

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 40

NEW YORK, APRIL 1, 1911

5 Cents a Copy

CLEAN JOURNALISM

SUBJECT OF SIMULTANEOUS ADDRESS IN NINETY-SEVEN CITIES AND TOWNS.

Beginning of Wide Movement to Be Conducted Under the Auspices of the Christian Science Publishing Co.—News Policy of Clean Journalism Must Be Established Through Evolution.

On last Monday evening meetings in the interest of clean journalism were held simultaneously in ninety-seven different cities and towns of New England under the auspices of the Christian Science Publishing Society. An interesting feature of the meetings was the fact that the same address was read at them all. The address follows in part:

Clean journalism must appreciate the brotherhood of man. It must recognize no difference between the worthy poor man and the multimillionaire; it must commend those who succeed and encourage those who fail; it must believe in the country and its workers; it must deal with measures more than with men.

Broadly speaking, yellow journalism comprises the newspapers and periodicals that are without conscience; those publications which pander to the prejudices and passions of the ignorant; that serve up brutalizing sports, the follies of society, the abnormalities of crime and degeneracy; those publications that take it for granted there is some moral justification for printing advertisements that are flagrantly dishonest; that for their own business ends forget the community is dependent upon the newspapers for its information and guidance concerning political, social and commercial matters.

The unthinking publisher of to-day's newspaper will tell you that the public demands the class of journalism in existence, but to the thinker it is patent it takes what it gets, reads the black-typed statements, and in a skeptical attitude turns elsewhere for instructive information.

Civilization has always moved along certain given lines and the record of progress shows perpetual battle between the right and wrong positions. Great editors have accepted this record of progress as "news." Underlying the entire structure of newspaperdom, however, is what might be termed a destructive thought—a temper to decry the good works of men—and when this viewpoint was applied to the world's progress, present-day journalism had an easy decadence into a disposition to exaggerate the abuses of society, and now shows an inability to be other than pessimistic of mankind's achievements.

Mechanical genius instead of editorial ability must be credited with the rapid development of modern journalism, and although modern editors as a class are of great ability, their energies are hampered by what is termed business policies.

Thirty years ago a newspaper's con-
(Continued on page 3.)



WILLIAM PRESTON LEECH,

WHO SUCCEEDS THE LATE T. T. WILLIAMS, AS PUBLISHER OF THE NEW YORK EVENING JOURNAL.

NEWSPAPERS TO EXHIBIT.

British Press to Take Prominent Part in Coronation Exhibition.

A large and representative display of exhibits showing the rise and progress of the British Press, will be one of the prominent features of the Coronation Exhibition, which will be held in London from May to October. A building 550 feet by 130 feet has been set apart for the purpose and all space will be allotted to newspapers free of cost. The Hon. Harry Lanson is chairman of the committee of London and provincial newspaper proprietors, which has been formed to carry out the necessary arrangements.

The exhibits will be classified as follows: Historical, separate displays by British newspapers and exhibits by the trades associated with the production of newspapers.

Elected to Membership in A. N. P. A.

The Williamsport (Pa.) Sun and the Youngstown (O.) Vindicator have been elected to membership in the American Newspaper Publishers' Association.

TO ADVERTISE SOUTH.

Half Million Dollars to Be Expended in Five Years.

In response to the call by Managing Director Dawe, of the Southern Commercial Congress, representatives of the leading advertising agencies of the South met in Washington, D. C., this week and decided to spend \$500,000 to advertise the South.

Plans were perfected for raising an immediate minimum fund of \$100,000 a year for five years to advertise the South through the Southern Commercial Congress as the clearing house for Dixie, this educational propaganda and its advertising to appear in the leading publications throughout the country, particularly the great metropolitan dailies.

Iowa Editors Elect Officers.

Charles Mitchell, of Storm Lake, was elected president of the Upper Des Moines (Ia.) Editorial Association at the annual meeting which closed Monday. Other officers elected were S. D. Henry, Coon Rapids, vice-president and A. M. Adams, secretary and treasurer.

AN INNOVATION

DENVER POST MEASURABLY CURTAILS THE USE OF EDITORIALS.

Under New Plan Now Being Tried Out, News Will Have the Right of Way—When Necessary to Set Forth Policy of Paper on Measures of Moment First Page Will Be Used.

A report reached THE EDITOR AND PUBLISHER last week that the Denver Post had ceased the publication of editorials. Inquiry was immediately made of the Post to ascertain whether the report was true, and, if so, as to the reasons that lead up to such an innovation. The following reply, signed by J. M. Ward, managing editor, was received on Friday of this week.

"The Post has not ceased the publication of editorials, but has measurably curtailed their use. The old style theory that a definite amount of space must be given each day to editorial comment is absurd. The other extreme, no other editorial whatever, is equally absurd. The daily news is the most important factor in the makeup of a newspaper. We, in common with other papers, are reducing the size of our daily issue. Hence space is becoming more valuable.

"To obtain sufficient space for news we must cut down other departments. But other departments, editorial excepted, are already reduced to a minimum (from our standpoint, of course). It followed that our editorial space had to be limited. Limitation was followed by excision, but with a saving clause. The Post has maintained a feature almost since the purchase by the present proprietors. The caption of this feature—now known all over the west—is SO THE PEOPLE MAY KNOW. In this the proprietors have as occasion arose clearly set forth the policy of the paper on large measures of the moment, measures usually of dominating importance in the public eye, generally of state-wide or local nature. This feature, we decided, could always be utilized when an editorial pronouncement was to be made.

"And, further, we decided that we could at any time deemed expedient, place an editorial on any page of the paper. If the occasion and the editorial were of sufficient interest our readers would not miss it. In this way we divide editorials into two kinds: First, the editorial which declares the policy of the paper on certain issues, to go on the first page under the SO THE PEOPLE MAY KNOW head; and, second, the editorial of comment or elucidation, to be placed anywhere in the paper.

"This course, as you may see, is not the elimination of the editorial, but its subordination. Time will show whether the theory is right or wrong; if wrong, we will restore the editorial to its traditional pedestal."

Secures Punch Illustrations.

The Montreal Daily Star has made arrangement with Punch for sole control in Canada of Punch illustrations.

HAVANA.

E. L. Sleven Succeeds Leon J. Canova as Editor of the English Page of La Lucha. Other Gossip from the Cuban Capital.

(Special to The Editor and Publisher.)

HAVANA, March 25.—Mr. Leon J. Canova, who has been connected with La Lucha for ten years or more as editor of its English page, resigned today to accept a permanent commission from the Cuban Government as chief of its official Intelligence Office or press bureau. He will be succeeded by Mr. E. L. Sleven, resident correspondent of the New York Sun.

Sydney Brooks, of the London Times, who has been in Cuba a fortnight or more, left yesterday. He called, with Speaker Ferrari, of the Cuban House of Representatives, to pay his parting compliments to the President of the Republic.

Thos. Nelson Page, the author, is now in Cuba gathering material for a new novel. He will visit the battlefield of Santiago and climb San Juan Hill before proceeding to Jamaica and Panama.

Hon. Charles Archibald, publisher of the Montreal Gazette, after a fortnight spent in Cuba, sailed for home this week.

Col. John W. Coldwell, representing the United Associated Presses in the West Indies, with headquarters at Havana, returned yesterday from Guantanamo Bay, where he had been covering the movements of the American fleet. He says: "The war is over."

Mr. Anderson J. Gallien, of the R. Hoe Co., New York, is here with his wife from Bayonne, N. J., and will spend probably a fortnight in Cuba.

John J. Kenney, who has been sporting editor of the Havana Post for the last four months, severed his connections in Cuban newspaperdom yesterday, sailing for New Orleans en route to Oklahoma, where he is to locate in his future work. Mr. Kenney is a native of Newburyport, Mass. In 1905 he was one of the prominent Hub news writers to cover the Russian-Japanese peace conference at Portsmouth, N. H. His articles published in the Boston Post were under his own signature and attracted much attention.

G. E. B.

Florida to Have German Daily.

The German-American Press Association plans to launch the Florida Staats Gazette at Jacksonville in the near future. Edward Fleischer, the veteran newspaper publisher and editor of Chicago, will be the editor.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives:

I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

TIMES TO MOVE.

Present Home Inadequate to Accommodate Growing Needs of Paper.

With the exception of the publication office, the New York Times plans to move all departments from the present Times building at Forty-second street and Broadway to a new twelve-story structure to be known as the Times Building Annex. A site 143 by 100 feet on West Forty-third street has been purchased and plans for the new building are well advanced.

The arrangement of the present Times building has proved entirely inadequate to properly take care of the growing needs of the paper. The mechanical departments particularly feel the need of additional space, being entirely too small to accommodate a sufficient number of presses to handle the increasing circulation.

The Annex will be constructed entirely with a view to meeting the requirements of a modern newspaper plant and there will be ample room for all departments. It will be connected with the Times building by a system of pneumatic tubes. The Annex will also enable the Times to carry out certain policies of expansion under contemplation for some time.

The Times was founded in 1851, and the first number was issued from 113 Nassau street, which remained the publication office for two years, after which it moved to Nassau and Beekman streets. Four years later the growth of the paper was such as to require larger quarters, and the Times built a substantial structure at the corner of Nassau street and Park Row. This building was the predecessor of the present structure, located upon the same site and which was the home of the Times until 1905, when it moved to the handsome building at Forty-second street and Broadway. The present home of the Times is one of the notable buildings of the city.

FOR CIVIC PUBLICITY.

Movement to Raise Funds Launched by Grand Rapids Board of Trade.

The legislative committee of the Grand Rapids, Mich., board of trade has drafted a bill which proposes to authorize municipalities to raise and expend public money for municipal publicity and advertising.

The bill is in the nature of an enabling act which permits any county or city of the State to raise annually by a vote of its supervisors or common council such funds as may be determined necessary to be expended for purposes of municipal publicity and municipal advertising; provided, that the amount raised in any one year cannot exceed one-fortieth of 1 per cent. of the total assessed valuation of the municipality raising the fund. This would amount to \$20,000 in Grand Rapids.

In case any municipality raises money for the advertising purposes intended by the act, it is to create a publicity commission to consist of three members to serve without compensation for the purpose of handling the proper disbursement.

Macon Telegraph in Own Home.

The Macon (Ga.) Telegraph, which has shared the home of the Macon News since the fourth of last November, when its own building was destroyed by fire, has moved into its new home adjoining the News building. The new structure is built entirely of concrete and brick and is as near fireproof as modern construction can make it.

THE TIMES—DISPATCH

BEGS TO ANNOUNCE THE APPOINTMENT OF

MESSRS. C. F. KELLY & CO.

METROPOLITAN BUILDING
NEW YORK CITY

PEOPLES GAS BUILDING
CHICAGO

THEIR FOREIGN REPRESENTATIVES

ON AND AFTER APRIL 1st, 1911

RICHMOND
VIRGINIA

NEWSDEALERS' STRIKE FAILS.

Association Attempted to Stop Circulation of New York Papers.

The boycott of the New York Newsdealers and Stationers' Protective Association, inaugurated Sunday against the New York World and other newspapers collapsed Monday. The association, which comprises 645 dealers, operating mainly in Harlem and on the West Side, made a demand last week on the newspapers for a reduction in the wholesale price from 4 to 3½ cents per copy of the Sunday papers, and the restoration of what is called the return privilege, whereby unlimited copies could be returned to the publisher. The dealers also demanded an allowance of ½ cent a copy on all returns. The demands were disregarded by the Publishers' Association of New York City, which includes in its membership the Brooklyn Eagle, the Jersey City Journal, the New York Times, The World and Evening World, the New York American, the Evening Journal, the Morning Telegraph, the Tribune, the New Yorker Herald, the Morgen Journal, the Staats-Zeitung, the Brooklyn Times, the Standard Union, the Brooklyn Citizen, the Evening Post, the Mail, the Globe, the Journal of Commerce and Commercial Bulletin, the New York Commercial, the Sun and the Evening Sun. The Press, a non-member, joined with the association in resisting the demands.

As a result of the refusal of their demands, the dealers singled out the New York World as the object of attack. Upon learning of this move, the other members of the association immediately determined to support the World by refusing to supply those dealers who had canceled their orders for papers.

It was this move upon the part of the Publishers' Association that at once brought a collapse of the strike.

LONDON DAILY SOLD.

Chronicle and Lloyd's Weekly Taken Over by United Newspapers, Ltd.

The United Newspapers, Limited, has been organized to take over the London Daily Chronicle and Lloyd's Weekly Newspaper. The new company is capitalized at £300,000.

Frank Lloyd is made governing director of the company for life, or until he voluntarily vacates the office. Other members of the board are Robert Donald, editor, and Neil Turner, general manager. The control of the Daily Chronicle and of Lloyd's Weekly Newspaper remains practically unchanged.

Missouri Daily Changes Hands.

Walter Ridgway, for a year and one-half editor of the Kirksville Daily Express, has sold his interest in that newspaper to Edward E. Swain, who has been associated with him in the ownership, and who has acted as news editor.

LEECH SUCCEEDS WILLIAMS.

New Publisher of New York Evening Journal Man of Wide Experience.

William Preston Leech, for the past six years publisher of the Chicago American, succeeds the late T. T. Williams as publisher of the New York Evening Journal.

Mr. Leech is a successful newspaper man of wide experience, having been connected at various times with some of the largest papers in the country. He was identified with the Washington Times for many years as business manager, and when Mr. Munsey purchased the paper Mr. Leech continued in the same capacity and afterwards became business manager of the Munsey daily publications. Before going with the Times he was connected with the Scripps' interests in Detroit. Leaving the Times in 1903, he accepted the position of business manager of the San Francisco Chronicle, leaving that paper in 1905 to become general manager of the Chicago American.

\$2,000,000 HOE LIBRARY.

One of the Richest Collections of Books in World to Be Sold.

The sale of Part I of the library of the late Robert Hoe will take place from April 24 to May at the rooms of the Anderson Auction Co., Madison avenue and Fortieth street. It is considered the most important in the history of book sales in this country.

The catalogue of Part I, which is only a portion of one of the richest and most valuable collections of books ever gotten together, contains 3,538 numbers. The collection as a whole is considered one of the greatest private libraries in the world, and a conservative estimate places its value at more than \$2,000,000.

Stop Graft of "Newsies."

With a view to stopping what the "Newsies" have long considered as legitimate graft, the news companies distributing papers on New Haven, Conn., trains recently commenced the practice of labeling all papers with the office price in red ink and warning passengers not to pay more.

Spring Book Number with The New York Times, Sunday, April 9th, introduces to general readers all the new books of the season and the latest literary developments in Europe and America. Best opportunity for publishers' announcements.

CLEAN JOURNALISM

(Continued from page 1.)

tents were extremely small, compared with the contents of the newspaper of to-day. This was due to the fact that newspaper facilities were in process of development; but in those days editors and publishers were glad to have their publications measured by the standard of their editorial championship, thoroughness and comprehensiveness, and not upon a basis of having carried so many thousand agate lines of advertising more than their contemporaries.

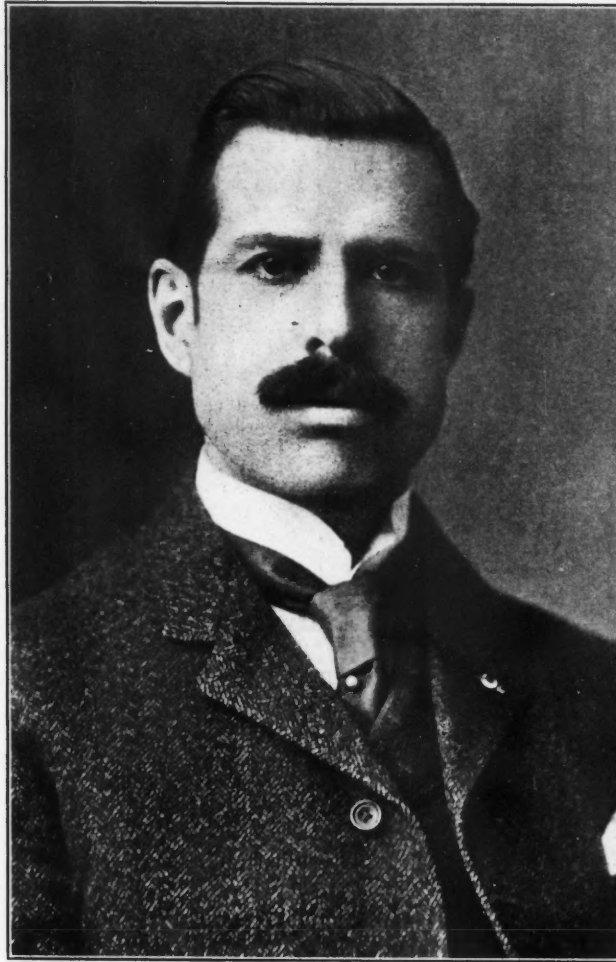
TRUE MISSION OF THE NEWSPAPER.

We have now reached a point in this discussion where it is well to consider the fundamentals. It is patent that every editor should uphold the dignity of the press and maintain inviolate the true mission of the newspaper as a public servant in order to make journalism a growing power for good. The framers of our Constitution in establishing the American nation had painfully learned and clearly foresaw that without a free press and free speech there could not be a free government. Thus we see the press is ineradicably woven into our governmental fabric, and that American journalism had its birth in and through the struggle for liberty and freedom.

The news policy of clean journalism must be established through evolution rather than through revolution. The starting point of this reform must be in the great news distributing centers, and as we have confined our remarks to American journalism, New York City represents the objective point of this statement. Fully ninety per cent. of the news reports of the great American press associations is made up from the proof sheets of the New York daily papers. It is sent by telegraph to the newspaper offices throughout the continent, where it is accepted as a standard for news; and consequently as New York thinks, so thinks the American press. Give thought to the class of newspapers in our metropolis and all will agree that with one or two exceptions they are far from conservative.

COMIC PAGES HARMFUL.

It was in the metropolis likewise that the comic sections of Sunday newspapers, so destructive to the morals and manners of the youth, were originated, and the harmful influence that has been spread through this avenue alone in



PHILIP S. TILDEN,

WHO HAS TAKEN OVER THE SPECIAL AGENCY CONDUCTED BY THE LATE R. J. SHANNON.

journalism is hard to measure. Self-respecting editors, however, have yielded to the universal cry against such prostitution of the press until many discarded these demoralizing and execrably colored sections entirely or so modified them that they are more in accord with propriety.

The crusade for clean journalism came about through the logic of events and in response to the widespread desire for a wholesome, constructive daily newspaper. Even though there has been a great wave of reform on the part of sensational newspapers, most of them have not yet met the public demand for the kind of newspaper contents that can be freely read in the home.

BUSINESS POLICY NEEDS REFORM.

But reform in the news does not fully meet the need. The character of advertising accepted, and the general business policy of the modern newspaper as well, must be improved if the ideal journalism is to be attained.

The elemental force of advertising we must term confidence. The merchant must have confidence of the shopping public. To gain this he must tell the shoppers the truth about his merchandise. The newspaper and magazine publisher wants the confidence of both the reading public and the advertiser. To gain this he must reinstate his publication in the good graces of public opinion.

Consequently, it devolves upon those who wish to have the trust of their readers to see that suspicion is done away with. Get the advertisers to tell the truth.

TAKES OVER SHANNON AGENCY.

Philip S. Tilden, in Charge Since January, Will Continue Business.

Philip S. Tilden, who has had charge of the late R. J. Shannon's special agency since January of this year, has taken over the business and will conduct it in the future.

Mr. Tilden's experience in the advertising field has been extensive and varied. He was for some time connected with the Oil, Paint and Drug Reporter, in both editorial and advertising departments. Later he became identified with the Progressive Age and was Eastern representative of the Black Diamond of Chicago. He has also had a wide experience in the daily field.

Virginia Daily Incorporates.

The Index-Appeal Publishing Company of Petersburg, Va., has been incorporated to publish a daily morning and evening newspaper. Walter Edward Harris is named as president of the publication, and Emma Powers Harris, vice-president. R. D. Van Alstin is secretary and treasurer. The corporation carries a capital stock of from \$40,000 to \$65,000.

Michigan Papers Merge.

The Ludington (Mich.) Record-Appeal, a weekly, and the Ludington Daily News will be consolidated after April 1 under the name of the former publication. A new publishing company has been organized.

FAVORS CHURCH ADVERTISING.

Business Man Tells Jersey Methodists to Employ Newspaper Space.

At the Roseville (N. J.) Methodist Church Men's Club last week Theodore S. Feltinger, a prominent business man of Newark, declared that the church is awakening to a new era of success through advertising. He said in part:

"You are eager to reach the people. You are anxious that they should know what the church teaches, and you have a proposition for them that concerns not only their lives on earth, but their existence through all eternity. This being true, why should you stop at any legitimate means of reaching every man, woman and child who can be reached?"

"You know that modern advertising, properly written and handled, brings success to men engaged in every other business and profession. You know, or ought to, that advertising has been a wonderful factor in encouraging people to use some of our most wonderful and useful present-day inventions, including the sewing machine, the electric light, the telephone, the phonograph, the player-piano and the automobile. Without advertising none of these things would have attained anything like the popularity they have to-day, and as advertising has proven itself of great educational value in material things, so it is bound to prove itself in educating the people to accept things for their spiritual betterment.

"The church could profitably place its posters alongside the theatrical posters on the bulletins. It could use booklets and other literature and send out letters to very great advantage, and it could employ newspaper space to its decided good.

"It will be well to understand one fact, that is, that I am an impartial advocate, being neither directly connected with the church nor with any newspaper that might profit by the development of a new line of advertising. I am speaking simply from a knowledge of what advertising has done, gained from a lifetime of experience and in the belief that the church has the greatest advertising proposition on earth, which, if rightly handled, is bound to lead to the ultimate good of humanity."

The Dison (Cal.) Tribune is building a new fireproof home. The structure is one story in height and is constructed entirely of concrete.

The Evening Wisconsin

IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 40,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office: 150 Michigan Ave.
(Robt. J. Virtue, Mgr.)

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia. Total display advertising in the Philadelphia morning newspapers for February, 1911:

Record	334,260	agate lines
German Gazette	327,285	" "
North American	307,995	" "
Inquirer	234,930	" "
Press	228,590	" "
Ledger	203,360	" "

The German Gazette Publishing Co.
PHILADELPHIA

A COMPARISON

Writer in Newspaper Owner (London) Explains the Difference Between "News Getter and News Giver"—Contrasts British and American Standards of News Values.

(From the Newspaper Owner.)

The very material difference between these two terms appears to be forgotten by some Britishers in their ardent pursuit of the new journalism, which in its latest phase exhibits desperate zeal for sensation more luridly or oddly personal than that afforded by the newspaper that adheres to veracity in its human interest story.

"All the news of the day" is the proud boast of more than one great metropolitan journal in the United States. That is to say, the newsgetter has superseded the news-giver; and in the Land of the Stars and Stripes the news sieve—as the writer knows of his own experience—has a rather wide mesh! The new journalism in the United States—for even there is to be found the old, as well—seeks to provide for everybody, man, woman and child; and in its attempt to become the daily instructor, entertainer and news pro-

company to heights of incontrovertible eloquence—if not veracity.

Some journals of even date being to hand, they have been used for the purpose of a rough comparison with certain home newspapers issued the following day, to allow of any similar news being made use of; and the tabulated results are given herewith.

In the United States, it is only fair to point out, a newspaper is first and foremost supposed to get (and give) "all the news." The cute pressman across the Atlantic strives to anticipate public opinion by some hours. He reflects it in advance—or assumes that he does so. He does not seek to improve or guide it—witness, that exacerbation leading to all the tragedies and scandals in the Spanish-American war. If he does call up words of deliberation and wisdom, he is speedily told he is barking up the wrong tree and his paper is termed stale as hunks!

It is old-fashioned to treat the press there as a serious mentor in public affairs—these are the perquisites of political wirepullers, of graft, tammany, and the rest of the baker's dozen that keep their fingers in the pie. It has to be realized that a newspaper there exists virtually for newsgathering—that, and nothing else. The things for which se-

The table may explain itself more adequately if, taking the amounts of "general news" items alone, they are compared with the number of pages carrying them. Thus, the Times gives 115 to twenty-eight pages, though in all justness the Engineering Supplement, pages 13-24, ought to be excluded. On the other hand, allowance has to be made for the New York Herald (Paris); its constant "line" being towards "personals and society," thus reducing its general news.

Notwithstanding the United States rank third, between France and Holland as a colonial power—notwithstanding their solicitous care of nations, great and small, south of the Mexican frontier, and enforced interest in the policies, affairs, failures and successes of the great powers, east and west—it is noteworthy how small is the proportion of foreign and colonial news as compared with the same given by the British journals. Even Portugal has its *Jornal Das Colonias*.

A net as wide as possible has been cast for the "general news," the news values ranging from the New York American's nine line paragraph anent no bidding at Montgomery, Mo., for W. P. Bryan's "First Battle" and the Daily Mail's three lines on the birth of trip-

SOCIETY REPORTING.

The Amalgamated Order of Society Reporters and Social Secretaries is under lasting obligations to Senator McCumber, of North Dakota, for an invention that will, we believe, vastly increase the order's efficiency.

The grand object of chronicling the four hundred's doings in the press is to impress and dazzle the common mind, but this object largely misses fire because the language employed is really incomprehensible to the common mind. For example, a statement that Mrs. Bullion spent ten thousand dollars on a dinner for a small company simply dazes the vulgar reader, because it is impossible for him to translate ten thousand dollars into terms of food and drink for a score of persons.

But now comes Senator McCumber, describing the sojourn of an opulent Washingtonian in the metropolis. His cab from the station to the hotel, says the Senator, costs six bushels of oats, and he gives the driver a half dozen cabbages as a tip; his breakfast costs a quarter of a ton of hay, and he tips the waiter a bushel of potatoes; his room costs one-half a car of turnips *per diem*.

Now, this is society reporting in intelligible terms, and if social secretaries are as open-minded to improvement as we think they are they will quickly take the hint. Hereafter the items that they transmit to the press will be like this: "Mrs. Bullion entertained at dinner last evening. Covers were laid for twenty. The guests consumed seven hundred and sixteen tons of baled hay. The decorations alone amounted to twenty-four head of fat three-year-old steers. The hostess wore thirteen carloads of alfalfa." The vulgar mind will then have facts it can understand.—*Saturday Evening Post*.

Enjoy Joint Dinner.

The editorial and composing room forces of the Springfield (Mass.) Union and Republican held a joint dinner recently at the Gilmore Hotel. There were seventy-two present and the affair proved so successful that it will be made an annual event hereafter. M. V. Harris, of the Union composing room, presided as toastmaster. The committee of arrangements was made up of M. V. Harris and C. D. Dole, of The Union, Messrs. A. F. Hardwick, C. P. Hughes and C. E. Willard, of The Republican.

POWER OF THE PRESS.

A drop of ink makes thousands think. As you have often heard. There is, of course, a lot of force in just one printed word.

And as they gauge the sporting page And by the fireside dream, A drop of ink makes thousands think They'll have a winning team.

—*Louisville Courier Journal*.

Newspaper.	General News.														Fiction.	Literary.				
	Home.	Foreign.	Colonial.	Art.	Articles and Specials.	Weather.	Editorials.	Personals and Society.	Financial and Markets.	Sport.	Drama and Music.	Letters.	Questions of the Day.	Quotations.			Aviation and Motoring.	Real Estate.	Comments and Topical Quips, etc.	
New York American, 10/7/11.....	74	14	1	0	6	in. 3½	2	12	in. 116½	in. 56	18	0	6	13	in. 70	16	in. 0	0		
New York Tribune, 10/11/11.....	117	11	0	1	0	23	6	41	141½	169½	26	5	6	18	118	15	0	0		
New York Herald (Paris Edition)...	23	25	0	0	0	41	¾ col. in. introduction to news.	164	60	57	3	6	13	14	0	0	0	0		
Daily Mail, 11/1/11.	82	25	4	0	3	6	2	9	111	102	0	5	9				52	0		
Times, 11/1/11.....	78	28	9	0	3	27	2	56	314¾	61	0	10	0					0		
Daily Chronicle, 11/1/11.....	56	16	4	0	3	4	2	14	135	82	1	0	0				0	0		
															0 [Office 37¼ Window]			19 Items "Books of the Day."		
	General News.				General News.				New York Tribune.....				New York American.....							
New York Tribune.....	128				New York Chronicle.....				89				16 pages				18 pages			
Times.....	115				Herald (Paris).....				78				28				10			
Daily Mail.....	111								8				12				8			
	*Inclusive of Engineering Supplement, pp. 13-24.																			

vider for the whole family, utilities, inasmuch as news values are concerned, stuff out its columns. But even this is preferable to the employment of the "grapevine wire"—the manufacture of non-existent news.

But does the United States daily press, frequently referred to by British journalists as a more efficient newsgetter than our own, make use of more "live" news than the daily press of Great Britain; that, to this scribe for one, represents the newsgiver—the selector of news appealing to its public, as against the somewhat all-in-all distributor evidenced by the United States press in general. This is the question which the other night inspired a New York pressman, who was in the writer's

rious people care form the padding of the slack season, or are to be found in the weeklies, i. e., The Outlook, The Independent, The Bellman and others, together with the weighty monthlies. On the whole, except in the case of the Sunday editions, the "library editor" figures small save with one or two of the great proprietaries, and little serious attention and still less space are given to hook reviewing and the feuilleton in the majority of the dailies. With this majority, the only "stories" are those written up by the reporter, or by the city room staff getting the skeleton of it over the telephone, the facility of which for sending news, short and long distance, is most amply utilized.

In the States editorials are all well enough in their way, but there newspaper readers, it is reckoned, only need facts, facts, to permit them to form their own opinions—"the average of intelligence being higher in the States than outside." This may be as it may! To the writer's notion, deep down in many a U. S. editor's bosom is implanted the general conclusion that the number of people who take the trouble to think for themselves is very small. The few disconnected sentences strung together on an incident agreeable to the flag-wagging or the political or the sentimental section of many a U. S. journal's public furnish as scant food for thought as demand on the reflective faculty of their writer.

lets, to the Times report of the annual meeting of the Incorporated Association of Headmasters, and the New York Herald's (Paris) cable from Athens.

It is interesting to mark the somewhat personal aspect put upon news stories in the United States as against the distinctly impersonal one of the British press. After all, there is a great difference distinguishing the two publics catered for; the difference between that spirit prompting the typical American (U. S.) to ply one with personal questions and that which so leavens the Briton that he ignores even his next door neighbor's funeral.

Muzzle Club Elects.

The annual meeting of the Muzzle Club, an organization of newswriters of Harrisburg, Pa., was held recently at the Hotel Russ. A banquet followed the business session. The following officers were elected for the ensuing year: President, Thomas M. Jones, Star-Independent; vice-president, D. M. Gilbert, Jr., Patriot; secretary, Wellington G. Jones, Telegraph; treasurer, B. F. Meyers, Jr., Star-Independent. A unanimous vote of thanks was given the retiring president, A. Boyd Hamilton, of the Telegraph, for the successful manner in which he had conducted the club's affairs during the past year.

John Dobbs has purchased the Elinora (Ind.) Star.

ADAMS-FAVER-ELLIS CONTEST CO.
 "The Company That Can Come Back"
CLEAN CIRCULATION CAMPAIGNS
 Personally managed with experienced crews.
 We will submit plans without any obligations on your part.
 Wire nearest office at our expense.
 Eastern Office—786 12th St., N. W., Washington, D. C.
 Southern Office—504 Washington St., Atlanta, Ga.
 Western Office—1257 Jackson St., Oakland, Cal.

THE UNITED PRESS
 BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.
 General Offices:
World Building, New York

CIRCULATION.

The Science of Keeping It After You Get It—A Subscriber Saved Is a Subscriber Gained—How Circulation May Be Conserved.

Conservation as applied to newspaper circulation was the subject of an interesting address by Frank H. Burgess, business manager of the La Crosse (Wis.) Tribune, before the Inland Daily Press Association at Chicago recently. He said in part:

Any newspaper that is willing to spend the money can acquire circulation. The science of getting it is well developed, and no longer presents a problem. We have heard very frequently intelligent discussion of ways and means of getting subscribers. But so far the attention of circulators has been so fully occupied with getting circulation that the keeping of the circulation has not had its just share of effort. And, obviously, there is little use of getting subscribers if we do not retain them.

As an old football player (with apologies to Tom Thumb) an analogy of the gridiron comes to my mind. In the offensive play the team takes the ball and gains ground, just as the circulator goes out and gains subscribers. But when the opposing team gets the ball, what is that stern order the captain shouts. What is that cry that breaks from the grandstand, that is shrieked by the bleachers, that is hurled at the team by every pair of lungs on the side lines?

"HOLD 'EM, BOYS! HOLD 'EM, HOLD 'EM, HOLD 'EM!"

"HOLD 'EM," THE WATCHWORD.

I'll trust the average circulation manager to get subscribers, but my order to him is "HOLD 'EM!" It should be his watchword, his slogan. A subscriber saved is a subscriber gained. And they can be saved.

If you have a good newspaper, if it is the equal of or better than your competitor's paper, there is no such thing as "mushroom circulation." Within the legitimate territory which any competent newspaper should cover, it does not exist. We see a good paper boost up its circulation at great expense; then we see the subscribers vanish over night, and we have said it was "mushroom circulation." It was not. Those subscribers were lost by default. They were not conserved. The publishers of the Inland Press are recognized as having the best newspapers in their respective fields. I believe the experience of every man who has tried faithfully sustains my declaration that intelligent conservation of cir-

ulation enables the publisher to blot the word "mushroom" from his dictionary.

In the conservation of circulation I must use both the ounce of prevention and the pound of cure. Prevention first and preferably, cure when prevention fails.

Naturally, the first agency is the circulation manager. What should he be, what should he do?

He should be a clean cut man, young active, ambitious. He should be a man with a smile, a fixer as well as a mixer. He should have a wide acquaintance, and should constantly cultivate a wider one. He should have it fixed in his mind that every subscriber is an important asset, and one that it is his first and greatest duty to guard.

DUTIES OF THE CIRCULATION MANAGER.

In my office the laziest ornament is the desk of the circulation manager. It contains no manicure set, no mirror. It is not a resting place for the elbows of a pompous supervisor of solicitors. Papers in cities up to 50,000 can't afford the luxury of idle titles. My circulation manager is where he should be—in the street, with the people. The editor prints the news, careless of where the chips fall. He is not imbued with the importance of this or that reader. We can't go back to him with every little kick or stop. I make this assertion: That the circulation manager who is delivering the goods sees in person every subscriber who orders a stop. He is the "trouble man." He stops the stop, if he can, and in nine cases out of ten he can. I have heard so many publishers say, "Yes, but where can we get that kind of a circulation manager?"

The trouble is, they look for him ready made for their emergency, and they seldom find him. But he is there, in their city. He is in every city. Perhaps he is clerking in a dry goods store, or driving a grocery wagon. Keep your eye on the young men. Study them; size them up. Look for the right raw material, and when you find it get the boy. Teach him your way of handling circulation. Drill it into him. Make him render a daily report and spend fifteen minutes a day talking to him about the little details of his department. This shows him that you are interested in his work and think it important, and will make him feel that it is important. Above all things, pay him well. You can starve the ambition of a genius.

First as to the prevention of stops:

Make your paper a habit with the people of your community. We are creatures of habit. I do most things from habit. You do most things from habit. Fix upon the readers of your city the habit of reading your paper.

GO TO PRESS ON TIME.

To begin with, have a fixed time for going to press, and GO TO PRESS ON THE DOT. Your editor will hold you up. Fire him. Your foreman will hold you up. Kill him. Make every man in your plant understand that there is one rule that is imperative, that the paper MUST go to press on time, and make the time early. The loss of a story or an "ad" is of no importance compared with the convenience of thousands of readers.

This is a means to an end. Print on time in order to deliver on time. Let your readers know that their paper will be at the door almost to the moment the same time every day. There are hundreds of women in La Crosse who can be depended upon to meet the carrier at the door day after day. They expect The Tribune at that moment. They have fixed the habit of reading it then. You can implant that habit in woman if you

make the chance to acquire that habit coincide with her convenience.

The average housewife's time is well occupied, her moments are counted. If she has leisure, it is after the midday duties are disposed of. From 4.30 to 5.30 is a likely hour, for at 5.30 comes the cooking or supervision of supper. Prompt delivery of the paper at from 5 to 5.15 gives her time to read before supper. If it comes later than 5.30 she is occupied with her meal. After supper there are the dishes, and the children to put to bed. Husband finishes supper, and gets the paper. Wife tends to her mending, and bedtime overtakes her before she can get the paper.

I hold that these things are true: That the woman rather than the man selects the paper; that she will stick to a fairly good paper which she can positively depend upon getting between 4.30 and 5.30; that because if she does not get it then she seldom is able to read it, she will not be satisfied with the best paper in the world the delivery of which is too late or irregular. In these simple facts lies the secret of the most potent usage that may be employed in the conservation of circulation. Habit reinforced by convenience is a power to conjure with.

CARRIER BOY IMPORTANT AGENCY.

But in perfect delivery the carrier boy is an important agency. He must be watched and trained. The circulation manager's place at press time is with the boys in the mailing room. He must establish a personal relationship with each of them, and build up a bond of sympathy and confidence. He must cooperate with them, and they with him. His force must be welded into an automatic machine, almost infallible.

But this does not work entirely to perfection and the careless boy must be dealt with. Used with discretion, a penalty of ten cents for every failure to deliver, and every faulty delivery, works wonders. That boy wants his dollar, and the fact that if he is negligent he may be docked ten, twenty or thirty cents at the end of the week reaches the solar plexus of the carrier whose dealings are inclined to be slack.

However, there will be miscarriages of delivery, no matter how systematic your method. Have it understood that the subscriber who is missed need but step to the nearest telephone and call the office to have his paper sent to him post haste by a special carrier. Get it to him quickly and without fail. He'll forgive the error, for he likes the interest you show in him as an individual subscriber. He takes it as a personal compliment. I do not seriously overstate the case when I say that the La Crosse Tribune never misses a delivery. We have taught our readers to expect their paper at a certain hour. We have taught them to phone immediately if it is not on time. We keep two boys on duty for special deliveries. We deliver the goods.

Unique Advertisement.

Under the caption "Warning to Advertisers, Don't be Deceived," the Grand Rapids (Mich.) Daily News recently printed in a small advertising folder the following interesting statement: "If any man comes to you with the claim that The Daily News of Grand Rapids, Michigan, has one of the largest circulations of any newspaper in the State, don't believe him—it isn't so. If, however, he claims that it has one of the liveliest and cleanest circulations in the State, believe him—for it is so."

The Angleton (Tex.) Times has purchased and has in operation a linotype of the latest model.

STORE NEWS IN THE HOME.

Press the Beat Medium for Department Store Advertising.

Newspaper advertising is the greatest of all mediums for bringing the news of the store into the home, declared E. S. Wells, Jr., advertising manager of the Chicago Daily News, in an address before the Advertisers' Club of Milwaukee last week.

Mr. Wells said that first of all the merchant wanted some advertising medium that was timely. The newspaper can be used to suit the conditions of the moment, whether they be those of the weather or those arising through important happenings or other circumstances, he said. The newspaper, too, he said, reached the family circle, where the needs of the family were discussed and where the subject of finances to meet these needs was talked over.

"One blow of the hammer," he said, "does not drive the nail into the place where it is needed."

He emphasized importance of the classified columns of a newspaper, pointing out that it was in these columns that "great needs were expressed in few words."

Department stores were cited as being the shrewdest buyers of space, and the fact that they made their announcements in the form of commercial news and the quick response made to this by newspaper readers showed how their patrons consider this advertising. The response of the public, however, according to Mr. Wells, was only the first step in having the advertisement bring the desired results, as it depended upon the clerks, store policy and the general enthusiasm manifested in the sale as to whether the original announcement was productive of the desired result.

By statistics gathered from fifty-four leading newspapers, it was shown that newspaper advertising had made wonderful strides in the last few years, the fifty-four papers mentioned showing an increase in business in one year of over 30,000,000 lines.

"Primitive man," said Mr. Wells, "could reach only to his arm's length. Later the bow and arrow increased that reach to about 100 feet. The modern gun again increased that, but advertising enables him to encircle the globe."

NEW YORK HERALD SYNDICATE

HAVE YOU SEEN

"PUDGE PERKINS"?

Have You Noticed His Pet?

Full-Page Sunday Features

Special Cable and Telegraph Service

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to

NEW YORK HERALD SYNDICATE
Herald Square, New York

Canadian Branch:
Desbarats Building, Montreal.

Wholesale Bookbinders, Publishers, Librarians, &c.

Under the Title of THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section will be commenced in the BRITISH & COLONIAL PRINTER & STATIONER (established 1878) in the issue for November 8, and continued thereafter in the first issue of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

ADVERTISEMENTS.—The BRITISH & COLONIAL BOOKBINDER will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers,

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

NOTED EXPERTS TO LECTURE.

West Side Y. M. C. A. Opens Forum to Instruct Advertisers.

The West Side Young Men's Christian Association opened an "Advertising Forum" Monday evening. Addresses were made by Earnest Elmo Calkins, author of "Modern Advertising," and Justin McCarthy, advertising manager of Abraham & Straus, Brooklyn. Sessions of the Forum will be held each Monday evening until June 12, under the direction of Dr. Channing Rudd. Four firms that are national advertisers offer \$100 each for the best advertising ideas submitted by members of the Forum at the close of the sessions. The firms donating the prizes are Huyler's, Steinway & Sons, Swift & Co. and the Welch Grape Juice Co.

Special lectures will be delivered during the season by the following well-known advertising experts:

Thomas Balmer, advertising director Woman's World; Benjamin T. Butterworth, advertising manager the Brooklyn Daily Eagle; Earnest Elmo Calkins, Calkins & Holden, co-author "Modern Advertising"; S. C. Dobbs, president Associated Advertising Clubs of America; J. K. Fraser, Blackman-Ross Advertising Agency; J. George Frederick, managing editor Printer's Ink; William C. Freeman, advertising manager the Evening Mail; Manly M. Gillam, advertising counsel the New York Herald; M. P. Gould, M. P. Gould Advertising Co.; Walter Hammitt, advertising manager Frederick Loeser & Co.; Emerson P. Harris, president Harris-Dibble Co., founder Power, etc.; R. A. Holmes, advertising manager the Crofut & Knapp Co.; Herbert S. Houston, vice-president Doubleday, Page & Co.; William H. Ingersoll, advertising manager Robt. W. Ingersoll & Bro.; Ingalls Kimball, president the Cheltenham Press; H. E. Lesan, president H. E. Lesan Advertising Agency; Justin McCarthy, advertising manager Abraham & Straus; Samuel S. McClure, president S. S. McClure Co.; John Lee Mahin, president Mahin Advertising Co., Chicago; Thomas H. Moore, advertising manager John Wanamaker; John Clyde Oswald, editor the American Printer; Frank Alvah Parsons, director New York School of Fine and Applied Art; C. W. Post, chairman Postum Cereal Co., Battle Creek, Mich.; Frank Presbrey, president Frank Presbrey Co.; Robert Tinsman, vice-president Federal Advertising Agency; C. M. Wessels, the C. M. Wessels Co., Philadelphia, and Henry D. Wilson, advertising manager Cosmopolitan Magazine.

The Forum is intended largely for those already in the advertising business, who desire to improve their knowledge of the subject.

The Wagner (S. D.) Leader and the Wagner New Era have been consolidated.

IN CALIFORNIA

there are two papers which stand out head and shoulders above the other evening papers. They are the **LOS ANGELES RECORD** AND **SAN DIEGO SUN**

They guarantee the largest city circulation in each city.

POWER OF PRESS TREMENDOUS.

Not Fully Grasped by Critics, Says Job Hedges.

Job Hedges, the noted lawyer, in his book, "Common Sense in Politics," published by Moffat, Yard & Co. has the following to say concerning newspapers:

"Theoretically, the press is an impersonal instrument. Actually, it reflects the opinions and wishes of the individual who owns it. Somewhere back of the title page is an ownership traceable to a human entity. The larger the paper, the more money involved in the development, the more people there may be who contribute to its ownership. Among these there is an individual or small committee expressing the opinion of the proprietors.

"The power of the press is beyond computation in crusades against abuses. Prosecuting attorneys are kept alive to their duties. Men in responsible positions are fought and overcome when they commit wrong. The anti-force of the people is personified in the press.

"The force that the press of the United States can bring to bear in preventing the continuance of an abuse, in taking from a man the instruments with which he may do wrong, in supporting the weaker against the stronger, is so tremendous that it is not fully grasped by the critics.

"On the other side of the problem, newspapers rarely act in concert. As disseminators of news they act along like lines, accentuated only by the particular genius of the men in charge of the management. No man invests hundreds of thousands of dollars in a great metropolitan newspaper for the purpose of passing his time or for any supposed assistance in developing his health. He does it for profit, and seeks a circulation to make its columns more profitable. No man can object to this. There is nothing immoral in a man's desiring to profit himself through the cashier's office of a newspaper.

"In a controversy between an individual and a newspaper, the individual is always at a hopeless disadvantage. He cannot get his views before the people in the way he has the right to expect.

"There are actually few non-partisan newspapers.

"The moral responsibility of newspaper management is one of the greatest in human affairs. The newspaper is practically the only means of gathering information to-day for the average man.

"There is nothing mysterious about a newspaper, when you consider that it is only an individual speaking. His method of doing it may be mysterious and the public may be deceived.

"Newspapers are like an individual; they like to crush out an abuse and claim the credit. They like to establish a reform or a change and claim the credit for that. Such credit increases their circulation."

Oklahoma Dailies Merge.

The Guthrie (Okla.) State Capital has been merged with the Guthrie Leader. The consolidated papers will be known as the Leader, and will be issued as an afternoon paper only. The Sunday issue will be discontinued. The N. M. Sheffield Special Agency, which has represented the State Capital in the foreign field, will continue to act as special representative of the consolidated paper.

The International Paper Co. has declared the regular quarterly dividend of 1/2 of 1 per cent. on its preferred stock.

COMIC PAGES SCORED.

Distort Mind and Mislead Fancy, Says Methodist Conference.

A resolution condemning the comic supplement was unanimously adopted at the seventy-first session of the New England Southern Conference of the Methodist Episcopal Church at South Manchester, Conn., Wednesday. The resolution follows:

"While we deplore the publishing and circulation of the Sunday newspaper, we desire to call special attention to the colored and so-called comic supplement of many of our Sunday papers, believing that of all the inane conceptions of the taste or need of childhood, that which is provided by the so-called newspaper supplement is the most absurd and harmful. No child ever received any good from the grotesque pictorial monstrosities, but many have received harm. The trend and influence of them are to distort the mind, mislead the fancy and becloud the judgment.

"It is next to impossible to cultivate from them any sense of the beautiful or to cultivate the tone of moral feeling in children and youth when brought weekly into contact with this deplorable influence. We most earnestly advocate the excluding from the home these low and demoralizing comic supplements. In view of evils incident to their circulation, we most respectfully request all owners and editors of weekly papers to cease from further publication of them."

HUNDRED MILLION MATRICES.

Mergenthaler Company Keeps Immense Stock in America and Europe.

The Mergenthaler Linotype Co., up to the present time, has completed no less than 600 different faces of matrix fonts for use with their machine. These matrices range in size from the smallest 5-point, for use in directory and similar work, to the large 42-point faces adapted to newspaper display heads, advertisements, etc. Each individual matrix is a perfect product in itself, and passes through about sixty distinct processes in the course of manufacture.

The Mergenthaler Linotype Co. has about a hundred million completed matrices in stock in America and Europe. These matrices are practically at the command of every user of a linotype the world over. The stock of matrices in this country alone represents an investment of more than half a million dollars.

Saw Albany Fire Start.

L. A. Howe, one of the legislative correspondents at Albany, saw the fire start which practically destroyed New York's twenty-four million dollar capitol on Wednesday. Mr. Howe and a fellow newspaper man were in the building at the time. According to Mr. Howe, the blaze could have easily been extinguished at the start if a pail or two of water had been available.

L. Astel, publisher of the Pepin (Wis.) Star, has purchased the Maiden Rock (Wis.) Press.

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES	
Set matter, per inch.....	10¢
Platc Matter, per inch.....	15¢
Matrices at Platc rate.....	15¢

HUMOROUS ART EXHIBITION.

Italian Government Invites American Artists to Send Work to Turin.

American newspaper artists are invited by the Italian Government to send suitable examples of their work to the International Exhibition of Humorous Art—the "Frigidarium," in Turin, Italy. The exhibition is a part of the great exhibition being held to commemorate the fiftieth year of Italy as a nation.

The Italian commissioner in America in charge of the humorous art branch is G. Viatara, 21 West Sixteenth street, New York. The Italian Government pays all expenses of shipment of the pictures. These pictures are to be sold in Europe.

All the leading humorous papers of Europe will have exhibits in Turin and at least one big New York daily is preparing to send an exhibit.

NEW HAMPSHIRE PRESS.

Annual Banquet and Banquet Held at Concord Tuesday.

John W. Condon, Manchester, was elected president of the New Hampshire Press Association at the annual meeting held at Concord Tuesday. Other officers elected were: First vice-president, Judge O. A. Towne, Franklin; second vice-president, H. E. Doyen, Manchester; secretary-treasurer, Willis C. Patten, Manchester; executive committee, E. L. Welch, of Franklin; F. W. Hartford, of Portsmouth, and C. O. Barney, of Canaan.

A committee was appointed to act, in conjunction with a committee appointed by Governor Bass, for the purpose of procuring and placing a suitable marker to be placed in the yard of the Greeley homestead at Amherst.

\$15,000 Cash

available immediately for first payment on a magazine property.

A class publication will be acceptable if not too technical.

Present location no object if entry can be transferred to New York without affecting subscription list.

This is a LIVE opportunity to dispose of your publication if it is a good proposition and full value can be shown.

HARWELL & CANNON

Brokers in Newspaper and Magazine Properties
200 Fifth Ave. (cor. 23d St.)
NEW YORK

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA
A. K. STONE, Editor and Gen'l Mgr.
THE FISHER AGENCY, Special Representative, New York and Chicago.

No Special Representatives

CROMBIE ALLEN, Editor

H. L. ALLEN, Manager

NEWSPAPER BEST MEDIUM.

Philadelphia Advertising Expert Tells Harvard Students of Business.

H. N. McKinney, of the N. W. Ayer & Son Advertising Agency, of Philadelphia, addressed the graduate school of Business Administration of Harvard recently on "What Advertising Is." He said in part:

"Given an article to advertise, the capable advertiser asks: Is there already a demand for it? If not, how can a demand be created? If there is, how can it be increased? Who will buy it? Where do they live? How do they think? What argument will appeal to them? Through what mediums can they be reached? Upon the correct answer to these questions successful advertising depends, and no advertising can be intelligently planned or executed without careful consideration of these questions. In the selection of mediums of advertising, equal care and thought must be given; and, here again, accurate knowledge of human nature is indispensable. The mediums most valuable in reaching bankers may be valueless in reaching servant girls. That which would be profitable in advertising cigars is apt to be worthless for the advertising of sewing machines. A lengthy advertisement in a newspaper or magazine might be extremely valuable, and yet on a poster or in a street car would be utterly useless.

"In the matter that is to be used in an advertisement there is the same necessity for a correct knowledge of human nature and of the methods of thought. Not a few attractive advertisements are without practical value, because the one thing that attracts attention and fixes itself in the mind is not at all the thing that the advertiser wishes to so fix."

Speaking of the proper medium of advertising Mr. McKinney said:

"No medium meets these requirements and conditions as does the printed page. Whether that shall be the daily newspaper, the weekly publication or the monthly magazine; whether it shall be a class publication, designed to reach certain special classes of men or women, or whether it shall be a publication intended for general reading, is again a question for study, and requires the knowledge of the thousands of publications not only as to their name and appearance, but as to the kind and location of their readers, and the value of each for different kinds of advertising, and the relative value of each to the others. I think it is conceded that for the introduction of a new article, or for directing public opinion, the press is the most valuable medium."

The plant of the Pontiac (Ill.) Weekly Sentinel. Sanford Cox & Son, publishers, has been taken over by D. S. Myers, who holds a chattel mortgage of \$2,000 on the property.

Ask the
Kansas City Journal
what they think of

Wildes' Refined Metals

Thomas Wildes' Sons
NEW YORK

COLONEL HERSHMAN HONORED.

Presented with Silver Loving Cup by Composing Room Employes.

Colonel Oliver S. Hershman, president and publisher of the Pittsburg Press, was presented with a large silver loving cup Tuesday by the employes of the Press composing room, as a mark of their appreciation of the splendid quarters provided for them in the new building. The presentation came as an entire surprise to Colonel Hershman, and no little strategy was required to lure him to the composing room at the proper time.

Richard Ross, chairman of the Press chapel, presented the cup on behalf of his fellow-workmen in the composing room department. Addressing Colonel Hershman he said in part as follows:

"You are no doubt aware that the International Typographical Union has for a number of years directed an agitation in favor of better sanitary conditions in composing rooms, to the end that the ravages of the white plague among our members may be minimized as much as possible. Needless to say such agitation is no longer necessary so far as the Pittsburg Press is concerned, thanks to your thoughtfulness in providing this department with every comfort and convenience desirable.

"We believe that whenever an employer or a body of employers take the interest you have displayed in the welfare of your employes it is fit and proper that due appreciation be shown. I, therefore, in behalf of the employes of the composing room, desire to extend to you our thanks, and also to present to you this slight token of esteem in this connection. May it always be a reminder to you as well as other employers that every effort put forth in behalf of the employes always will receive due appreciation at their hands.

"We all wish you and yours continued good health, long life and prosperity."

Colonel Hershman was deeply moved by the presentation and responded feelingly. He said in part:

"This kindness of yours will ever live as one of the most pleasant occasions connected with the newspaper's taking possession of its new home. It was your assistance, faithful labor, earnest co-operation and industry which helped bring these things about, and we have endeavored to do our part in helping provide for your welfare. In this new publication plant we are entering upon a new era which means work and prosperity for you, the greater success of this newspaper, and in the end the success of all. Even better things are in store for all in the years that we will be together.

IN SYMPATHY WITH THE MEN.

"This meeting has brought us closer together and its effects will be lasting. For years I have been interested in the typographical union and I am in sympathy with its campaigns for the betterment of the men."

The cup bears the following inscription:

Presented to
COL. O. S. HERSHMAN
by the
Employes of the Pittsburg Press
Composing Department
March 28, 1911.

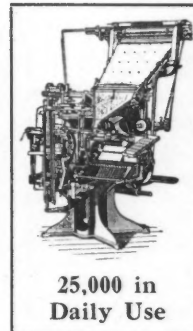
Georgia Daily Suspends.

The Griffin (Ga.) Daily Herald suspended publication last week. Col. A. J. Dunham, the proprietor, announces that he will move the entire plant to Fort Valley, where he will establish a weekly.

The One-Machine Plant

W. F. Phelps, of the Aurora (Mo.) Advertiser, writes under date of March 9:

"Our Linotype has now been in operation a little more than a month and we have wonderful success with it—considering it is operated by a novice after three days' instruction.



25,000 in
Daily Use

"It brings in so much work we have to keep it going day and night."

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS
1100 South Wabash Ave. 638-646 Sacramento St. 332 Camp St.
TORONTO: Canadian Linotype Ltd., 35 Lombard Street

BARS SPORT SUPPLEMENTS.

Councilman Would Prohibit Sale of Papers Containing Racing News.

To prohibit the sale of papers containing racing news or form charts of any description is the aim of a measure introduced in the Oakland (Cal.) City Council last week by Councilman L. N. Cobblestick.

Cobblestick declared that the ordinance was framed in accordance with the wishes of a large number of residents of the city, who would do away with the racing news, believing that it exerts an evil influence, and permits would-be bettors to lay bets in Oakland poolrooms on Eastern races. The ordinance was referred to the ordinance and judiciary committee. The measure is modeled after that now in force in Los Angeles.

Merchants Want Newspaper.

Merchants of New Carlisle, Ind., which has a population of one thousand, want a newspaper and are trying to induce some one to start. The New Carlisle Gazette suspended recently because of the competition of Chicago and South Bend papers and lack of patronage.

CHANGES IN INTEREST.

The Delphi (Ind.) Daily Herald has been purchased by Chester A. Gregory, superintendent of schools at Lapel, Ind.

Erasmus W. Brinker, of Columbus, O., has purchased the Westerville (O.) Franklin County Herald and will continue it as a Republican paper. It will be printed in Columbus.

The Dodgeville (Wis.) Sun-Republic has changed hands. The new owner is R. M. Vordale. The paper has been enlarged to a seven-column quarto and otherwise improved.

William Magoon, owner and editor of the Lush (Wyo.) Standard, has taken over the Van Tassel (Wyo.) Progress. He also has an option on the Manville (Wyo.) Register.

The Paonia (Colo.) Booster has been sold to I. T. Hanold for \$5,000. Clint L. Oliver, the former owner, recently purchased an interest in the Intermountain Fruit Journal, published at Grand Junction, to which he will devote his time.

Write the American Ink Co.
New York City for leaflet entitled "Publishers, show yourselves!—Here's the table:"

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

J. B. SHALE, Editor.

R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

18 to 21 Park Row, New York City. Telephone, 7446 Cortland.

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

Copies of THE EDITOR AND PUBLISHER can be had from any newsdealer in the United States or Canada.

American News Company, New York, Selling Agents.

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, APRIL 1, 1911

THE WRITING OF HEADS.

One of the most important duties to be performed in connection with the editorial department of any publication is the writing of heads. The individual who writes heads should not only be a good judge of news, but should first read carefully the article for which he is about to write a head and then exercise the greatest of care in writing the head. There should be large heads and small heads, but a large head should never be placed over an unimportant piece of news. On the other hand, best results are not obtained by placing a small head over an important news item.

The head writer should be sincere and not write a head that is intended to mislead the reader, for by so doing he injures the reputation of his publication. For instance, a large head line reads, A SERIOUS ACCIDENT, and just beneath it in very small type are the words, "narrowly averted." The eye of the passerby catches the large head line, he buys the paper and reads that Mr. Jones and family while crossing the railroad track in their automobile, narrowly escaped being struck by an express train. He casts the paper aside in disgust.

Again there are many who only read the head lines except where the head lines indicate that the news item is of special interest to them. Recently a gentleman was asked if he had read the account of a serious wreck. He replied that he had. He was then asked if he knew any of the victims and admitted that he had only read the head lines. He is one of the many.

In our opinion a large head on a small item looks like the merry widow hat on a small girl, while a small head line over an important news item resembles a small hat on the head of a large man.

THE NEW YORK HORROR AND THE PRESS.

The terrible catastrophe which cost more than one hundred and forty lives in New York City last Saturday evening has shocked the entire country.

Not only has the press of the nation featured it largely in the news columns, but it has been the subject of much editorial comment. The New York dailies covered the story with a completeness that was in a measure harrowing and the gruesome details were reprinted throughout the country.

The horror of this picture, so graphically portrayed, has been the subject of some criticism by certain sober-minded citizens, who deplore the effect of such a recital of facts upon the minds of the people, and the tendency of the press to run amuck upon such occasions. We do not believe this point well taken.

It is the province of the newspaper, mindful of its duty to the public, to print from time to time truths that are unpleasant. We believe that the graphic word picture that went out over the wires on that evening, telling of young girls who died like rats in a trap, and of bodies falling like rain in the street will serve as a timely warning throughout the land and do much to prevent a repetition of the disaster not only in New York, but in some other city.

If by means of such a horrible picture, the public conscience may be awakened to the need of demanding that real and not sham protection shall be provided against similar tragedies, the press of New York and the country generally will have accomplished much for humanity.

Before even the extent of the disaster was known, the New York papers were clamoring for an investigation with a view to fixing the responsibility for such a tragedy and the New York American with characteristic promptness organized a commission of experts to draft a measure that will provide adequate protection against similar dangers in the future.

The experiment now being conducted by the Denver Post in subordinating the editorial to the news will be watched with great interest by publishers throughout the country. We are of the opinion that the Post has entered upon

a difficult and somewhat perilous journey, but are glad to note that it has not burned the bridges behind it.

WOOD-PULP AGREEMENT.

Swedish and Norwegian Manufacturers Plan to Reduce Production.

Consul Stuart J. Fuller Gothenburg reports that according to a Gothenburg paper, the following agreement has been made between the Swedish and the Norwegian wood-pulp manufacturers' associations.

The boards of managers for the Swedish and the Norwegian wood-pulp manufacturers' associations have recently held a meeting in Stockholm, and it is said that a preliminary agreement was then made concerning co-operation for improvement of the wood-pulp market. According to a statement of the newspaper Svenska Dagbladet, the boards of managers have agreed upon a proposition to reduce the production. A definite decision could not be reached, because the preliminary agreement must first be submitted to the members of the associations. Still, it is considered likely that the Scandinavian pulp mills will considerably reduce their output during this year.

"READ EVERY ISSUE CLOSELY."

Waco, Tex., March 25, 1911.

THE EDITOR AND PUBLISHER,
New York, N. Y.

GENTLEMEN: We are handing you herewith our check for \$2. This is to apply on two subscriptions for the Tribune. One comes to A. R. McCollum, editor. The other comes to J. M. Pittillo, business manager. Kindly credit both accounts with \$1 each. Both of us prefer to have these papers come to our residence address, rather than in the general mail that comes into the Tribune office, as both parties are more sure to get the paper regularly.

We want to say that we have cordial appreciation of the merits of THE EDITOR AND PUBLISHER, and read every issue closely and with interest. It is indeed a valuable and useful publication to newspaper men no matter in what department their line of duty places them. We get information from your paper that would otherwise hardly reach us, certainly not in the reliable form that it is. Commending you on your enterprise, and with good wishes for your continued success and prosperity, we remain,

Very truly yours,

THE TRIBUNE CO.,
By J. M. Pittillo, Sec.

Frank Judd Post Dead.

Frank Judd Post, for fifteen years manager of the Pettingill Advertising Agency of Boston, died Monday at his home in Brookline, Mass. He was sixty years old.

Reported Changes at Washington.

It is reported upon what seems to be good authority that there will be a number of important changes in newspaperdom at the National Capitol.

Winifred Scatcherd Dead.

Miss Winifred Scatcherd, for many years a member of the editorial staff of the New York Evening Journal died Thursday.

The Sturgis (Mich.) Times-Democrat, a tri-weekly, has been sold by H. O. Eldredge to Fred A. Russell, of Albion.

MAGAZINES BY FAST FREIGHT.

Postmaster General Plans to Ship Periodicals in Carload Lots.

After July 1 magazines and other bulky periodicals will be transported by the Postoffice Department in carloads as fast freight. As fast as possible Postmaster-General Hitchcock is preparing plans, which he decided upon last December, to utilize this method of transportation when practicable and in instances where a saving in charges may be effected.

"The plans I have decided upon," said Mr. Hitchcock this week, "are not proposed as a solution of the pending controversy over the suggested increase of the second-class mail rates on the advertising sections of magazines, but they probably will tend to bring about a solution of that question the more easily."

The quadrennial weighing of the mails in the third contract section of the country, comprising the States of Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa and Missouri, is now in progress. Weights of monthly and semi-monthly periodical mail matter originating in large publishing centers are also being taken and kept separate from the weights of other mails. From July 1 next periodicals that can be transported in carload lots by fast freight through the section weighed without disadvantage in delivery will be put under the new system.

Distributing terminals have been established in Boston, New York, Philadelphia, Chicago, St. Louis, Omaha, St. Paul and Cincinnati. Through matter that can be handled in carload lots will be sent through the weighing section by freight, and such additional distribution as is necessary before the matter is delivered to other railway postoffice lines will be done at the terminals. Arrangements will be made with the publishers for a finer separation in the publishing offices, and for an earlier mailing of their matter so that the slower method of transportation may not affect the regularity or promptness of its delivery.

"We expect," said Mr. Hitchcock, "to effect considerable economies, not only in the actual cost of transportation of the matter, but also in the railway postoffice car pay in the section that is now being weighed; and as the other sections are weighed and the plans adjusted to them, the aggregate saving to the Government will be very large."

A BIG SCOOP.

One of the first big "scoops" or "beats" of the Associated Press was the announcement of the death of General Grant. The "A. P." reporter who was sent to Mount McGregor to report Grant's last illness was shrewd enough to arrange in advance with the physicians in attendance for prompt information of the final event, a system of signals being agreed upon. When, one day, the physician appeared on the veranda of the Drexel cottage and drew a handkerchief from his pocket and wiped his hands, the reporter, who had stationed himself beside a tree, knew that Grant was dead, and a few moments later the Associated Press flashed the fact throughout the world.—*The Strand*.

Opens Branch in Des Moines.

The Cramer-Krasselt Co., advertising agents of Milwaukee, has opened a branch office in Des Moines, Ia. The concern also recently established a branch in Chicago. The Des Moines office is in charge of R. H. Williams, formerly advertising manager of the Dr. David Roberts Veterinary Co., Waukesha.

PERSONAL.

F. D. Joseph, managing editor of the Manchester (Ia.) Delaware County News, has resigned to accept the appointment of assistant state superintendent of schools.

Alfred L. Gould, editor of the White-stone (L. I.) Herald, who is confined in the Flushing Hospital, where he underwent an operation for appendicitis, is improving and expects to be able to return home in a few days.

Col. Henry A. Wing, well-known Maine newspaper man and legislative correspondent of the Portland Express-Advertiser, has been appointed private secretary to Congressman D. J. McGillicuddy, of Lewiston.

Hon. John A. Sleicher, editor of Leslie's Weekly, addressed the Current Topic Club of the Troy (N. Y.) Young Men's Christian Association last week on "The March of Civic Pride."

Joseph Mitchell Chapple, editor of the National Magazine, was the chief speaker at the regular meeting of the Atlanta Ad Men's Club, Tuesday.

Charles E. Taylor, owner of the Boston Globe, has returned to Boston after a winter vacation in San Francisco.

Charles H. May, editor of the Peoria (Ill.) Herald-Transcript, has been appointed as a member of the board of managers of the Illinois State Reformatory by Governor Deenan.

J. G. Parsons, of the Vandalia Mail, has accepted the position of editor and manager of the New Florence (Mo.) Leader, owned by Howard Ellis, former president of the Missouri Press Association.

William E. Smith, formerly sporting editor of the Bridgeport (Conn.) Standard, has returned to his home in Bridgeport from Los Angeles, where he spent the winter months for the benefit of his health.

Miss Flora Vining, of Hull, Mass., for several years editor and owner of several papers circulating in the south shore towns of Weymouth, Hingham, Scituate, Cohasset and Hull, has decided to retire from the newspaper field. The papers will be purchased by a syndicate.

Fred G. Fassett, formerly editor of the Portland (Me.) Press, has formed a partnership with Henry Coburn, of Boston, and will conduct a publicity bureau in that city.

L. T. Alexander, formerly publisher of the Monticello (Ia.) Jones County Times, and for two terms postmaster of the city, has again taken up the newspaper business and has launched the Lincoln County Times at Jerome, Idaho.

Howard L. Nutten, formerly editor of the Shippensburg (Md.) Times, has been made manager of the Hotel Dagmar at Hagerstown.

Wallace H. Burden, publisher of the Pierre (S. D.) Capitol Spirit, and chief clerk of the House during the last session of the legislature, has become editor of the Deadwood (S. D.) Daily Telegram.

Howard C. Story, advertising manager of the Philadelphia German Gazette, has purchased a new touring car from the Auto-Car Co., Ardmore, Pa.

OBITUARY.

J. B. Martin, editor of the Homer (Ill.) Enterprise, dropped dead in his office, Monday, of apoplexy. He was fifty-three years old. He had been editor of the Enterprise since 1889 and had taken a prominent part in politics in the county for several years.

Samuel L. Miller, former president of the Maine Press Association, and formerly publisher of the Lincoln County News, and for ten years correspondent of the Associated Press, died in Waldoboro, Me., Sunday, of heart disease. He was postmaster of the city for twenty-one years. He was a veteran of the Civil War, and in 1901 was department commander of the Department of Maine, G. A. R.

Harrington Jones, well known in the South as a newspaper man and sporting writer, died in Memphis last week following a two weeks' illness. He was last connected with the Commercial-Appeal. He was born in Texas in 1863, and was a graduate of Georgetown University.

Robert C. Dunham, for many years known to White Mountain visitors as associate editor of Among the Clouds, the Mt. Washington newspaper, died last week at Lancaster, N. H., after an illness of several months. He was seventy-one years old.

Frank William Walker, for many years connected with Collier's Weekly, died Wednesday after a brief illness of pneumonia. He was forty-three years old, and was born in Charleston, S. C. He leaves a widow, two sons and two daughters.

Gideon B. Thompson, one of the oldest and best known newspaper men of Indiana, died at his home in Indianapolis last week from bronchial pneumonia. He was seventy-two years old. Mr. Thompson had been actively engaged in newspaper work fifty-four years. He served in the Eleventh Indiana Regiment as soldier and war correspondent for the Indianapolis Journal during the Civil War. After the war he was city editor of the Journal and later held the same position with the Sentinel. He joined the News staff six months after that paper was started and remained with it until his death. He was also correspondent for the Cincinnati Enquirer thirty years.

Model Private Secretary.

Maine newspaper men who cover the legislature are singing the praises of Clement Murphy, secretary to the Governor. Never before, it is said, have the correspondents had executive matters come to them in such shape as during the past winter. Each day, sometimes twice a day, Secretary Murphy has sent to the newspaper room a list of nominations made by the Governor and of all acts and resolves signed by the chief executive and any other matters of a public nature. Not only has he sent a copy, but he has had the stenographer in the executive department prepare several of them, so that, in the case of the nominations and acts and resolves signed, it has been unnecessary for the boys to rewrite them.

Lawton Scribes Organize.

The Comanche County Press Association was organized at Lawton, Okla., last week by electing John N. Shepler, of Lawton, president; J. S. Soule, of Indianola, first vice-president; Thad. N. Shaw, of Cache, second vice-presi-

dent; E. G. Etzold, of Temple, third vice-president; Mrs. Lucy Easton, of Geronimo, secretary and treasurer. The association will entertain the State editors in May.

J. P. Burks, lessee of the Hot Springs (Ark.) Daily Bulletin and editor of the paper since 1908, has purchased the property at a commissioner's sale.

Central west daily

in city of 12,000. One competitor. 1910 cash receipts over \$14,000. After paying operating expenses and \$240 for betterments the property in 1910 returned owner over \$4,400 cash for his personal effort and investment. Available at \$15,000. At least \$6,000 cash necessary. Balance can be deferred. Proposition No. 107.

C. M. PALMER
Newspaper Broker
277 Broadway, New York

"Uncle Walt"

(Walt Mason)
America's Most Popular Newspaper Feature
THE ADAMS NEWSPAPER SERVICE
People's Gas Building Chicago

"GOTHAM GOSSIP"

is the newsiest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

A BAD MAT

You are using a bad matrix for illustrations. We have the only up-to-date newspaper service and the only up-to-date Newsy daily matrix page. Try it for a month and for the first time illustrate current news.

BAIN NEWS SERVICE
32 Union Square New York

FEATURES

We issue WEEKLY Pages, Puzzles, Embroidery Patterns, DAILY Cartoons, Comics, Puzzles, Portraits, Fashions, Weather Reports, "Heart and Home Talks."

THE INTERNATIONAL SYNDICATE
Established 1899
BALTIMORE MARYLAND

"Not the Cheapest, But the BEST"

CIRCULATION PROMOTERS

All of our managers are stockholders.
THE UNITED CONTEST CO.
CLEVELAND, OHIO (Incorporated)
Bank References furnished

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Address
Herald Square Canadian Branch
New York City Desbarats Bldg., Montreal

WILBERDING

"AD" popularity to your Newspaper
Send for samples of our Black and Yellow Celluloid Top Buttons.
MUSCHOID SYNDICATE, SAN FRANCISCO

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

ADVERTISING SOLICITOR.

Young man (28), experienced special agency representative, desires position with trade magazine or other magazine of recognized standing. Address "SOLICITOR," care THE EDITOR AND PUBLISHER.

DO YOU NEED

the services of a newspaper circulator with 18 years' practical experience? Healthy, young, married, steady. Record of results. Write "BUSINESS," care THE EDITOR AND PUBLISHER.

FOREIGN EXCHANGES OR BOOKS.

An experienced foreign exchange editor and translator or reviewer of volumes published abroad, open for engagement or special work. Thoroughly fluent German and French scholar. British and American experience. "X. V.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

MISCELLANEOUS

LINOTYPE WANTED.

State model, factory number and equipment; lowest cash price; where linotype can be seen. Address "CASH," care THE EDITOR AND PUBLISHER.

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

BUS. OPPORTUNITIES

NEWSPAPER MEN

Desiring to buy or sell can do so to best advantage and without publicity by writing to H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

FOR SALE

LINOTYPE BARGAINS.

Model No. 1, includes mats and electric motor, good order, \$1,000. Model No. 2 (double magazine), includes 6, 8 and 11 pt. two-letter mats, good order, \$1,750; \$1,000 cash, balance six months. Model No. 2 (double magazine) just rebuilt by Mergenthaler Company, still in their factory; two sets two-letter mats (new), any faces desired, \$2,100; \$750 cash, balance one year. Model No. 3, good order, fully equipped, \$2,100, easy terms, immediate delivery. Prices F. O. B. cars. Immediate shipment. WM. B. BOYD, 47 W. 34th St., New York.

FOR SALE—SEVEN NO. 1

Model linotype single-letter with standard mould in good condition. Ten makeup tables with chases, complete; one Miller saw trimmer with one horse power motor; one stereotype saw trimmer; one set of stereotype machinery; one-half dozen job cabinets; two imposing stones; seven linotype motors, 220 volt direct; six linotype motors, 110 volts; one motor generator set reducing volt from 500 volts direct to 220 volts direct; one three horse power motor, 500 volts direct; one paper cutter. Address NASHVILLE TENNESSEAN AND AMERICAN, Nashville, Tenn.

CAMPBELL CYLINDERS

for newspaper and job work, run by hand or power; five folio, \$325; six folio, \$375; seven folio, \$400; five quarto, \$425; six quarto, \$450; sold with our guarantee; send for illustrations and descriptions. Address WANNER MCHY, CO., 45 Congress St., Chicago, Ill.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,208—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

N. W. Ayer & Son, Philadelphia, are sending out propositions on ten inches eighteen times.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out page ads for the Mark Cross Company, New York.

The George Batten Company, Fourth Avenue building, New York, is sending out renewal orders for the Chalmers Knitting Company, Amsterdam, N. Y.

The Federal Advertising Agency, 243 West Thirty-ninth street, New York, is placing new contracts for the American Safety Razor Company.

The George L. Dyer Company, 42 Broadway, New York, is sending out orders for Endicott-Johnson, End Well Shoes, Endicott, N. Y.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out orders for the Michelin Tire Company, Milltown, N. J.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is sending out orders for the Clark Blade Razor Company, Clark's Blades, Newark, N. J.

The J. P. Storm Agency, Marbridge building, New York, is sending out orders for the Metropolitan Life Insurance Company, 1 Madison avenue, New York.

The C. E. Therin Agency, 30 West Thirty-third street, New York, is placing new orders in San Francisco papers for the United Cigar Stores Company, New York. Several new stores have been recently opened by that concern in California.

A. D. Samuels, 118 East Twenty-eighth street, New York, is sending out propositions to daily newspapers for the advertising of the Pilgrim Manufacturing Company's Products.

Ewing & Miles, Flatiron building, New York, is placing 10,000 line contracts for the United Cereal Mills, Quincy, Ill., in towns where they have goods on sale.

W. H. H. Hull, Tribune building, New York, is placing orders in New England papers for Lord & Taylor, Onyx Hosiery, New York.

Lord & Thomas, Trude building, Chicago, are placing orders for 2,000 inches to be used within one year in South-

western papers for the Washburn-Crosby Company, Gold Medal Flour, Minneapolis, Minn. This agency is also placing orders for fifty lines d. c. twenty times in Southern and Western papers for the Pleasant Valley Wine Company, Great Western Champagne, Rheims, N. Y.

The Long-Critchfield Corporation, Corn Exchange National Bank building, Chicago, is placing orders for 3,948 lines to be used within one year in Southwestern papers for the Lincoln Paint & Color Company, Lincoln, Neb.

Lord & Thomas, Trude building, Chicago, are placing orders for 1,500 lines to be used within one year in Southwestern papers for the Goodyear Tire & Rubber Company.

The Leven-Nichols Advertising Agency, Chicago, is placing orders for ten lines fifty-two times in Southwestern papers for the James E. Pepper Distilling Company.

The E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders for 14,000 lines to be used within one year in Southern papers for the Val Blatz Brewing Company, Milwaukee, Wis.

The Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, is placing orders for 7,000 lines generally for the Eckman Manufacturing Company, Philadelphia, Pa.

The Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing orders for 2,000 lines to be used within one year in Middle West papers for the Othine Manufacturing Company, Buffalo, N. Y.

H. H. Levey, 1328 Broadway, New York, is placing orders for ninety-eight lines two times a week for six months in Southern and Southwestern papers for New York City hotels.

A. R. Elliott, 62 West Broadway, New York, is placing orders for fifteen inches two times in Eastern papers for the Borden's Condensed Milk Company, New York.

The Wyeth Chemical Company, New York, is placing orders for 5,000 lines to be used within one year in Southwestern papers direct.

The H. Sumner Sternberg Advertising Service, 12 West Thirty-second street, New York, is placing orders for 1,778 lines to be used in twenty-five insertions in Southern papers for the Tim & Co., Gotham Underwear, 93 Franklin street, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders for three inches thirteen times in Southwestern papers for the Diamond McDonnell Company.

The Collin Armstrong Advertising Company, 25 Broad street, New York, is placing additional orders with New England papers for the Texas Company, 17 Battery place, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are asking for rates on ten inches two times a month for eighteen times. It is reported that this is for the Western Union Telegraph Company, 195 Broadway, New York.

ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

ALABAMA.

ITEM Mobile

ARIZONA.

GAZETTE Phoenix

CALIFORNIA.

INDEPENDENT Santa Barbara
BULLETIN San Francisco
CALL San Francisco
EXAMINER San Francisco

FLORIDA.

METROPOLIS Jacksonville

GEORGIA.

ATLANTA JOURNAL (Cir. 53,163) Atlanta
CHRONICLE Augusta
HERALD Augusta
ENQUIRER-SUN Columbus
LEDGER Columbus

ILLINOIS.

POLISH DAILY ZGODA Chicago
SKANDINAVEN Chicago
WOMAN'S WORLD Chicago
HERALD Joliet
HERALD-TRANSCRIPT Peoria
JOURNAL Peoria

INDIANA.

JOURNAL-GAZETTE Ft. Wayne
NEWS-TRIBUNE Marion
TRIBUNE Terre Haute
THE AVE MARIA Notre Dame

IOWA.

EVENING GAZETTE Burlington
CAPITAL Des Moines
REGISTER & LEADER Des Moines
THE TIMES-JOURNAL Dubuque

KANSAS.

CAPITAL Topeka

KENTUCKY.

COURIER-JOURNAL Louisville
TIMES Louisville

LOUISIANA.

ITEM New Orleans
TIMES DEMOCRAT.... New Orleans

MAINE.

JOURNAL Lewistown

MARYLAND.

THE SUN .. Paid for in Cash Cir. .. Baltimore
Morn. and Eve. 110,453 Sun., 58,761

MICHIGAN.

PATRIOT.(1910) D.10,720; S.11,619.Jackson

MINNESOTA.

TRIBUNE.....Morn. and Eve.....Minneapolis

MISSOURI.

DAILY AND SUNDAY GLOBE, Joplin
POST-DISPATCH.....St. Louis

MONTANA.

MINER Butte

NEBRASKA.

FREIE PRESSE .. (Cir. 142,440) .. Lincoln

NEW JERSEY.

PRESS.....Asbury Park
JOURNAL Elizabeth
TIMES Elizabeth
COURIER-NEWS Plainfield

NEW MEXICO.

MORNING JOURNAL ..Albuquerque

NEW YORK.

BUFFALO EVENING NEWS ..Buffalo
LESLIE'S WEEKLY (Cir. 300,000)
New York
MESSENGER OF THE SACRED
HEART..New York
RECORD Troy

NORTH DAKOTA.

NORMANDEN .. (Cir. 9,450) .. Grand Forks

OHIO.

PLAIN DEALERCleveland
(February, D. 87,238-S. 121,182)
VINDICATOR Youngstown

PENNSYLVANIA.

TIMES Chester
DAILY DEMOCRAT Johnstown
JOURNAL Johnstown
DISPATCH Pittsburgh
GERMAN GAZETTE .. Philadelphia
PRESS Pittsburgh
TIMES-LEADER Wilkes-Barre
GAZETTE York

SOUTH CAROLINA.

DAILY MAIL Anderson
DAILY RECORD Columbia
THE STATE Columbia
(Cir. D. 15,169-S. 15,318)

TENNESSEE.

NEWS-SCIMITAR Memphis
HANNER Nashville

TEXAS.

RECORD.....Fort Worth
CHRONICLE Houston
TIMES-HERALD Waco

WASHINGTON.

POST-INTELLIGENCER... .. Seattle

WISCONSIN.

EVENING WISCONSIN... Milwaukee

CANADA

ALBERTA.

HERALD Calgary

BRITISH COLUMBIA.

WORLD Vancouver
TIMES Victoria

ONTARIO.

EXAMINER Peterborough
FREE PRESS London

QUEBEC.

LA PRESSE Cir. Dec. 1910, 101,534 Montreal

GET THE BEST ALWAYS!
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE HORACE M. FORD
Bibbwick Bldg. Peoples Gas Bldg.
New York Chicago

The Mobile Register
MOBILE, ALABAMA
"Our increased trade throughout the Southland is largely due to advertising in The Mobile Register."
"ENGLISH CARRIAGE COMPANY."
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

AUGUSTA HERALD
Augusta, Ga.
Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.
Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

THE New Orleans Item
Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.
Elmer E. Clarke, Business Manager
THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE
8 Beekman St., New York
Tel. Cortlandt 3155
AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148
CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800
CONE, ANDREW
Tribune Building, New York
Tel. Beekman 2792
DEBEVOISE, FOSTER CO.
18-17 West 38th St., New York
Tel. Murray Hill, 5235
FEDERAL ADVERTISING AG'CY
243 West 39th St., New York
Tel. Bryant 4770
FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745
GUENTHER, RUDOLPH
115 Broadway, New York
Tel. Broad 1420
HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4398
KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914
SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420
THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

- FROWERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137
PHILADELPHIA ADV. BUREAU
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

- THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mexico
CUBA and WEST INDIES
THE BEERS ADV. AGENCY
Bank of Nova Scotia Building
Havana, Cuba
I. C. Felleman, 18 B'way, N. Y.

ADDITIONAL AD TIPS.

The J. W. Barber Advertising Agency, 258 Washington street, Boston, is placing orders with large Eastern Sunday papers for the Carpenter-Morton Company, Colorite, Boston, Mass.

The George Batten Company, Fourth Avenue building, New York, is making contracts for 2,000 lines with a few Western papers for the McCallum Hosiery Company, 160 Fifth avenue, New York. This agency is also reported to be making up a list of New England, New York and Pennsylvania papers for the spring campaign of the Cluquet Club Company, C. C. C., Ginger Ale, Millis, Mass.

Walter Harrison Blaker, 41 Park

Publishers' Representatives

- ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666
ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991
BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
BUDD, THE JOHN COMPANY
Brunswick Bldg., New York
Tel. Madison Sq. 6187
KELLY, C. F. & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 176
KRUGLER, FRED'K M.
150 Nassau St., New York
Tel. Beekman 4746
NORTHROP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St. New York
Tel. Mad. Sq. 6725
PUTNAM, C. I.
45 W. 34th St., New York
Tel. Murray Hill 1377
THE FISHER AGENCY
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5356
VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962
WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5360

row, New York, is placing orders for twenty-five lines fourteen times in Southern papers for the Provident Gem Company, 1531 Broadway, New York.

Nelson Chesman & Co., 225 Fifth avenue, New York, is placing orders for 168 lines two times with large mail order papers for the Roxroy Company, London, W. C., England.

Will H. Dilg, 12 State street, Chicago, is placing orders with New York City papers for Sir Robert Burnett & Co., London Dry Gin, 634 West Thirty-fourth street, New York. It is reported that this account will be extended later.

Ewing & Miles, 949 Broadway, New York, are placing a few orders with Western papers for B. Priestly & Co., 100 Fifth avenue, New York.

William George Foster, 261 Broadway, New York, is placing orders in a select list of large cities for Victor Koechl & Co., 606 Preparation, 122 Hudson street, New York.

Albert Frank & Co., 26 Beaver street, New York, is placing orders with large city papers for James B. Colgate & Co., Booth Fisheries Company, bonds, 36 Wall street, New York.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making contracts for 7,500 lines in Southwestern papers for the Cuticlay Manufacturing Company, Chicago.

Gillam's Service, 110 West Thirty-fourth street, New York, is placing a few orders with Connecticut papers for the Chesapeake & Ohio Railway Company, 71 Broadway, New York.

The M. P. Gould Company, 31 East Twenty-second street, New York, is placing orders for four inches three times a w. for three and six months and one year with Eastern papers for the Star Expansion Bolt Company, 147 Cedar street, New York.

The Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., will shortly place orders with New York papers for the Clysme Spring Company, Clysme Spring Water, 251 Fifth avenue, New York.

The J. H. Hartzell Company, Bulletin building, Philadelphia, is asking for rates in Colorado on nine lines e. o. d. 156 times daily and twenty-eight lines fifty-two times Sunday.

W. H. H. Hull & Co., Tribune building, New York, is placing renewal orders with same papers as heretofore for Best & Co., Children's Clothing, Fifth avenue and Thirty-fifth street, New York. This agency is also placing orders for fifty lines d. c. three times with a few New England papers for Balch, Price & Co., 376 Fulton street, Brooklyn, N. Y.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, is placing orders with Southern papers for the Montross Shingle Co., 107 Erie street, Camden, N. J. This agency is now placing orders with New England papers for Fels & Co., Fels Naptha Soap, Philadelphia, Pa.

H. W. Kastor & Sons Advertising Company, Equitable building, St. Louis, Mo., is making contracts with Southern papers for the Lloyd Chemical Company, Aicsol, Lloyd building, St. Louis, Mo.

Lord & Thomas, Trude building, Chicago, are making contracts for 5,000 lines with Southern papers for Loose-Wiles Cracker & Candy Company, Kansas City, Mo. This agency is also placing orders with large Southern Sunday papers for the Progress Tailoring Company, 226 Harrison street, Chicago.

The Mahin Advertising Company, 125 Monroe street, Chicago, is placing orders with large Sunday papers for T. W. Henry, H. & H. Cleanser, Court avenue, Des Moines, Ia. This agency is also placing orders with Southern papers for Red Rock Ginger Ale.

The Nolley Advertising Agency, Light and Balderston streets, Baltimore, Md., is placing orders for three inches eight times with Southern weeklies for the President Shirt Company, Baltimore, Md.

George G. Powning & Son, New Haven, Conn., are placing orders with Sunday papers for Dr. George E. Countant, Deafness Cure, New York.

Alert, Masterful, Independent
The American Printer
Illustration of a printer at work with text describing the quality and reliability of the American Printer.

Press Clippings
Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by
BURRELLE
45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

We Are CHIEF IN NEWSPAPER WORK
Chestnut Street Engraving Co. Philadelphia, Pa.
WRITE FOR PRICES

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. 6900-4 Beekman

THE LOVEJOY CO. Established 1853
ELECTROTYPERS
and Manufacturers of Electrotyping Machinery
444-446 Pearl Street New York

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.
Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.
Bulletin 505-H explains how.
Garwood Electric Co., Main Office and Works, GARWOOD, N. J.
New York Philadelphia Boston Chicago Pittsburg St. Louis New Orleans

"THE KOHLER SYSTEM" of ELECTRIC CONTROL for Motor-Driven Printing Presses and Auxiliary Machinery
Used by the leading newspapers throughout the world
Manufactured and sold by the CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

THE HOMER DAVENPORT SUNDAY "UPLIFT" PAGE

IS NOW READY

THE PUBLISHERS PRESS Syndicate is pleased to announce that its Homer Davenport "Uplift" Cartoon Service, for some months past in successful use four times a week by leading newspapers in all parts of the country, has now been supplemented, or rather "rounded out," by a Sunday Full Page of great strength, carrying a "human-interest," non-political cartoon by Mr. Davenport, with an accompanying article by some famous thinker and writer, a recognized authority on the subject treated.

In th's series this greatest of living cartoonists, who has been justly styled "the American Hogarth," will deal with great moral questions or topics in his very best style.

Having definitely withdrawn from the political field, Homer Davenport is now under exclusive contract with the Publishers Press, devoting his talents solely to the work of human progress and uplift, using current news and events, under his facile pencil, to inculcate great moral lessons. The first three Davenport Sunday Cartoons are now ready.

For April 16. "*Priceless Lessons from the Wisdom of Age*"
with article by Christian F. Reisner, Author and Orator

For April 23. "*Perfect Health Humanity's Greatest Blessing*"
with article by James E. Sullivan, Noted Athletic Authority

For April 30. "*The Throne of Ideal Womanhood*"
with article by Ferdinand C. Iglehart, Author and Humanitarian

All the Davenport cartoons are sent by special delivery and fast mail, so that they may be printed while the subject treated is timely and before the people.

The cartoons may be printed in color or in black and white, as preferred.

Matrices, either for color printing or in black and white, will be sent out in ample time for simultaneous publication throughout the country.

If preferred, calendar proofs may be sent of the cartoons with proofs of the articles, so that the cuts may be made to conform with the needs of the paper.

Publishers now using the Davenport Cartoon Service report it as a

GREAT CIRCULATION BUILDER

THE PUBLISHERS PRESS SYNDICATE has perfected a number of new services, and now offers to the publishers of the country a line of FULL PAGE FEATURES, in color or in black and white, which it is confident are superior in attractiveness and in CIRCULATION-MAKING QUALITIES to any which have heretofore been offered.

Territorial rights for such sections as are not already contracted for may be secured by prompt application to

PUBLISHERS PRESS

Postal Telegraph Building

C. J. MAR, President and General Manager

Phone 5998 Barclay NEW YORK

