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"NOTIFY CONFEREES!" JUL 17 1909

CONGRESSMEN URGED TO DECLARE FOR PAYNE BILL FOR PULP AND PAPER.

A. N. P. A. Sends Out Call to Newspaper Publishers To Get Together and Arouse Their Congressmen—Tariff Conference To Be Warned Against Increase Over Mann Recommendations.

The American Newspaper Publishers' Association last week sent out a letter which was apparently intended as a final call to newspaper publishers to arouse in further effort for free pulp and a reduction of the tariff on print paper. The letter follows:

To Newspaper Publishers:

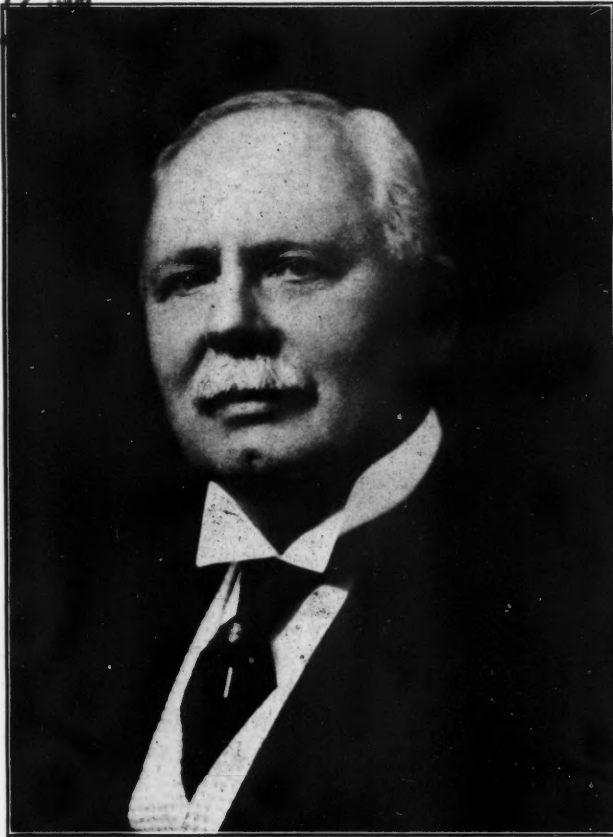
When the U. S. Senate at Washington returned to the House of Representatives the so-called Payne bill with 847 amendments, a resolution was offered that the House do not concur and that a committee be appointed to confer with a similar committee of the Senate upon the points of difference.

Speaking upon that resolution, Hon. James R. Mann, of Illinois, who had been chairman of the Select Committee of the House of Representatives, which committee had spent ten months in a study of the paper industry, said:

"Mr. Speaker, it seems to me the only thing we can do is to adopt the resolution and send the bill to conference. It is out of the question to believe that we will remain here and give calm and cool discussion to the Senate amendments. But in saying this I desire to add a word in reference to certain amendments of the Senate. Without any desire on my part, I was placed in a position where, with other members of the House, we were compelled to make an investigation in reference to certain items contained in the tariff bill which at least took more time than the investigation upon all the other items combined. The committee that investigated the subject of wood pulp and print paper will properly not be represented upon the conference committee.

"The House passed a bill which upon these items would reduce the tariff on print paper, to the benefit of the consumer probably, and at the same time would give to the manufacturer of print paper that free raw material from Canada which is absolutely essential to the continued prosperity of that business. The House bill made the tariff \$2 per ton on print paper instead of \$6; but by so doing we would secure pulp wood from Canada without restriction of exportation. The Senate amendment, on the contrary, will raise the tariff on print paper from \$6, the present rate, to \$8, and in effect will stop the exportation of pulp wood from Canada. I have stated what will be the effect of the two propositions, not merely what they nominally propose. There are two States in the Union which would be benefited by the adoption of the proposition of the Senate; two States which have two-thirds of the spruce wood in the United States, which can be used in the manufacture of news print paper. I give notice now that if those two States write the provision in the conference report on news print paper and on wood pulp, in the interest of their States and against the interest of the consumer of

(Continued on page 3.)



CHARLES W. KNAPP,

PRESIDENT AND EDITOR OF THE ST. LOUIS REPUBLIC, WHICH CELEBRATED ITS ONE HUNDRED AND FIRST ANNIVERSARY LAST TUESDAY.

POLYGLOT NEWSPAPER.

Chicago To Have Journal Published In Many Languages.

The United Societies for Local Self Government will launch in Chicago a newspaper printed in a dozen languages. The paper will support home rule and personal liberty.

It will be issued weekly, and at the start will be printed in English, German, Polish, Bohemian, and Italian. The editions will be gradually extended until every nationality represented in the societies has an edition printed in its own language.

York (Pa.) Gazette Sold.

The York (Pa.) Gazette Company has purchased from Mrs. Harry N. Gitt, of Hanover, Pa., the Gazette publishing plant, and executed a mortgage for \$100,000. Bonds to the amount of \$60,000 will be issued to conduct the business and to cancel its mortgage. The officers of the Gazette Company are: Allen C. Wiest, president; S. A. Geiselman, secretary, and M. O. Smith, treasurer.

Governor Dines Jersey Editors.

New Jersey editors were entertained at dinner last Thursday by Governor Fort at his summer home at Sea Girt.

NEW TENNESSEE DAILY.

Movement To Launch Independent Paper At Johnson City.

It is reported that a movement is under way to launch a new daily at Johnson City, Tenn.

The paper, it is said, will be owned and controlled by business men of the city and will be devoted to the development of that section of East Tennessee. A large part of the stock has already been subscribed. The paper will be independent in policy.

Wisconsin Paper Changes Hands.

The Sheboygan (Wis.) Daily Press has been reorganized and incorporated under the laws of Wisconsin. The incorporators are Congressman Charles H. Weiss of Sheboygan Falls, E. M. Bowles and C. E. Broughton of Sheboygan. Br. Broughton will be the editor of the paper.

Oppose Free Printing.

The United Typothetae of America, in convention at Detroit this week, went on record as being opposed to the free printing of stamped envelopes by the Government.

O. B. MacDonna has succeeded R. T. Simons as publisher of the Caldwell (Kan.) News.

OCEAN NEWSPAPER

MARCONI COMPANY ISSUES PAPER ON MANY ATLANTIC LINERS.

The Atlantic Daily News Is the Biggest Ocean Newspaper Enterprise Ever Attempted—Editor and Printers on Each Ship Handle Daily Wireless Report of 1,500 Words—All Lines to Have Service.

On board the S. S. New Amsterdam, of the Holland American Line; heading Wes' b' Sou' a quarter Sou'; 1,400 miles from any land and you hear the newsboy—"Atlantic Daily News, last edishin, all about th' Giants lose to Pittsburg!"—What do you know about that?

Of course it isn't wonderful. A worn-out word, that "wonderful." But we can just say, as a matter of fact, that the Atlantic Daily News is the newest big thing in ocean journalism—meaning that the idea is big. The paper is printed on twenty-seven ships of the Hamburg-American, French and Holland-American lines, and it looks like it will eventually grab all the Atlantic Ocean "territory."

EDITED IN NEW YORK AND BRUSSELS.

So-called "newspapers" have been issued at sea for several years. They were about as "newsy" as a good theatre programme sheet. The new ocean publication is a bona fide magazine and newspaper, a long jump ahead of the little publications that used to be issued by the ship's printer. It is published by the Allied Marconi Companies and managed by the parent Marconi company at headquarters in Brussels, Belgium. The American, or "western," representative is John W. Eustis, who has a sanetum and a staff at 27 William street, New York.

Mr. Eustis began newspaper work with the Bethlehem (Pa.) Times when he was a student at Lehigh University in 1901. He has served on the staffs of the Philadelphia Press, Brooklyn Eagle, New York Sun and New York Globe. He gave to THE EDITOR AND PUBLISHER the following succinct report:

BENEVOLENT NEWSPAPER TRUST.

"A newspaper trust? Well, it is a benevolent enterprise and doesn't burden the consumer. The steamship companies pay a subsidy for the publication and it is distributed free to first and second class passengers. The U. S. Government officials report that the twenty-seven ships issuing our paper carry 120,000 passengers westward each year. We publish five issues on each ship during every voyage, making a total circulation of 600,000 yearly on westward-bound ships. The eastward passenger traffic is about the same."

The publication began on April 1 of this year. Each ship has a staff of one editor and two type setters. The mechanical equipment includes two flat presses and electric power.

"Mr. Marconi has so perfected his system that the news reports to the ships in no way interfere with the transatlantic commercial service. Shortly after midnight, each nautical day, we stop our commercial service to the ships for

an hour and a half, and then the news, which has been received at our stations on Cape Cod and at Clifden, Ireland, is flashed to the ships.

"We send for each edition about 1,000 words skeleton, making a full printed report condensed to the grammatical limit of between 1,500 and 2,000 words. This is set up and printed on the four blank pages of the magazine, which pages have been reserved for the news report.

"All the advertising and the magazine pages—of illustrated special articles—are made up ashore. Matter intended for east-bound ships is edited in Europe. Our New York staff handles the stuff for west-bound ships.

HOW MAGAZINE IS MADE UP.

"Here is an article called 'A Week in Heidleberg.' It was prepared in Germany and mailed to New York. It will interest the American going abroad. Another article, 'The Hudson River,' was written here and sent to Belgium for steamers coming west. It is good for the European coming here. Our advertising is handled in the same way.

"Our news is supplied by the Reuter agency and the Paris edition of the New York Herald, in Europe, and by the Associated Press and the New York Times at this end. On westward-bound ships, the news during the first two days is sent from Clifden, Ireland, and the last two from Cape Cod. The middle day may be supplied from one or the other, or both. So you see they are reading, aboard ship, in mid-ocean, the same news that is supplied on land to every part of the telegraphic world.

SUMMARY OF WORLD NEWS.

"We believe that within a year the paper will be published on seventy-five ships."

In size, the Atlantic Daily News is 10 $\frac{3}{4}$ inches by 8 $\frac{3}{4}$ inches. The four pages of news is made up in two forms, each 9 $\frac{1}{2}$ inches wide by 11 inches long.

An issue at hand shows fifteen news items each of world interest, besides the London stock market report of sixteen different leading stocks, programmes of concerts on board ship, abstract of the ship's log, names of ships communicated with and several local or ship news items. It makes a good summary of the world's news, printed in latitude 49 degrees 5 minutes North, and longitude 20 degrees and 39 minutes West.

Well Known French Writer Dead.

M. Pendefor de Parville, scientific writer and editor of La Nature, of Paris, died in that city last Sunday. M. de Parville was an officer of the Legion of Honor and had received decorations from Italy, Turkey and Greece. Among his works are "Scientific Talks," "Discoveries and Inventions," "The Planet Mars" and "The Key of Science."

The Bulletin Press of St. Paul, Minn., has been incorporated with a capital stock of \$50,000.

PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for June, 1909

254,150

copies a day

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

WILLIAM L. McLEAN, Publisher.

FREE ATHLETIC CARNIVAL

Conducted by the Pittsburg Press Was Immense Success.

The second annual free athletic meet of the Pittsburg Press, which was held in Forbes Field last Saturday afternoon, proved to be one of the largest athletic carnivals ever held in America.

From one o'clock until after five the immense field was thronged with thousands who watched athletes from nearly every city in the country, and even from England and Italy, battle for supremacy.

One American record was smashed. H. J. Ramsdell, of the University of Pennsylvania, won the 100 meter dash in the time of 10 1-5 seconds.

The entire affair was admirably managed and there was never a hitch from start to finish. The immensity of the meet may be gathered from the fact that it took more than four hours to complete the list of events.

Every accommodation was provided for the competing athletes, the spacious clubhouse providing an abundance of dressing. There was a full quota of starters, referees, timekeepers, ground keepers and announcers, who kept everything moving with the regularity of clockwork.

The presence of athletic stars representing the best clubs of New York and Philadelphia were largely due to the untiring efforts in behalf of the meet of I. A. Klein, the New York representative of the Press. Mr. Klein worked tirelessly from beginning to end to help make the big meet a success.

Two bands were present during the entire afternoon. A dozen megaphones announced the results in all parts of the field, and kept the crowd thoroughly posted as to how events were progressing.

A summary of the results of the carnival are as follows:

100-yard dash, novice.—Won by W. J. Michael, unattached; W. Jones, Jr., Diamond A. C., second; E. H. Steffler, Coltart A. C., third. Time, 10 3-5 seconds.

40-yard dash, novice.—Won by Phil Frommel, unattached; E. F. Maley, unattached, second; D. F. McCarthy, Pittsburg Lyceum, third. Time, 5 2-5 seconds.

100-yard dash, open.—Won by Banbury, Fort Pitt A. C.; J. H. Cook, unattached, second; W. Hutchins, Waynesburg College, third. Time 10 1-5 seconds.

120-yard hurdles.—Won by W. R. Barney, Cleveland A. C.; Dowling, Fort Pitt A. C., second; Halferty, Fort Pitt A. C., third. Time, 16 1-5 seconds.

880-yard run, schools.—Won by Marshall, Allegheny H. S.; Friedberg, Pittsburg H. S., second. Time 2:12 3-5.

40-yard dash, open.—Won by Phil Frommel, unattached; E. Wegner, Fort Pitt A. C., second; Goss, Cleveland A. C., third. Time, 5 2-5 seconds.

One mile, open.—Won by H. F. Miller, unattached; Sleeth, Wilmerding Y. M. C. A., second; Knotts, Fort Pitt A. C., third. Time 4:37 3-5 seconds.

100-meter dash, Olympic.—Won by Ramsdell, U. of P.; Banbury, Fort Pitt A. C., second; Hamilton, Chicago A. C., third. Time, 2:03 2-5.

880-yard run, open.—Won by Brown, Fort Pitt A. C.; Wicks, Fort Pitt A. C., second; Coleman, Fort Pitt A. C., third. Time, 2:03 2-5.

110-meter hurdles, Olympic.—Won by Shaw, Chicago A. C.; Eller, Irish-American A. C., second; Dowling, Fort Pitt A. C., third. Time, 15 1-5 seconds.

220-yard dash, open.—Won by Banbury, Fort Pitt A. C.; Barney, Cleveland A. C., second; Towns, Cleveland A. C., third. Time, 23 2-5 seconds.

880-meter run, Olympic.—Won by Gissing, unattached; Lunghi, unattached, second; Gallagher, Brown Prep. School, third. Time, 1:50.

220-yard hurdles.—Won by Banbury, Fort

Pitt A. C.; Barney, Cleveland A. C., second; Proper, unattached, third. Time, 27 3-5 seconds.

One mile run, special.—Won by Driscoll, Mercury A. C.; Wilson, unattached, second; Cohn, Irish American A. C., third. Time, 4:29 4-5.

Five mile run, special Olympic.—Won by Bellairs, N. Y. A. C.; McInerney, Shannopin A. C., second; Grindell, Pittsburg Lyceum, third. Time, 27:16.

440-meter dash, Olympic.—Won by Robbins, Irish-American A. C.; Hillman, Irish-American A. C., second; Ross, Fort Pitt, third. Time, 50 seconds.

One mile relay, clubs and schools.—Won by Fort Pitt A. C. (H. Hafferty, Charles Wicks, Weger); Pittsburg H. S., second; Cleveland A. C., third. Time, 3:36 2-5.

One-mile relay, colleges and organizations.—Won by Irish-American A. C. (Eller, Cohn, Sheppard, Robbins); Fort Pitt A. C., second. Time, 3:55.

Broad jump, Tri-State.—Won by Davison, Sewickley Y. M. C. A.; Myers, Fort Pitt, A. C., second; Hutchins, Waynesburg College, third. Distance, 21 feet 1 3-4 inches.

High jump, Tri-State.—Won by J. A. Cronin, Irish-American A. C.; L. B. Davison, Sewickley Y. M. C. A., second; Griffith, Fort Pitt A. C., third. Distance, 5 feet 9 inches.

Broad jump, Olympic.—Won by Irons, Chicago A. C.; Friesel, Central Turn Verein, second; Sheridan, Irish-American A. C., third. Distance, 23 feet 1-4 inch.

High jump, Olympic.—Won by Porter, Irish-American A. C.; Cronin, Irish-American A. C., second; Flood, Fort Pitt A. C., third. Height, 6 feet 2 inches.

Pole vault, Olympic.—Won by Allen, Irish-American A. C.; Davidson, Fort Pitt A. C., second; Davison, Sewickley Y. M. C. A., third. Height, 11 feet, 6 inches.

Hammer throw, Olympic.—Won by Flanagan, Irish-American A. C.; McGrath, N. Y. A. C., second; Rafferty, Pittsburg Lyceum, third. Distance, 179 feet 6 inches.

Hammer throw, Tri-State.—Won by Rafferty, Pittsburg Lyceum; Zieg, Fort Pitt A. C., second; Rosedale, Cleveland A. C., third. Distance, 138 feet 8 inches.

Discus throw, Olympic.—Won by Sheridan, Irish-American A. C.; Horner, Chicago A. C., second; Hines, Fort Pitt A. C., third. Distance, 136 feet 3 1-2 inches.

Shotput, Olympic.—Won by Horner, Chicago A. C.; Sheridan, Irish-American A. C., second; Galvin, Fort Pitt A. C., third. Distance, 45 feet 6 1-2 inches.

Arkansas Consolidation.

The Fort Smith (Ark.) Times and the Fort Smith News-Record have been consolidated under the name of Times-Record and capitalized at \$100,000. G. T. Williams of the News-Record and I. R. Arbogast and J. F. Henry of the Times will be in charge of the new publication, which will be issued from the plant of the News-Record.

New Paper for Springfield.

The incorporation of the Times Printing Company of Springfield, O., for \$50,000 means, it is said, a new Republican organ for Clark County. The paper will be a revival of the old Springfield Gazette and will be printed in the morning. Springfield and Lima capital is interested.

Will Work Day and Night.

Frank Nye, editor of the Meadow Grove (Neb.) News, has been appointed a rural mail carrier. Mr. Nye will carry the mail and edit his newspaper at the same time, one by day and the other by night.

BOYCOTTED THE KAISER.

German Newspapers Ignored His Speech at Celebration.

The Berlin press boycotted the Kaiser and his Government last week on the occasion of the opening of the new Baltic railway ferry between Germany and Sweden.

The newspapers took offense at the fact that the Russian railroad authorities declined to permit representatives of the press to attend the ceremonies.

It is stated that on the occasion of the visit of King Edward to Berlin last February newspaper courtesies were extended to all the representatives of the London dailies, but the representatives of German newspapers were entirely overlooked.

The German journalist, it is said, takes rank in the estimation of exalted personages in his own country as a second-class human being.

CHANGES IN INTEREST.

The Spirit Lake (Ia.) Herald has been purchased by Welty & Helms, from A. R. Carter.

William L. Newbold and George H. Puntenny has purchased the Rushville (Ind.) Democrat, from the Rushville Publishing Company.

William L. Crow, senior member of the firm of Crow & Eslinger, publishers of the Canoll (Ark.) Progress, a weekly published at Berryville, Ark., has disposed of his interest to his partner, B. B. Eslinger, who will continue publication.

Rex Lampan has disposed of his interest in the Neche (N. D.) Chronotype to A. E. Cooke, of the Morris (Man.) Herald. The paper will be managed by Homer Fadden.

Morris Brumtaugh has retired from the partnership interest in the Chamberlin (S. D.) Register. Ray H. Dunbar will continue the publication alone.

The Waukon (Ia.) Standard has been purchased by John H. DeWild.

The Lincoln County News, published at Lincolnton, N. C., has been purchased by Milton Teddy. The paper will continue Democratic in policy.

The Daily Huronite, published at Huron, S. D., has been sold to W. S. Bowen & Son, of Sioux Falls, who will consolidate it with the Huron Spirit.

The Butler County Tribune, the only newspaper published at Allison, Ia., the county seat, has been purchased by W. J. Hunt, landlord and proprietor of the Allison House hotel. The business has been under the ownership and control of H. Folken, cashier of the Farmers' Savings Bank, for some time. Mr. Hunt will not take possession of the property until August 1.

J. W. P. Hart, formerly connected with the staff of the Greensburg (Pa.) Star, and E. Arthur Sweeney, managing editor of the Greensburg Review, have taken over the controlling interest in the latter paper.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

NOTIFY CONFEREES.

(Continued from page 1.)

paper and the manufacturer of paper in the rest of the Union, so far as I am concerned I shall swallow my desire to stand with the organization of the House, my desire to prove that the Republicans are able to write a tariff bill, and vote against the conference report. [Loud applause.]

Newspaper publishers are urged to ask their Representatives in Congress to cooperate and to notify the conferees that any increase in pulp and print paper duties over those recommended by the Select Committee will not be confirmed.

The conferees on the tariff bill are now in session. Action on your part, to be effective, must be immediate.

JOHN NORRIS,

Chairman of Committee on Paper, American Newspaper Publishers' Association.

Commenting on the above, Representative Stafford of Wisconsin, a member of the Mann Committee, said on Tuesday of this week:

"If the Senate's print paper and wood pulp duties are finally put into the Tariff bill it will place us completely at the mercy of Canada, under conditions which will surely mean a most undesirable retaliation against us by the Dominion Government."

Will Build New Home.

The Aberdeen Publishing Company, publishers of the Aberdeen (S. D.) Daily and Weekly American, have let the contract for a two-story and basement building of reinforced concrete. The building will cost \$15,000.

Publisher Fails.

W. K. Wall, editor of the Daily and Weekly Monitor of Mayfield, Ky., has made an assignment, with liabilities of \$3,500. The plant is valued at \$6,000.

Discontinues Pennsylvania Daily.

Charles E. Dornorth, of Philadelphia, who purchased the Bellefonte (Pa.) Daily News and Republican, has discontinued the publication of the former and will give all his attention to the latter, which is a weekly.

The Italian Newspaper Publishing Company of Cincinnati, O., has been incorporated with a capital stock of \$5,000.

Beacon Publishing Company succeeds S. C. Burnett as publisher of the Cordele (Okla.) Beacon.

Editor Henry B. Hale of the East Hartford (Conn.) Gazette is in Seattle, Wash., attending the Alaska-Yukon-Pacific Exposition.

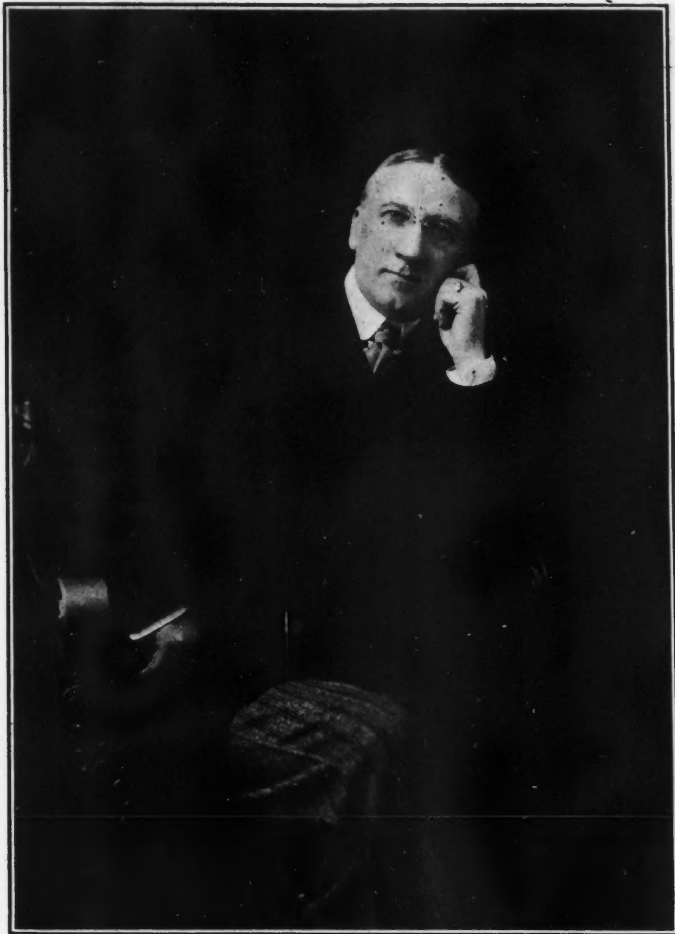
IF YOU MAINTAIN



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

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

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



CHARLES F. SEIDELL

WHO RECENTLY JOINED THE ADVERTISING FORCES OF THE PHILADELPHIA EVENING TELEGRAPH.

CHARLES F. SEIDELL.

Joins the Advertising Forces of the Philadelphia Evening Telegraph.

Charles F. Seidell, who recently joined the advertising forces of the Philadelphia Evening Telegraph, has had a wide and varied experience in the newspaper field, having been connected with a number of the most successful publications in the country. His career began as cashier and bookkeeper of the Pittsburg Times, and after serving in that capacity for a time, he entered the advertising department, and was shortly made manager. He spent several years with the Times, and resigned to enter the general field, and for three years controlled the advertising of the Pittsburg Railway (Street) Company.

His fondness for newspaper work caused him to dispose of this business, and he became advertising manager of the Pittsburg Dispatch, where he remained for nine years. Later he returned to the Pittsburg Times as business manager, and when that paper was sold to the Gazette, he went to New York and was connected with the New York Times. Leaving the Times he joined the staff of the New York Evening Journal, where he remained two years in charge of the Real Estate Department.

One of the enterprises which Mr. Seidell successfully engineered, was the securing of a contract with the Pennsylvania Railroad, for a special train service for the New York and Philadelphia newspapers.

Owing to the opposition of the American News Co., whose business would have been seriously affected, the P. R. R. refused to operate the trains. This led to a suit being instituted by Mr. Seidell for \$100,000, but the case was settled out of court for a large sum.

The fact that this special service had been secured at the rate of \$1.00 a mile, while the papers were all paying \$2.00 per, was a matter that caused a general revision of rates to be demanded at once, and was entirely successful.

Mr. Seidell has the best wishes of a host of friends in his new position, and they feel that he will again demonstrate his ability as a record breaker in the advertising field.

Partnership Dissolved.

Charles E. Morris and Edgar L. Morris of the firm of Morris Bros., publishers of the Wapakoneta (O.) Daily and Weekly Times of that city, have dissolved partnership, the old firm being succeeded by the Times Publishing Company, with Edgar L. Morris as manager. Charles E. Morris goes to Springfield O., where he will edit the Springfield Morning Times.

Robert R. Wortz, editor and part owner of the Salinas (Cal.) Democrat, was married to Miss Mary Elizabeth Meredith.

ROBINSON LOCKE.

Owner of the Toledo (O.) Blade Will Wed Miss Mabel Dixey.

The announcement is made that Robinson Locke, dramatic critic of the Toledo Blade, will be married on July 21 to Miss Mabel Dixey, an actress and the sister of Henry E. Dixey.

The marriage will take place at the home of the bride's mother at Yonkers, N. Y. Mr. Locke and his bride will spend their honeymoon on the Massachusetts coast, and will be at home in Toledo after September 1.

Mr. Locke is the son of the late D. R. Locke, at one time publisher of the Toledo Blade and widely known as Petroleum V. Nasby.

Miss Dixey retired from the stage two years ago.

Buys Sacramento Union.

L. E. Bontz, formerly business manager of the Sacramento (Cal.) Union, and who retired after the Calkins Syndicate purchased that paper, is now the owner of the Union. Mr. Bontz has many friends in the East among the publishers and advertisers, who wish him success as publisher of that paper.

Outing Plant to be Sold.

The receivers of the Outing Publishing Company have been ordered by Federal Judge Ray to sell the plant and machinery in Deposit, N. Y., at auction on August 24.

THE ST. LOUIS REPUBLIC

Celebrated One Hundred and First Anniversary July 13.

The St. Louis Republic was one hundred and one years old Tuesday, July 13.

Charles W. Knapp, president and editor and Walter B. Carr secretary and business manager, were the recipients of many handsome floral gifts. The members of the editorial staff presented to Mr. Knapp 101 American Beauty roses, one for each year of the existence of the Republic. Mr. Carr also received roses from the employes of the business office and the mechanical departments.

Many of the people of St. Louis who have long been subscribers to the paper, and others, called and extended congratulations. Representatives of all the other St. Louis papers also called at the office during the day to congratulate Mr. Knapp on the occasion.

Buenos Ayres Editor Here.

Dr. Leopold Grahame, editor of the La Prensa, a newspaper of Buenos Ayres, Argentine, is visiting the United States. He is accompanied by Miss Grahame.

Will Suspend Publication.

The Manitowoc (Wis.) Daily Tribune, a socialist organ founded three years ago by former Mayor Stolze, has decided to suspend publication on account of financial difficulties and lack of support from labor unions.

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

- Morgen Gazette
- Evening Demokrat
- Sonntags Gazette
- Weekly Staats Gazette

Examined by the Association of American Advertisers.

VALUE OF LOCATION

Trade Naturally Gravitates to Corners But Its Value Depends On the Density of Traffic That Passes It—How the United Cigar Stores Company Counts the People Passing a Given Point.

In the Saturday Evening Post, Isaac F. Marcossin writes of the retail methods of the United Cigar Stores Company, of which George J. Whelan is president. He says in part:

All retail trade naturally gravitates to corners, because a store on a corner, as one great American merchant once put it, "is a headlight that attracts business." People can see it from a distance, and it has windows on two sides. But the value of a corner depends upon the density of the traffic that passes it.

To find out the volume of this traffic Mr. Whelan devised the plan of posting sentries to count the people. These sentries work in periods of three hours each. On account of varying local conditions in cities and towns no regular standard of crowd density can be fixed. The passing crowd must never be less than a hundred men an hour, and during mealtimes it should be larger.

Here are two concrete cases in New York that show how the idea works out: At Twenty-third and Sixth avenue less than six hundred men passed at the noon hour, while at Eighteenth street and Fifth avenue the crowd for the same time numbered five thousand. Yet there was more business at the Twenty-third street corner than at the Eighteenth street one. Why? Simply because the Twenty-third street crowd passed steadily all day, averaging more than four hundred an hour from seven in the morning to seven in the evening.

The Fifth avenue men averaged less than three hundred an hour during the day. The five thousand at noon were disgorged from the clothing shops in the vicinity. These men were given little respite at noon, and they spent most of this time eating lunch. At night when they quit work they hurried home past the retail shops of the neighborhood.

The crowd at Twenty-third street warranted paying a rent of seventy-five hundred dollars a year, while the Eighteenth street crowd justified a rent of only three thousand dollars a year.

By means of a per-capita system Mr. Whelan knows what the tobacco-purchasing power of a town is. Based on his sales and the total population, every man, woman and child in Greater New York has a tobacco-buying capacity of \$1.74 a year.

In Chicago it is 63 cents; in Philadelphia, 47 cents; in San Francisco, \$4.06; in Atlantic City, \$2.55; in St. Louis, \$1.21; in Rochester, 99 cents; in Albany, 93 cents; in Grand Rapids, 75 cents; in Boston, 66 cents; in Galveston, 65 cents; in Spokane, 60 cents; in Washington, 52 cents; in St. Paul, 47 cents;

in Kansas City, 46 cents; in Cleveland, 33 cents; in Cincinnati, 32 cents; in Milwaukee, 22 cents; in Newark, 84 cents; and so on in the hundred cities where he does business.

This shows Mr. Whelan to what extent he is getting the town's trade, and the information is the basis for widening operations. A town with a few stores judiciously placed at points of congested traffic will have a larger per-capita return than one with more stores less wisely located. A corner with ideal retail conditions is Fifth and Walnut streets in Cincinnati. All trolley lines dump their passengers at that place, which is a central transfer point.

This per-capita system enables Mr. Whelan to find out if his business is keeping pace with the city's growth and development. One month his sales may have increased, but in the same time the population may have increased at a greater proportionate rate, and that would mean that he was not holding his own.

Larger per-capita sales also indicate, of course, that the business is well organized in the town in question. New York's tobacco-buying rate being \$1.74. Mr. Whelan asks the question, Why is not Milwaukee's also \$1.74, instead of 22 cents? And to answer the question he investigates the way the business is organized in each of these cities.

In running down the best retail corners there has been established a sort of gallery of "best sellers." The average man who passes the corner of Forty-second street and Broadway in New York every day, for instance, does not realize, perhaps, that it is, so far as retail cigar selling is concerned, "the best corner in the United States." The same would be true of half a dozen other kinds of business. The reason is that during every hour of the twenty-four more people pass there than any other corner.

The second best corner is Broad and Market streets, Newark; the third, Broadway and Cortlandt street in New York; the fourth, Broadway and Wall street in New York. Fifth in the list is One Hundred and Forty-ninth street and Third avenue, New York. This is the center of a great elevated-train traffic. Next in order come: Niagara and Main in Buffalo; State and Madison in Chicago; Salina and Fayette in Syracuse, and Fifth and Walnut in Cincinnati.

EDITOR RUDNYANSKI

Tendered Banquet upon His Return to Cleveland, Ohio.

Julius Rudnyanski, editor of the Cleveland, O., Hungarian Daily News, who was a prisoner for three days at Ellis Island, threatened with deportation, was tendered a banquet at the Hungarian Inn upon his return to Cleveland.

Mr. Rudnyanski received hundreds of congratulatory telegrams from Congressmen, business men and leaders of foreign societies.

Press Club Changes Name.

As a result of the change in name of the Des Moines (Ia.) Women's Press club, active newspaper and magazine women who are employed in the downtown district of the city, will probably start a separate club, retaining the old name Des Moines Women's Press Club which was recently abandoned in favor of Women's Press and Authors' Club.

The management of the Seattle (Wash.) Times states that the daily average circulation for the month of June was 63,923 copies.

DAYLIGHT SAVING BILL.

Owners of British Evening Papers Seriously Oppose It.

More evidence has been taken on this measure before the Select Committee of the House of Commons, and that of Mr. J. S. R. Phillips (editor of the Yorkshire Post) is interesting from the newspaper man's point of view, says the British and Colonial Printer and Stationer.

Mr. Phillips said that the bill was opposed by the proprietors of evening newspapers because it would prevent the publication of the closing cricket scores in their ordinary editions or necessitate constant overwork for their staffs.

Inquiries had been made from officials connected with various county and other cricket clubs in different parts of the country, and unofficial replies indicated that play would not begin at an earlier sun hour than at present in the case of one-day matches, for the cricket people liked the ground to be dried before they could do anything with it.

Witness had not met the proprietor of any evening newspaper who did not see serious objections to the bill. As regards the morning papers the position was, he thought, more serious.

The bill would largely affect the publication of American markets, which must be printed in the early editions of newspapers in order to catch certain trains. Unless they could get the news in time for these the large merchants who reside frequently in the Lake District or other country parts could not possibly obtain these American market reports in the morning.

If the paper had to go to press an hour earlier these reports could not be put in the early editions. If the Daylight Bill came into operation the paper he represented would be affected in more than the American markets. It would be impossible for them to print in those earlier editions very many of the most important political speeches delivered on the Continent, in the Parliaments of France, Germany, or Austria, and at banquets.

He consulted with the editor of Renter's upon this subject, and although Baron de Reuter did not think it his business to make any official representation before this committee, since he desired to keep outside of all controversial matters, he was informed that the proceedings in the American Congress, the Canadian Parliament, American Stock Market and Produce Exchange, a great number of sporting items of interest on this side, and, further, events of real consequence in Europe, such as royal and imperial speeches at banquets, would certainly lose their chance of being printed in the earlier editions of some provincial morning newspapers if those papers had to go to press an hour earlier.

The same would doubtless apply to a number of newspapers in London. In his opinion the alterations which would be necessary if this bill passed would inflict injury upon the large newspaper industry by lowering the quality and usefulness of newspapers, but more than that, it would inflict injury upon the country by its inability to obtain news of the character he had mentioned.

In reply to questions by members of the committee, Mr. Phillips said he did not think the welfare of newspaper people or readers would be ad-

vanced by the passing of the bill. It would involve the loss of very valuable information to the commercial world. The Chairman: Generally speaking, you think this proposal will be prejudicial to the commercial and sporting world?—That is so.

NEW PUBLICATIONS.

The Clarksburg (W. Va.) Herald has made its initial appearance. John B. Smith is general manager.

The Dispatch is the name of a new weekly launched at Jeannette, Pa.

The first number of the Leola (Ark.) Ledger has made its appearance. It is a seven column, four page paper and is published by the Ledger Printing Company.

The Cherokee Headlight is the name of a new weekly published at Biggers, Ark.

W. L. Odett will start an evening daily paper at Kenosha, Wis., called The Journal.

The Sparta (Wis.) Daily Advertiser has been launched by Dorrington & Ross. Harry V. Ross is the managing editor.

Editor Assaulted.

James H. Ferriss, editor of the Joliet (Ill.) Daily News, was assaulted and knocked down in a hall way of the News building last week by Arthur Berst, who resented a story printed in the "Underworld Column" of the News.

Ohio Paper Incorporates.

The Delaware Journal-Herald Company, of Delaware, Ohio, has been incorporated and will continue the publication of the Journal-Herald. Hon. F. M. Marriott is the president.

Publisher Kept Wedding Secret.

The announcement has just been made that H. C. Bull, publisher of the Warren (Ark.) Democrat-News, and Miss Myrtle A. Pope were married at Monticello, Ark., May 23.

Paterson Press to be Sold.

It is reported that the Paterson (N. J.) Press, which went into the hands of a receiver some time ago, will be purchased by George C. Gunn, editor of the Burlington (N. J.) Enterprise.

Receives Cuban Office.

President Gomez, of Cuba, has appointed Leon J. Canova, an American newspaper man, director of the Bureau of Information, established at the beginning of the fiscal year.

Thurston Porter, for the past five years identified with Columbus, Ohio, newspapers, has been made Sunday editor of the Cincinnati (O.) Commercial Tribune.

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

Judged by the three qualifications that form an advertising medium

**Quantity of Circulation
Quality of Circulation
Rate of Advertising**

The New York Times has absolutely no superior among American newspapers.



BEN LEVEN,

CHARLES NICHOLS,

J. H. FINN,

C. CUNNINGHAM,

THE OFFICERS OF THE BEN LEVEN-NICHOLS ADVERTISING COMPANY.

THE BEN LEVEN-NICHOLS

Company Makes Rapid Growth—A Sketch of the Officers.

Within less than a year the Ben Leven-Nichols Advertising Company has expanded into a national organization. On July 1 the company opened an Eastern office in the Night and Day Bank Building, at 527 Fifth Avenue, New York City.

This move was coincident with the awarding of the American Thermos Bottle Company account for the entire country to the Ben Leven-Nichols Advertising Company.

With the advent of the Westerners in New York two other accounts of national importance have been secured, which will shortly be prominent in the magazines and newspapers of the country.

Ben Leven, president of the Ben Leven-Nichols Advertising Company, is an advertising man of seventeen years' experience in the West. He has originated and conducted to a successful conclusion some of the biggest campaigns in the country. His most recent advertising feat was the sale by mail of 110,000 acres of Florida truck farms within the remarkable short time of eight weeks.

Charles F. W. Nichols, vice-president, was Business Manager of the Hearst publications in Chicago prior to his connection with the Agency end of the business. For years he was prominently identified with the Chicago Daily News, handling all its State Street Advertising. When John Eastman bought out the Chicago

Journal, Mr. Nichols succeeded him in the business management of the Chicago American.

Joseph H. Finn, secretary of the company, was associated for many years with the editorial end of the newspaper business. He was political editor of the Chicago Chronicle for a number of years, and subsequently filled various executive positions with the Hearst organization. He retired as Managing Editor of the Chicago American to become associated with the Ben Leven-Nichols Advertising Company.

Clayton Cunningham, treasurer of the company, is a young financier who has made his mark in the West. He is responsible in the main for the extended organization of the company, with complete Twentieth Century facilities both in New York and Chicago.

Will Remodel Building.

Peter Klein, publisher of the Aurora (Ill.) Daily Volksfreund, plans to remodel the entire interior of the building in the near future. The composing room will be enlarged and new presses installed, including a new cylinder press for issuing his daily paper.

Injunction Denied.

The permanent injunction asked by the United Press to restrain the Associated Press from compelling the St. Louis Post-Dispatch or any other A. P. paper to remove the wires or operators of other news associations from their offices, was denied by the Circuit Court of Cook County, Ill., in Chicago last week. The Associated Press was denied an injunction to keep the United Press from running wires into the offices of papers holding membership in it.

An Editor Wanted.

Examinations under the United States Civil Service Commission for the position of editor will be held this month at the Federal Building in Indianapolis. The position of editor pays \$2,000 a year and the applicant must submit copies of his own publications. The work will be along educational lines.

INCORPORATIONS.

Frankford Herald Publishing Company, Camden, N. J. Object, to publish, print, etc., newspapers, pamphlets, cards, and do a general printing business. Capital, \$125,000. Incorporators: George Baker, 4616 Paul street, Frankford; Alexander J. Hodgson, Jackson street, Bustleton, and Frank W. Barlow, 4620 Paul street, Frankford.

Times and News Publishing Co., Gettysburg, Pa. Capital, \$15,000. Incorporator: W. L. Hafer.

News Publishing Company, Fayetteville, Tenn.; publishing. Capital \$17,500 Incorporators: H. C. Watts, H. B. Haggard, L. B. Parker, G. F. Pitts, F. C. Gill, S. W. Fleming, J. L. Cauyhran.

New Era Publishing Company, Warrenton, N. C.; publishing. Capital, \$50,000. Incorporators: H. F. Jones and twelve others.

The Chat, Brooklyn, N. Y.; publishing. Capital, \$10,000. Incorporators: Adams R. Davis, James R. Davis and Blanche M. Davis of Brooklyn.

Touring News Company, New York; publishing. Capital, \$5,000. Incorporators: Henry B. Caldwell, 3800 Broadway; Anthony L. Westgard, 239 West 54th street; Robert S. Finney, Hotel Cumberland, all of New York.

Western Publishing Company, Los Angeles, Cal. Capital, \$250,000. Incorporators: Robert A. Gibbs, Gavin W. Craig, Charles H. Coffey, Hurburt F. Harrison, Norman B. Ashcroft.

The Niagara International Press, Niagara Falls, N. Y.; printing, publishing and bookbinding. Capital, \$25,000.

Sevierville Printing and Publishing Company, Sevierville, Tenn.; publishing. Incorporators: E. F. Goddard, president, W. A. Bowers, vice president; E. E. Creswell, secretary-treasurer; will publish weekly newspaper.

Ha-Iome Publishing Co., New York. Print and publish daily Hebrew newspaper. Capital, \$1,500. Incorporators: Julius Bashlow and Harry Steinberg, of New York; Moses Goldman, Brooklyn.

MUNSEY PAPERS

Plan Automobile Reliability Run from Washington to Boston.

An automobile reliability run is planned by the Munsey papers.

The route will be from Washington to Boston and return, and the event will be conducted under the auspices of the Washington Times, the Baltimore News, the Philadelphia Times and the Boston Journal.

The contest will have the sanction of the Automobile Association and has aroused much interest among manufacturers. The date selected is September 22 to 29, inclusive.

Setting "Ad" Work by Machine.

An increasing number of newspapers are setting their "ad" work on machines. The eighteen point advertising figures now being made by the Mergenthaler Company greatly facilitate this work, as these figures may be cast on one eight point slug, overhanging a second eight point slug; or on one five and one-half point slug overhanging two other five and one-half point slugs. Fourteen and twenty-four point figures will also be made. This eliminates all setting of display figures and cutting of slugs by hand, as the text and display figures are all set at one operation. It also eliminates distribution.

The Danville (N. Y.) Breeze recently rounded out its first year as a daily newspaper. The Breeze has been enlarged three times during that period.

EVERY ISSUE

Of your paper should contain some arguments intended to convince readers of the importance and interest of the ads.—intended to make new readers and answerers of ads. Let other things be "crowded out"—never this matter. Make it a perpetual "MUST." For every line of it you print makes your adv. space more valuable — YOUR PAPER A BETTER PROPERTY! I furnish the "copy."

W. D. SHOWALTER

150 Nassau St. New York



122 East 25th St., New York
Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.
Results Count—Write for References

"SAM" KISER

Famous Poet and Humorist Writes a "Sketch" of Himself and Says "It Is a Waste of Time to Write Stuff Which Is Interesting to the Writer Only."

(FOR THE EDITOR AND PUBLISHER.)

Samuel Ellsworth Kiser, poet and humorist of the Chicago Record Herald, holds, in Chicago and other States, the laureateship that used to belong to Eugene Field.

Mr Kiser, like "Bill" Taft, is averse to sonorous penultimate and antepenultimate in baptismal nominations. He is pretty generally called Sam.

KISER AS BASE BALL EDITOR.

"Who's Who" states moderately that he was born in Shippendale, Pa., Feb. 2, 1862. That he worked on the farm,



SAMUEL ELLSWORTH KISER.

learned telegraphy, and afterward became a reporter. He went on and finally wrote books. For some reason, the writer of that "Who's Who" sketch suppressed the fact that Sam Kiser was once sporting editor of the Cleveland Press, in the year 1896, and accompanied the Cleveland Base Ball team to various ball grounds in the league circuit. He wrote delightful essays about the inhabitants of the various countries he visited, and a few items about base ball. So he was promoted from base ball to official humorist of the paper, and now he ranks with Hans Wagner—only different. He has about a million personal friends.

A few weeks ago he was asked to send

Type For Sale

2600 lbs. 5 1/2 point type, same as this ad is set in. This is a size we have discontinued using and is practically new, having been used for moulding only. None of it has ever been on the press. Will sell by font or pound in any quantity. Make an offer for what you can use. No reasonable offer rejected.

We also have 1100 lbs. of 5 point type, for sale at your own price. This paragraph is set as a specimen. If the lot is more than you want, bid for any part of it you can use. Some of you are going to pick up a bargain here. First come, first served.

Montgomery Ward & Co.
CHICAGO.

to the writer of this, for THE EDITOR AND PUBLISHER, some data to make the foundation of a biographical sketch. He sent the following:

KISER'S SKETCH OF HIMSELF.

"I have been told that I was born in Pennsylvania, and am inclined to acknowledge the charge. I was reared partly by chance and partly in Ohio, was educated between times, and am living a blameless life in Chicago. Before reaching years of discretion I got employment in a newspaper office. I have never been without such employment since, and I am beginning to be afraid that I shall have to serve out a life sentence, with no time-allowance for good conduct.

"I have written enough verse to encircle the globe and lap over several miles into New Hampshire. Yet people have assured me that some of it was good, and I have been paid as much as a dollar a line for some lines. I use the word some advisedly. I have climbed the Bunker Hill monument, chased my hat around the sharp edge of the Flatiron building, shaken hands with John D. Rockefeller, looked with awe into the depths of the Grand Canyon, written feelingly about the San Francisco earthquake, because I had left the city only a few hours before its destruction, and traveled from Montreal to Victoria without once boasting that the United States will be able to calmly annex Canada whenever it may please us to do so. But other people have done these things; my one claim to distinction lies in the fact that I have not written the book of a musical comedy which somebody would produce if the managers were not all participants in a conspiracy to prevent genius from gaining recognition.

"There are many pleasant things that I would like to say about me; but I have learned from long and hard experience that it is a waste of time to write stuff which is interesting to the writer only."

Every day Mr. Kiser writes a column for the Chicago Record Herald, and between times writes for magazines. The following are among the best known of his published books: "Love Sonnets of an Office Boy," "Charles the Chauffeur," "Ballads of the Busy Day," "Georgie," "Sonnets of a Chorus Girl," "Thrills of a Bell Boy."

BRIEFS.

Editor Henry Berek of the Crown Point (Ind.) Freie Presse, has decided to move the plant to Hammond.

George W. Martin, secretary of the Kansas State Historical Society, has compiled a new list of Kansas newspapers and their editors.

Nashville, Tenn., claims to lead every city in the United States in the number of publications devoted to commercial travelers.

The Brooke Publishing Company, of Wellsburg, Va., has been organized to take over the Wellsburg Herald.

Will Move to Oklahoma City.

The New-State Tribune will remove from Muskogee, Okla., to Oklahoma City. The first issue of the paper from that city will appear July 22.

Harry C. Milholland, business manager of the Pittsburg Press, accompanied by his family, is spending a couple of weeks at Shelter Island, N. Y.

Dovington Bros., of Sparta, Wis., have engaged in the publishing business.

FRIENDS OF OURS.

EDITOR AND PUBLISHER,

13 Park Row,
New York City, N. Y.

NEW YORK, July 7, 1909.

Enclosed please find check for a renewal of my subscription for your valuable paper, which I highly appreciate, as a news medium pertaining to the publishing business. It has rendered me valuable assistance in my business. It has become a necessity in our office.

Thanking you for courtesies extended, and wishing you every success, I remain with best personal regards,

Very truly yours,

D. A. MADIGAN,
Union Publishing Company.

July 10, '09.

DEAR MR. SHALE.

I cheerfully renew my subscription. Having written hundreds of columns for the JOURNALIST during its score of years of publication, I have a warm feeling for your paper. But, independent of this, I pay my tribute to THE EDITOR AND PUBLISHER for the very high standard it maintains in relation to matter, paper, type and cuts, in all of which specialties it is unexcelled.

Fraternally,

JAMES POOTON,
First President New York Press Club.

Standard Oil Company,
26 Broadway,
New York, June 30, 1909.

THE EDITOR AND PUBLISHER,

13-21 Park Row, New York, N. Y.

Gentlemen:—We buy the great majority of things we use because we must, whatever the accompanying thought. It is a positive pleasure to inclose herewith my check for another year's EDITOR AND PUBLISHER.

Very truly yours,

ROOT SUTHERLAND,
Assistant Advertising Manager.

World Team Wins Pennant.

The New York Morning World base ball team won the championship of the Newspaper league for 1909 last Monday when it defeated its nearest rival, the New York American team, in the ninth inning by a score of 11 to 10. The World team won the pennant last year.

Ohio Publisher Weds.

Jene H. Simms, owner of the Liverpool (O.) Morning Tribune, was married last Monday to Miss Virginia Dare Shiver of Marlborough, O. The honeymoon will be spent in Alaska.

PAPER AND PULP.

All Pulp Should be on Free List, Says Review of Reviews.

One of the chief reasons for the effective demand on the part of American newspapers for free wood pulp and a greatly reduced tariff on white paper lay in the clear demonstration to Congress and the country that the manufacture of pulp and print paper has become so concentrated that, with the aid of the tariff, a virtual monopoly was in the making.

Now it so happens that the pulp used in making the paper upon which daily and weekly news journals are printed is prepared by processes chiefly mechanical; while the more carefully prepared pulp, which is the material from which the paper of magazines and books is made, is subjected to certain chemical processes.

Thus it has been possible in the Payne bill to make one kind of pulp free of duty and to keep the other kind dutiable at about \$5 a ton. In like manner the finished white paper upon which newspapers are printed, which is now dutiable at \$6 a ton under the Dingley act, is reduced in the Payne bill to \$2 a ton, while the kind of paper used in this magazine remains in the Payne bill dutiable at \$12 a ton.

So wide a discrimination is not justifiable upon any fair statement of the facts. The objection to the proposed duties upon chemically prepared pulp and super-calendared paper, lies not so much in the duties themselves as in the probability that a virtual monopoly (as respects the fixing of the prices to consumers) will almost inevitably result.

The white paper might fairly enough be taxed at a duty of \$4 or even \$6 a ton; but all wood pulp for making paper, whether mechanical or chemical in the process of preparation, ought to be on the free list.

Many of the papermakers do not control their own supply of pulp, and the proposed tariff will put them at the mercy of interests which will compel them in the future, as in the recent past, to sell paper at a dictated price.

We mention this situation as illustrating a number of others that have arisen in the making of this tariff, as well as in the making of the Dingley bill, the Wilson bill, the McKinley bill, and all other preceding tariff measures.—*American Review of Reviews.*

Columbus News.

The Columbus (O.) News made its initial appearance last Sunday, with forty-four pages and six sections.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

Newspaper. Date. Article.

ENGLISH MERCURIS. July 23, 1588. Defeat of the Spanish Armada.

WEEKLEY NEWES. January 31, 1606. Execution of Guy Fawkes and Followers.

INTELLIGENCER. January 29, 1648. Execution of Charles and Speech on Scaffold.

THE GAZETTE. Sept. 9, 1658. Death of Oliver Cromwell.

THE NEWES. July 6, 1665. The Great Plague.

THE LONDON GAZETTE. Sept. 10, 1666. The Great London Fire.

" " July 4, 1770. Transfer of the 13 States.

" " January 26, 1793. Execution of Louis XVI. and Will.

" " July 3, 1797. Execution of Richard Parker for Mutiny.

" " Oct. 3, 1798. Nelson's Victory over French Fleet near Rosetta.

" " Sept. 28, 1798. Rebellion in Ireland.

" " Nov. 7, 1805. Account of the Battle of Trafalgar.

" " January 10, 1806. Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.

" " June 22, 1815. Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

Price, \$30,000. Address, Valuable, c/o THE EDITOR AND PUBLISHER CO.

CALIFORNIA

First Newspaper Established at Monterey a Month After American Occupation—Was Started by Commodore Stockton and Was Printed Half in English and Half in Spanish.

There was sold in this city the other day a copy of California's first newspaper, the Monterey Californian, says the New York Sun. It was dated December 19, 1846, was crudely printed, had four pages, 8 1/4 x 12 inches, and was half in Spanish and half in English.

STARTED BY COMMODORE STOCKTON.

The paper owed its start to Commodore Stockton, who succeeded Commodore Sloat in command of the Pacific squadron after Sloat had hoisted the United States flag at Monterey on July 7, 1846. Upon looking over the property of the defunct Mexican Government there was discovered an old font of long primer type and a Ramage press which had been used since 1834 to do the official printing of the Mexican Government in California.

Commodore Stockton had appointed as one of the alcaides of Monterey the Rev. Walter Colton, chaplain of one of the vessels of the squadron, and he suggested that Mr. Colton should issue an American newspaper. This suggestion Mr. Colton promptly adopted, and with Dr. Robert Semple he began the publication of the Monterey Californian on August 15, 1846, a little more than a month after the occupation of the country by the American forces.

SEMPLA AN UNUSUAL PERSONALITY.

Dr. Semple, afterward one of the most prominent of California's citizens, was a man of unusual personality. He was a dentist by occupation, 6 feet 6 inches in height, and possessed of tremendous strength. He came originally from Kentucky, and was a member of Fremont's party when the Pathfinder first went to Monterey to join forces with Sloat. A young English lieutenant on one of the vessels of Admiral Seymour's squadron recorded his impressions of the Americans accompanying Fremont, and referred particularly to Semple, saying: "One man, a doctor, six feet six high, was an odd looking fellow. May I never come under his hands!"

When Colton and Semple began the issue of the Californian they found one important deficiency—the font of type did not contain a w. This deficiency was supplied to a degree by the use of two v's wherever a w occurred. The editor apologized for the lack of ws in an editorial which read:

"OUR ALPHABET.—Our type is a spanish font picked up here in a cloister, and has no vv's in it, as there is none in the spanish alphabet. I have sent to the sandvich Islands for this letter, in the meantime vve must use tvoo v's. Our paper at present is that used for vvrapp-

ping segars; our object is to establishe a press in California, and this vve shall in all probability be able to accomplish. The absence of my partner for the last three months and my buties as Alcaedd here have deprived our little paper of some of those attentions vvhich I hope it vvill hereafter receive.

"VVALTER COLTON."

PRESS WAS A CURIOSITY.

Mr. Colton described the press as being old enough to warrant its preservation as a curiosity. The type was dirty and pied, and it was only by scouring that the letters could be made to show their faces. There being neither rules nor leads, some sheets of tin were cut up into pieces that would answer the requirements.

The only paper available was in sheets a little longer than ordinary foolscap. This was the paper on which most of the archives of California and other Spanish American provinces were written, the thicker quality being prepared for writing purposes, while the thinner grades were used for cigarette paper. The office of the Californian was in an upper room of the Monterey barracks, and the first number created a sensation, a crowd waiting for the first sheets to come from the press.

It appears from reading the apologetic editorial that the font also lacked capital S's. It may seem odd that the Sandwich Islands should be referred to as the source of the necessary supply of w's, but as a matter of fact Honolulu was the nearest supply center in those days for the whole Pacific Coast.

The needed supply type had apparently not reached the Californian up to December 19, 1846, for in that issue the same expedient of using two vv's for a w was used.

REMOVED TO SAN FRANCISCO.

In May, 1847, the Californian was removed from Monterey to San Francisco, the last number to be issued at Monterey bearing the date May 6, 1847. On June 1, 1847, appeared the first number of the second volume, which ran to April, 1848.

The second newspaper published in California, the Yerba Buena Californian Star, appeared first on January 9, 1847, under the ownership of Samuel Brannan, a native of Maine and a Mormon elder. Brannan chartered a ship in this city in 1846, and on February 4, sailed with a party of Mormon converts, numbering about 240 for the purpose of establishing a colony in California at the time that the main body of the Mormons were leaving Nauvoo, Ill., for their long trip to the heart of the western wilderness. So many of Brannan's party settled in Yerba Buena that for a time it was known as a Mormon town.

Of course when Brannan sailed from New York California was still under the Mexican domination. Like other Mormons, Brannan was anxious to escape United States control, and was very disagreeably surprised to see the Stars and Stripes floating over Yerba Buena when his vessel sailed up San Francisco Bay on July 31, 1846. He is said to have exclaimed in tones of the deepest disgust: "There is that damned flag again!"

Another story told of the elder is to the effect that for a long time he regularly called upon the Mormon colonists for payment of church tithes. The tithes were unhesitatingly paid for a certain time, and then discontent arose, which resulted in a flat refusal to make further payments to Brannan. The latter stormed, insisting that he was an elder of the Mormon Church and the proper person to receive tithes, but the Mormon settlers had fully made up their minds not to pay. Upon being convinced

of this, Elder Brannan immediately changed front, saying that he did not blame them—that they had been "damn fools to pay the tithes as long as they had."

BRANNAN WAS A PRINTER.

Brannan, who had been a printer, took out with him on the ship the equipment of a Mormon paper that had been printed in New York. Upon reaching California he at once established a newspaper, the Yerba Buena California Star. It was of the same size as its contemporary, the Californian, and was issued weekly. The first number of the second volume came out in enlarged form on January 8, 1848. It continued until May 26, 1848.

Both papers were compelled to suspend when the gold excitement broke out all over California in the spring of 1848, and every person who could get to the gold fields did so. Not only did all the printers on the two papers immediately stampede for the Sierras, but about 95 per cent. of the subscribers went too. Indeed, a number of the editors also joined in the rush. Brannan instantly adapted himself to the situation, and soon had established himself as the owner of the best equipped general store in the mining country.

One of the members of the force of the Californian made a valiant stand and issued several extra sheets after about every one else had deserted the office. In one extra sheet appeared two columns of news about the treaty of Mexico, Fremont's trial, etc., two advertisements, and this editorial:

"For the purpose of convincing what is left of the 'public' that the Californian is not extinct, nor yet altogether used up, we, in our triple character of editor, printer and devil have compiled, set up, worked off, and circulated this extra, which we hope will do our readers much good, for it would probably very much perplex his satanic majesty to tell at what precise period they will hear from us again."

WITHOUT A PAPER DURING GOLD RUSH.

From May until the latter part of June, 1848, during the development of the gold excitement California did not possess a single newspaper. About July 1, 1848, some of the printers, disgusted with the result of their gold seeking adventures, returned to San Francisco and began the publication of the third volume of the Californian. The paper was issued irregularly until August, 1848, when the regular weekly issue was started again under the editorial control of H. I. Sheldon. In September E. C. Kemble, who formerly had editorial charge of the Star, returned from the mines and purchased the Californian. He also purchased the interests of his partners in the Star and united the two papers under the title of the Star and Californian, commencing publication where the Star had stopped, Vol. III, No. 24.

The Star and Californian was the only paper then published in California and was issued weekly until the last of December, 1848, when the title was abandoned, and on January 1, 1849, Mr. Kemble, with Messrs. Gilbert and Hubbard, began the publication of the Alta California, which was published for a good many years afterward.

What are said to be the only complete files of these first of California's newspapers now belong to the State Library of California.

FAIR CRITICISM

Of Acts of Public Official Not Libel, Says Missouri Court.

The Supreme Court of Missouri held in the case of Glover Branch against George Knapp & Co., publishers of the St. Louis Republic, that it is not libelous for a newspaper to criticize in a spirit of fairness the official acts of a public officer.

The court held in part as follows:

This court has settled that the constitutional provision respecting libel suits does not divest the Judge of his duty to determine matters of law arising in the case, just as in any other case. In Heller vs. The Pulitzer Publishing Company, 153 Mo., 205, this court said:

"Thus, in the first instance, upon demurrer or appeal interposed by the defendant, the court decides the question of libel or no libel. If the decision is for the defendant the matter ends as to that court, but if it is against the defendant the case must go to the jury upon the question of libel or no libel, the court directing the jury as to the general principles of law touching libel; but the jury are at liberty to follow their directions or not, and if the jury find for the defendant the case ends there as to that court, but if the jury find against the defendant a motion in arrest by the defendant will lie in the same manner it would have done before the passage of the act."

The plaintiff was a public officer. The article related to his action as such, to wit, his vote for United States Senator, and as such it was subject to a fair criticism by the newspaper press. It is not libelous merely to point out a seeming inconsistency in a public officer, and, while our laws rigidly protect the private character of the citizen, the acts of a public officer are fairly open to criticism and comment. No honest officer has any right to complain of just and fair criticism, and when the article in question is read in the light of the then surrounding circumstances it is nothing more than a comment upon the conduct of the plaintiff in making a change of position in the senatorship from what the public had been led to believe it had been up to the time his letter indorsing Mr. Kerens was published.

While there are certain slang words used, there is no pretense that they imported any corrupt conduct on his part. Indeed, but for the incompetent testimony as to the meaning of the article, we cannot conceive of the jury rendering the verdict they did in this case. In our opinion the article did not charge bribery. It was not ambiguous, but was merely a statement of the circumstances attending plaintiff's announcement of his intention to support Mr. Kerens, and a change from his announced position on the senatorial question prior to that time. In our opinion this was the subject of fair and just criticism of official conduct and did not amount to a libel. Having come to this conclusion, it is unnecessary to discuss other propositions advanced for a reversal of the judgment.

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NEW YORK, SATURDAY, JULY 17, 1909.

IS NEW YORK NEWS INTERESTING TO SOUTH AND WEST?

The editor of the Jackson (Miss.) Daily News expresses some unvenomed disgust in a way that goes right down to most of the editors of this country. Says he:

"A few days ago Mayor McClellan fired Col. Bingham, Police Commissioner of the city, and a 1,000-word press despatch announcing the action was sent out to all parts of the United States.

"If a Police Commissioner in Atlanta, New Orleans, Memphis or any other Southern city should be discharged under circumstances similar to those connected with the dismissal of Bingham, the correspondent who had the audacity to write a 1,000-word story about it and put it on the wire would be required to pay the tolls. And if a Jackson police official should get fired and we wanted to let the world know about it the big newspapers would charge us advertising rates.

"Therefore, if the people of New York expect us to express astonishment over Col. Bingham's discharge they will be sadly disappointed. We didn't even know he was working."

There is a heap in what the Southern editor says. We confess to a sort of fellow feeling with him. But also we are stoop-shouldered carrying the burden of knowledge that we can't beat fashion in news any more than in hats.

If the Jackson paper is prosperous enough to afford a special New York correspondent, one who knows Jackson first and New York second, and if the publisher cares enough about the matter, he can probably get a New York news report that will satisfy.

Obviously, the New York correspondent who stays in the big city long enough to get saturated with New York atmosphere, and who has a syndicate of papers to supply by mail or wire, is likely, at times, to overestimate the news value of New York happenings. He probably does the best he can.

Was a 1,000-word story about McClellan and Bingham, sent to the West and South by correspondents or press associations, too much? Perhaps even Horace would have written "Of news there is no disputing."

We think the Southern editor misses when he flings at "the people of New York." Once upon a time there were "the people of New York." But to-day even Tammany Hall says not a word against "carpet baggers." Many of the leading men of Tammany are from the South and West, but a few years—some of them but a single year. Of the newspaper men in the metropolis, eighty-five

per cent. have come from outside. No one questions. Often the New Yorker who came from Montana three months back is the most enthusiastic New Yorker.

At last the realization has come, even to "New Yorkers," that the metropolis belong to the nation. The editor of the Jackson paper, like the editors of hundreds of papers in the South and West, may probably analyze or criticize the government, or social habits or general confoundedness of New York, and properly so. It is good for him, and for New York, and for the nation, to watch the big city, which belongs to him in part.

Anyhow, it is the news fashion to play up New York stuff, and who shall stop it?

PUBLISHERS SHOULD BE WARY OF MISSTATEMENTS IN THE ADVERTISEMENTS.

An estimate lady of New York, who reads THE EDITOR AND PUBLISHER, recently complained that, in one instance, the advertisement of a certain sale by a highly reputable department store contained misrepresentations, and caused her and other ladies who accompanied her to the sale, such disappointment that her former high regard for the business methods of the department store was changed, and she now instinctively suspects all the advertising of that store and other stores.

In short, she declares that the goods advertised as high class were found to be of such lower quality as to be undesirable.

It is, perhaps, beyond our particular province to advise merchants in the details of their business. But, in such cases as this the newspaper is made indirectly responsible for a wrong. It lies with the advertising department of the paper to say whether or not the paper should justly bear any part of this responsibility. Unfortunately, the woman who finds an untruth in an advertisement will often attach some blame to the newspaper.

The advertising man knows that untruthful advertising is destructive of business. Every successful merchant knows it. It may be that subordinates in the employ of the merchant, write advertisements which contain false statements designed to fraudulently attract purchasers.

We say it is the duty of the advertising department of a newspaper to take cognizance of every misrepresenta-

tion which comes to its knowledge, and to warn the merchant that the columns of the paper are not open to deliberate misstatement in any advertisement.

"THE EDITOR AND PUBLISHER, a New York publication devoted to the interests of newspapers and newspaper men, has observed its eighth anniversary. This is one of the best publications giving time and space to those things of profit to newspaper publishers and it has become a weekly visitor to the offices of many editors who deeply appreciate its worth. It has a wide field for work and one which it will continue to cultivate more and more as time passes."—*South Bend (Ind.) Tribune.*

OBITUARY.

James Willoughby Riggs, for many years a financial and commercial writer who retired twenty-five years ago, died at his home in Brooklyn in his eighty-second year. He began his career on the New York Courier and Enquirer and later was connected with the World. He was also at one time financial and commercial editor of the Sun. For years he was the New York correspondent of the Manchester (England) Guardian.

John Ferguson Hume, author, editor and abolitionist, died at the home of his son-in-law in Poughkeepsie, N. Y., last Saturday. He was seventy-nine years old. Mr. Hume was born in Delaware County, N. Y., and graduated from the Ohio Wesleyan University in 1850. He was a member of the Ohio Legislature in 1855 and in 1858 moved to St. Louis, where he became editor of the Globe Democrat. Mr. Hume moved to Brooklyn thirty years ago.

Harry C. Ackerly, a well-known newspaper man of Los Angeles, died at his home in that city after a brief illness. He was thirty-two years old and a native of Michigan.

Oscar Brunner, a well-known New York newspaper artist, died at Bath Beach, N. Y., of heart disease. He was forty-two years old and leaves a widow and one child.

Jewell H. Aubere, for many years Washington representative of the St. Louis Globe-Democrat, died in Washington last Wednesday of heart disease.

VETERAN EDITOR HONORED.

Joseph Robinson Made Vice-President of Pen and Pencil Club.

Joseph Robinson, managing editor of the Philadelphia Inquirer and one of the oldest newspaper men in Pennsylvania, has been elected honorary vice-president of the Philadelphia Pen and Pencil Club.

He has been a member of the club for many years, and succeeds Alexander K. McClure in that position. Mr. Robinson has been identified with the Inquirer for more than forty years.

Editor Haislip Retires.

R. D. Haislip has retired from the editorship of the Staunton (Va.) Despatch and News. Mr. Haislip has been editor of the Despatch since it was founded, and also of the combined papers since they were consolidated.

Durbin Bros. have purchased the Lewis (Kan.) Press from A. T. Galle-

A RESURRECTED POEM.

Who Was the Author of "The Newspaper Man"?

A subscriber to THE EDITOR AND PUBLISHER sends in the following poem, with a query as to the author. It was clipped some fifteen years ago and was credited to the Press and Printer:

THE NEWSPAPER MAN.

"My son, I don't know if your youthful conception

Has breadth in the scope of its nebulous plan To wield comprehension of that one exception To workaday mortals, the newspaper man. But if you'll agree to a feeble description .

From one of their number, I'll do what I can

To blend in the way of a little prescription, The mixture that's known as a newspaper man!

"Take a brain that is steeped in a solution of knowledge,

Most varied and picturesque under the sun; Then add just a pinch of the salt of the college,

A flavor of wit and a soupçon of fun. For a relish, Bohemian sauce is the caper, And a mind that will stretch from Bcersheba to Dan,

In fancy or fact, when it comes to 'the paper,' Or touches the heart of the newspaper man!

"To a memory that clutches the veriest trifle, And a hand that is tireless when work's to be done,

Add an eye that is quick as the flash of a rifle,

And keen as the eagle that flies to the sun. Take strength and endurance and loyal devotion,

And add all the grit and courage you can To the heart that's big and as deep as the ocean:

A hundred to one on the newspaper man!

"With a brew of ideas that, seething and boiling,

Run out into molds that are models of men, Add a ceaseless encounter with planning and toiling

For the world of to-day that is ruled by the pen;

Add the honey of friendship, the dew of affection,

And the esprit de corps that gets down to hard pan;

And paste in your hat the whole mortal collection

As the regular stock of the newspaper man."

—*Press and Printer.*

Major Cooke Resigns.

Major J. C. Cooke, for the past eight years managing editor of the Stock Farm, a trotting paper published at Lexington, Ky., has resigned his position and will return to his home in Nashville, Tenn. Major Cooke was identified with Nashville papers for many years.

Newspaper vs. Magazine.

RUBIN, BY OMI KIVI.

When the Monthlies wish to reach The people, to increase their speech, Do they through the monthlies screech, Not on your life.

Down in their jeans to get the scads To pay for Daily half-page ads

They want returns, not simply fads You bet your life.

Of all the jewels we admire, The one that shines with constant fire

Consistency. —*Philadelphia Press.*

A Regular Contributor.

"He's a regular contributor to your paper, isn't he?" asked the caller. "Oh, yes," replied the city editor; "but we haven't used any of his stuff for years." "But I thought you said he was a regular contributor?" "So I did. He contributes just the same."—*Yonkers Statesman.*

J. W. Miller and wife of the Winterset (Ia.) Reporter are visiting in Colorado.

PERSONAL

Edward E. Clapp, a former Atlanta newspaper man, has been appointed assistant secretary and publicity manager of the Atlanta Automobile Association.

W. M. Grady, for the past two years connected with the Sioux City (Ia.) Tribune, will resign his position on August 1 and will act as a general manager of the National Life Insurance Company of Vermont, with headquarters in Sioux City.

A. T. Burroughs, editor of the Afton (Ia.) Star Enterprise, is visiting the Alaska-Yukon-Pacific Exposition at Seattle. He will return home by way of California and the Grand Canyon of the Colorado.

Horace Kitchel, publisher of the Coldwater (Mich.) Daily Reporter, has been appointed a member of the board of control of the home for feeble minded, at Lapeer, by Governor Warner.

Lewis W. Green, editor of the Independence (Ia.) Conservative, has been ill for some time in a Chicago hospital. He is suffering from nervous breakdown due to overwork.

Ferdinand Van Rossum, news editor of the Louisville (Ky.) Anzeiger, who was severely trampled by a horse some time ago, and seriously injured, is slowly recovering.

Walter J. Christy, political editor of the Pittsburg (Pa.) Gazette-Times, enjoyed a brief visit in Wilkes-Barre, Pa., last week.

Edmund F. Weber, associate editor of the Baltimore Journal and Sonntags Post, recently celebrated his fifty-ninth birthday.

E. W. Taylor, editor of the Hazelhurst (Miss.) Courier, and Miss Annie L. Trawick of New Orleans, were married by the bride's father, the Rev. M. W. Trawick.

Guy Carleton Lee, former editor of the Baltimore Sun and a writer and speaker of note, delivered an address on "The Strength of the People" in Rochester, N. Y., last week.

Frank P. Noyes, president of the Associated Press, sailed for Europe last Saturday on the Kroonland.

Wiley T. Morgan, managing editor of the Knoxville Sentinel and the Chattanooga News, is in Los Angeles, Cal., attending the meeting of the grand lodge of Elks.

George M. Stewart, a dealer in printers' supplies, of Montreal, Can., is making a business trip to New York and Philadelphia.

Alfred O. Anderson, editor of the Dallas (Tex.) Dispatch, is now on a vacation in Colorado, where he will spend the next several weeks on a fishing trip. Paul O. Edwards will be in charge of the paper during Mr. Anderson's absence.

H. N. Rickey, editor-in-chief of the Scripps-McRae League, and W. B. Colver, general manager of the Newspaper Enterprise Association, have returned to Cleveland, after a trip of inspection on the Pacific Coast.

Henry M. Hosley, formerly business manager of the Boston Traveler, is now connected with Hampton's Magazine, New York.

CLUBS AND ASSOCIATIONS.

Thirty new applications for membership have been received by the Des Moines (Ia.) Press Club. The club now includes nearly every newspaper man and magazine writer in the city. The quarters have been thoroughly fitted up and the club is in a flourishing condition.

The Great Northern Editorial Association will hold their annual outing at Benuidji July 16, 17 and 18.

The annual outing of the New Hampshire Weekly Publishers Association was held at Centre Harbor. The following officers were elected for the ensuing year: President, O. H. Chase, Newport; vice-presidents, E. L. Elliott, Claremont, W. A. Abbott, Enfield, W. B. Ranney, Penacook; secretary, Charles G. Jenness, Rochester; treasurer, E. H. Chase, Plymouth; executive committee, O. H. Toothaker, Berlin, C. H. Wells, Somersworth, and W. H. Hatton, Lebanon.

The members of the Massachusetts Press Association enjoyed a four-day trip to the island of Nantucket last week, the occasion being the annual summer outing of the association. The editors were accompanied by their wives and families and the entire party numbered over seventy. The outing proved not only enjoyable, but restful. Among those who made the trip were: Natick Bulletin, George C. Fairbanks, president, and Mrs. Fairbanks; Newton Graphic, J. C. Brimblecom, Miss Brimblecom; Mansfield News, William White, Mrs. White, Miss R. M. Pratt; Arlington Advocate, Charles S. Parker; Dorchester Beacon, Thomas Leavitt, Mrs. Leavitt; O. C. Memorial Plymouth, C. C. Doten, Miss Doten; Wellesley Review, C. A. Fairbanks, H. W. Fairbanks; Wakefield Daily Item, H. M. Dolbear, Frank H. Hackett; Milford Gazette, C. W. Billings, Mrs. Billings; Hudson News, Robert S. Osterhout, Mrs. Osterhout; Salem Observer, George F. Newcomb, Mrs. Newcomb, Misses Newcomb; Waltham Free-Press Tribune, Robert B. Somers, Mrs. Somers, Miss Florence A. Somers; Reading Chronicle, William E. Twombly, William Fletcher Twombly; Hanover Branch, Alice Mansfield, Josephine Mansfield; Somerville Journal, Wm. H. Hills, Mrs. Hills, Misses Ruth and Miriam Hills; Brookline Press, J. B. Kavanaugh, Mrs. Kavanaugh, J. F. Cronin; Turners Falls Reporter, Cecil T. Bagnell, Miss Bagnell; Cambridge Chronicle, James W. Bean, Mrs. Bean, Harry T. and Muriel H. Bean; Beverly Evening Times, John M. Whitcomb, Mrs. Whitcomb; Bryantown News, George E. Lewis, George A. Turner, Fred H. Snow; Winchester Star, George S. Littlefield, Mrs. Littlefield; Jamaica Plain News, R. S. Barrows, Miss Cecelia Barrows; Woburn Times, Daniel D. Scott, Mrs. Scott; N. Y., N. H. & Hartford R. R., Herbert Ellis, Mrs. Ellis, Mrs. Waterman; Boston Scotsman, Walter G. Newell, Mrs. Newell; Dorchester Beacon, George A. Jones, Mrs. Jones; Framingham Evening News, Mrs. Lucy E. McPherson; Needham Chronicle, George W. Southworth; Rockland Standard, J. S. Smith; Roxbury Gazette, Joseph R. Waterman; National Magazine, Joe Mitchell Chapple, Mrs. Chapple.

The summer convention of the Republican State Editorial Association of New York is being held this week at Cooperstown in conjunction with the New York Press Association Convention. Similar action will be taken by the Democratic Editorial Association and the New York Associated Dailies.

The members of the Dallas (Tex.) Press Club will give a play in the early fall the proceeds of which will be used to aid the work of the organization.

The annual midsummer meeting and outing of the Indiana Republican Editorial Association will be held at South Bend and Benton Harbor, Mich., July 28 to 31. An automobile ride and side trips on the traction lines running out of South Bend will be among the entertainment features. The arrangements at South Bend are under the personal direction of F. A. Muller, editor of the South Bend Tribune, and president of the Chamber of Commerce.

The Nashville (Tenn.) Press Club has decided to dispense with meetings during the heater term. No further meetings will be held until October at which time an outing will be given.

The Kentucky Press Association elected the following officers at the annual meeting held at Estill Springs: Tom C. Underwood, of the Hopkinsville New Era, president; A. D. Miller, of the Richmond Climax, vice-president, and Dan M. Bowmar, of the Versailles Sun, secretary-treasurer.

Jack Nevins of the New York office of the United Press Association, who underwent an operation for appendicitis about four weeks ago, has fully recovered. This will be good news to Jack's legion of newspaper friends throughout the country.

The Author of "Mark Twain."

Who knows but that in the years to come somebody will claim that Ella Wheeler Wilcox wrote Mark Twain?—*Toledo Blade.*

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as editor or manager or as managing or news editor or editorial writer, or to take charge of a paper or publication, daily or dailies or big weekly and monthly for the owner by a competent editor of almost independent means who likes journalism and who is making good in a position which he can hold until he is ready to retire, but feels that he is not "hooked up" right; is constantly on the firing line; now with the greatest newspaper enterprise in this country. He is a forceful writer, has a talent for news and its presentation, and is a man of good address. He has been through every phase of journalism but one, and his friends are among the leaders of affairs in this country. This is a good opportunity for some owner or publisher who wants a reliable, yellow but careful and conservative editor or manager, to get in touch with a man who knows his business. Will accept considerably less than he is now making if the place is what he would like. Address 118, EDITOR AND PUBLISHER.

CAPABLE ALL-AROUND

newspaper man and strong ad. writer wants a job in which he can show to the bosses' profit what stuff he is made of. Willing to quit New York if it is made worth his while. Gilt-edged references. "LEON," care THE EDITOR AND PUBLISHER.

HELP WANTED

Wanted at Once

Four linotype operators and five ad. men. must be non-union. Address Daily News, McKeesport, Pa.

MISCELLANEOUS.

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

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CONNECTICUT.

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

NEW YORK.

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.

WISCONSIN

The Evening Wisconsin.
MILWAUKEE, WIS.
THE LEADING HOME PAPER OF THE STATE
The Paper for the Advertiser Who Desires Results

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

Powers & Armstrong, Philadelphia, are placing 10,000-line contracts for the Campbell's Soup advertising.

Lord & Thomas, Fifth avenue, New York, are placing 500-inch contracts in Hartford and Binghamton for the advertising of the Clamquot Club Ginger Ale, Millis, Mass.

The Homer W. Hedge Company, 135 West Forty-second street, New York, is asking for rates generally on readers.

The Prudential Life Insurance Company, Newark, N. J., is placing orders in Pacific Coast papers.

The Philo Hays Specialty Company, Newark, N. J., is placing new contracts for 10,000 lines in Southern papers.

Scott & Bowne, Pearl street, New York, are sending out new contracts, generally for the Scott's Emulsion advertising.

Charles Scribner's Sons, 153 Fifth avenue, New York, is sending out 130 lines, single column, to newspapers generally, to advertise the August number of Scribner's Magazine.

Albert Frank & Co., Broad Exchange Building, New York, is sending out twenty-four inches, two times, for the Great Northern Railway Company, St. Paul, Minn.

Wood, Putnam & Wood, Boston, are making new contracts for 1,000 lines or more, for Rice & Hutchins, Educator Shoes, Boston.

Proctor & Collier, Cincinnati, are sending out orders for four inches, 208 times, in Pacific Coast papers, for the Proctor & Gamble Company, Ivory Soap, Cincinnati.

The Blaine-Thompson Company, Cincinnati, are making contracts for 5,000 lines to 14,000 lines generally, for Pape, Thompson & Pape, Cincinnati.

Lord & Thomas, Chicago, are placing one inch for six months, daily and Sunday, in Pacific Coast papers, for Henderson Brothers, Anchor Line, Chicago.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, are placing new contracts for 10,000 lines, in Southern papers, for the Globe Soap Company, Cincinnati.

Lord & Thomas, Chicago, are placing 2,000 lines in Pacific Coast papers, for the Wabash and Union Pacific Railway.

The M. C. Weil Agency, Potter building, New York, is placing twenty-four lines, four times, in Sunday papers in the larger cities, for the Berlin Importing Company, New York.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out extra copy to the amount of 7,800 lines, for the Natural Food Company, Shredded Wheat Biscuit, Niagara Falls, N. Y.

N. W. Ayer & Sons, Philadelphia, are placing ten lines, fifty-two times in Southern papers for the advertising of Hamilton College, Hamilton, Ohio.

Williams & Cunyngnam, Chicago, are placing new contracts for 5,000 lines in Western papers for the Quaker Oats Company, Chicago.

The Frank Scaman Agency, West Thirty-third street, New York, is placing three inches, c. o. d., seventy-eight times, for the Joseph Burnett Company, Burnett's Vanilla, Boston.

Nelson Chesman & Co., Chattanooga office, are placing 20,000 lines, in Pacific Coast papers, for the advertising of the Chattanooga Medicine Company, Chattanooga, Tenn.

Lord & Thomas, Chicago, are placing 112 lines, twenty-six times, in Pacific Coast papers, for the advertising of G. Y. Lyon.

The Volkman Agency, Temple Court, New York, is extending the advertising of the Kintho Manufacturing Company, Kintho Beauty Cream, 46 Chambers Street, Buffalo, to Pacific Coast papers.

The Heller-Barnham Agency, Union Building, Newark, N. J., is asking for rates in Western papers.

The Gude-Bayer Company, 225 Fifth Avenue, New York, is asking for rates generally.

Biggs-Young-Shone & Co., 7 West Twenty-second Street, New York, are asking rates on first page readers in the larger city dailies.

Lord & Thomas, New York, are using magazines for the advertising of the National Oyster Carriers' Association, South Norwalk, Conn.

The A. R. Elliott Agency, 62 West Broadway, New York, is placing orders in Washington and Baltimore for Borden's Condensed Milk Company, 108 Hudson Street, New York.

Louis O. Eddy, Chicago, is placing orders in Western papers for Dr. C. Wakefield Company, Bloomington, Ill.

Foley & Co., Foley's Kidney Cure, 92 Ohio Street, Chicago, is placing orders direct in Texas papers.

The Charles H. Fuller Company, Chicago, is placing eighty lines, c. o. d. one year, for Mrs. Potter's Hygienic Depot, Cincinnati, Ohio.

Herbert Kaufman & Handy, Chicago, are using a few Eastern papers for the Great Western Cereal Company, Mother's Oats, 92 West Broadway, New York.

Frank Presbrey Company, 7 West Twenty-ninth Street, New York, is placing thirty-five lines, thirty times, for the Glen Springs, Watkins, N. Y.

One Hundred and Four Years Old.

The Western Star, published at Lebanon, O., celebrated its one hundred and fourth birthday July 4. It was founded by John McLean in 1806, and has been issued weekly without a single intermission.

ROLL OF HONOR

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

ALABAMA.		TENNESSEE.	
ADVERTISER	Montgomery	NEWS-SCIMITAR	Memphis
ITEM	Mobile	BANNER	Nashville
CALIFORNIA.		TEXAS.	
BULLETIN	San Francisco	CHRONICLE	Houston
CALL	San Francisco	RECORD	Fort Worth
EXAMINER	San Francisco	WEST VIRGINIA.	
FLORIDA.		GAZETTE	Charleston
METROPOLIS	Jacksonville	WISCONSIN.	
GEORGIA.		EVENING WISCONSIN	Milwaukee
CHRONICLE	Augusta	ADVERTISING NOTES.	
LEDGER	Columbus	F. C. Williams, advertising agent, 108 William Street, New York, sailed for Europe last Saturday.	
ILLINOIS.		The Freeman Advertising Agency, Richmond, Va., have appointed George W. Lemons chief of the copy staff.	
HERALD	Joliet	F. P. Alcorn, special agent, Flat-iron Building, New York, has been appointed Eastern Advertising Representative for the Decatur (Ill.) Herald.	
JOURNAL	Peoria	Newspaper Solicitors.	
IOWA.		The Newspaper Solicitors' Union of San Francisco has requested Secretary Andrew J. Gallagher of the Labor Council of that city to communicate with the secretary of the Newspaper Publishers' Association with a view to calling a conference to consider the new scale of wages and working agreement of the Solicitors' Union.	
CAPITAL	Des Moines	C. E. Sipple has succeeded K. W. Whitmore as publisher of the Sedan (Kan.) Times-Star.	
THE TIMES-JOURNAL	Dubuque	THE NORWALK HOUR	
KANSAS.		NORWALK, CT.	
GLOBE	Atchison	Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.	
CAPITAL	Topock	THE ASBURY PARK PRESS	
GAZETTE	Hutchinson	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.	
EAGLE	Wichita	J. LYLE KINMONTH, Publisher ASBURY PARK, N. J.	
KENTUCKY.		Statement of	
COURIER-JOURNAL	Louisville	FEBRUARY CIRCULATION	
TIMES	Louisville	SPRINGFIELD (Mass.) DAILY NEWS	
LOUISIANA.		DAILY AVERAGE 10,453	
ITEM	New Orleans	Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.	
TIMES DEMOCRAT	New Orleans	American Home Monthly	
STATES	New Orleans	A Household Magazine	
MASSACHUSETTS.		Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.	
LYNN EVENING NEWS	Lynn	HENRY RIDDER, Publisher. 27 Spruce Street, New York.	
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) ..	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		

**The
New Orleans
Item**

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

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 34 Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

ADVERTISING

Is Essential To the Successful Growth Of a Bank.—An Interesting Illustration of This Fact Narrated by a Western Financial Journal.

In an editorial on "Advertising's Place," the Coast Banker, of San Francisco, says in part:

"Is the work of advertising an essential or an incidental? The balance of the evidence at hand and the weight of argument is in favor of the contention that it is an essential and not an incidental.

"If the public is not made aware of the fact that a certain bank is strong or has the qualifications making for strength, then no one, probably, would seek the services of that bank.

"That advertising is an essential is proven many times over. An illustration of this fact is found in the experience of an Eastern bank that had \$1,000,000 capital and \$2,400,000 surplus and undivided profits, but whose business was falling off.

"The stock was held by individuals who paid all it was worth for it, people who did not have the advantage of the gain made by the earned surplus. This bank was unutterably opposed to advertising, and stood still, or rather retrograded. Its officers were men of personal and financial high standing and its directors were men whose names were above reproach.

"The situation became so serious that new men were elected to the board of directors and the old president was dropped and there was chosen as his successor a self-made business man who had accumulated considerable wealth by reason of his own efforts in the mercantile line.

"He was a good business man, but his success had developed a certain amount of egotism in him. The cashier believed in advertising, and one of the first things he did upon assuming charge of the bank was to begin an aggressive advertising campaign.

"The results were soon apparent. The business of the bank grew rapidly and extensively. The new president's egotism, however, led him into making the mistake that the new business came solely by reason of the fact that he was president and that it came because the people had an especial confidence in him and his ability.

"The fact that his predecessor was a man of equally as high standing seemed to have escaped his consideration; or at any rate he did not ascribe the new success of his bank to advertising. And so he stopped the campaign completely and ceased to advertise in any publication.

"The result of this change is best told in the words of the cashier of the bank, an admirer and warm friend of the president.

"About three months after the campaign had ceased he spoke to another banker in the same city in the following way:

"The old man has begun to see the value of advertising for a bank. He thought that it was his personality that drew to us the new business that we have put on our books, so he told me to cut out the advertising. I did so, and almost immediately we stopped getting new accounts.

"The difference in new business was so marked that even a child could realize it. The old man refused at first to believe that there was any connection between the stopping of new business and the stopping of the advertising, but the book showed clearly that there was such a connection, for almost on the day we

stopped the advertisements new accounts ceased to come in; so now I am going to start a new campaign of advertising by order of the old man himself."

"The above experience of the national bank referred to serves as one of the best possible illustrations of the whole matter of advertising.

"The first experience of the bank with its responsible board of directors and its many responsible and able officers, which only went backward because it would not advertise, and the later experience it had of putting on new business when it started an advertising campaign, and the stoppage of that business when it ceased to advertise again, and then the renewal of activities when it again began to advertise ought to be a guiding light to any banker."

EVENING WISCONSIN

Invites Two Hundred Merchants to Inspect New Hoe Press.

John W. Campsie, business manager of the Milwaukee Evening Wisconsin, sent out neatly engraved invitations to over two hundred of the leading advertisers and merchants of Milwaukee, inviting them to call between the hours of two and four on Wednesday afternoon, July 7, to inspect the new Hoe Quadruple press, recently installed in their pressrooms.

Accompanying the invitation was a pass giving the holder access to the pressrooms, mailing rooms and circulation department, the only conditions imposed upon the visitors being that they make a thorough inspection of these departments and simply tell the truth as to what they found.

Over one hundred interested merchants took advantage of the invitation, and were Mr. Campsie's guests during the afternoon.

A souvenir statement was given each visitor, containing much valuable information as to the capacity of their presses and showing the exact time at which each of the five daily editions are printed.

Every opportunity was afforded the visitors to learn for themselves the exact number of papers printed, where they go to, how distributed, and to inspect the daily record sheets.

A large map of the city was used to demonstrate the 123 different carrier routes, showing boundary lines, number of papers taken out by each carrier, where the stations are located, etc., in order to give full and explicit information to the visitors.

The distribution of the Evening Wisconsin is made by 123 office carriers, who deliver direct from the main office; 30 city stations, employing over 700 independent carriers and 186 newsdealers, besides the regular street peddlers.

The Nedtweg Catering Co. served champagne, punch and cigars in the general offices, and the visitors expressed themselves as highly pleased at the wonderful showing in increased circulation.

The growth of the Evening Wisconsin under the enterprising management of Mr. Campsie, who believes in taking the advertiser into his confidence, has been steady and permanent, and nothing is left undone to increase the paper's popularity with both the reader and the advertiser.

Will Build Addition to Plant.

The Vindicator Printing Co., of Youngstown, O., publishers of the daily, semi-weekly and Sunday Vindicator, will erect at once an addition to the plant which will double the floor space.

BUSINESS OFFICE NOTES.

The Kalamazoo (Mich.) Evening Press states that the display advertising for the month of June exceeded the month of May by 1,095 inches.

The Winona (Minn.) Republican-Herald issued a six-page supplement to its regular edition of June 30, in commemoration of the life and work of the Rt. Rev. Jos. B. Cotter, Catholic Bishop of Winona, who died recently. The supplement was well gotten up and profusely illustrated.

The Sioux City (Ia.) Journal issued on June 30 a special progress edition containing six sections and sixty pages. The edition was issued in honor of the settlement of Sioux City, and graphically illustrated the progress the city has made in the threescore years of its life. The amount of advertising carried was unusually large even for a special edition, and speaks well for the business interests of the city and surrounding territory.

The Norwich (Conn.) Herald issued on July 3, in honor of the two hundred and fiftieth anniversary of the founding of Norwich, an eight-page supplement to its regular edition. The supplement was well illustrated and contained much of historical interest concerning the people and institutions of the city.

The management of the Indianapolis News states that the average net paid daily circulation of the News, from January 1 to July 1, 1909, was 91,747, or a daily net increase of 9,889 over the same period for 1908. The amount of display advertising carried during the same period was 9,847.66 columns. The classified advertising amounted to 2,753.40 columns, giving a total of 12,601.06 columns. This was a daily average increase of 991 columns over the same period for 1908.

The detailed statement of the daily circulation of the Denver Post for the month of June credits that paper with a daily net average of 61,377, a Sunday net average of 85,607 and a week day net average of 57,650.

The School of Hard Knocks



Practical—practical—practical, rings through every page of **The American Printer**. Its articles are written by men who have learned in the dear school of experience—men who speak with authority—men whose words will get dollars and cents into the pockets of employers and employees—makers, buyers and sellers of printing. You should be reading this magazine. It's the only journal of its kind—planned and carried out on a scale attempted by no other publication. The many reproductions of fine printing and engraving which appear on its pages are alone worth far more than the subscription price. Every department that concerns the up-to-date printing office receives adequate treatment. Composition, Commercial Art, Paper Ink, Designing, Process Engraving, Business Systems, Bookbinding—all are handled in an instructive practical way. As an advertising medium **The American Printer** is a class by itself. It gives end-to-end circulation. The greatest sellers of printing machinery and press-office equipment use its columns liberally, for it yields them greater returns for their money than any other publication in the world. Write today for sample copy. If you have anything to sell that is used in the modern printing shop, get our rate card. Subscription price of **The American Printer** is \$1.00 per year—three months \$0.75. Oswald Publishing Company, 25 City Hall Place, New York City.

BUSINESS STAFF NEWS.

J. E. Spalding, one of the best known newspaper men in Iowa, has gone to Topeka, where he takes the circulation management of the Kansas Farmer.

Chas E. Baker, for two years past circulation manager of the Daily News, Beloit, Wis., has resigned to accept a position with the circulation department of the Minneapolis Tribune. During the period Mr. Baker was connected with the Daily News, the circulation, it is stated, was increased from 2,400 to 3,500. Clinton F. Karsteadt succeeds Mr. Baker as circulation manager.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday. W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News. Annual Subscription (52 issues), post free, \$3.00.

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

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

Rates on application to **ALBERT O'DONOGHUE**, 534 W. 125th St., New York.

Send for sample copy.

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

HIGH GRADE PHOTO ENGRAVING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES



TELEPHONES 1551 & 1552 - CORTLAND.

TAKE IT TO **POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4890-4 Bookman

Send To-day for the List of Users of **"THE KOHLER SYSTEM"**

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

Kohler Brothers, 277 Dearborn St., CHICAGO LONDON: NEW YORK: 54 Ludgate Hill, E. C. No. 1 Madison Ave.



The Hearst News Service

All the News Without Fear or Favor

First in Promptness

First in Accuracy

A modern newspaper wants news of the day's happenings *promptly*.

A modern newspaper wants news that is *accurate*.

We can furnish accurate news in the shortest time. Try us.

The Hearst News Service

200 William Street, New York

