLOBE	Joplin	SPRINGFIELD (Mass.) DAILY NEWS	
MONTANA.		DAILY AVERAGE 10,453	
MINER	Butte	Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.	
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. 207,000)....	New York		
PARIS MODES	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS (Av. cir. mo. of Aug., 7,609) Charlotte			
OHIO.			
REGISTER (Daily, Sunday, Weekly)....	Sandusky		
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

Riverside Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

NEWSPAPER ADVERTISING.

The Most Natural and Effective Means of Reaching Public.

Writing on "The Value of Newspaper Advertising" in the Birmingham (Ala.) News, John Sparrow, advertising specialist, says in part:

My reason for valuing the newspaper advertisement more highly than other forms of publicity, is not because it is unquestionably the least expensive method of reaching the customer, all things considered, but because it is the most natural, and therefore the most effectual.

Persons usually take up a newspaper either to search for the supply of a want or to gratify the desire to read. My advertisement may cover that very want; at any rate, it has this big advantage—The Reader Has Already Begun to Read—the inquiring, receptive mind is on the paper.

The reader, moreover, is not conscious of any compulsion to recognize my advertisement. It is there to be taken or left. It says: "I know you don't have to," and that is the most artful of all challenges to human nature.

And newspaper advertisements are Read. They are live news, as much so as the "stories" which sprinkle the other columns. For real human interest, the "want" page easily leads all others; and the display ads, by their contrast with solid matter are restful and attractive to the eye. Just fancy a newspaper without a line of display in it. But that would be impossible—it wouldn't be a newspaper; for, no matter how much good reading it carried, it would fail to reflect the life of the town.

If regular news is the literature of the day, advertisements are its drama. Thus the newspaper holds within its folds the book and the play, and these react upon each other in interest. For instance, the impressiveness of an advertisement is frequently enhanced by a news item, local or telegraphic, which appears in the same issue. Such fortuitous and gratuitous "backing up" is impossible, of course, in other forms of publicity.

While everybody admits that women read the advertisements in the papers—almost religiously, as it were—occasionally some skepticism as to the men is expressed. This is an erroneous idea. I firmly believe that men are approached more easily through the newspaper ad than by booklet or circular, or even by personal letter, unless that is exceptionally well written. Man is aggressive and combative by nature, and dislikes to have things thrust upon him. But you can "toll him on" all right, as his wife will tell you. The newspaper ad doesn't chase him down or rub him the wrong way. It stands and invites him when he is in the mood to be invited.

I do not mean to decry any of the other schemes of publicity. They are all effective in proportion to the cleverness of their get-up, but their relation to newspaper advertising is the same which the artillery and cavalry hold to the infantry of an army. The Infantry Is Depended Upon to Do the Hard Fighting. It is a good idea to think of advertising in military terms, for advertising is campaigning, or it is nothing.

The "enemy" is the composite public mind, and the grand point of attack is its memory, which is uncertain and elusive. An impression may be made, but it will not hold unless hammered in. The minute you cease to hammer, the public begins to forget. The news-

paper, published every day, is the only logical arm of assault. It may be good tactics to shell the woods occasionally and to keep the cavalry scouting, but "the works" will have to be carried, after all, by those bristling bayonets, the pointed lines in the daily paper.

The value of newspaper advertising is not confined to the benefits received by the advertisers. Economically, it is much more important than that. The advertising columns of a newspaper create public spirit and sustain confidence just as effectively as the editorial columns do, though in a different manner. The page ads make the town loom up. They feed our civic pride, they give us a touch of the metropolitan feeling. And all the ads, whether large or small, make for optimism and enterprise. "Things can't be bad," says the reader to himself, "when merchants are using so much printer's ink. It's time I was reaching out and doing something myself."

BUSINESS OFFICE NOTES.

In a sworn statement the management of the Jackson (Mich.) Patriot states that the average circulation of the Patriot for the nine months ending Sept. 30, 1909, was daily, 9,277; Sunday, 10,143. The average net circulation for the month of October was daily, 9,521; Sunday, 10,374.

The Columbus (Ga.) Ledger, beginning with Sunday, November 21, will transfer its weekly subscription list to the Sunday issue, having decided to discontinue the publication of a weekly paper. The change, the Ledger states will add three thousand subscribers, which will make the Sunday issue well above the ten thousand mark.

The Winnipeg (Can.) Telegram, in the issue of Nov. 9, said: The Telegram printed and sold on Saturday, over 32,000 papers. The press run was 32,325. This was one of the largest regular issues in point of circulation in the history of the paper. In the case of special editions the circulation was on some occasions much larger, but for an ordinary edition, 32,000 represents a high-water mark. In this issue The Telegram published 115 columns of regular display advertising, as against 6334 columns on the same date a year ago, showing an increase of about 80 per cent. in volume at an increased rate per line.

In a recent issue of the Chattanooga (Tenn.) News, there appeared four full pages of advertising carried by the Twigg Candy Company of that city. This is believed to be the world's record for a candy advertisement. When a regular patron of the advertising columns of a newspaper buys space of such magnitude, it is conclusive evidence that they are firm believers in newspaper publicity.

The management of the New York Times states that, from Jan. 1 to Oct. 31, 1909, the Times gained more than one million lines of advertising over the corresponding period of 1908. For the ten months ending Oct. 31, 1909, the Sunday Times gained more than 400,000 lines of advertising over the corresponding period of 1908.

H. A. Roberts has purchased a two-thirds interest in the Carmel (Ind.) Star. The paper will hereafter be published under the name of Roberts & Patty.

ADVERTISING NOTES.

Fred Van Zandt, office manager for Charles J. Billson for twelve years, and later with I. H. Klein, publishers' representative, Metropolitan tower, New York, in the same capacity, is now doing outside work for the latter agency. Charles Bigelow succeeds Mr. Van Zandt as office manager.

T. F. Flynn, of the S. C. Beekwith Special Agency, New York office, has returned home from a very successful trip through New York State.

J. P. Smart, special agent, New York, has returned home after a Western trip in the interest of the papers that he represents.

Talmage Hand, of Hand, Knox & Co., New York office, is in Pittsburg this week on business connected with that agency.

I. A. Klein has returned from a trip to his various papers, including Pittsburg, Chicago and Detroit.

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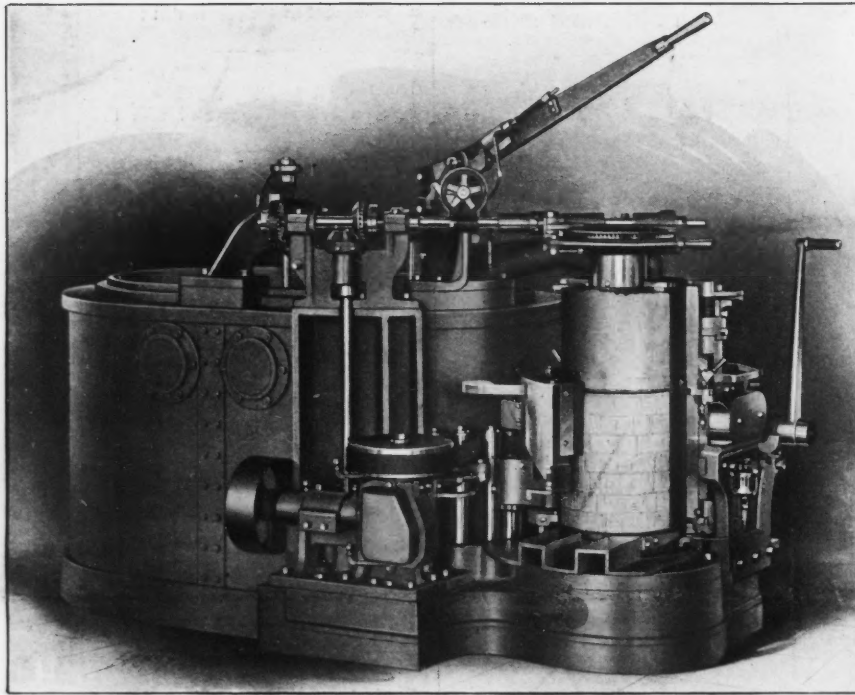
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