

THE EDITOR AND PUBLISHER

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JUN 19 1909

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CIRCULATION MEN

ANNUAL CONVENTION TO BE HELD IN CLEVELAND NEXT WEEK.

Complete Program for Three Days' Session—Every Section of the Country to be Heard From in Discussion of Vital Business Questions—List of Officers Elected Last Year.

The eleventh annual convention of the National Association of Managers of Newspaper circulation will be called to order next Tuesday, June 22, in the Hotel Hollenden, Cleveland. The sessions will cover three days. On Monday evening at 8:30 P. M. the Board of Directors will meet, and also the Auditing Committee. The report of the Local Entertainment Committee will be received.

The following is the program complete:

TUESDAY MORNING, JUNE 22, 8:00 TO 9:30 O'CLOCK.

Members report at the secretary's headquarters for credentials.

Convention called to order at 9:30 o'clock; Roll Call; Reading of Minutes; Secretary's Report; Auditor's Report; Report of Board of Directors; Report of Standing Committees; Report of Special Committees; Report of By-Law Committee; President's Address; Motions; Resolutions; Special Business; Report of Local Entertainment Committee.

TUESDAY AFTERNOON, JUNE 22, 1:30 TO 5:00 O'CLOCK.

Papers are limited to about five minutes. This will allow more time for discussion and permit the members to secure the views and experiences of other members.

ADDRESSES.

"Why Not Have the Law Repealed Which Prevents Rural Route Carriers from Acting as Newspaper Agents?"—John D. Simmons, Journal, Atlanta, Ga.

"Are Circulation Managers Mere Figure-heads?"—J. H. Lackey, Banner, Nashville, Tenn.

"How Should Compensation Be Estimated for the Carrying of Afternoon Newspapers on Electric Lines (City and Country)?"—R. S. Weir, Journal, Detroit, Mich.

"Should Our Association Invite Premium Manufacturers to Exhibit at the Annual Convention?"—J. H. Miller, Chronicle-Telegraph, Pittsburg, Pa.

"The Abolition of the Return Privilege?"—Geo. H. Reynolds, Standard, New Bedford, Mass.

"How and Why the Circulation Department Should Produce a Profit?"—C. A. Booth, Evening Wisconsin, Milwaukee, Wis.

"The Best Way to Circulate an Afternoon Paper in the Homes."—Chas. Newman, Eagle, Brooklyn, N. Y.

"How to Retain Carrier Circulation After an Increase in Subscription Price."—T. J. Kavanaugh, News, Dayton, Ohio.

(a) "What Percentage of the Total Home Circulation is the Woman Reader Responsible For?" (b) "What Features Appeal Most to the Woman Reader?"—Mrs. T. C. Wilson, Capital, Topeka, Kansas.

Test Vote on Questions Discussed;

(Continued on page 3.)



HON. JAMES M. COX.

MEMBER OF CONGRESS FROM THE THIRD DISTRICT OF OHIO, OWNER AND PUBLISHER OF THE DAYTON (O.) DAILY NEWS AND THE SPRINGFIELD (O.) DAILY NEWS.

LEUPP RESIGNS.

Former Washington Correspondent Gives up Indian Commissionership.

Francis E. Leupp, Commissioner of Indian Affairs, resigned last Monday because of ill health. He has held the office since Jan. 1, 1905.

He began his newspaper career as assistant editor of the New York Evening Post in 1874. From 1878 to 1885 he was editor and part owner of the Syracuse Herald. He returned to the Evening Post as Washington correspondent in 1885, and was placed in charge of the Washington bureau of that paper in 1889. His daily letters to the Post during nearly twenty years form a valuable contribution to American history and political literature.

He was born in New York in 1849, graduated from Williams College, and also from Columbia Law School.

Will Patronize Open Market.

The members of the Inland Press Association decided at a meeting held in Chicago this week that they will patronize open market for print paper.

M. E. FOSTER

Buys Controlling Interest in Beaumont (Tex.) Journal.

The controlling interest in the Beaumont (Tex.) Journal has been purchased by M. E. Foster, president of the Houston (Tex.) Chronicle Publishing Company.

J. E. McComb, Jr., business manager of the Chronicle, has been made general manager of the Journal, and will be located in that city in the future, retaining, however, his connection with the Chronicle.

The new officers of the Beaumont Journal Publishing Company are: M. E. Foster, president; R. C. Duff, vice-president; J. E. McComb, Jr., treasurer and general manager, and R. A. McLaughlan, secretary.

The new management state that the Journal will be published every weekday afternoon and will be improved in many respects. New machinery and additional equipment for the various departments will be ordered immediately.

A new daily newspaper will be launched in Kenosha, Wis., by F. T. Fowler.

PICTORIAL HUMOR

CARTOONIST SAYS AMERICAN PAPERS SHOW INFLUENCE OF EUROPEAN STANDARDS.

Strand Magazine Will Get British and American Artists to Illustrate the Same Joke for Purposes of Comparison—Arthur Young Believes That No Great Cartoon is Created Without Strong Conviction.

(By the Managing Editor of THE EDITOR AND PUBLISHER.)

Arthur Brisbane is an admirer of Arthur Young, the cartoonist for Life, Puck, Judge and others. Mr. Brisbane, in one of his editorials, wrote: "Arthur Young is a cartoonist who THINKS."

I found Mr. Young in his New York studio reading a letter. By permission of the editor who wrote the letter it is printed:

ART. YOUNG, Esq.,
Office of Puck,
New York City.

NEW YORK, May 27, 1909.

DEAR MR. YOUNG:

In the Strand Magazine we are going to try an interesting experiment which has its origin in the old query regarding whether the Americans or the English have the keener sense of humor. We are having a certain joke illustrated by eight or ten British artists and the same number of American artists (humorous artists of course), and I should be glad to know if you could find the time (and the good nature) to contribute a drawing. I have secured the co-operation of some of the leading humorous artists in America—such men as C. R. Macauley, Hy. Mayer, Montgomery Flagg, Winsor McKay, etc., and if you would also contribute we should have a representative selection of American humorous art. No artist will see the other's drawing until it is published in the Strand. Together with the drawing I should want a few notes regarding how the "joke" struck you and the way you decided to treat it. The pictures are being donated by the various artists who are taking an interest in the experiment. If you will let me know if the idea is attractive to you I will send you the subject at once. Awaiting your kind reply,

Yours very truly,

F. A. JONES.

HE LIKES LONDON PUNCH.

"The Strand is a British magazine. Do you like to illustrate British jokes?" I asked by way of beginning.

"I like Punch," he said, judiciously. He hastily added: "I like Fliegende Blätter best of the European humorous publications. But also the French are doing fine, dashing things in humor."

Mr. Young was born in Illinois, studied art in Paris, lived in Milwaukee, was cartoonist for the Chicago Tribune, Chicago Daily News, Chicago Inter-Ocean, and is the author and illustrator of "Hell up to Date" and "Through Hell with Hiprah Hunt." All of this accounts for his catholicity of taste. Most of his work is humorous. Some of his later pictures have in them baldest tragic truths of our civilization.

BRITISH INFLUENCE ON HUMOR.

"Is our American pictorial humor approaching the European standard?"

"We shall always have our own standard. There will always be national characteristics. But nowadays the artists of different countries are getting to know each other's work. The big men

in humor must know what is being done in other nations, just as the big physician in America must know what is being done by the medical men of Europe. It might be said that the American character is summed up in one word—'assimilation.' Certainly we assimilate European humor. Gibson, for instance, shows the influence of Steinlen of Paris, Du Marier, the Englishman, and Schlitten of Germany. But it is not to say that he, or any other leading American artist, has lost the chief thing, the Americanism, in his make-up."

"Well, have the foreigners improved the standard of American artists?" I asked.

"We must admit that the British cartoonists of the past have left a splendid heritage. I think our humorous weekly papers are showing a tendency to less grotesqueness. They are growing truer to nature and man.

"The pictures in Punch by Charles Keen, John Leech, Du Maurier, Barnard, and others down to the present day, have always been closer to nature than the pictures by their American contemporaries. Their types have been real people, not merely caricatures. Whether or not their influence has caused a change in American cartoon art may be debated. But certainly our so-called better class humorous papers are developing toward an ideal that is not unlike the ideal of the British masters."

COMIC SUPPLEMENT WILL LIVE.

"But what of the comic supplement?" "It is still necessary. I think we shall always have it. We shall want it as people will always want to see the vaudeville comedian who squirts seltzer water and hits another fellow with a slapstick. I laugh at these things myself when I am in a foolish mood, even the most serious people have foolish moods."

CARTOONIST MUST HAVE CONVICTION.

When Arthur Brisbane said that Arthur Young "thinks," he expressed the thought of many thousands who have studied his work. Every picture by Young gives out a thought. Everything is subordinated to the thought. And so he speaks as one who knows in this wise:

"Two-thirds of the cartoons miss fire because the artists do not feel the idea. A great writer said: 'No great or lasting literature has ever been written without sound and earnest conviction.' That is true of pictures."

Newspapers in Receiver's Hands.

The Harrisonburg (Va.) Daily Times is in the hands of a receiver. It is believed, however, that this financial embarrassment is only temporary and that the property will soon be reorganized. It has been the only Republican daily in the State for the past four years.

F. C. Tabor succeeds W. Huckell as publisher of the Donnellson (Ia.) Review.

PHILADELPHIA BULLETIN

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

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

Net average for March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.



ARTHUR YOUNG.

CARTOONIST FOR LIFE, PUCK, JUDGE AND OTHERS. HIS RECENT DOUBLE-PAGE PICTURE, "HOLY TRINITY," IN PUCK, A TERRIBLE INDICTMENT OF THE GREAT TRINITY CHURCH CORPORATION OF NEW YORK, STIRRED THE WHOLE METROPOLIS AND FORCED A REFORM.

THE FIRST FIELD DAY

Of the Pilgrim Publicity Association of Boston Will Be Held June 23.

(Special to THE EDITOR AND PUBLISHER.)

BOSTON, Mass., June 14.—The first field day and ladies' day of the Pilgrim Publicity Association (formerly Admen's Club of Boston) will be celebrated on Wednesday, June 23.

The committee in charge are planning for a most glorious occasion. Mr. Weeden is chairman, and the other members are H. F. Barber, Cushing, Irving French, Marble, Nealley and Parr. An attendance of 500 is expected.

The party will start from Rowe's Wharf on the steamer *Mayflower* and sail down through historic Boston Harbor and the picturesque Weir River to Nantasket Beach. From the Nantasket wharf the First Corps of Cadets' Band will head the procession to the Rockland House, the largest hotel at the beach. The house will be opened especially for this outing.

The afternoon will be devoted to a baseball game, a tennis match, gymnastics, a challenge foot race, dancing and enjoyment of the natural advantages of the resort. One of the finest fish dinners ever served on the Atlantic coast will be placed before the members and their guests at the Rockland House at 5:30.

Later a tour of inspection of Paragon Park will be made. Then will follow a minstrel show and some classy vaudeville stunts, all personally staged by Mr. Carroll J. Swan, secretary of this association, whose equal, we feel free to say, does not exist when it comes to the successful handling of things like these.

The Upper Des Moines Editorial Association and the Northeastern Iowa Editorial Association will hold a joint meeting at Mason City in August.

GEORGIA COUNTY EDITORS

Get Together in Atlanta and Form Association.

Representatives of thirty-six county papers of Georgia met in Atlanta last week and formed an association to further the interests of Georgia papers. W. Tros Bankston of the West Point News was elected chairman; Hull Kerr, publisher of the Murray News of Spring Place, was elected permanent secretary. W. C. Allen, editor of the Wrightsville Chronicle, acted as temporary secretary.

Among the plans discussed at the meeting was the opening of an office in Atlanta and a better control of foreign advertising in the State.

A committee composed of J. J. Thomson, of Carrollton; P. T. McCutcheon, of Franklin; Hull Kerr, of Spring Place, and C. D. Toney, of Fairburn, were appointed to look into these matters. The report of the committee will be submitted to the meeting of the Georgia Weekly Press Association, which meets at Douglas on July 1.

Will Sell Stock at Public Auction.

A one-fourth interest in the Philadelphia Press will be sold at public auction in the Bourse building in Philadelphia on June 23. The stock will be sold in connection with settlement of the estate of the late Charles Emory Smith.

CHANGES IN ST. PAUL.

Editorial Staffs of Dispatch and Pioneer Press Being Reorganized.

Special to THE EDITOR AND PUBLISHER.

ST. PAUL, Minn., June 14.—A complete reorganization of the editorial staffs of the Dispatch and Pioneer Press, incident to the consolidation of those papers, is in progress.

Willis L. Williams, as the Editor and Publisher has already noted, went from the discontinued Evening Pioneer Press to the Dispatch as city editor. The only other Evening Pioneer Press man to join the Dispatch thus far is Theodore Laws, assistant city editor, who is now doing special work in Minneapolis for the latter paper.

Don C. Giffin, exchange and literary editor of the Pioneer Press, a genuine humorist and all-around good fellow, has gone to the Duluth Evening Herald as telegraph editor. Jay W. Ludden, who for several years has been Northwest editor of the Pioneer Press, has resigned to become telegraph editor of the Minneapolis Journal.

INCORPORATIONS.

The Progressive Stenographer Publishing Co.; capital \$5,000. Incorporators: Ethel W. Spalding, Mamie Kratz, and M. Loretta Miles.

Cape Girardeau News Publishing Co., Cape Girardeau, Mo.; capital \$7,500. Incorporators: William M. Ledbetter, David A. Glenn, R. B. Oliver, Jr., and others.

Ohio Valley Publishing Co., Parkersburg, W. Va.; publishing; capital \$50,000. Incorporators: C. D. Forrer, R. J. A. Boreman, E. G. Stephenson, and others.

Philadelphia Suburban Publishing Co., Camden; capital \$2,000. Incorporators: F. R. Hausell, William F. Eidell, and John A. MacPeak. The company is to engage as printers, publishers, etc.

The Duluth Saturday Night Publishing Co., Duluth, Minn.; capital \$50,000. Incorporators: John Mortimer Nichols, Edith Nichols, and George Hacquoil, all of Duluth. The company will publish the Duluth Saturday Night, and other newspapers, daily and weekly.

Enreka Publishing Co., Wellsburg, W. Va.; capital \$10,000. Incorporators: Charles R. Windsor, Charles L. Wilson, Abram Montgomery, and others.

Greensboro Daily News.

It is announced that the Greensboro (S. C.) Daily News, which is to be the successor of the Daily Industrial News, will make its initial appearance Sunday morning, July 18. Z. P. Smith is the editor and general manager. Harrison Cruikshank will be the managing editor, which position he held on the Industrial News.

C. B. Sipple has purchased the Times Star of Sedan, Kansas, from K. W. Whitmoir.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

CIRCULATION MEN.

(Continued from page 1.)

Announcements; Blackboard Subjects; Adjournment.

WEDNESDAY MORNING, JUNE 23, 9:00 TO 12:00 O'CLOCK.

Action on Report of By-Laws Committee; Committee Reports; Unfinished Business; New Business; Addresses by Local and Visiting Newspaper Publishers.

READING OF PAPERS.

- "Should Road Men Be Paid a Salary or Commission to Produce the Best Results?"—C. H. Motz, Times-Star, Cincinnati, Ohio.
- (a) "The Best Way to Build Up the Sunday Edition?" (b) "Some of the Best Sunday Features?"—W. F. Herron, Gazette-Times, Pittsburg, Pa.
- "Rural Route Circulation."—F. S. Read, Herald, Lexington, Ky.
- "Is it Advisable to Discontinue Entirely the Use of Premiums and, if so, why?"—J. Taylor, Herald, Montreal, Quebec.
- "The Best Plan of Soliciting and Sampling for Subscriptions at Factories."—H. V. Bomar, Times, Louisville, Ky.
- "Carriers as Solicitors and the Way to Obtain the Most Satisfactory Results."—Edward Armstrong, Herald, Duluth, Minn.
- "Do Popularity and Voting Contests Pay?"—E. M. McSweeney, Traveller, Boston, Mass.
- "Newsboys Clubs or Associations and Their Value to a Newspaper."—J. R. Taylor, Press, Grand Rapids, Mich.
- "The Official Bulletin."—Emil Scholz, Press, Philadelphia, Pa.

Blackboard Subjects; Adjournment.

WEDNESDAY AFTERNOON, JUNE 23, 1:30 TO 5:00 O'CLOCK.

ADDRESS.

"Circulation from the Advertisers' Standpoint."—D. C. Seitz, World, New York.

READING AND DISCUSSION OF PAPERS.

- "The Circulation Fakir or Ridding the Field of Fake Schemes and Schemers."—Wiley W. Baker, Sentinel, Knoxville, Tenn.
- "What is the Best Known Method of Making Readers for Daily and Sunday Newspapers in Large Cities?"—W. T. Adair, Tribune, Chicago, Ill.
- "Has Any Tendency Been Shown by the Reading Public for Discontinuing the Purchase of Sunday Newspapers Using the Comic Supplement?"—G. B. Munday, Inquirer, Philadelphia, Pa.
- (a) "Of What Value to a Metropolitan Daily is Circulation Obtained by a Combination with the Country Papers or Prominent Magazines?" (b) "What is the Attitude of the Reading Public Toward Papers Making These Combinations?"—F. S. Dobson, News-Tribune, Detroit, Mich.
- "How Can the Papers in the Small Towns Best Meet their Competitors from the Big Cities?"—C. F. Stout, Courier-News, Plainfield, N. J.
- "The Publishing of a Newsboys' Paper. Its Benefits."—E. B. Reynolds, Free Press, Winnepeg, Man.
- "A Card System for Handling Mail Subscriptions."—H. A. Akin, The Citizen, Columbus, Ohio.
- "Voting Contests—the Most Popular Prizes to Offer. The Class of People that Prove



D. B. G. ROSE.

CIRCULATION MANAGER OF LOUISVILLE EVENING POST, WHO WILL CALL THE CONVENTION TO ORDER IN CLEVELAND NEXT TUESDAY.

the Best Result Getters?"—R. S. Hamilton, Telegram, Winnepeg, Man.

(a) "How, When and Where to Use Premiums?" (b) "Is an Excess Weekly Collection with Premiums Advantageous?"—Thos. J. Fleming, Times, Scranton, Pa.

Blackboard Subjects; Adjournment.

THURSDAY MORNING, JUNE 24, 9:00 TO 12:00 O'CLOCK.

READING OF PAPERS.

- "Deadheads and Service Copies."—J. F. Broadfoot, Post, Washington, D. C.
- "How to Get Editions Out on Time by Uniting with the Other Departments?"—Wm. L. Argue, The Star, Toronto, Canada.
- "Best Method of Obtaining a Subscription from the Wealthy Resident Who Cannot be Reached by a Canvasser?"—A. C. Jenkins, The Ledger, Birmingham, Ala.
- "What Effect the Change of Price Has Had in the Newspaper Situation in Milwaukee?"—H. Solomon, Free Press, Milwaukee, Wis.; C. A. Booth, Evening Wisconsin, Milwaukee, Wis.; C. A. Schattenburg, News, Milwaukee, Wis.
- "How Should the Business and Circulation Departments Work Together for the Common Good of the Property?"—W. J. Irwin, Globe, Toronto, Canada.

Discussions; Blackboard Subjects; Unfinished Business; New Business.

THURSDAY AFTERNOON, JUNE 24, 1:30 O'CLOCK TO FINISH.

Election of Officers; Selection of Next Meeting Place; Unfinished Business; Adjournment.

The following is a list of the officers:

D. B. G. Rose, president, The Evening Post, Louisville, Ky.; Robert L.

McLean, first vice-president, The Bulletin, Philadelphia, Pa.; H. E. First, second vice-president, The Enquirer, Cincinnati, Ohio; J. R. Taylor, secretary and treasurer, The Press, Grand Rapids, Mich.

Directors—Wm. L. Argue, The Star, Toronto, Canada; F. E. Murphy, The Tribune, Minneapolis, Minn.; H. Solomon, The Free Press, Milwaukee, Wis.; John T. Toler, Commercial Appeal, Memphis, Tenn.; Edward Armstrong, The Herald, Duluth, Minn.; D. M. Beardsley, The Inter-Ocean, Chicago, Ill.; F. S. Brant, The North American, Philadelphia, Pa.; Sidney D. Long, The Eagle, Wichita, Kansas; George M. Rogers, The Plain Dealer, Cleveland, Ohio.

New Daily in Stroudsburg.

The Record is the name of a new daily recently launched at Stroudsburg, Pa. It is published by the Monroe Publishing Co., the officers of which are: President, W. L. Andre; vice-president, P. R. Johnson; treasurer, S. E. Shull; secretary, Charles H. Crowe; manager, N. A. Frantz; editor, A. F. Everitt.

Change in New York State.

The Glens Falls (N. Y.) Post Company has purchased the complete subscription list and good will of the Morning Star of that city. The Weekly Star will be discontinued, and the new daily will be called the Post-Star.

EDITOR AND CONGRESSMAN.

The Member from Dayton, O., Does Not "Sit Back and Listen."

Hon. James M. Cox, of Ohio, has the record of being the most precocious "new Congressman" in the history of the House of Representatives. It is customary for new members to sit back and listen for many months after they come to Washington. Some remain silent all through their first session in the House. Mr. Cox was not unfamiliar with Washington when he went there. He had done newspaper work in the city some years before. So he was not in the least awed by his surroundings and when he discovered fourteen days after he became a member that he had something to say in the House, he got up and said it. No new member ever made a speech fourteen days after his initiation and Mr. Cox's record will probably remain long unbroken.

Mr. Cox is the publisher of two of Ohio's liveliest newspapers—the Dayton News and the Springfield News. He is just putting up at Dayton a new home for his paper in which he will introduce some unique ideas in sanitation. He will have even sanitary desks in his office and every reporter and editor will be required to keep his desk clear of all rubbish. Each night the men who clean the editorial room will throw into the waste everything found on top of the desks—even one of Mr. Cox's editorials if it happens to be overlooked.

In addition to editing two newspapers and being a member of Congress, Mr. Cox is chairman of the committee having the Wright Brothers' celebration in charge. This committee had much to do with making Dayton a big news center this week.

Receiver for Uniontown Paper

Jasper T. Sembower has been appointed temporary receiver for the People's Tribune Company, of Uniontown, Pa., in connection with the suit brought by Sembower against the company and its directors. The receiver is instructed to continue the business, but to pay no adverse accounts arising prior to the date of the decree unless by special order of the court. He is required to furnish bond of \$10,000 and file an inventory within ten days.

Marine Paper Celebrates Birthday.

The New York Maritime Register, a weekly journal devoted exclusively to the world's shipping, celebrated its fortieth birthday last week. It was founded in 1869 by Smith, Young & Co. The present company is known as the World's Maritime News Company, and has for its president John E. Berwind.

Lugg Publishing Co., Denver, Colo. Incorporated capital \$10,000.

IF YOU MAINTAIN



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

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

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

350,000 GERMANS IN PHILADELPHIA

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

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

Examined by the Association of American Advertisers.

PRESS A CIVILIZER

Dr. Albert Shaw in Address Before Conference of Charities and Correction at Buffalo Says, "Get the Newspapers With You."

"The press is the highest agent in modern civilization," declared Dr. Albert Shaw, at the conference of Charities and Correction held in Buffalo this week. Dr. Shaw said:

"If I were compelled to give you a simple formula by virtue of which our communities could be made unanimous in the support of the progressive measures in which you believe and under which our governmental agencies might be made at once responsive, intelligent, honest and effective, and I were allowed only half a minute of time and but a single sentence, I should say: 'Get the newspapers with you.'

"Of course, it is desirable to have churches with you, as well as the educational forces, the women's clubs, the Central Labor Federation, the Chamber of Commerce, and as many other typical and representative opinion making groups as possible. But the newspapers are the most important, because they serve all these opinion making groups and many others.

"In normal times, under ordinary everyday conditions, the press has the immense advantage. Its facilities are incomparable. It sweeps the whole world and every day keeps alive in us a sense of common interest in the affairs of our community. It lifts us out of the local rut and gives us the broader spirit and intelligence of common citizens of a great country. Still further, it extends our sympathies beyond national bounds and gives us the feeling of human solidarity.

"Thus the press is the highest agent of our modern civilization, because it serves and reinforces them all without displacing them. The press does not take the place of the common schools, but it is so pervasive and so necessary a human agency that the chief work of the common schools, consciously or unconsciously, has come to be that of making a nation of people who read newspapers and periodicals.

"The time was never so opportune as now for a wide and constant use of the newspaper press for the general cause of social progress and for the accomplishment of a hundred specific steps of reform. It may take a long time to perfect an invention which afterward comes into general use to the great benefit of society.

"The newspaper cannot invent a car coupler, but they can use their powerful methods for spreading publicity and for concentrating public opinion to the end of compelling the general

adoption of automatic couplers, thus saving thousands of lives.

"The newspapers cannot work out the hygienic and curative systems under which tuberculosis may be rapidly exterminated, but it would be almost impossible to gain the general adoption of effective means to combat tuberculosis without the co-operation of the newspapers.

"Do not seek undue or false publicity. Remember that it is not always the reformers who are wise and righteous, while the newspapers are reckless and misleading. The over-advertising of a novel or uncertain remedy in its experimental stages, whether to cure cancer or to abolish poverty, may produce mischief and disappointment."

SIX-POINT LEAGUE

Holds Annual Meeting and Elects Officers.

The annual meeting of the Six-Point League, of New York, was held at the offices of Verree & Conklin, Brunswick Building, last week. The following officers were elected for the ensuing year: President, Mr. F. St. John Richards; vice-president, Mr. J. P. McKinney; secretary, Dan A. Carroll; treasurer, T. E. Conklin. Executive Committee, W. H. Smith, A. M. Knox, S. C. Williams, I. J. Benjamin, H. E. Crall, R. J. Shannon and Paul Block.

A vote of thanks was extended to the outgoing administration for the work accomplished and the different problems handled during the past year.

The league starts the third year of its existence under favorable conditions, with a membership representing the majority of the special representatives, with offices in New York City.

"BLUE LIST."

New Departure in New York Advertising.

W. C. Freeman, advertising manager of the New York Evening Mail, has inaugurated another new feature in the metropolitan field. The Mail has established a "Blue List" of classified and want advertisers.

The minimum space under the select "Blue List" heading is ten agate lines and the minimum cost \$5. Every advertisement is investigated before being received and must be guaranteed formally in writing by the person who is responsible for the advertisement. The Mail prints the following over the select classified advertisements:

"'Blue List' Advertisements Appearing Under the Classifications Below—the Standing of the Firm, the Nature of the Advertisement and Reliability of the Advertiser—Have Been Investigated as Far as Possible by the Evening Mail and Every Effort Will Be Made by Us to Have the Best Meet the Best."

Paterson Press to Be Sold.

It is reported that the Paterson (N. J.) Daily Press will be sold by James F. Gordon, receiver, to an out-of-town publisher. The Press is said to have more influential men among its stockholders than any other newspaper in America. It is stated that the purchaser will secure control by means of a majority of the \$25,000 preferred stock and the \$75,000 common stock will be wiped out.

The Harpoon, a magazine for postal clerks, has made its appearance.

ROY W. HOWARD WEDS.

General Manager of U. P. Married in London to Margaret Rohe.

Roy W. Howard of New York, general manager of the United Press, was married at St. George's in London, Eng., on last Monday to Miss Margaret Rohe, a New York, newspaper and magazine writer.

Miss Rohe has been in London for the past two months on a commission



MRS. ROY W. HOWARD.

for a New York magazine. Mr. Howard arrived in London on the Celtic last Sunday, and will spend some time investigating the foreign bureaus of the association. The couple will return to New York the latter part of July.

Miss Rohe is well known in New York and during her newspaper career has been connected with the New York World, Morning Telegraph and other papers. She was at one time on the stage.

COSMOPOLITAN INDICTED.

Cover of June Issue Contained Reproduction of Gold Certificate.

The Federal Grand Jury has indicted the International Magazine Company, publishers of The Cosmopolitan, for violation of section 3,708 of the Revised Statutes which prohibits the printing and circulation of anything in imitation of Government obligations.

"The Government bases its charges upon the fact that the cover of the June issue of the magazine contained reproductions in miniature of gold certificates.

Assault Charge Dropped.

James J. Doyle and Frederick M. Hall of the New York Press staff, who were charged by Oscar Hammerstein with assaulting him in front of the Knickerbocker Hotel last January, were discharged in the Court of General Sessions last week on their own recognizance. The prosecution consented to the release, owing to Mr. Hammerstein's stay abroad, which may be indefinite.

Tom D. Cochrane has resigned from the advertising department of the New York Evening Mail to accept a place as general manager of the Laemmle Company, 708 Broadway, New York.

Western Elk Publishing Co., San Francisco; incorporated capital \$10,000.

PRESS CLUB CARNIVAL.

Elaborate Program and Prizes Arranged for Athletic Meet.

The New York Press Club has completed the program for the athletic carnival of sports which will be held at the American League Park on Saturday, June 26. The prizes donated are said to be the most valuable ever awarded at an athletic meet in the United States. The prize list is as follows:

600-Yard Run, Scratch.—Set of gold, silver and bronze medals of special design; by W. R. Hearst for the New York American.

Five-Mile Run, Scratch.—First, gold jeweled watch; second, gold watch; third, silver watch; fourth, gold scarf pin; fifth, gold sleeve links; by the Oil City Derrick.

120-Yard High Hurdle Race, Handicap.—Set of gold and silver watches; by the New York Tribune.

440-Yard Run, Handicap.—Set of specially designed gold, silver and bronze medals; by the Brooklyn Eagle.

Throwing the 16-Pound Hammer, Handicap.—Set of gold and silver watches; by the New York World.

Throwing the Discus, Handicap.—Set of gold, silver and bronze medals of special design; by W. R. Hearst for the Evening Journal.

100-Yard Dash, Scratch.—Set of gold and silver watches for first, second and third; by the New York Press.

Throwing the 56-Pound Weight for Height, Handicap.—Set of gold and silver watches; by Leslie's Weekly.

Running Broad Jump, Handicap.—Set of gold and silver watches; by Frank A. Munsey.

Running High Jump, Handicap.—Set of gold and silver watches; by the Pittsburg Gazette Times.

Putting the 16-Pound Shot, Handicap.—First, diamond scarf pin; second, gold scarf pin; third, gold sleeve links; by McClure's Magazine.

Pole Vault for Height, Handicap.—Set of gold and silver watches; by the Brooklyn Standard Union.

Obstacle Race, Scratch.—Set of gold and silver medals of special design; by Charles J. Diegel.

One-Mile Run, Scratch, Special.—First, a special trophy cup; second, gold watch; third, silver watch; by the International League of Press Clubs.

440-Yard Relay Race, P. S. A. L. 95-Pound Class, Elementary Schools (four-boy teams).—Silver cups for first, second and third teams; medals for members of winning teams. These prizes by Irish-American Athletic Club.

Two-Mile Relay Race for Firemen, Letter Carriers and Police.—Set of gold and silver medals; by William J. Buttlng, for Brooklyn Lodge, No. 22, Elks.

M. A. L. One-Mile Relay Race (five-men teams).—Silver cups for first, second and third teams by A. G. Spalding Bros.; medals for members of the winning teams by Commissioner W. E. Stillings.

One-Mile Relay Race for High School (five-men teams).—Silver cups for first, second and third teams by the New York Commercial; gold, silver and bronze medals for members of winning teams by William J. Wright.

Gaelic Football Match.—Special bronze trophy; by the Oil City Derrick.

For Club Scoring the Most Points.—Trophy cup by the New York Press Club; and a special prize by the New York Press Club for every world's record broken.

The New York Times offers the advertiser the largest volume of the best kind of circulation, as well as the best company and the most of that company. All fraudulent or objectionable announcements rigidly excluded.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

A. W. FELL

Vice-President and General Manager of Cortland Standard.

A. W. Fell has been made vice-president and general manager of the Cortland (N. Y.) Standard Printing Co., publishers of the Cortland Standard.

Mr. Fell has been identified with the newspaper business for more than twenty years, and for the past eleven years has been manager of the Hud-



ALBERT W. FELL.

son (N. Y.) Republican. He was also at one time connected with the Wattertown (N. Y.) Standard, as manager.

He is well known in the New York field by reason of his fad of visiting newspaper offices throughout all parts of the State and elsewhere whenever he has time, and making himself known to the publisher, with a view of gathering some ideas which will be beneficial to him in his work.

He is a member of the New York Press Association and the New York Associated Dailies.

INCORPORATIONS.

Financial Times Publishing Co., Manhattan. Publish newspapers, etc.; capital, \$50,000. Incorporators: I. T. Kellogg, A. F. Cronhardt, J. W. Andrews, New York City.

Kibetzer Publishing Co., No. 236 East Broadway, New York. Print and publish books, papers, magazines, etc.; capital, \$3,500. Incorporators: Gregory Hurwit, No. 124 Bay 14th street; William H. Friedman, No. 65 Bay 14th street, both of Brooklyn; Mordecha B. Primack, No. 361 West Broadway, New York, and others.

Chicago Democratic Bulletin Co., Chicago. Printing and publishing; capital, \$10,000. John P. Tansey, No. 159 La Salle street, Chicago, Ill.

Wm. J. Morton Co., New York. Publishing and printing, representation of publications; capital, \$10,000. Incorporators: William J. Morton, 225 Fifth avenue; Meriel Morton, 225 Fifth avenue; Clarence E. Thornall, 50 Church street, all of New York.

Mining Share News Bureau, Inc., New York. Newspapers and periodicals, printing; capital, \$5,000. Incorporators: Eugene Cohn and Julius Levy, No. 132 Nassau street; W. T. Seagrave, No. 42 Broad street, all of New York.

A WATTERSON STORY.

How the Editor of the Courier-Journal Got His Start in Journalism.

"Marse Henry" Watterson, the famous editor of the Louisville Courier Journal, was as original in starting into journalism as in everything that he does and says.

It was just after the Civil War and Watterson in the ragged regimentals of a Confederate officer was casting about for some means of getting a little food into his stomach, says Spare Moments. He happened to get hold of a copy of the old Louisville Herald, and after studying it a while that peculiar, purposeful look settled over his face. He arose and tramped majestically down to the Herald shop and into the presence of the venerable editor.

"Well, sir!" growled the old man, for he was exceedingly busy.

"You want an editorial writer and I am the man for the post," said the young soldier as unabashed as an iceberg.

"Well, who in the—say! Who had the unmitigated gall to tell you that we needed an editorial writer, and who the blazes are you? And, say! What on earth makes you think we are pining for an editorial writer? the aged editor paused for breath.

"Humph," said Watterson as emotional as a granite block, "Anybody could see it by reading your paper!"

He got the job.

JAMES M. PIERCE.

Elected President of Newly Organized Des Moines Press Club.

Mr. James M. Pierce of Des Moines, Iowa, owner and publisher of The Iowa Homestead, The Wisconsin Farmer and The Farmer and Stockman, has been elected first president of the newly organized Des Moines Press Club, which starts with fifty active members.

President Taft has promised to visit Des Moines next September and the Press Club will entertain him and other notable guests throughout the year. Mr. Pierce has been engaged in agricultural journalism for the past twenty-five years.

BRISTON SUCCEEDS TOBEY.

Change in Little Rock (Ark.) Branch of Kellogg Newspaper Company.

P. C. Briston, of Wichita, Kansas, has taken charge of the Little Rock (Ark.) branch of the A. N. Kellogg Newspaper Company, succeeding W. S. Tobey, who has resigned.

The success of the Little Rock branch is largely due to the efforts of Mr. Tobey, who took charge 17 years ago, after having been with the Kellogg company in St. Louis for 9 years. Mr. Tobey upon his departure, was the recipient of a beautiful gold watch chain as a mark of appreciation from his employees.

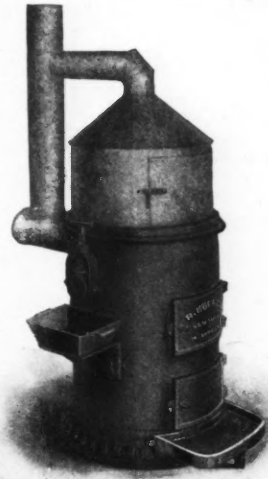
San Francisco Merger.

It has been announced that the owners of the San Francisco Evening Globe have purchased the Evening Post of that city and that the two papers will be merged.

The Tri-City Press established at Grover, Colo., last July by E. E. Lewis has been purchased by H. B. Proctor, of the Proctor-Wilson Realty Company, of Denver, Colo. D. H. Williamson has been placed in charge and the paper will be greatly enlarged and improved.

**R. HOE & CO.'S
DROSS-REFINING FURNACE**

Made for the use of either coal or gas as fuel



Capacity 225 lbs. of metal Made also in larger sizes

Pays for itself many times over in a short time. The price is low and no office should be without one.

For further particulars apply to

**R. HOE & CO., 504-520 Grand Street
NEW YORK CITY**

7 Water Street.....BOSTON, MASS. 160 St. James Street...MONTREAL, QUE.
143 Dearborn Street.....CHICAGO, ILL. 109-112 Borough Rd...LONDON, S. E., ENG.
8 Rue de Chateaudun...PARIS, FRANCE.

BEN LEVEN-NICHOLS AGENCY

Find It Necessary to Establish New York Branch.

The growth of the Ben Leven-Nichols Advertising Company of Chicago has made it necessary to open an office in New York City.

The lease has just been signed for a three-year term on a suite in the Day and Night Bank building at 42d street and Fifth avenue, opposite Delmonico's.

Ben Leven, president of the company, and Charles F. W. Nichols, vice-president, are in the East, superintending the establishment of the new branch. They will apply the same aggressive tactics that have made their company a success in Chicago and the Middle West.

The officers of the corporation are: President, Ben Leven; vice-president, Charles F. W. Nichols; treasurer, Clayton Cunningham; secretary, Joseph H. Finn.

Schloss Goes to Troy.

James B. Schloss, for the past year advertising manager of the Rutland (Vt.) Evening News, has resigned his position and will become advertising manager of the Troy (N. Y.) Evening Standard.

NEW PUBLICATIONS.

The Evening Star is the name of a new paper in Plattsburg, N. Y. Franklin Fisher is the editor and publisher, and T. H. Weldon is city editor.

The Amistad (N. M.) Tribune, a weekly, has made its initial appearance. It is edited and owned by W. M. Kinkade and C. E. Hargreaves. Mr. Kinkade was formerly State editor of the Pueblo (Col.) Chieftain.

Skiatook, Okla, has a new paper called the Skiatook Gateway. It is a four-page paper, and is published by Judge John Reardon.

A new paper will be launched at Clarksville, Ark., called the Democrat. Fred D. Vore is the publisher.

Arcadia, Kan., will have a new weekly called the World. Harry Tucker will be the editor.

A reorganization of the Southern Illinois Editorial Association was effected at a meeting held in Centralia on Saturday last. The following officers were elected: W. J. Sell, Grayville Mercury, president; Harris Dante, Effingham Republican, vice-president; H. W. Trovillion, Herrin News, secretary; L. C. Helm, Marion Telegram, treasurer.

FRANK S. ADAMS CONTEST CO.

72 Washington Street, Atlanta, Ga.

**EXPERT MANAGERS OF PRIZE VOTING CONTESTS
RESULTS GUARANTEED**

SUCCESSFUL CONTESTS NOW RUNNING ON:

The Winnipeg, Man., Tribune; The McKeesport, Pa., Times; The Auburn, N. Y., Citizen.
WRITE OR WIRE.

HOW NEWS TRAVELS

The Journey of a Small Item Around the Globe—An Interesting Story of the Commotion It Causes and the Many Processes Through Which It Passes.

"As you sit at your breakfast, running through your favorite newspaper, your wakeful eye is caught by a little dispatch dated from London, which states in simple language that a person of some importance in Great Britain, let us call him the Earl of Bareacres, on the previous day fell down the hall stairs of his castle near Penzance, say, broke his noble neck and now lies dead on the library table, pending the coroner's inquest. Possibly you do not know the Earl of Bareacres; probably the news of the sudden death of all the 'high' people across the Atlantic would not spoil your morning appetite," writes James Grant in the New York Sunday World.

"Yet here you are in New York, at say 8 a. m., reading a piece of news which considerably astonished Great Britain's breakfasters five hours before, and which will astonish San Francisco at 11 o'clock—your time. The item of news will have been discussed the same evening in all the social coteries of the world, for the dead peer, we may assume, was a well-known sportsman, speculator, social lion, and a man of great possessions. Before the item of news caught your speculative eye, here in America, it had gone through many processes.

LANDS END OF ENGLAND.

"Penzance, where the deceased Bareacres resided, is a small town in the extreme southwest of England, lying on the coast line not very far from the Edystone lighthouse, which bears the brunt of all the winds that blow from the wild Atlantic waters. The local newsgatherer happens near the castle, hears that Lord Bareacres, the tutelary genius of Penzance, has just died of a fall down his great hall staircase. Ewen, the local press luminary, possesses a qualitative nose for news. He straightway rushes, therefore, to the postoffice and telegraphs the news to the 'big' paper—circulation 30,000 daily, if you please—at Plymouth, for which he acts as Penzance special correspondent—oh, Crumbs! At Plymouth the despatch is taken in hand by the news editor, who, glancing at it with an acuminous eye, appreciates the political, financial and social significance of the death of Lord Bareacres much more fully than his correspondent at Penzance. He brings out a special edition of his paper, which is promptly seen by the correspondent of the Press Association of Great Britain. He in turn wires it to the headquarters of that important corporation.

"In the editorial rooms of the Press Association the wire is taken in hand, confirmed at the dead nobleman's town house, amplified in details, supplemented with a biographical memoir of perhaps two thousand words. The whole is manifolded on flimsy paper and sent round to every newspaper in England, Ireland, Scotland and Wales. It is subsequently skeletoned for the metropolitan wires and put on the tape-wire. Most important from the American standpoint, it goes to Reuter, where its world career really begins. Reuter is taking no chances, and it telephones first to the West End, or the Foreign Office man, to verify the information, which arrives in the office at 2 p. m. (E. T.), which is

five hours ahead of our time. The news is confirmed and then the editor gets busy.

GETTING CABLE NEWS IN LONDON.

"First, there is the London press. A bald account is prepared for the evening and morning papers, is manifolded for distribution by the corps of messengers, who go round and distribute the news by hand. The news is moreover put upon the special wire which percolates into all the metropolitan offices.

"Second, the editor in charge remembers that Bareacres had once served in India as a high official of some kind or other. Straightway a cable is despatched to Bombay with code instructions to drop the vital information at Aden or Alexandria, or at any other center of British influence along the line. The whole amplified message goes to Bombay; the simple fact is dropped in northern Africa, which sends it down the long line to Capetown.

"Thirdly, in walks the American, an Associated Press of America man. His is the breezy manner, and out of an affectionate spirit of loyalty to his concern he wishes the whole British peerage would drop dead. All peers are the same to him, and so he wants to know who in Hades is Bareacres anyway. He is duly informed and is further told that Bareacres owned large tracts of land in California, held big American securities of one kind or another and had many acquaintances over here. So the 'A. P.' man goes back to his office adjoining and forwards a despatch to his headquarters on Broadway. This despatch is put on the wire in New York and, of course, goes through the Union.

THE FRENCHMAN HUSTLES.

"Then comes the excitable element. He is French, and is one of the many London representatives of the great Havas Agency of Paris. For him this is the hottest piece of news since the battle of Waterloo, and he takes hold of it as if the world were likely to come to an end before the message reached Paris. He rushes to his telephone box, adjusts his telephone cap, calls up the London Exchange and requests the august functionary officiating to give him 'Parees Cent-a-raal eef you plis.' Within thirty minutes Havas has spread throughout France and Belgium the news that Bareacres, the man of vast wealth, who owned a villa on the Mediterranean, a chateau in Brittany, a shooting box near Compiègne and a string of racers at Chantilly, has been gathered to a long line of princely fathers. Then comes the unemotional man. You know by his clever face and his blue eyes that he was mothered by a fair woman of the Teutonic race. He knows that Bareacres had subscribed to the Imperial Navy Loan, and the news is sent to the Hamburger Borsenhalle, where such items of information are accounted at a high valuation.

MADRID TO BUENOS AYRES.

"To the Teuton succeeds a quiet-looking man with an olive complexion and melancholy Andalusian eyes. His interest in Bareacres would seem to be of the most apathetic kind till some kindly soul volunteers the information that the dead Earl represented the Court of St. James in Madrid as a special envoy when the late Alfonso XII was married. Then the air is rent with 'carambas' and the Spaniard fires his information off to Fabra in Madrid, who, knowing that Bareacres possessed half a million acres in South America, cables the item to La Prensa in Buenos Ayres, who may or may not have it from New York. Then when matters begin to simmer down some one in the far corner remembers the King. Where the deuce is the King? At Buckingham Palace? No; at Wind-

sor—and forthwith his Majesty is apprised of the death of a friend.

"So you see, Mr. or Mrs. or Miss or Master Reader, that the item you read with so much unconcern over your breakfast has caused not a little commotion in the world. A little town in England telegraphed to Plymouth, who sent it on to London. The Press Association of Britain distributed the news in the British Isles in less than thirty minutes. Reuter gave it to the Associated Press of America, who transmitted it all over the Union and down to Mexico and up to Canada. It also went to India, who sent it to Ceylon, who forwarded it to the Straits Settlements and Australia and New Zealand. Japan got it from San Francisco or Calcutta, and China got it from Shanghai or Hongkong. Havas gave it to France, who sent it to Italy; Wolffbureau provisioned Germany, Austria and St. Petersburg, while Fabra distributed it in the Iberian Peninsula. So much, then, for the news supply of the universe, to say nothing of the hosts of private, as apart from official, correspondence, men and women, who add to their incomes watching for news—and why shouldn't they, indeed?"

CHANGES IN INTEREST.

W. S. Williams, of Ozark, Ark., has purchased the Enterprise from Eugene Stevens, and on July 1 will consolidate the Enterprise and Democrat under the name of the Franklin Democrat-Enterprise. C. C. Colburn will be editor and manager and D. A. Ransom will be in charge of the mechanical department.

Eugene Stevens, former owner of the Ozark Enterprise, has purchased a half interest in a daily paper in Indiana.

W. Lavene Hafer has purchased an interest in the "Gettysburg (Pa.) Times." The paper will be incorporated with Ralph E. Buringer as president and W. Lavene Hafer as secretary.

Chester T. Martin, who for years has been connected with Deadwood and Lead newspapers, has purchased the Range Gazette of Camp Crook, S. D., from J. R. Warren.

H. A. Strong, of McConnellsville, O., has taken charge of the daily and weekly Advocate of Columbus, Kas. He succeeds W. A. Mitchell, who has edited the Advocate for seven years and who will retire from the newspaper field and enter a real estate firm in Kansas City.

PRESS ROOM HINTS.

Summer Rollers Should Be Washed With Kerosene.

"Considerable trouble is experienced at this time of the year with summer rollers," says Robert F. Salade in the American Printer. "It would be useless to try to work rollers purchased in the winter season during July, August and September. To work regular summer rollers on fast-speed presses without trouble when the thermometer registers 90 degrees F., is quite a feat. However, here are a few simple hints which will enable the printer to work a single supply of summer rollers all through the warm weather without 'running down' or other troubles.

"The washing up should be done entirely with kerosene. No benzine should be used at any time during the summer, as it at once takes the life out of the rollers and destroys the smooth surface, the rollers going to pieces in a short time. When washing up at the close of the day, do not wipe the rollers entirely free of the kerosene, allow a quantity of it to remain on the rollers over night, wiping dry in the morning. This makes the rollers hard and glossy and keep them in excellent condition.

"On fast-speed job presses, it is well to trim the edges of the rollers with a pair of shears. Also strips of cardboard should be glued to the runners of the presses so as to allow the rollers just about to touch the type when rolling over the form. This reduces roller-tearing to a minimum.

"A good idea for fountain and distributing rollers for Universal and Colt's presses, although the manufacturers will probably not agree with me in this, is to save the summer set at the end of the season for the following summer instead of having them recast for winter use. This applies also to Harris presses. The fountain and distributing rollers are really better after becoming two or three years old, as they become harder, of course, and are less likely to run down.

"Summer rollers should be kept from air-tight closets where they become soft, sticky and 'green.'"

Asks Interest on Bonds.

John C. Shaffer has filed a petition in the Federal Court at Indianapolis, Ind., asking that the receiver of the Star Publishing Company of Indianapolis pay him the interest on \$150,000 in bonds which he holds.

Ventilate the press room.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

Newspaper.	Date.	Article.
ENGLISH MERCURIS.	July 23, 1588.	Defeat of the Spanish Armada.
WEEKLEY NEWES.	January 31, 1606.	Execution of Guy Fawkes and Followers.
INTELLIGENCER.	January 29, 1648.	Execution of Charles and Speech on Scaffold.
THE GAZETTE.	Sept. 9, 1658.	Death of Oliver Cromwell.
THE NEWES.	July 6, 1665.	The Great Plague.
THE LONDON GAZETTE.	Sept. 10, 1666.	The Great London Fire.
"	July 4, 1770.	Transfer of the 13 States.
THE TIMES.	January 26, 1793.	Execution of Louis XVI. and Will.
"	July 3, 1797.	Execution of Richard Parker for Mutiny.
"	Oct. 3, 1798.	Nelson's Victory over French Fleet near Rosetta.
"	Sept. 28, 1798.	Rebellion in Ireland.
"	Nov. 7, 1805.	Account of the Battle of Trafalgar.
"	January 10, 1806.	Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.
"	June 22, 1815.	Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

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

DR. ELIOT'S BOOK LIST.

Announces His Selections for the 5-Ft. Shelf.

Dr. Charles W. Eliot, ex-president of Harvard University, this week made public a "partial" list of the books to go in his "five-foot shelf" library. It has been figured that about twenty-five volumes would stand up in the sixty inches of shelf space.

Dr. Eliot said:

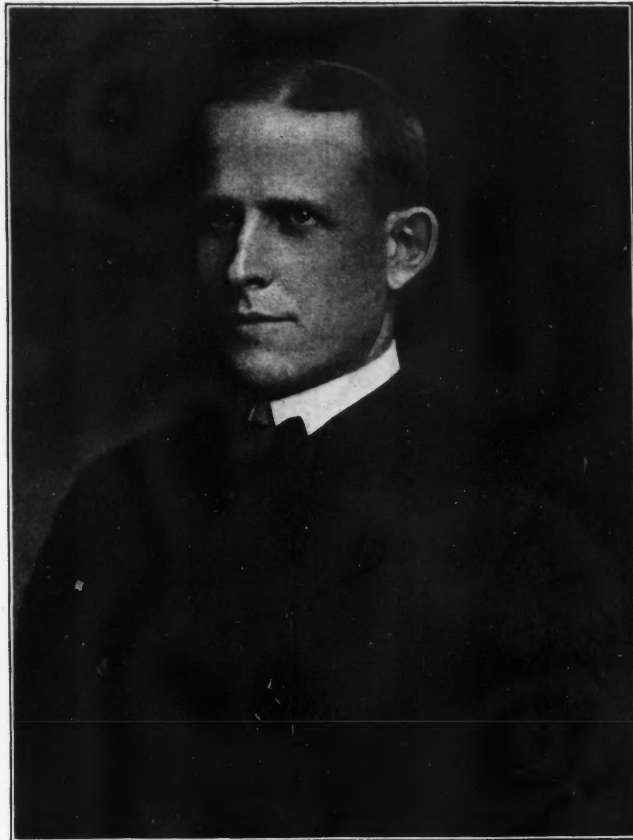
"It is my belief that the faithful and considerate reading of these books, with such rereadings and memorizings as individual taste may prescribe, will give any man the essentials of a liberal education, even if he can devote to them but fifteen minutes a day."

It is explained that some of the volumes contain several titles. While it would seem that there are enough books in the "partial" list to fill the shelf space, it is assumed, though not stated, that Dr. Eliot will add to the list. Here is the list:

- "Autobiography of Benjamin Franklin."
- "Journal of John Woolman."
- "Fruits of Solitude," by William Penn.
- Bacon's "Essays" and "New Atlantis."
- Milton's "Areopagitica" and "Tractate on Education."
- Sir Thomas Browne's "Religio Medici."
- Plato's "Apology," "Phaedo," and "Crito."
- "Golden Sayings" of Epictetus.
- "Meditations of Marcus Aurelius."
- Emerson's "Essays."
- Emerson's "English Traits."
- The complete Poems of Milton.
- Johnson's "Volpone."
- Beaumont and Fletcher's "The Maids' Tragedy."
- Webster's "Duchess of Malfy."
- Middleton's "The Changeling."
- Dryden's "All for Love."
- Shelley's "Cenci."
- Browning's "Blot on the Scutcheon."
- Tennyson's "Becket."
- Goethe's "Faust."
- Marlowe's "Dr. Faustus."
- Adam Smith's "Wealth of Nations."
- "Letters" of Cicero and Pliny.
- Bunyan's "Pilgrim's Progress."
- Burns's "Tam O'Shanter."
- Walton's "Complete Angler" and "Lives" of Donne and Herbert.
- "Autobiography of St. Augustine."
- Plutarch's "Lives."
- Dryden's "Aeneid."
- "Canterbury Tales."
- "Imitation of Christ" by Thomas à Kempis.
- Dante's "Divine Comedy."
- Darwin's "Origin of Species."
- "Arabian Nights."

Youngest Editor in Texas.

The youngest editor in Texas is Robert E. Conner, editor of the Lexington Enterprise. He is seventeen years old.



C. W. POST,

BIG ADVERTISER OF BATTLE CREEK, MICH., WHO PAYS FOR SPACE HE USES TO FIGHT LABOR UNIONS, AND CALLS ATTENTION TO THE FREE PUBLICITY SECURED BY THE PRESS BUREAU OF AMERICAN FEDERATION OF LABOR.

SEEKS OPINION OF EDITORS.

Governor of Florida Wants Light on Pending Newspaper Bill.

The governor of Florida has sent to the newspapers of that State a copy of the bill recently passed by the Legislature requiring all newspapers published in Florida to print the word "Advertisement" above all articles whether in the form of news matter or editorial, where such articles are paid for.

Governor Gilchrist wishes to get the views of the newspaper publishers of the State as to whether the bill should be approved or vetoed. The text of the bill is as follows:

Section 1. Whenever any newspaper or periodical published in this State shall contain any article, illustration, caricature or cartoon purporting to be news matter or editorial matter, but for the printing or publishing of which the editor of such newspaper or periodical, his agents or employees, or any one of them, have been paid, or promised to be paid, the word "advertisement" shall be conspicuously printed just above such article, illustration, caricature or cartoon.

Section 2. Any person violating the provisions of the first section of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined not more than \$500, or imprisoned in the county jail for not more than two months, or by both such fine and imprisonment, at the discretion of the court.

Elmer Trickey has engaged in the publishing business at Wrightstown, Wis.

THE REV. E. E. HALE.

Began Life as Reporter on Boston Advertiser.

The Rev. E. E. Hale, chaplain of the United States Senate, who died at his home in Roxbury, Mass., began life as a reporter on the Boston Advertiser, which was owned by his father, the Rev. Hale.

Later he became editor of the paper and served in that capacity until the beginning of the Civil War.

Rev. Hale was a prolific writer and many stories, magazine articles, essays and biographies have come from his pen. "The Man Without a Country" was his first piece of fiction and appeared in the Atlantic Monthly in 1863. Part of his writings have been gathered into a library edition of ten volumes and containing nearly 4,000 pages.

Dr. Hale did most of his literary work in his home on Pudding Stone Heights of Roxbury and his workshop was piled to the ceiling with books, pamphlets and curios. Baskets suspended from the ceiling were even utilized to hold literary material.

Des Moines Ad. Club.

The Des Moines (Ia.) Advertising Men's Club will give a big dinner at the Grant Club the last of June. The chief speaker will be William Thompson, of Kalamazoo, Mich., head of the Kalamazoo Stove Company.

Howard F. Jones has purchased the Warren (N. C.) Record and will succeed J. C. Hardy as editor.

THE QUEBEC CHRONICLE

Has Been Published Continuously for More Than 143 Years.

The Quebec (Can.) Chronicle has enjoyed a continuous existence of more than 143 years and has bound records of every copy of the paper since its inception. It was first established as a weekly, called the Gazette. This weekly is still continued under the original name and form.

The Greater Quebec edition of the Chronicle contains a fac simile reproduction of the Gazette which was printed half in English and half in French.

The following paragraph, which appears on the first page, serves as an interesting illustration of the difficulties attending the gathering of live news in those days:

The rigour of winter preventing the arrival of ships from Europe, and in a great measure interrupting the ordinary intercourse with the Southern provinces, during that season, it will be necessary, in a paper designed for general perusal, and public utility, to provide some things of general entertainment, independent of foreign intelligence; we shall, therefore, on such occasions, present our readers with such Originals, both in Prose and Verse, as will please the FANCY, and instruct the JUDGMENT. And here we beg leave to observe, that we shall have nothing so much at heart, as the support of VIRTUE and MORALITY, and the noble cause of LIBERTY: The refined amusements of LITERATURE, and the pleasing veins of well pointed WIT, shall also be considered as necessary to the collection; interspersed with other chosen pieces, and curious essays, extracted from the most celebrated authors: So that blending PHILOSOPHY, with POLITICS, HISTORY, &c. the youth of both sexes will be improved, and persons of all ranks agreeably and usefully entertained.—Upon the whole, we will labor to attain to all the exactness that so much variety will permit; and give as much variety as will consist with a reasonable exactness. And as this part of the project cannot be carried into execution without the correspondence of the INGENIOUS, we shall take all opportunities of acknowledging our obligations, to those who shall take the trouble of furnishing any matter which shall tend to entertainment, or instruction.

Cincinnati Ad. Club.

The next monthly dinner of the Advertisers' Club of Cincinnati will be held July 1 at Coney Island, a resort near the city. The ladies will be invited and the program will be in keeping with occasion. M. C. Gosiger is chairman of the committee.

The Boston Journal states that its advertising for the month of May was the largest of any May in the history of the paper.

BARNARD & BRANHAM

**Publishers
Representative**

NEW YORK Brunswick Bldg.
CHICAGO Boyce Bldg.

Botfield Engraving Co.

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**Deep Etched Cuts on Zinc
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BEST WORK AT LOWEST PRICE

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

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York.

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

T. J. KEENAN, Secretary

G. P. LEFFLER, Treasurer.

PHILIP R. DILLON, Managing Editor.

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NEW YORK, SATURDAY, JUNE 19, 1909.

SPLITTING THE DIFFERENCE IN PAPER AND PULP TARIFF.

It appears that the Mann Committee, appointed to investigate the paper and pulp industry, qualified to report after a long and careful examination, did not speak the final word on the tariff schedule for paper and pulp. We thought that committee had a proper title to expertness in the particular matters they handled. It seems most of us reckoned without the Senate Finance Committee. This Aldrich committee ought to have been considered. It is pretty well to the fore.

This Aldrich committee, assuming to know more about paper and pulp than the Mann committee (and knowing also all about several thousand other things), will recommend a tariff of \$4 a ton on print paper, instead of the \$2 a ton recommended by the Mann committee, and one-twelfth of a cent per pound on pulp instead of the free pulp recommended by the Mann committee.

This is the process of "splitting the difference" between the present Dingley rates and the proposed Payne or Mann rates.

It was thought that the Mann committee had done all the splitting of differences before reporting.

Probably there will be some forceful language talked on this subject when the conferees of the Senate and the House get together. The members of the House, being theoretically closer to the people, and in fact much dependent on popular votes for reelection, are not likely to forget that the press of the country, almost unanimously, have agreed that the Mann recommendations were based upon information approaching exactness, and were therefore just to all persons concerned. The newspaper publishers are like to think that the Senate "compromise" is equivalent to playing a head or tail game. They will look to the members of the House.

The majority of editors and publishers are strongly inclined to doubt the omniscience of the Senate Finance Committee.

THE LIST OF BEST BOOKS SELECTED BY DR. ELIOT.

Dr. Charles W. Eliot, the honored ex-president of Harvard University, has gone and done it. He was set upon a pedestal, and his countrymen looked up with admiration, nearly with awe,

because he was such a great man, and so learned. They will want to take him down.

He has made a list of books which, if read properly, are sufficient for the liberal education of the reader. There are some twenty in the list. These are to constitute a man's complete library, it being assumed that the man is so situated—upon a desert island, for instance—that he could get no more than about twenty-five books.

Of course the castaway will have had a college education to start his desert island course with.

It is a good sporting proposition that the Doctor will be jumped on by a million men and women, scholars and near scholars.

The list is printed in another column of this paper.

If a mere college professor had made the list, probably it would be condemned offhand by editors as pedantic. But one hesitates about calling Dr. Eliot a pedant.

Perhaps the Doctor is waiting for suggestions to complete his list. He says it is a "partial" list. Some of us wonder why he did not start his library with the Bible, and right after put in a dictionary. We have known college men who needed a dictionary every day.

It is going to be a mighty unpopular list with Shakespeare left out. A lot of people are going to get angry about this slighting of Shakespeare. They will want to know why a half dozen old Elizabethan dramatists that Shakespeare put in the minor class, are preferred to the Stratford man. And many will wonder why he will have no modern dramatist on his shelf. Why not Ibsen?

Dr. Eliot will likely say to his critics—"It is only my opinion."

Boom Sunday School by Advertising.

The Rev. Walter M. White, pastor of the First Christian Church of Mexico, Mo., and John W. Day, superintendent of the Sunday School, are firm believers in advertising. A year ago they began placing advertising in the local papers for their Sunday school with the result that the school now has a membership of more than a thousand.

Will Be Railroad's Guests.

Newspaper men of New Jersey and Pennsylvania will be the guests of the Central Railroad at Easton and Island Park on June 19.

UNCLE SAM'S SHIPS

Magazine Printed and Published on Board U. S. S. Pennsylvania Mirrors Life of Ship's Company and Is a Joy to Sailors.

"The Liberty Bell Magazine" is published monthly on board the U. S. S. *Pennsylvania*. J. E. Haley is the printer and publisher, and his name appears on the cover of the February, March and April numbers, which have come to THE EDITOR AND PUBLISHER office.

The magazine has twenty-two pages and cover, 6 inches by 8 inches, with matter set in two columns, standard width. The price is 15 cents a copy and \$1.50 a year.

The February and March numbers were printed "at sea." The March number was run off while the fleet lay in Magdalena Bay, Lower California, after the trip around the world.

The *Pennsylvania* is an armored cruiser, and it is true that the word "battleship" had the right of way in most all newspaper stories about the great fleet. That is why Editor W. O'Brien writes in the April number:

"We read a whole lot of the 'Battleship Fleet,' where they have been, and how they have been winned and dined all over the world, and the glorious time they have had. We are not jealous, but it looks as though the armored cruisers had been lost in the shuffle for the last eight months or so."

Amapala is a seaport on the west coast of Honduras, Central America. The "log" for March has the following entries:

"March 3—Amapala. Arrived at 9:15 a. m. 4—Inauguration Day aboard ship. 5—Liberty Party ashore. 6—Liberty Party ashore. 7—Fishing, hunting and liberty parties ashore. 10—Plenty of parrots aboard. 12—Still more parrots coming aboard every day. 13—Left for Magdalena Bay."

It appears from the following editorial that all sea ports are not exactly as young recruits dream them:

"We cannot conscientiously say we are sorry to leave beautiful Amapala, and we have no desire to revisit either there or any of the ports we have been in the past six months. As we heard a young fellow remark the other day, it is nothing like the picture that was posted outside the recruiting station when he enlisted."

Under the scare heading, "Managers Take Notice," in the March issue, is the following:

"'Gunboat' Smith of the U. S. S. *Pennsylvania*, champion heavyweight of the Pacific fleet, hereby challenges any man of the fleet who is desirous of meeting him for that title; purse or side bet.

"Anyone expressing a willingness to accept this challenge will please communicate with A. E. Poet, chief turret captain, U. S. S. *Pennsylvania*, who will supply all necessary information appertaining thereto.

"Other ship's papers please copy." From the context it seems that Mr. Smith met a fighter by the name of "Tar Baby," resembling Jack Johnson in color, in a twenty-round go. The following ballad tells the story:

OUR "GUNBOAT."

Way down in the Bay of Panama,
Where the sun shines bright and clear,
A gunboat trim met a dusky Tar
Who imagined he hadn't a peer.

Arrangements were made for a twenty-round go
Three hundred cold bucks was the size of the
bacon;

Each one thought the other a "pipe" don't
you know,
And all their spare gravy the result they did
stake on.

Each ship to the Queen sent a good delegation,
Expectations were rife for a good evening's
pleasure;
Fond hopes were soon shattered, the jar shook
the nation
When "Gunboat," our trusty, took that Tar
Baby's measure.

You may talk about heroes, of fame, and of
glory,
Sing praises of Shakespeare and Burns, while
they slumber:
But just draw me a picture and tell me the
story
Of how our brave "Gunboat" took the Tar
Baby's number.

Very naturally the readers of the Liberty Bell care little for sermons or scientific essays in their organ. Nearly all the contributed articles are humorous, with a biting fun after the manner of sailors. A well-written article sketches the evening meetings of "The Hooligan Club" on the forecastle. The members of the "club" are hit off in fun like this:

"It was also a great treat to hear Tim Duggins give his opinion on the building of the Panama Canal. He claimed that if the United States Government would borrow the battleship "Emerald Isle" from the Irish Government that the great guns from the great ship would soon bore a canal through the Isthmus of Panama."

The publication is nicely printed, has half-tone illustrations, and is evidently a joy to the big ship's company.

OBITUARY.

John H. Webb, a retired newspaper man, at one time owner of the New York Star, died in Los Angeles last week. He was seventy-two years old.

Gideon Tabor Stewart, at one time editor of the Toledo (O.) Blade, Toledo Commercial and Dubuque (Ia.) Times, died in Pasadena, Cal. He was eighty-five years old.

Albert Lawson, a retired newspaper man and founder of the Cincinnati Tribune, died in St. Louis of cancer. He was sixty-four years old. He was the New York correspondent for the St. Louis Post Dispatch for many years.

Moses Klein, one of the best-known Jewish editors in the country, died in Germantown, Pa., after an illness extending over ten years. Mr. Klein was fifty-three years old and was born in Hungary. He was one of the organizers of the Zionist movement, and was editor of the foreign department of the Jewish Exponent.

Moses King, publisher and author of King's Handbook of the United States and other similar well-known books, died at his home in New York. He was born in London in 1853.

Would Free Mexican Press.

A bill has been introduced in the lower house of the Mexican Congress the object of which is to provide greater liberty to the press of that country than it enjoys at present. The measure, which was fathered by Diodore Batail, repeals several clauses of the libel law and permits the publication of news now barred from the newspapers. The bill is said to have the approval of President Diaz.

PERSONAL

G. I. M. Simons, editor of the Amsterdam, Holland, Telegraph, is a-visiting in Los Angeles, Cal.

S. R. Barnett, editor of the Solano County Courier, published at Suisun, Cal., was married in San Francisco recently, to Miss Mae H. Cobb.

Max Walberg, of the Washington, D. C., Herald, was a visitor to Atlantic City last week.

Claude C. Keever, editor of the Fountain City (Ind.) Times, was married in Muncie, Ind., to Miss Hazel Phelps.

John William Blauvelt, of the New York Evening Telegram staff, enjoyed a brief visit in Galveston, Tex., last week.

Otis B. Tout, editor of the Calexico (Cal.) Chronicle, was married in Los Angeles last week to Miss Estelle M. Downing.

Cliff S. Estes, editor of the Kernes (Tex.) Tribune, was in Meridian, Miss., last week attending the wedding of his nephew.

R. Michaelis, publisher of the Illinois Staats Zeitung and Freie Presse, has been inaugurated an honorary member of the Deutscher Krieger Verein of Chicago.

W. S. Eakin, general advertising manager of the Swift Specific Co., of Atlanta, Ga., leaves next week on his regular trip to the Pacific Coast.

Clayton P. Chamberlain, business manager of the Hartford Times, returned home a few days ago after a trip to the cities of eastern New England.

CLUBS AND ASSOCIATIONS.

The Virginia Press Association will hold its twenty-first annual meeting at Rockbridge Alum Springs, beginning July 13. The meeting promises to be one of great interest, and at the close of the business session side trips will be taken to some of the Virginia resorts.

The annual outing of the Minnesota Editorial Association will be taken on the Great Lakes this year. Preliminary plans have already been made for the trip. The excursionists will leave St. Paul on July 10 for Duluth, where they will board a chartered steamer and voyage to Sarnia, at the foot of Lake Huron. A side trip will be made from there to Detroit. The party will make the return trip by the same boat, reaching home July 17.

Press Agent Marries.

Frederick Mordaunt Hall, a member of the New York Press staff for five years, and now in charge of the publishing department of Buffalo Bill's Wild West and Pawnee Bill's Far East Show, was married on last Saturday to Miss Helen Josephine Rowe of Brooklyn. The ceremony took place at the home of the bride's parents. The wedding presents included a silver dinner service from the staff of the New York Press.

The American Suffragette.

The first number of the American Suffragette was placed on sale in New York last Saturday. It will be monthly and the price is five cents. The cover of the magazine is yellow, the suffragette color. Mrs. Sofia Loebinger is the managing editor of the paper.

STAFF NEWS AND CHANGES.

Claude Jarnagin, a member of the staff of the Des Moines (Ia.) Capital, has been promoted to the position of city editor to succeed A. L. Wooldrige, who goes to New York, where he has accepted a position on one of the large papers.

F. N. Wild, for the past year city editor of the Jamestown (N. D.) Capital, has been made city editor of the Fargo (N. D.) News.

Harry D. Neach is the new city editor of the Fishkill (N. Y.) Standard. Mr. Neach comes from Troy, N. Y.

H. H. Rutter, for several years connected with the editorial staff of the South Sharon (Pa.) News, has resigned his position. He will be succeeded by Phil Conway, of Denver, Colo.

Jeff McLemore has been made managing editor of the Corpus Christi (Tex.) Daily Herald.

Lewis G. Early, formerly city editor of the Reading (Pa.) Times, has been promoted to the night desk.

Frank H. Bushick is the new managing editor of the Corpus Christi (Tex.) Daily Caller.

Ralph A. Graves, who has for some time been business manager of the New Britain (Conn.) Herald, has gone to the editorial staff of the Washington (D. C.) Star. John Kelly succeeds him on the Herald.

F. H. Druehl, lately advertising manager of the New Haven (Conn.) Register, has gone to take charge of the Hartford Post's advertising. J. E. Detmis, business manager of the Post, has been looking after the advertising, but the pressure of other duties has obliged him to get help. Mr. Druehl made a good record on the Register.

UNITED PRESS BULLETINS

W. W. Hawkins, San Francisco manager, will be located in New York for a couple of months.

W. E. Hall has been transferred from the St. Louis Bureau to the Chicago office.

C. E. Hogue will be in charge of the San Francisco Bureau during Mr. Hawkins' absence.

S. M. Evans, of the Washington Bureau, has been added to the New York office.

Fred J. Wilson, manager of the Boston Bureau, is on a vacation, Mr. W. F. Cronin looking after the Boston office during his absence.

Mr. E. B. Hatrick, manager of the New Haven Bureau, has returned to his office after a two weeks' vacation.

OPERATOR ASSIGNMENTS.

P. A. Cook to Alaska-Yukon-Pacific Exposition News.

J. M. Burk to Seattle Star.

W. W. Hays to Tacoma Times.

H. A. Kaufman to main office, New York.

Thomas Castello to Des Moines News, vice H. A. Rice, resigned.

NEW CLIENTS.

Colorado Springs (Colo.) Sunday Telegraph.

Keokuk (Iowa) Sunday Record.

Minot (N. D.) Daily Optic.

Devils Lake (N. D.) Journal. *

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS OR ADVERTISING MANAGER

Or both combined. I don't need the job, but the health of my wife demands a change of climate. If you who reads this have the faith in me that I do in myself, you'll write me for particulars. I am practical in all departments of newspaper work, but have given years of study and labor to making a success of the business and advertising end of newspaper work. Have the ability and know how to execute it. Write and plan effectively advertising and sales. Will get results in any field. Have succeeded in a field where every other man who has tried for fifteen years failed to make good. Good appearance and habits. Will be glad to correspond with any interested parties and will give details with reference. (SOUTH) THE EDITOR AND PUBLISHER.

POSITIONS WANTED.

Editor, fluent writer (agriculturist) and news gatherer; quick, steady worker; experienced printer; successful manager; will give satisfaction or take no pay. C. GRANDPIERRE, Columbia, Mo.

HELP WANTED

SALES MANAGER WANTED, capable of managing the sales department of an established printing press manufacturing concern in the East. Must be a good executive, and have had some experience in our line. Write fully, stating age, experience, references and salary. Address Manager, EDITOR AND PUBLISHER.

PRINTING PRESS SALESMAN wanted, to represent a first-class house in the East. Must know the trade well and have had experience in selling newspapers and magazine presses and others. Address, giving full particulars, age and salary, "First-Class." THE EDITOR AND PUBLISHER.

FOR SALE.

\$2,800 BUYS ONE OF THE BEST paying country weeklies in Michigan. \$1,400 cash and \$1,400 on time. 8 pages, 7 columns, 22-inch columns. Carries 18 columns steady advertising. Finely equipped office in growing town. Write for current copies and particulars. F. M. WEBER, Carsonville, Mich.

FOR SALE—LATEST FACES, new job type at 30c. per pound. Mantus Pub. Co., Fayetteville, N. Y.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN

The Evening Wisconsin.

MILWAUKEE, WIS.

THE LEADING HOME PAPER OF THE STATE
The Paper for the Advertiser Who Desires Results

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended of any other paper on the Pacific Coast.

Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

MISCELLANEOUS.

LEAGUE BALL RESULTS FOR

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

W. S. HAWKINS MARRIED.

Manager of Western Division of U. P. Wins Louisville Girl.

W. S. Hawkins, manager of the Western Division of the United Press, with headquarters at San Francisco, was married last Wednesday to Miss Margaret F. Wright at the home of the bride's sister at Marden, N. J.

The bride is the daughter of Major J. M. Wright of Louisville, marshal of the Supreme Court of the United States. After a honeymoon trip the couple will return to San Francisco, where they will make their home.

Hal P. Denton Resigns from Index.

Hal P. Denton has severed his connection with the Index, an illustrated weekly of Pittsburg, Pa. Before going to the Index Colonel Denton was chief political editorial writer on the Pittsburg Post. He was for many years connected with Philadelphia, New York and Washington papers and was well known as a member of the press gallery at the Capitol.

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

Daily News Service Illustrated
News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cl't'l Times-Star, Detroit Free Press, etc. TRIAL FREE.
GEORGE GRANTHAM BAIN
32 Union Sq., E., New York City

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

THE INTERNATIONAL SYNDICATE
Established 1899.
NINE DAILY SERVICES
BALTIMORE, MD.

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

J. WILBERDING
Newspaper Representative
225 FIFTH AVE. NEW YORK

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

J. P. Storm, Marbridge Building, New York, is placing orders for the advertising of the Metropolitan Life Insurance Company, New York. The same list of papers will be used as on the last order, with the exception that the State of Oklahoma has been added to the territory for this advertising.

The National Enameling Company, 81 Fulton Street, New York, is using the larger city dailies through Albert Frank & Co., Broad Exchange Building, New York.

The M. L. Brandt Cutlery Company, 105 Chambers Street, New York, is asking for rates generally to advertise a safety razor.

W. J. Morgan, East Twenty-third Street, New York, is placing the advertising of Burton Holmes.

The Homer W. Hedge Company, 356 Fifth Avenue, New York, is placing readers for the advertising of Dr. Williams, East Hampton, Conn.

W. F. Hamblin Agency, East Twenty-third Street, New York, is adding new papers to the list for the advertising of Wilber Welsh, Johnson's Foot Ease, Flatiron Building, New York.

The Phel-Meyer Company, Vanderbilt Building, New York, is asking for rates on fifty-six lines three times a week, for ten weeks, in newspapers generally, on some clothing advertising.

E. M. Hoopes, Wilmington, Del., is making new contracts for the Hostetter Company, Hostetter Bitters, Pittsburg.

H. Chester Thegan, Philadelphia, is placing five lines thirty times in Western papers for the advertising of the Brookside Inn.

The United Drug Company, Boston, is making new contracts for 5,000 lines in Southern papers.

The Charles H. Fuller Company, Chicago, is making 5,000-line contracts in Western papers for the advertising of the Consumer's Cooler Company.

Powers & Armstrong, Philadelphia, are asking for rates on eighteen inches twenty-six times in Pennsylvania papers.

The Proctor & Collier Company, Cincinnati, are using Connecticut papers for the advertising of Proctor and Gamble, Ivory Soap, Cincinnati.

W. W. Sharpe & Co., 99 Nassau Street, New York, are placing eleven

lines three months for the Maine Steamship Company, in the larger Eastern and Southern papers.

The Homer W. Hedge Company, 356 Fifth Avenue, New York, is making contracts for 10,000 lines in Western papers for the advertising of the Telepost Company, 225 Fifth Avenue, New York.

F. C. Williams, 108 Fulton Street, is making new contracts for 10,000 lines in Southwestern papers.

H. E. Leasan, Fifth Avenue, New York, is placing 3,000 lines in Southwestern papers for the advertising of the New York Central Railway.

The E. H. Clarke Agency, is placing 5,000-line contracts in Western papers for the G. Heilman Brewing Company, Old Style Lager, Chicago.

Otto J. Koch, Milwaukee, is placing six inches sixteen times in Pacific Coast papers for the advertising of the Conrad Montana Land Company, Conrad, Montana.

The H. Lewis Medicine Company, St. Louis, is asking for rates on 200 and 500 inches, in New York State papers.

Meyen & Co., Tribune Building, New York, is placing twenty-eight lines twenty-nine times in Canadian papers for L. & C. Hardtmuth Kohinor Pencil, 34 East Twenty-third Street, New York.

The Snitzler Advertising Company, Chicago, is making 15,000-line contracts in Western papers for the advertising of the John Wilde Company, same city.

The Spafford Agency, Boston, is using the larger Eastern dailies for the advertising of A. J. Orem & Co., same city.

Fred. St. Germain, Syracuse, New York, is placing eight inches eight times in New York State papers for the advertising of the Haberle Brewing Company, Syracuse.

The J. Walter Thompson Company, 44 East Twenty-third Street, New York, is placing orders generally for the Helmet Company, Chewing Gum, Cincinnati.

BUSINESS OFFICE NOTES.

The Superior (Wis.) Telegram is conducting a popular young lady contest, which will send ten of the fair sex to the Pacific coast, including the Alaska-Yukon Exposition at Seattle, in all a 5,000-mile trip. The contest is already meeting with signal success, and promises to be one of the largest of its kind ever attempted by a daily newspaper the size of the Superior Telegram. The Telegram now guarantees a net paid circulation of over 9,000 daily.

The Richmond Evening Journal on June 5 celebrated the fourth anniversary of its birth. The Journal says: "It is well with us now, and our future is rich with promise."

The Fall River (Mass.) Daily News celebrated its fiftieth anniversary recently. It was established in 1845 as the Weekly Fall River News, by Thomas Olney and John C. Milne. Mr. Milne is still identified with the paper, and his present partner, Franklin L. Amy, has been connected with the News for forty-five years.

ROLL OF HONOR

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

ALABAMA.		TENNESSEE.	
ADVERTISER	Montgomery	NEWS-SCIMITAR	Memphis
ITEM	Mobile	BANNER	Nashville
CALIFORNIA.		TEXAS.	
BULLETIN	San Francisco	CHRONICLE	Houston
EXAMINER	San Francisco	RECORD	Fort Worth
CONNECTICUT.		LIGHT	San Antonio
POST	Bridgeport	WASHINGTON.	
FLORIDA.		TIMES	Seattle
METROPOLIS	Jacksonville	WEST VIRGINIA.	
GEORGIA.		GAZETTE	Charleston
CHRONICLE	Augusta	WISCONSIN.	
LEDGER	Columbus	EVENING WISCONSIN	Milwaukee
ILLINOIS.		ADVERTISING NOTES.	
HERALD	Joliet	The Burlington (Iowa) Hawkeye has just installed a new Scott sixteen-page, sixteen-plate printing press. This is the new press manufactured by Walter Scott & Co., Plainfield, N. J., and is known as the Speed King.	
JOURNAL	Peoria	Barnard & Branham, special agents, New York and Chicago, have added the Dayton (O.) Journal to their Western office.	
IOWA.		Charles H. Eddy, special representative, New York and Chicago, has added the New Orleans (La.) Picayune to his list of papers.	
CAPITAL	Des Moines	James F. Antisdel, special representative, New York, left last Monday on a Western trip in the interest of the papers which he represents.	
THE TIMES-JOURNAL	Dubuque	T. F. Kennedy has resigned his position as advertising manager of the Mohican Grocery Stores Co., Flatiron Building, New York, and has accepted a place with the Frank Seaman Agency, West Thirty-third Street, New York.	
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		

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

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

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

American Home Monthly
A Household Magazine
 Circulation 100,000 COPIES Guaranteed Every Month. Flat rate 40 cents a line.
 HENRY RIDDER, Publisher,
 5, Barclay Street, New York.

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

THE LAST STAND

A Vivid Story of an Advertising Success That Is Full of Human Interest—A Campaign Into Which a Man Put His Soul.

"Ten years ago a young man from Texas arrived in Chicago under agreement to work for a well-known agency, to learn the advertising business," says Paul Findlay, in Success Magazine.

"He was eighteen years old and a youth of an inquiring turn of mind—one who could not be satisfied with the injunction to do this or that in such and such a way because it had always been done that way.

"He wanted to know the what and the why of everything that was put up to him. Thus, immediately after his arrival, he began to dig into things, and asked: 'What is advertising?' And nobody knew. It was vaguely defined as 'keeping a name before the public,' or it was 'publicity,' or 'spending the money and hoping.'

"There was then no such thought as 'Salesmanship in Print.' In fact, selling was then a mere incident, hence, often a simple accident. He illustrates the general condition, and incidentally relates how he 'broke into the advertising business' somewhat as follows—and may I be endowed with the ability to tell the tale as he tells it; simple, plain, everyday, human fact that it is—that you in turn may feel its true force and significance:

"He had been in the office thirty days when in came a Polish Jew who had been a moderately successful manufacturer of textiles prior to 1893, when the panic had carried him under. This man had struggled upstream for five years without being able to get a new foothold, and now he had come with \$84 to invest in general advertising of a new article, the product of a misfortune, in which he had faith enough to make a final stand.

"He had a little daughter who was delicate, subject to bronchitis and similar affections of the throat and lungs, and for her he had designed a woolen shirt with a double-thick front, weaving it into shape with his own hands in the evenings after his day's work, with the parent-love in his heart. His wife was in a hospital about to undergo a severe operation. Verily, life had been hard on this man possessed by all the racial, traditional family love of the Hebrew.

"When he had completed the little shirt, he felt somehow that he had discovered something which he might give to the world and thus make another start; so he went to his wife in the hospital and persuaded her to give up to him the few remaining rings and trinkets she had left from her days of prosperity, that he might sell or pledge them for enough to start a business and do a trifle of advertising.

"The jewels brought something like \$480 or \$580. Of this sum, all but \$84 went into machinery and materials and the struggling merchant came to the agency to arrange for the investment of this trifle in general advertising.

"And because he was a small man, 'not worth bothering with,' he was turned over to me, the kid of eighteen with thirty days' experience, at \$10 a week, to place his final stake. I listened to his story, noted it all; and it impressed me as something of tremendous importance—it was all or nothing. I started up to our chief copy-writer to get that ad. written, and when the chief learned what I wanted, he was so indignant at being bothered with such a

trifle, 'such a ridiculous little matter,' that he literally kicked me out of his room, right down into the office of the head of the firm. The boss asked me what all the fuss was about, and when I told him he grew testy, said it was of no account, was too small to bother with, and would not consider it further.

"Small?" I said to him. 'Small?' why, it is a man's future, a sick wife's jewels, a child's bread—can you call that small? It does not look small to me!' Well, he fired me on the spot—I was down and out; but just as I was about to leave the office, the junior member of the firm came in and asked what was the matter. 'Oh, I have fired the kid—he's too fresh,' said the elder. But the junior wanted to know; and, after I had told him the facts, he declined to let me out—said I was right; that I was simply doing the best I could and working as I was in duty bound to work.

"Then he said: 'Why not write the copy yourself?' 'No,' I said; 'not me. I can't write copy for that man. If it were a thousand or ten thousand dollars from a man who had plenty of money, I could take a chance and try it—and, likely, fail; but not on the last jewels of a woman in the hospital—not on a child's bread—not on the tremendous sum of eighty-four dollars to a man who is putting up his last fight.'

"Well, that was all there was to it. The copy man would not write the ad., and I did not dare to do it. So I went back to the man and said: 'Here, take your money back. I cannot honestly take it from you. They won't help me, and I would not dare to try to write that ad. for you.'

"He looked up at me almost in despair, and may have read honesty in my face; but, at any rate, he said: 'You keep it; I am going to leave it with you anyway—and write the ad. myself!' So he sat right down, and, because it was his last chance, he wrote from his heart. He put into it his soul, the love of his child, the last tokens of his wife's confidence and affection—and, he wrote an ad. that has sold goods ever since.

"To-day there is hardly a drygoods store in the country that could stay in business and not handle his goods. His account with us has run from \$50,000 to \$100,000 every year. Every time he tries another ad. the business declines; he goes back to that ad. and the sales increase. It was my first experience with 'salesmanship in print.'

"And that is how I broke into the advertising business."

"Of a truth I say unto you that this poor widow hath cast in more than they all: for she of her penury hath cast in all that she had."

"That was the beginning of the end of the 'gamble' in advertising. That finished the buncombe, the catch-as-catch-can, the take-a-chance in advertising. It is far from an exact science to-day, but, as this man says of it: 'Whereas then we knew absolutely nothing about true advertising, to-day we know five per cent. of what we should know, and have only ninety-five per cent. yet to learn.'

"From that day forth our service took on new character. We learned that to deliver the goods we must study the individual business and plan intelligent campaigns; that it is far better not to get business than to fail to make good on money intrusted to us for investment.

"In a few years, my firm gave me the business. The junior partner died a short time since—a millionaire; the elder is living in retirement with even greater riches. I could not and cannot yet write copy—do not expect ever to

be able to do it. But I am thankful that now I can hire bigger men than I am to write it for me. And"—with a frank, kindly smile—"I am glad of it; for any day there may come up another case behind which is a sick child and a wife in a hospital."

CENTENARY CELEBRATION

Of Introduction of Printing in Michigan Observed in Detroit.

The centenary of the setting up of the first printing press in the old Northwest Territory was celebrated in Detroit, Mich., last week.

One hundred years ago the Rev. Gabriel Richard, a French priest, brought from Baltimore a press and type and established the first newspaper in Detroit. It was called The Michigan Essay, or Impartial Observer. The celebration was attended by editors and public men from all over the State. Melville E. Stone, general manager of the Associated Press, made the principal address.

Will Enlarge Philadelphia Branch.

Bingham Brothers Company of New York, makers of printers' rollers, find that the present quarters of the Philadelphia branch have grown too small for the rapid handling of roller castings and have secured larger and more spacious quarters at 623 Cherry street, to which place the branch will be removed about September 1. The Philadelphia branch was established at 413 Commerce street ten years ago.

Towanda (Pa.) Review's Contest.

The Towanda (Pa.) Daily Review has closed a circulation contest in which 6,000,000 votes were cast and 2,800 new subscribers added. Towanda is a city of 5,000 population. The Publishers' Circulation Company of New York conducted the contest.

The Bessemer (Mich.) Free Press and Herald has been purchased by Al. Siebensohn, W. J. Cordy and John P. Fitzgerald. The two will be consolidated into one Republican paper. Mr. Siebensohn will be in charge.

A Mine



The American Printer is a mine of authentic reference and information for producers and publishers of good printing. Every issue handles in a practical way the progress and problems of pressman, compositor, artist, engraver, designer, solicitor and stationer and office manager. Its pages are replete with handsome engravings and artistic inserts showing the latest achievements of the printer's craft.

It's a live journal—edited by live men—who treat of live topics in a way that every ambitious man or woman who has anything to do with a printing office will appreciate. Its advertising columns furnish a mine of information to subscribers—and its subscribers are a mine of richest prospects to the manufacturer who makes and sells things printers use in their business. It's a business bringer.

Send 20 cents for a copy of The American Printer. Nonns free. \$2.00 is all twelve issues will cost you. Work the mine. Canadian subscription \$2.50. Foreign \$3. OSWALD PUBLISHING COMPANY 25 City Hall Place, New York City



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

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

Kohler Brothers, 277 Dearborn St., CHICAGO
LONDON: 86 Ludgate Hill, E. C.
NEW YORK: No. 1 Madison Ave.

CLARENCE AUSTIN

Now Assistant General Manager of Houston (Tex.) Chronicle.

Clarence Austin, formerly auditor of the American Association of Advertisers, has been made assistant general manager of the Houston (Tex.) Chronicle.

Mr. Austin has been connected in the past with the business and mechanical departments of the Denver Post, the Minneapolis Tribune, the Lee Syndicate of Iowa Evening Newspapers, and the Seattle Post-Intelligencer.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday. W. JOHN STONHILL & CO., 56 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacture, Patents, Gazette and Financial Trade News. Annual Subscription (\$2 issues), post free, \$3.00.

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

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shneiderwend & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Hlon, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

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

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

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