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MUTUAL BENEFIT.

REMARKABLE ORGANIZATION OF CURTIS PUBLISHING COMPANY'S EMPLOYEES.

President William V. Alexander Tells The Editor and Publisher of Its Aims and Practice—Nearly 500 Members Who Pay Five and Ten Cents Weekly Dues, But No Dues Need Be Paid for Next Ten Months, So Large Is the Surplus.

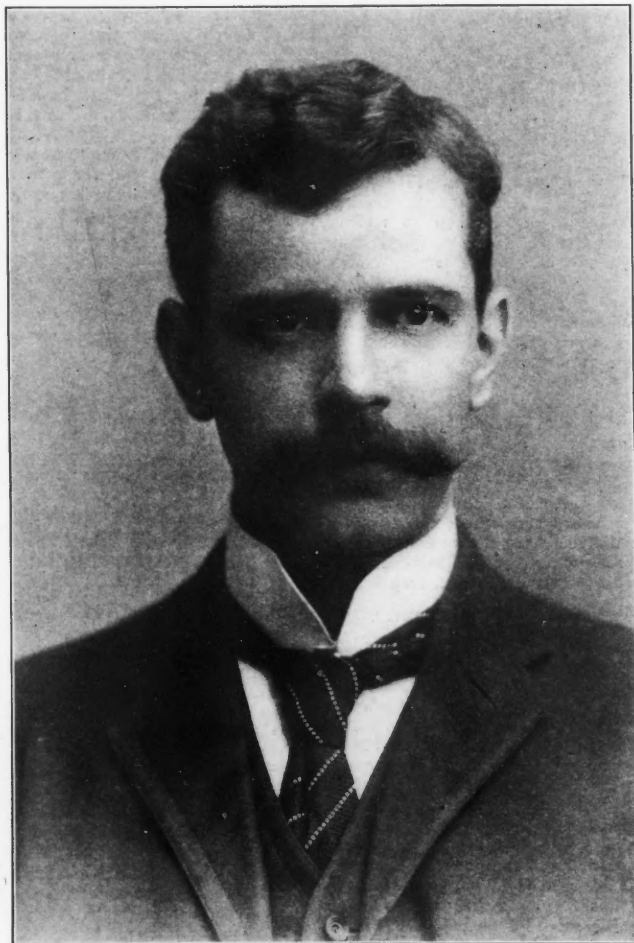
A good deal of interest has been aroused by the statement recently made in THE EDITOR AND PUBLISHER, to the effect that the members of the Curtis Mutual Benefit Society of Philadelphia would not be called on for some considerable time to pay dues, so excellent is the financial management.

The Curtis Publishing Company, which issues The Ladies' Home Journal and The Saturday Evening Post, is widely known as one of the model publishing establishments of the world. But little has been said about the Benefit Society of which William V. Alexander, managing editor of The Ladies' Home Journal, is president. Mr. Alexander was asked by THE EDITOR AND PUBLISHER for some detailed information about the society. He said:

"About four years ago some of the employes of the Curtis Publishing Company, whose positions were such that they suffered no loss of income in case of sickness, thought it would be a good thing to form a society whose object should be to help those less fortunate. This was the beginning of The Curtis Mutual Benefit Society, which started with 113 members and now has 492. With characteristic generosity the company offered to give substantial aid every year; but the officers of the Society decided to see first if the Society could not take care of itself. There were small weekly dues—only five or ten cents; and in case of illness there were weekly benefits of \$2.50 or \$5.00. Provision also was made for the payment of \$50.00 or \$100.00 in case of death, and five such payments have been made.

"How advantageous membership may be is shown by a few examples. One employe who had paid \$4.00 received \$55.00; another, who had paid \$4.20, received \$65.00; and a third, who had paid only \$1.20, received \$60.00.

"Now, it might be supposed that this Society would have to turn to the company for help, after all. But it has not. On the contrary, it has reached the point where its surplus fund is so large that the collection of weekly dues has been suspended indefinitely. Probably no payments will be required for a period of ten months or more. Every employe is invited to join the Society, and no medical examination is demanded, as the main thought is to extend a helping hand wherever it may be needed. Since The Curtis Mutual Benefit Society has prospered by adopting this broad policy, others might. Certainly, the idea is worth considering."



DAVID COUPER THOMSON.

HEAD OF D. C. THOMSON, LTD., PUBLISHERS OF THE DUNDEE (SCOTLAND) COURIER, AND AN ADVOCATE OF STANDARD SIZE.

TRUE AMERICAN SOLD.

Old New Jersey Morning Daily Auctioned for \$55,000.

The Trenton (N. J.) True American, established in 1835, and one of the best known Democratic morning dailies in the Eastern states, was sold at auction last Tuesday for \$55,000 to Henry Eckert Alexander, of Columbus, O. The bid was for the entire property, including real estate and personality. The paper has been in financial difficulties during a year past.

The mortgage encumbrances aggregate \$30,250. The commercial debts are about \$25,000, so that the stockholders will be left practically without any equity in the property if the bid is accepted by the Court of Chancery.

Mr. Alexander states that he intends to run the paper himself and make it a militant Democratic publication. He will defer formal announcement of the policy until he gets possession. Some of the stockholders are objecting to the low price.

LAFE YOUNG FOR CABINET.

Shrewd Prophets Say Taft May Offer Him Light Place.

Washington people who keep ahead of events, and other close observers in the West, are saying openly that Colonel Lafayette Young, of the Des Moines Capital, will be offered a place in the cabinet if Taft is elected. Iowa has now one cabinet member, Secretary Wilson. However, Mr. Taft might easily waive precedents.

Colonel Young is one of the original Taft men. He went with the Taft party to the Philippines several years ago, and was active in starting the Taft boom. He has steadily supported Mr. Taft from the first.

Editor Bridge Seriously Ill.

Charles A. Bridge, former city editor and night editor of the New York World, is lying seriously ill at his home in the Borough of Brooklyn.

The plant of the Waurika (Okla.) Press was damaged by fire.

STANDARD SIZE.

LEADING MANUFACTURERS OF PRINTING PRESSES INDORSE THE MOVEMENT.

The Editor and Publisher Asked for Authoritative Statements—Letters From Three Great Manufacturers Constitute a Technical Text Book On the Subject—Great Interest Shown by All Interested in Newspaper Production.

So much interest was aroused, in Europe as well as in America, by the article on the standardization of newspaper size written by John Norris of the A. N. P. A., which was printed in THE EDITOR AND PUBLISHER of October 3, that it was resolved to place before the publishers the opinions of manufacturers of printing presses, who are primarily interested in every change of size.

The manufacturers all evidence a keen interest in the movement. Following are printed the statements of Walter Scott & Co., Goss Printing Press Company and R. Hoe & Co.:

R. HOE & CO.

New York, Oct. 26, 1908.

THE EDITOR AND PUBLISHER:

Referring to the article "The Standard Size," in your issue of October 3, John Norris, Chairman of the Committee on Paper of the American Newspaper Publishers, is certainly doing good work in pointing out to the publishers the economies which can be made in newspaper publishing by adopting a uniform standard in the width of paper, columns, rules, margins, etc., making paper rolls of one paper interchangeable with others.

The article states that R. Hoe & Co. are in favor of a 67-inch width of paper roll for a seven-column paper; this being for a roll four pages wide, or 33½ inches for one of two-page width. On the other hand, that the International Paper Co., favors one of 66 and 33 inches for the same purpose. There is an error in this, for the 66 and 33 inch width of rolls is intended for a paper in which the width of columns is 12½ ems, and not 13 ems, which is the standard mostly used throughout the United States.

It is possible by reducing the margins to an extent which makes the paper look odd, to run a 13-em standard seven-column paper on 66 and 33 inch paper, but it makes the outside margins narrower than the top and bottom, which must remain ½ of an inch, on account of the limitations in the cylinders of the presses.

LENGTH OF COLUMNS.

How long the printed matter or column can be is determined by the opening in the impression cylinder through which the blankets are fastened to the cylinder. This is usually one inch wide; allowing the printing plates to strike or print ¼ of an inch from each side of this opening, gives a margin of 1¼ inches, which forms one top and one bottom margin, or ½ of

PRINTING PRESS MANUFACTURERS DISCUSS STANDARD SIZE.

an inch for each. This is the narrowest margin permissible, and gives the longest column possible. Considering that the greatest economy obtainable in printing, on the length of the page, is by adopting the $\frac{5}{8}$ inch top and bottom margin, and since a paper looks best with equal margins, it is natural that $\frac{5}{8}$ inch should be adopted for the outside margins. The $\frac{1}{4}$ inch center margin when folded, gives $\frac{9}{16}$ of an inch to the page. This variation from the $\frac{5}{8}$ inch standard was adopted for two reasons: To make it $\frac{1}{4}$ inches would have given a full width roll of $67\frac{1}{4}$ or $33\frac{3}{8}$ inches, which are odd figures; to make these figures even 67 and $33\frac{1}{2}$ inches meant an equal reduction on all margins, but since the outside margins are used to draw the sheets through the press and over the folders, it was decided to take it out of the center margin.

In some instances the center margin is reduced to one inch, but where the papers are pasted this is too narrow and does not permit the paper to be opened in the center so as to be easily read, especially if the paste is run irregular and not exactly in the center of the margin, which happens frequently in the hurry to get out the edition.

STANDARD COLUMN 13 EMS WIDE.

The $13\frac{1}{2}$ -em column is being used less and less, and the increased price of paper is hurrying the change of those left to the 13-em standard. It may seem strange, but it is a fact, that when changes are made from one standard to another, it is hardly ever noticed by even constant readers; in fact, papers have been changed from six to seven columns, and from wide margins to narrow margins in addition, and the change has never been noticed by the regular readers, and even by publishers of others papers, until their attention was called to the fact, and is has certainly been proven that a paper can be made to look well, at the same time practising all the economies possible in the use of white paper.

The day of the blanket sheets is over. The few that exist are wedded to their size for some reason or other. The wide-awake publisher of to-day wants to get all the printed matter possible on his sheet without spoiling the looks of his paper, and leaving margins wide enough to be run through the presses properly; in other words, he is not selling white paper, but printed matter.

There are really two standard widths of newspapers:

The seven-column, 13-em standard, 67-inch roll; the seven-column, $12\frac{1}{2}$ -em standard, 66-inch roll; the eight-column 13-em standard, $75\frac{3}{4}$ -inch roll; the eight-column, $12\frac{1}{2}$ -em standard, $73\frac{1}{2}$ -inch roll.

THAT the people of Philadelphia and its vicinity appreciate the endeavors of "The Bulletin" to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of "The Bulletin" has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

The 13-em standard easily predominates, being used by two-thirds of the papers.

NEW YORK PAPERS COMPARED.

Considering the length of the paper page, which in the modern construction of the printing press is a fixture, there are three standards:

$21\frac{1}{2}$ inches length of page: Journal, World, Press, etc.; $22\frac{3}{4}$ inches length of page: Times, Herald, Post, Globe, Mail, Sun, German Herold, Staats Zeitung, etc. All papers in Philadelphia, excepting the Press and Inquirer.

The $23\text{-}9/16$ inches length of page: Philadelphia Press, Inquirer, Chicago Tribune, News, Indianapolis Star, Kansas City Star, etc.

The $21\frac{1}{2}$ inch length is very seldom run as an eight-column paper.

The $22\frac{3}{4}$ inch length is mostly a seven-column paper, but in many cases is run eight columns wide.

The $23\text{-}9/16$ inch length is most frequently an eight-column paper, but in many cases is run as a seven column.

It has been the experience of the writer that a good many publishers have hesitated to change the appearance of their paper, either by reduction of width of columns or margins, but in every case where they decided and did alter were surprised to find that no one ever noticed the difference which gave them so much trepidation.

GREAT SAVING BY UNIFORMITY.

It is certain, as Mr. Norris points out, that great savings have been affected by the study of this question and greater saving will be made by the general adoption of a uniform standard. It means uniform advertising blocks, uniform advertising matrices, and many other features which are valuable to the newspaper office, besides the saving in paper.

Great strides have been made in paper making and the paper of to-day is far in advance of years ago in strength and finish. This makes it possible to give the splendid effects in half-tone and pictorial reproductions which are features of the well-printed paper.

It has been stated that R. Hoe & Co. have labored patiently for a standard. This is true, but largely in the interest of the publisher, since it makes a very slight difference to them to adopt any size in width, the only fixture being the length of page; but in case of fire, or other unforeseen accident, when they were called upon to give advice as to how to get out the paper for the one so situated, it impressed itself upon their minds how useful it would be if one publisher could use another's presses and paper.

R. H. HOE & CO.

GOSS PRINTING PRESS CO.

Chicago, Oct. 26, 1908.

THE EDITOR AND PUBLISHER:

Referring to your copy of Oct. 3, subject, the standard size for newspapers. We believe that this is a move in the right direction.

During the past five years publishers as a rule are very particular in specifying in their orders the margins that they desire. We run as a rule from 1 inch, for the center margins, to $\frac{1}{8}$ inch and $\frac{1}{4}$ inch, outside margins all figure at $\frac{5}{8}$ inch up to $\frac{3}{4}$ inch.

All of our machines being built on orders, we have simply got to follow instructions, but the tendency is for as small margins as the cylinders will stand for.

CONVENIENT FOR PRESS BUILDER.

We have during the last few years changed a large number of our presses to narrower margins. This can readily be done on any of the Goss-straight-line Newspaper Presses, and at a very slight cost to the publisher. No doubt it proves of great value to have machines constructed as near a standard size as possible. It would be more convenient for the press builder and it would be a great saving to the publisher.

It makes no difference to us whether the specifications call for a 66 or 67 inch rolls, but from recent contracts we believe it is coming down to the 66 inch size for 7 columns of 13 ems wide.

Formerly presses had to be made flexible so that they would print various columns in width of say 6, 7 or 8, but this method is being discarded and the machines are now constructed as a rule to take in the 7 columns 13 ems in the width only. This is much better for the presses and no doubt much easier for the paper mills and will all tend to reduce the cost of paper manufacture to its lowest possible price.

Yours very truly,

THE GOSS PRINTING PRESS CO.

WALTER SCOTT & CO.

Plainfield, N. J., Oct. 27, 1908.

THE EDITOR AND PUBLISHER:

Gentlemen: We are strongly in favor of the adoption of a single standard size for all newspapers and will be glad to furnish any desired data at any time.

In taking up the question of what the standard size shall be, there are four points to be considered:

Width of columns and thickness of column rules.

Number of columns to each page.

Length of sheet-page.

Size of margins.

As the great majority of papers use columns of 13 ems pica with 6 point or nonpareil column rules, and as it probably fills the requirements better than any other width, we are of the opinion that it should be adopted as the standard.

TABLE OF COLUMN LENGTHS.

As to the number of columns to the page, there need be no limitations in presses with the columns around the cylinders (our presses of this type are always made to take 7 and 8 columns interchangeably), but there is no doubt that the 7-column paper is to be preferred because it is easier to handle.

TABLE OF COLUMN LENGTHS.

The length of the columns varies to a considerable extent, and before machinery can be truly interchangeable, one certain fixed size must be adopted. There are now four popular standards of lengths:

Diameter of plate cylinders with plates on.	Length of sheets cut off
$13\frac{3}{4}$ ins.	$21\frac{5}{8}$ ins.
14 ins.	22 ins.
$14\frac{1}{2}$ ins.	$22\frac{3}{4}$ ins.
15 ins.	$23\frac{7}{16}$ ins.

There are a large number of exceptions, the four most prominent being:

$14\frac{1}{4}$ ins.	$22\frac{3}{8}$ ins.
$14\frac{3}{4}$ ins.	$23\frac{1}{16}$ ins.
$15\frac{3}{4}$ ins.	$24\frac{3}{4}$ ins.
$16\frac{3}{4}$ ins.	$26\frac{7}{16}$ ins.

Of all these sizes, the most popular is the $14\frac{1}{2}$, cutting the sheets $22\frac{3}{4}$ ins. long, and as it makes probably the best-portioned length for a 7-column page, it would answer very well indeed.

HOW TO SAVE IN MARGINS.

The next point—that pertaining to margins—requires the most careful consideration, as they are apparently a waste. If the utmost economy is to be obtained and the margins reduced to the minimum, the conditions in the presses which limit the margins must be taken into account.

Therefore it may be well to state that the end, or head and foot, margins are controlled by the width of the blanket slots in the cylinders. As the operator reaches the blanket reels, etc., through these slots, they cannot very well be narrower than 1 in. (the thickness of the blankets reduces this to $13/16$ in. actually), and therefore the head and foot margins together must be at least $1\frac{1}{2}$ in. wide, or $9/16$ each.

The center and side margins are controlled by the plate clamping devices, and the narrowest reasonably obtainable, using a 60 deg. bevel on the plates, would be $\frac{7}{8}$ -in. center margin, and $1\frac{1}{2}$ -in. side margins.

The minimum margins named, i.e., $\frac{7}{8}$ -in. center, $\frac{1}{2}$ -in. sides and $9/16$ -in. end—are, however, a trifle close for comfort, and, although they are thoroughly practical we would suggest the following, which we think will be found preferable: Center margin $1\frac{1}{8}$ ins., side margins $\frac{5}{8}$ in., end margins $\frac{3}{8}$ in.

DETERMINING WIDTH OF ROLL.

In determining the width of rolls required for the presses, one more point must be taken into consideration, i.e., the difference between the actual size of the type page as made up in the chase, and the size as it appears in the printed paper, due to the shrinkage of the matrix in drying, and of the stereotype plate in cooling. Actual measurements show that the width of a page of 7 columns of 13 ems pica, with nonpareil rules, is $15\ 11/16$ ins. in the chase, whereas the printed page averages $15\ 9/16$ ins. wide, showing an average shrinkage of $\frac{1}{8}$ in. The difference in length, on a $14\frac{1}{2}$ press, is just about $3/16$ in.

Therefore, if the narrowest margins are to be used, the width of a four-plate-wide roll of paper must be equal to four pages, each $15\ 9/16$ ins. wide, plus two center margins $\frac{7}{8}$ in. each and four side margins $\frac{1}{2}$ in. each, making a total of 66 ins.—the standard of the International Paper Co. If the margins above suggested as preferable are to be used, the paper roll should be 67 ins. wide. Below is given table of date for various widths of columns, 7 and 8 columns to the page, all using nonpareil column

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.

VICTOR H. HANSON, Manager Advertising Department

rules, and allowing for the shrinkage in the matrices and plates:

Width of 4-Plate Wide Roll of Paper.

	7/8 inch	1 1/8 inch
	center	margin
	margin	margin
	1/2 inch	5/8 inch
	side	side
	margin	margin
7 cols. 12 cms	61 1/4 ins.	62 1/4 ins.
12 1/4 cms	63 3/8 ins.	63 3/8 ins.
12 1/2 cms	63 5/8 ins.	64 5/8 ins.
12 3/4 cms	64 3/4 ins.	65 3/4 ins.
13 cms	66 ins.	67 ins.
8 cols. 12 cms	69 5/8 ins.	70 5/8 ins.
12 1/4 cms	71 ins.	72 ins.
12 1/2 cms	72 1/4 ins.	73 1/4 ins.
12 3/4 cms	73 5/8 ins.	74 5/8 ins.
13 cms	75 ins.	76 ins.

STANDARD PARTS OF PRESSES.

While standardizing, we think the custom we adopted from the start, of using standard parts, such as bolts, screws, etc., and having gearing with involute teeth and diametrical pitch, should have due consideration. While our gears are cut by a system specially designed for us by the best gear cutting experts, it will work interchangeably with gears cut by the standard cutters found in every modern machine shop, and we use the U. S. Standard in all matters on which there is a standard. This gives the publisher an extra safeguard in case of accident, because U. S. Standard bolts, etc., are obtainable almost anywhere, and as the U. S. Standards are the best possible practice adopted by the most prominent manufacturers of the country, it assures the highest efficiency.

To summarize, our opinion on the standard size question is:

- Diameter of cylinders, 14 1/2 ins., with plates on.
- Length of sheet cut, 22 3/4 ins.
- 7 column 13 em pica, nonpareil rules to the page.
- Plates, 7/16 in. thick, with 60 degrees bevels for clamps.
- Center margins, 7/8 in. if necessary, 1 1/8 ins. preferred.
- Side margins, 1/2 in. if necessary, 5/8 in. preferred.
- End margins, 9/16 in. if necessary, 5/8 in. preferred.
- 4-page wide rolls, 66 ins. if necessary, 67 ins. preferred.

U. S. Standard Bolts and Screws throughout.

Standard Involute Diametrical Pitch or gearing to work interchangeably with same in emergency.

Yours very truly,

WALTER SCOTT & Co.
D. W. SCOTT.

\$50 a Month for Publicity.

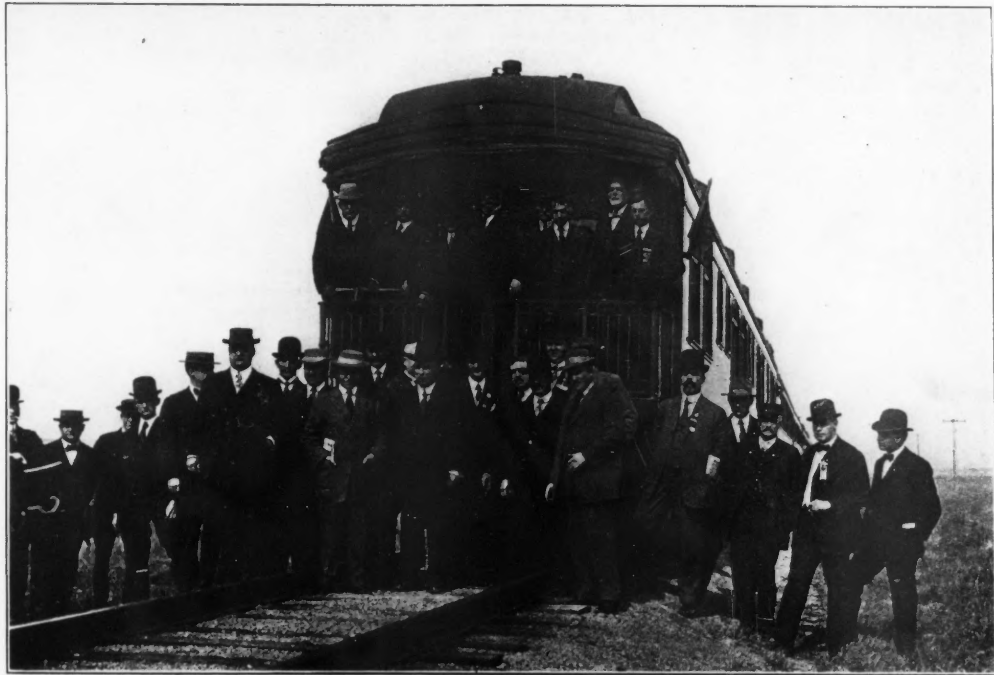
The Board of Supervisors of Napa, Cal., have resolve to contribute \$50 a month for six months, beginning Jan. 1, 1909, to the Napa County Chamber of Commerce, to advertise Napa.

The Rhodes (La.) News will resume under C. W. Robey.

THE ANDERSON (S. C.) DAILY MAIL

The most prosperous section of South Carolina is reached by the DAILY MAIL. No foreign advertiser or advertising agent can afford to overlook Anderson and the DAILY MAIL when contemplating a campaign in the South, if he would do justice to himself or his clients.

DAILY MAIL - Anderson, S. C.



THE SPECIAL CORRESPONDENTS ACCOMPANYING WILLIAM HOWARD TAFT. MR. TAFT STANDS AT THE CENTER OF THE TRAIN PLATFORM.

BRANDENBURG'S FRIENDS.

Powerful Supporters Assert He Is a Martyr Like Captain Dreyfus.

Dayton, O., is the home of Broughton Brandenburg, the magazine writer who furnished the Grover Cleveland letter to the New York Times, and which letter is the basis of a big controversy and criminal action. District Attorney Jerome, of New York, sent an officer to Dayton after the writer. He agreed to return to New York on Wednesday of this week and face a grand jury indictment for larceny. Bail was increased from \$50 to \$2,500. It was quickly furnished.

Brandenburg has the active sympathy of a large and powerful body of Ohio men who profess strong confidence in his innocence and denounce the movement against him as a conspiracy. A circular letter was sent out last week, by the Republicans of Ohio, urging everybody to support Brandenburg. The circular says: "The case is an outrageous affair similar in many respects to the martyrdom of Capt. Dreyfus in France."

The following prominent men, largely influential in Ohio Republican politics, are personal friends of Brandenburg and propose to back him in a finish fight, not only against the charges brought against him, but for the substantiation of the article and the signature of Mr. Cleveland: Louis G. Reynolds, President of the Carnation League of America; Charles Wuichot, William H. Young, Edward L. Rowe, Daniel W. Iddings, Robert Nevin and George Young.

Colonel Creecy, Oldest Editor, Dead.

Colonel Richard B. Creecy, editor of the Elizabeth City (N. C.) Evening Economist, died at his home last week. He was ninety-five years old, the oldest active editor in the world, so far as known. He was also the oldest living alumnus of the University of North Carolina. He was born at Greenfield, N. C., and reared at Edenton. He moved to Elizabeth City in 1843.

ELECTION NEWS.

Hearst News Service Plans Record Breaker for Next Tuesday.

President Mar, of the Hearst News Service, has made elaborate plans for covering the election on November 3, and to insure his patrons a first-class, prompt, up-to-date and non-partisan service on that night.

For election night the Hearst News Service will have five full leased wires between New York and Chicago; three between Chicago, Los Angeles, San Francisco and Seattle; two from Washington south and two from Cincinnati south into New Orleans and covering Texas; two from Chicago north into Canada and two from New York into New England.

The entire country has been mapped out into districts with an experienced man, assisted by a corps of tabulators, in charge of each district. Every state capital is covered, and the perfectly organized corps of special correspondents of the Hearst News Service will be prepared to cover the returns of their respective States fully and without delay.

In addition and supplementary to this special service of the Hearst News Service, the full bulletin reports on the election of the Western Union Telegraph Company, the Postal Telegraph Company and the Bell Telephone Company have been secured, so that there is no possible chance of any news escaping the Hearst News Service.

Under the plan prepared by Mr. Mar special attention will be given to states in which there are contests, and they will be followed closely and covered completely. Special care will be taken also in covering the Congressional races and the legislatures in those states which are to elect United States senators.

The management declares that no expense has been spared, and that the organization will surpass its own record in the prompt, accurate and comprehensive handling of great news events.

The Yazoo City (Miss.) Sentinel printed a twenty-four page number last week.

ELECTRICAL PAPERS MERGE.

New Pork Publication Buys Its Rival and Will Move to Chicago.

Charles W. Price, president of the Electrical Review Company of New York, announced last Saturday that his company had bought the Western Electrician of Chicago, and the two publications would be merged and published from Chicago.

The Electrical Review was established by George Worthington, in New York, in 1882. The Western Electrician was started by W. A. Kreider at Chicago in 1887. Both have been successful, but it is thought the consolidation will result in one national weekly of great prestige and strength. A. A. Gray, managing editor of the Review during the past seven years, will continue as editor.

Kansas City Journal Campaign.

W. G. Bryan, advertising manager of the Kansas City Journal, is making a clever campaign of personal letters to advertising agents. The following is clipped from one of these letters: "I have instructed the circulation department to deliver, with our compliments, a copy of The Journal each day at your office. If it would suit you better, though, we shall be pleased to have it sent to your residence. At any rate kindly advise us if it does not reach you promptly as I am anxious that you receive the campaign in its entirety."

The WANTS ADS Tell the Story in Philadelphia

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Democrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

REGULATIONS

Canadian Daily Publishers Formulate
a Business Code to Govern
Relations with Adver-
tising Agencies.

At the recent meeting of the Daily Publishers' Section of the Canadian Press Association, at Brockville, Ontario, it was agreed to formulate a set of "Regulations" for the business conduct of publishers and advertising agents. These were completed and sent out to each publisher for his signature. The regulations include stringent penalties for violations. The following, from the Printer and Publisher, the Canadian trade publication, is the text in part, of the regulations:

(1) Every advertising agency quoting rates for advertising service in papers adopting these regulations shall quote separately for each paper and shall quote such rates exactly as given in the rate card supplied him by the publisher, and shall not allow any commission, discount or rebate to any person from such card rates.

(2) Any advertising agency which shall not complete its contract will pay the publisher for the actual space used according to the publisher's rate card, but an advertising agency will not be liable to pay such short rates should the advertiser become insolvent.

(3) Each advertising agency is to be furnished with a rate card giving full particulars of the rates for all classes of advertising which the publisher will accept, such charges being the lowest the publisher will accept from any person other than from qualified and recognized advertising agencies, to whom the regular commission will be allowed.

(4) Each advertising agency agrees not to pay any publisher less than his card rate, less the agent's commission.

(5) The publisher shall not charge a qualified and recognized advertising agency for advertising service in his publications a higher gross price than the least the publisher will accept for similar advertising service placed by an advertiser direct.

(6) No publisher shall offer, or give, to any advertising agency, or to any direct advertiser, preferential treatment over any other agency as to either commission, rates or position, etc.

(7) The publisher shall not allow to any person other than the recognized advertising agencies, any discount, commission, rebate, or deduction on or from said card rates. This is not to prevent the publisher engaging special advertising agents and paying them on a commission basis. The publisher, however, to keep the Secretary of the Canadian Association of

Advertising Agencies advised of all special agents in his employ.

(8) The publisher shall under all conditions whatsoever, short rate every advertiser and advertising agency which shall not complete its contract, and the publisher shall collect for the actual space used according to the publisher's rate card (with the exception provided for in regulation 2), and this short rating shall be a condition of every contract.

(9) The publisher to furnish the Secretary of the Canadian Association of Advertising Agencies with a copy of his rate card and a statement of the commission he allows from his card rates.

(10) The publisher to supply the Secretary of the Canadian Association of Advertising Agencies, at Toronto, regularly each year, not later than July 31, with a detailed statement containing full particulars regarding circulation for each issue during the twelve months preceding June 30, and further to afford free access to any and all books and papers pertaining to such circulation statement in order that same may be verified.

(11) "Advertising Agency" shall mean a person, firm or company who or which is not a salaried employee of any advertiser and who or which has an office or offices properly equipped for carrying on as his or their principal business a general advertising business, and who or which is, by experience and the possession of sufficient financial resources to pay his bills, qualified to carry on the business of an advertising agency, and who or which has at least three bona fide new general advertisers as clients, whose advertising is to be placed in Canadian newspapers.

(12) The following concerns are now eligible for recognition as advertising agencies, but cannot be paid commission on advertising originated in Canada, until they have complied with regulation 14:

Canadian Advertising Agency—Montreal.

Central Press Agency, The, Limited—Toronto.

Desbarats Advertising Agency, The, Limited—Montreal.

Gagnier Advertising Agency—Toronto.

Gibbons, J. J., Limited—Toronto.

McConnell-Fergusson Agency.—London.

McKin, A., Limited, Montreal.—Montreal.

Stewart, I. C. (The Imperial Publishing Company, Limited)—Halifax.

Woods-Norris, Limited—Toronto.

(13) Before according recognition to any additional advertising agency, the Committee of Publishers shall notify the Secretary of the Canadian Association of Advertising Agencies that an application has been made for recognition as an advertising agency, stating the name and qualifications of the applicant. If the Association shall notify the committee within ten days after the receipt of such notice, that, in its opinion, such person is not a properly qualified advertising agency, no advertising shall be accepted from the applicant at other than regular card rates net, and the commission shall not be allowed until the objections of the Canadian Association of Advertising Agencies as to the eligibility of such applicant shall have been considered by the Committee of Publishers.

(14) No advertising agency eligible for recognition shall be allowed commission on advertising originating in Canada or paid for in Canada, which

will include advertising of foreign concerns incorporated under the Provincial or Federal laws of Canada, until they enter into an agreement to conform to these regulations as provided for in Regulation C.

(15) No concern outside of Canada claiming to be an advertising agency shall be allowed commission on advertising originating in Canada or paid for in Canada, which will include advertising of foreign concerns incorporated under the Provincial or Federal laws of Canada, unless it is recognized by the American Newspaper Publishers' Association of the United States, the Incorporated Society of Advertising Agents of England, or the Association of New Zealand Advertising Agents, and until it enters into an agreement to conform to these regulations as provided for in Regulation C.

BANKRUPT.

Manufacturers of Egg-O-See in Hands
of Receiver.

John E. Linchan, secretary and treasurer of the Battle Creek Breakfast Food Company, manufacturers of Egg-o-See, was last week appointed receiver of the property and business in bankruptcy proceedings. The petition asserts that liabilities are from \$400,000 to \$500,000, and assets \$200,000. General offices are at Chicago. Mr. Linchan furnished a bond for \$200,000.

The company is a partnership association, organized under the Michigan law in 1902, capitalized at \$1,000,000. Inquiry by THE EDITOR AND PUBLISHER among New York agencies transpired the fact that the company has not recently been making advertising contracts. It was impossible to learn how far newspapers were interested in the debts of the concern.

NEW PUBLICATIONS.

The Root Newspaper Association is planning to establish a weekly trade paper for the wholesale merchants of St. Joseph, Mo. P. W. Ustry, of St. Joseph, will be general manager. It is claimed the paper will start with 5,000 circulation.

R. DeV. Bessac, editor and manager of the Newcastle (Cal.) News, will start a new weekly at Colfax, Cal. He will continue the News and will enlarge it.

The Automobile Club of Maryland has resolved to publish the Maryland Motorist, devoted to automobilism generally, and especially in Maryland. It will advocate "fair" laws for motorists. The first number will have 20 pages. Frank W. Darling, of Baltimore, is chairman of the committee in charge.

The Index, covering Lawrence and Cedarhurst, Long Island, N. Y., came out last Monday. It is owned and edited by Miss Campbell. The only other woman editor on Long Island is Mrs. Helen Combes, who publishes the Sea Cliff Examiner.

Des Moines Capital Realty Deal.

The Des Moines Capital has just purchased the building known as the Masonic Temple and in which the Capital's office has been located for the past four years. The new office building occupies an entire quarter of a block and will permit the Capital to expand indefinitely in the future.

OBITUARY.

Silas Clark MacFarland, American Consul-General at large, and Inspector of Consulates for Western Europe, died in a railway carriage between Hamburg and Berlin last Saturday. He had shot himself, whether accidentally or not is not known. He was born at Mt. Pleasant, Ia., in 1859. Before entering the Consular service he was editor and publisher of the Marshalltown (Ia.) Times.

Ex-Congressman Allan L. McDermott, of Jersey City, for years one of the most prominent public men of New Jersey, died at his home of heart failure last Monday. He was born at South Boston, Mass., in 1854. His father, Hugh Favier McDermott, was a widely-known journalist, dramatist, author and poet. Congressman McDermott began as a newspaper man in Boston, but gave it up to practice law.

Dr. F. A. C. Ferrine, consulting engineer and widely-known authority on electricity, died at his home at Plainfield, N. J., last week aged forty-six years. He was editor of the Journal of Electricity in San Francisco from 1894 to 1896, and of Electrical Engineering, in Chicago, from 1896 to 1898. He wrote "Conductors for Distribution."

Professor Charles Eliot Norton, whose death was one of the news events of last week, was co-editor with James Russell Lowell of the North American Review from 1864 to 1868.

Frank L. Wilcutt, for fifteen years editor and publisher of The Trident, a weekly devoted to the southeast section of Cleveland, O., died from hemorrhages, aged thirty-nine years. He was exceptionally well known in Cleveland.

J. W. Merrill, one of the pioneer publishers of Iowa, for twenty-five years publisher of the New Era at Mediapolis, Ia., died, aged seventy-five years. He was a brother of the late Bishop Stephen Merrill of the Methodist Church.

Arthur E. Hughes, a popular newspaper man of Meriden, Conn., died after a complication of ailments beginning three years ago. He leaves a widow.

A Rheumatism Paper.

In Germany there is a paper entirely for sufferers from rheumatism. Rheumatic patients discuss their symptoms and tell of anything that has proved a relief to their pains, while medical men contribute articles to it on the different phases, symptoms and species of rheumatism and the progress which the cure of rheumatism is steadily making. Needless to say, most rheumatic patients make a point of seeing this strange print.—*Tid Bits.*

Has a Business PULL

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

The Pittsburg
Dispatch

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

SPECIAL REPRESENTATIVES:
WALLACE G. BROOKS, HORACE M. FORD,
225 Fifth Ave., Marquette Bldg.,
New York. Chicago.

Butte Evening
News BUTTE,
MONTANA

The Official Paper of the City of Butte. Contracts include the Guarantee of the LARGEST BUTTE CIRCULATION. The News reaches the miners and the majority of readers in Butte and surrounding country.

ROBERT MACQUOID
Foreign Advertising Representative
WORLD BUILDING, N. Y. CITY

OPENED HUSBAND'S LETTER.

She Went Into Hysterics Over a Misconstrued Advertisement.

The Post Office Department at Washington gives out the following, without names, and discreetly refuses to talk further about it:

An angry father complains that his son-in-law is traveling in the far West, while his wife remains at home. Last week a letter came for him, addressed in a feminine hand, and the wife opened it. She read:

"Dearest—After you left me yesterday I remembered that I had forgotten to tell you—"

After reading this far the wife went into hysterics and has not yet recovered her normal condition. Had she continued she would have found that the letter was an advertisement in imitation of a woman's handwriting and that it told of the merits of a certain patent medicine. The government cannot suggest a remedy.

WRIGHT A STOCKHOLDER.

Secretary of War Does Not Control Memphis Commercial Appeal.

The Memphis (Tenn.) Commercial Appeal, which is published by the Commercial Publishing Company, makes the following editorial statement in reference to the reported connection of General Wright with the paper:

"General Luke E. Wright, Secretary of War, is a stockholder in The Commercial Publishing Company, but has had no official connection with this paper since 1900, when he went to the Philippines. That this paper is earnestly and heartily supporting Bryan, while General Wright prefers Taft for the presidency, is conclusive evidence that he does not control its policies."

FREE LITERATURE.

Government Will Send Valuable Trade Publications to Applicants.

The Bureau of Manufactures, Department of Labor, Washington, on Wednesday sent out the announcement that a limited number of the following trade publications are available for distribution to applicants:

Consular reports on the trade for 1907 of Turkey, Cuba, Panama, Canada, Haiti and Santo Domingo, Italy, Spain, Germany, Norway, Sweden and Denmark, France, United Kingdom, Greece, and Oman. The foregoing cover especially the commerce of the United States with those countries.

Reports by Special Agent Charles M. Pepper on trade conditions in Asiatic Turkey, Ecuador and the West Coast of South America.

Reports by Special Agent W. A. Graham Clark on the Swiss embroidery and lace industry and on cotton textiles in Turkish Empire, Greece and Italy.

Reports on trade conditions in Australasia by Special Agent Harry R. Barrill, and in Mexico by Special Agent Arthur B. Butman. Also monographs on Winning Foreign Markets and on Motor Machines, compiled by the bureau.

Loopholes of the Press.

When you read news rich and racy
 'Bout frail woman or fast man,
 You take keenest satisfaction
 Helping place the social ban;
 But when you reach the bottom lines
 And see the word "Allege,"
 You can't believe one word you've read
 When the scribe begins to hedge.

There's no choice for copy-reader,
 If he wants to hold his job,
 Because the city editor
 Would begin to sigh and sob:
 "When telling tales right out of school,
 And would show yourself alert,
 You'll save me a suit for libel.
 If you use the word 'Assert.'"
 —Dr. W. A. Blackwell in *National Printer Journalist*.

W. J. Miller, advertising manager of Leslie's Weekly, and of Puck, was at Hotel Boscabel, Atlantic City, last week.

The Truth About
 the Circulation of
The Des Moines
 (IOWA)
Capital

and the Register and Leader

Figures are from Register and Leader of October 21st

Here are the detailed reports on the circulation of the Capital and Register and Leader as furnished by the Association of American Advertisers and as published in the page of circulation explanation in the Register and Leader on Oct. 21. These statements are the facts. Please note that the paid circulation of the Capital in the city was found by the examiner as 12,093; of the Register and Leader but 7,906. The Register and Leader is a two cent newspaper, published in the morning; never has had and never can get as much circulation as the one cent evening Capital.

Detailed Circulation of The Capital

(From Register and Leader, October 21st.)

Average for One Year—September 1, 1907, to August 31, 1908

PAID.		UNPAID.	
City carriers	9,754	Complimentary by carrier	105
Newsdealers	634	Office employes and city ad-	
Street sales	1,705	vertisers	206
		City railway and postoffice	60
		Samples	577
Total city circulation paid..	12,093	Total city circulation unpaid	946
Outside agents	512	Complimentary by mail	196
Mail subscribers and R. F. D.		Advertisers and agents	297
Routes	26,155	Exchanges	460
Total outside	26,667	Railway, baggage and express	143
		Samples by mail	830
TOTAL PAID	38,760	Total outside unpaid	1,926
		TOTAL UNPAID	2,872

TOTAL AVERAGE OUTPUT, 41,632

Detailed Circulation of Register and Leader

(From Register and Leader, October 21st.)

Average for One Year—September 1, 1907, to August 31, 1908

PAID.		UNPAID.	
City carriers	6,223	City complimentary by carrier	194
Newsdealers	851	Office employes, city ad-	
Street sales	767	vertisers	171
Special sales	65	City railway and postoffice	
		service	101
Total city paid	7,906	Sample copies (city)	121
Outside agents and carriers	3,502	Total city unpaid	587
Mail subscribers and R. F. D.		Correspondents	115
Routes	17,955	Complimentary by mail	120
Total outside paid	21,457	Advertisers and agents	208
TOTAL PAID	29,363	Exchanges	623
		Railway, baggage and express	40
		Country samples	228
		Total outside unpaid	1,334
		TOTAL UNPAID	1,921

TOTAL AVERAGE OUTPUT 31,284

Editor Cravens Thanked by Bryan.

Oscar H. Cravens, editor of the Bloomington (Ind.) World-Courier, received this letter last week from W. J. Bryan: "I thank you for the flowers which we found when I came back to the train and also desire to express my appreciation of your heroic devotion to our cause in postponing a surgical operation for appendicitis until after the election."

College Men Want Tobacco Ads.

Representatives of the different university publications have asked the board of regents of Wisconsin University, that the ban on tobacco advertising be removed, but no action has been taken.

The Spokane (Wash.) Chronicle won the contract for city printing.

BIG LINOTYPE BUSINESS.

Annual Report of Mergenthaler Company Shows Profits.

The report of the Mergenthaler Linotype Company for the year ended Sept. 30, shows a net gain in the year's business of \$2,426,716, which has only been exceeded in two years of the company's existence. No statement of earnings is given, but the general balance sheet shows total assets of \$18,433,167, an increase of \$781,006.

President Dodge congratulates the organization, pointing to the fact that, despite the general business depression all over the world, the company was able to pay its usual dividends without incurring indebtedness of any kind. Reports from the company's American territory show a steady improvement in lines of business which directly affect the printing trade.

STAATS-ZEITUNG HELD UP.

Nebraska Postmaster Refuses to Deliver Without 1 Cent Stamps.

Thomas S. Allen, Chairman of the Democratic State Committee of Nebraska, last Monday complained to the Postmaster-General that John R. Hayes, postmaster at Norfolk, Neb., had refused to deliver a thousand copies of the New York Staats-Zeitung, published by Herman Ridder, until postage at one cent a copy is paid.

Chairman Allen says the copies of the paper held up are not samples of campaign dodgers, but bona fide paid-up subscriptions. He asked that Postmaster-General make an investigation and promised to furnish the necessary evidence against the postmaster.

A FLING AT MAGAZINES.

Israel Zangwill Complains That Stuff Is Colored to Suit Owners.

Israel Zangwill, of London who has been in New York and Chicago for a month watching his new play, "The Melting Pot," sailed for England last Saturday. He said that he had a new book in manuscript, an "Italian Fantasy." He was disappointed because the American magazines declined to take up the book, presumably to run as a serial. He said, just before sailing:

"You cannot get the free expression of your ideas into the American magazines, whether on social or religious topics. They must be colored to suit the policies of the proprietors and editors."

Southern Editor on "Night Riders."

J. G. Rice, editor of the Chattanooga (Tenn.) News, was formerly a resident of Union City, near which place, at Reelfoot Lake, the killing of two lawyers by masked "night riders" occurred. In an editorial last week, Editor Rice said: "The killing of two prominent lawyers near Union City by masked assassins, posing as night riders, has shocked the entire state, and no man can intelligently forecast what is to follow, or where it will all end. It may beget further assassinations; it may result in civil war in three or more counties directly concerned."

Hypnotized Mississippians.

Our friend, Editor Frank Bell, of the Natchez Record, argues very learnedly that all this boll weevil commotion in Mississippi is due to hypnotic suggestion.—Hattiesburg (Miss.) Progress.

PROOF OF THE ACCURACY AND NEWS SERVICE IN COVERING ALL THE NEWS WITH

THE PITTSBURG (PA.) PRESS.

C. J. Mar, President,
Hearst News Service.

Permit me to congratulate you upon the manner in which your News service handled the series of games for the baseball championship.

Your special correspondent on the scene covered every detail of the important contests in a thoroughly up-to-date and interesting manner.

The stories of the games and plays were sent out very promptly; moreover, they were perfect as to detail, showing that the "men on the ground" were trained baseball reporters.

O. S. HERSHMAN,
Publisher The Press.

ST. LOUIS (MO.) TIMES.

St. Louis, Oct. 19, 1908.

Mr. C. J. Mar,
President, The Hearst News Service.

My Dear Mr. Mar—The Hearst service on the World's Baseball Championship series was perfect. We beat our rivals on the street with the complete story every day and held the crowds with our blackboard bulletin service.

Your wire report is improving steadily and gives little cause for complaint.

Sincerely yours,
JOHN E. WRIGHT, Editor.

THE BINGHAMTON (N. Y.) EVENING HERALD.

C. J. Mar, President,
Hearst News Service.

I desire to compliment you upon the special service given this paper by the Hearst News Service during the World's Series Baseball Games.

Every day we received the report of each play during the games and the final score about five minutes in advance of the Associated Press, and were able to beat our competitor, the Binghamton Press, on the street with an extra giving full details of the games each day from five to ten minutes.

The stories of the games given by the Hearst News Service were much more interesting than those of the A. P. or United Press, a condition which appears to prevail in all important items sent out by the Hearst News Service.

We are more than pleased with the service.
H. P. WELLER, City Editor.

From The Binghamton (N. Y.) Evening Herald.
HERALD WAS FIRST AGAIN, AS USUAL.

October 9, 1908.

As the Chicago Cubs yesterday proved for the third

consecutive year that they are the strongest baseball aggregation in the National League so the Evening Herald demonstrated for the third successive year that in baseball matters as well as in the gathering of all other news it is superior to its rival, the Binghamton Press. The finish of the great game in New York was received in the office of The Herald five minutes before it was received in the office of the Press, and the big press in The Herald building was started three minutes ahead of that in the basement of the Kilmer building.

This record would have been beaten by nearly five minutes, but for the fact that a large belt connecting The Herald press with the motor broke at just the moment when the pressmen finished putting on the last plates, and this had to be repaired before the edition could be run off.

NIAGARA FALLS (N. Y.) NEWS.

C. J. Mar, President,
Hearst News Service.

We have nothing but words of highest praise for the efficient service which we receive from the Hearst News Service. We have found that we may depend absolutely upon getting the latest news of the world's doings through this service, and we have placed our entire confidence in it.

During the past few days, when the world's championship baseball games were being played, the News was the first paper in this city to announce the returns by innings. We placed bulletins in many different sections throughout the city, and immediately upon receipt of returns over our wire telephoned results. Many compliments came to us upon the quick service given, and we again found our belief strengthened that, in the matter of getting there first, the Hearst News Service cannot be beaten.

NIAGARA FALLS NEWS,
Thomas P. Hallock,
Editor.

THE MEADVILLE (PA.) STAR.

C. J. Mar, President,
Hearst News Service.

Replying to your favor of the 17th will state that the Hearst News Service covered the world's baseball championship series for us in excellent manner.

The service was far better than that of the Associated Press or the Sun.

We have an A. P. operator who handled their service for many years, and he also highly compliments the Hearst News Service in this respect.

EDWARD H. SHARTLE,
Manager.

THE GRAND RAPIDS

C. J. Mar, President,
Hearst News Service.

It had no rival.
That is the way The Hearst News Service in ship games.

I cannot express my rendered and the fast it was in a class by

THE WILLIAMSBURG

C. J. Mar, President,
Hearst News Service.

Accept our congratulations which you covered the report was at all times our competitors.

THE INDIANAPOLIS

C. J. Mar, President,
Hearst News Service.

Your service on the and the Tigers was our only competitor has both the United Press

We use only the Hearst we beat them to the United Press. We can't

We were all the time We originally had Press, paying unexpired in cash, without using

We found the Hearst quote in itself.

From the Indianapolis SUN SPORTING

The Sun's sporting what the people had within a jiffy. The "Jiminy crickets, but one boy. "I couldn't don't you know, some change. Got half a d

Two things made First: It was on

Hearst News Service Leased Wire or Pony Road

200 WILLIAM STREET

PROMPTNESS OF THE HEARST BRING GREAT NEWS EVENTS

WITHOUT FEAR OR FAVOR

INDIANAPOLIS (IND.) DAILY NEWS.

The News looks upon the
 bringing the Baseball Champion-
 ship Series highly on the service
 rendered. It is
 by
J. W. HUNTER,
 Publisher.

other baseball extra got out. The Sun has extraordinary
 mechanical facilities for printing extra editions. The
 public knows this.

Second: The Sun sporting extra contained complete
 accounts of the two big baseball contests—the Tigers-
 Sox and the Giants-Boston game. The account of the
 Giants-Boston game was as full and complete as that of
 the Tigers-Sox game. The other baseball extra contained
 only a brief account of the Giants-Boston game.

The Sun has a leased telegraph wire, which is entirely
 given over to sporting news after 3 o'clock in the after-
 noon. No other Indianapolis newspaper is half so well
 equipped to handle sporting news as the Sun.

CHARLOTTE (PA.) NEWS.

The splendid manner in
 which the Series of Baseball
 was reported in every case, but the
 times, innings ahead of that of
 any other newspaper.

THE COLUMBUS (O.) PRESS-POST.

C. J. Mar, President,
 Hearst News Service.
 My Dear Mr. Mar—No doubt your patrons are quick
 to note and complain of unsatisfactory service, and there-
 fore it occurs to me that it is only fair they should be
 equally quick to recognize and commend good work.

The Hearst News Service covered the World's Base-
 ball Championship Series in an admirable manner. In
 our own office you beat the ticker, which was installed
 for us during the regular summer games, and also carried
 the world's championship scores.

You are quite at liberty to use this note, or any part of
 it, in such manner as you may desire.

With assurances of personal esteem, I am
HAL D. LANDON,
 Managing Editor.

FROM THE ATLANTA (GA.) GEORGIAN. Oct. 19, 1908.

C. J. Mar, President,
 Hearst News Service.
 The Hearst News Service during the World's Baseball
 Championship Series was thoroughly satisfactory.
 The service generally reaches us satisfactorily.

THE ATLANTA GEORGIAN,
MILTON H. SAUL,
 Managing Editor.

THE PITTSBURG (PA.) LEADER.

C. J. Mar, President,
 Hearst News Service.
 The Pittsburg Leader, which has the Associated
 Press and United Press, as well as the Hearst News
 Service, depended entirely upon the Hearst News Ser-
 vice for its reports of the World's Baseball Champion-
 ship Series.
 The Hearst Service was unsurpassed.
A. P. MOORE,
 Editor-in-Chief and President.

FROM THE RALEIGH (N. C.) TIMES.

C. J. Mar, President,
 Hearst News Service.
 The service which you have rendered us for the past
 baseball season was all that could be asked. Our base-
 ball and sporting page attracted attention all over this
 State, and your reports of the big Championship Games
 were perfect. Your special stories and feature articles
 added life to our pages and our readers were well pleased
 with our service. The Hearst News Service covers every-
 thing more completely than any other service. Please
 accept my congratulations on your good work.
J. V. SIMMS,
 Manager.

FROM THE DENVER POST.

C. J. Mar, President,
 Hearst News Service.
 The reports of the recent World's Baseball Champion-
 ship Series carried on the H. N. S. leased wire to the
 POST were marvelously quick, accurate and complete.
 The running description stories of these games sent di-
 rect from the diamond during the playing could not have
 been improved upon. The reports carried on the H. N. S.
 leased wire of the games in which the leaders in both
 the big leagues participated enabled the POST to put
 other Denver papers out of business, as far as baseball
 news was concerned.

C. A. BONFILS,
 Managing Editor.

FROM THE DETROIT (MICH.) TIMES.

C. J. Mar, President,
 Hearst News Service.
 During the World's Baseball Series the TIMES was
 daily on the street minutes ahead of its contemporaries
 and was greatly aided in this stroke by the enterprise
 of the Hearst News Service in handling the games which
 were played in Chicago. Its running stories of the games
 were kept up to the crack of the bat and were so capably
 written that the TIMES was complimented on all sides
 for the manner in which it covered the games.
THE DETROIT TIMES.

F. S. PHELPS,
 Editor.

Reports for Morning, Afternoon or Sunday Papers
 STREET, NEW YORK

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.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Associate Editor.

SUBSCRIPTION, \$1.00 PER YEAR. FOREIGN, \$1.50. SINGLE COPIES, 5 CENTS.

ADVERTISING RATES.

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, OCTOBER 31, 1908.

A NEW WANT AD.

Z. Newton Estes, Attorney-General of Shelby County, Tennessee, is surely an up-to-date officer. He was convinced that the excise law was being violated by keepers of road houses in the county. He had no evidence that would warrant an indictment by a grand jury, but he knew that hundreds of people could give him the evidence. He was elected on a platform that declared for law enforcement against the road houses which had been practically immune, though notorious. He advertised in the Memphis News Semitar:

WANTED—Information which may lead to indictments being returned against road house operators in Shelby County. Write or call on Newton Estes, Courthouse.

The attorney received four answers next day, giving him definite information that could be laid before the grand jury.

We are all familiar enough with the loud bill or poster "Reward Offered," for "arrest and conviction," etc. We knew it as boys, and our fathers and grandfathers knew it. It is still with us and perhaps we should miss it if it passed. We liked to read it, to stare at it, with grave excitement, when it blinked back threateningly at us from fence, wall or tree. And who ever heard of anyone that got the reward?

Maybe the end of the little old "Reward Offered" dodger has come. Even District Attorney Jerome, of New York, might try the method of the Tennessee attorney.

CLEAN ADVERTISING.

The Detroit Times, issue of Oct. 19, printed some thirty-five letters from leading business men, advertisers, ministers and other professional men, strongly indorsing the policy of the paper in eliminating what it considers "unclean" advertising. A minister urges the publishers to "make the housecleaning complete," and tells them to "dump the woe increasing beer ads." In reference to this the editor of the Times writes:

The Times has explained many times that it has pretended to go no further than the PROTECTION of its readers from what is nasty and fraudulent in newspaper advertisements.

It has sought to select only such things as it thinks would be good for them.

We know the evils that spring from the misuse of beer. We know the tendency to misuse this beverage

which so many people use as a matter of custom without immoderation and without evil results.

But it is not objectionable advertising on the score of filth or fraud. It sails under its own colors. The people know what they are getting when they buy it.

When The Times thinks it can afford to indulge its personal preference to the extent of banishing the advertising of a thing because it is subject to irrational and immoderate use, it will do so.

But that time is not yet. We do not feel that consistency or sound sense call for it, any more than our zealous friend would feel impelled in closing up his church rather than accept the contributions that come from sources that he does not personally countenance.

THAT PHONOGRAPH DEBATE.

Spokane Disputes with Des Moines About Originating the Idea.

SPOKANE, Wash., Oct. 29, 1908.

THE EDITOR AND PUBLISHER:

I note in your issue of Oct. 17 that The Capital of Des Moines, Ia., claims credit for originating the idea of "canned" talk by Presidential candidates in a political debate. This may be true so far as it applies to giving the debates in halls with vaudeville numbers, but I believe that the first duel with the salient issues of the campaign uncanned in phonographs as weapons was pulled off in Spokane early last September. The contestants were Frank L. Graham, formerly of Missouri, and George W. Leonard, until three years ago a resident of New York.

With all good wishes for your excellent journal, believe me, Yours,

AUGUST WOLF.

Mr. Wolf inclosed a newspaper account of the Graham vs. Leonard debate, which was "pulled off" on Sept. 25. The two men had been red hot partisans, on opposite sides, and both were somewhat expert in knowledge of the phonograph. They agreed to argue the case with phonographs before the public. Each man scoured the country for canned speeches of Bryan and Taft, and the bloodless duel took place before several hundred voters. It seems there were no hard and fast rules of debate, nor was there a formal program, including musical numbers between speeches. The Des Moines Capital did provide a formal program, including speeches and music.

Treat for Philadelphia Newsboys.

On each of five nights of last week, the Philadelphia Evening Times, treated 200 newsboys to a performance at Forepaugh's Theater, where a vaudeville programme was given. "Bob" Fitzsimmons was the headliner of the show.

A company has been organized with capital stock of \$15,000 to start a new daily at Grand Junction, Colo. The enterprise will be under the management of Judge M. Miner and Alfred J. Davis.

CARDINAL RULES

The Owner of the Sacramento Bee Expects Each Member of the Editorial Staff to Follow Closely the Paths Indicated in the Formal

James McClatchy & Co. is the firm name of the publisher of the Sacramento Bee. Mr. McClatchy has put his newspaper creed into the following concrete form:

CARDINAL RULES.

The Bee demands from all its writers accuracy before anything else. Better lose an item than make a splurge one day and correct it next.

Equally with that, it demands absolute fairness in the treatment of news. Reports must not be colored to please a friend or wrong an enemy.

Don't editorialize in the news columns. An accurate report is its own best editorial.

Don't exaggerate. Every exaggeration hurts immeasurably the cause it pretends to help.

If a mistake is made, it must be corrected. It is as much the duty of a Bee writer to work to the rectification of a wrong done by an error in an item as it is first to use every precaution not to allow that error to creep in.

Be extremely careful of the name and reputation of women. Even when dealing with the unfortunate, remember that so long as she commits no crime other than her own sin against chastity, she is entitled at least to pity.

Sneers at race, or religion, or physical deformity, will not be tolerated. "Dago," "Mick," "Sheeny," even "Chink" or "Jap," these are absolutely forbidden. This rule of regard for the feelings of others must be observed in every avenue of news, under any and all conditions.

There is a time for humor and there is a time for seriousness. The Bee likes snap and ginger at all times. It will not tolerate flippancy on serious subjects on any occasion.

The furnisher of an item is entitled to a hearing for his side at all times, not championship. If the latter is ever deemed necessary, the editorial department will attend to it.

Interviews given the paper at the paper's request are to be considered immune from sneers or criticism.

In every accusation against a public official or private citizen, make every effort to have the statement of the accused given prominence in the original item.

In the case of charges which are not ex-officio or from a public source, it is better to lose an item than to chance the doing of a wrong.

Consider The Bee always as a tribunal that desires to do justice to all; that fears far more to do injustice to the poorest beggar than to clash swords with wealthy injustice.

A LIFE-LONG COVETED GOAL.

Editor of the Macon (Ga.) Telegraph Reaches it.

For years C. R. Pendleton has been editor and manager of the Macon (Ga.) Daily Morning Telegraph. He has sold a block of stock to W. T. Anderson, arranged for a new double-deck press and other improvements, given up to Mr. Anderson the general charge of the paper, and announced that P. H. Gambrell will continue as business manager. He concluded a signed editorial statement telling of the changes, with this paragraph:

"There will be no change in the editorial and business policy of the paper. I shall, under this arrangement, reach a life-long coveted goal—that of an editor uncoupled with the business end of a newspaper."

Able editors continue to safeguard the peace of Europe.—Knoxville (Tenn.) Sentinel.

ROOSEVELT.

His Reported Resolve to Become a Salaried Journalist Strikes Different Editors in Different Ways.

As we have said, the compliment to journalism involved in his willingness to become actively identified with it is both considerable and significant. It will tend to uplift the standard of responsibility in every editorial room in the land. Less distinguished editors will welcome the accession and the competition, and the gain will fall upon the public served.—Rochester (N. Y.) Times.

A managing editor he could never be. The drudgery of rule by the clock, of an unblinking eye on the type and the commencement of the page, of quick judgment upon the merits of offerings from all grades of intelligence, of feeding the insatiable appetite of the typesetter, of slavish service to detail, would drive the impatient temperament of Mr. Roosevelt out of the office in a week. This administrative labor he must leave to others in his magazine office as he did in Washington while he untangles his thoughts and spreads them out in his clear, blunt English.—Baltimore American.

As editor of the Outlook, we dare say Mr. Roosevelt will hand out many a printed slip.—Richmond (Va.) Times-Dispatch.

Associate Editor Roosevelt can earn the gratitude of all writers by securing the adoption of the \$1 a word rate as a minimum wage scale.—Knoxville (Tenn.) Banner.

And he can get after Mr. Bryan's Commoner any time he feels so disposed, while if La Follette starts a paper, as he has said he would, between the three of them won't there be fun galore?—Meriden (Conn.) Journal.

As editor, Mr. Roosevelt will enjoy a much wider latitude than he was accorded as President. Those who condemned his attack upon the nature writers as improper when delivered by the nation's Chief Magistrate, may applaud his editorial strictures upon the authors who incur his displeasure.—New Orleans (La.) Times-Democrat.

The only question is whether such a newspaper as the Outlook can supply room for all he will want to say in a week.—Des Moines (Ia.) Leader.

It may be that the President as an editor will be calm, philosophical, didactic. If he should yearn for controversy, he need only dig the valiant Colonel Watterston in the ribs.—Baltimore Sun.

As an editor ex-President Roosevelt would undoubtedly be worth \$30,000 a year.—Jersey City Journal.

Associate Editor Roosevelt, of the Outlook, is said to be on the books for \$30,000 a year salary. Does this afford any line on the salary which the Outlook pays to Editor Abbott?—Concord (N. H.) Monitor.

Lyman Abbott will have a good circulation Outlook if Associate Editor Roosevelt writes up "My Recollections of Washington."—Savannah (Ga.) Press.

A. L. Frisbie, formerly a well-known Des Moines newspaper man who has conducted the Grinnell (Iowa) Register, for the past two years, has sold the paper to G. W. Cowden, formerly of the Grinnell Herald. The plant will be moved, and continued as a straight republican semi-weekly.

PERSONALS.

John Temple Graves, editor of the New York American, and candidate for Vice-President, spoke at a big meeting in Charlotte, N. C., last Monday. It was the first visit in several years to Charlotte. He was accompanied by Frank R. E. Woodward, editor of the Western Home Maker, of Chicago.

Lord Northcliffe returned to New York last Tuesday, after a week in Canada and a short stay at Niagara Falls. He watched the Dominion election returns at Toronto, with Lady Northcliffe. He will go to the Hotel Bellevue-Stratford, Philadelphia, on Nov. 3, to spend several days.

Miss Olive B. Cultra and Robert H. Carter, both of Onarga, Ill., were married recently. Mr. Carter was at one time employed at the Kankakee Gazette office and his father is proprietor of the Onarga Review. He will follow in the footsteps of his father by starting a newspaper at Melvin, Ill., after a short honeymoon.

John W. Raeder, president of the Raeder Blank Book, Lithographing and Printing Co., of Wilkes-Barre, Pa., last week celebrated the thirty-sixth anniversary of his beginning with the Wilkes-Barre Record as carrier newsboy. At the same time he worked in the bindery of the printing plant, and now he is the president of a big printing and binding plant.

C. W. Rosewater, business manager of the Omaha (Neb.) Bee, was in Des Moines last week, consulting with Henry Wallace of the Government Commission, which is investigating the home life of the farmers. The commission will be in Omaha during the National Corn Exposition, which opens Dec. 9. Mr. Rosewater says this will be the biggest corn exposition.

Editor Andrew McLean of the Brooklyn (N. Y.) Daily Citizen, addressed the members of the Brooklyn Philosophical Association last Sunday in the Long Island Business College on "Reasons for Supporting Bryan." Editor McLean has been one of Mr. Bryan's strongest supporters in the campaign.

Richard Le Galliene, the newspaper man, essayist and poet, who has been lying critically ill at Dr. Bull's sanitarium, New York, with double pneumonia and jaundice, was reported better at the hour of going to press.

Silas McBee, editor of the Churchman, was the speaker before the Men's Club of Holy Trinity Church, in Harlem, New York, last week. He enjoyed President Roosevelt.

Editor Fred L. Purdy, of the Indianapolis Reporter, was at his hunting camp in the Adirondack Mountains while the recent forest fires were raging. He was kept busy fighting the flames, which crept near the hunting club structures on all sides.

Edmund W. Booth, editor of the Grand Rapids (Mich.) Evening Press, lectured before the Y. M. C. A., of Hamilton, O., last Sunday.

J. Franklin Shindell, pastor of the First Baptist Church, Arlington, N. J., has started a four page weekly for his congregation.

George C. Bastian, city editor of the Waukegan (Ill.) Daily Sun, and Miss Laura M. Hess, of Sheridan, Ill., were married at the home of Edward Hess the brother of the bride in Chicago.

John H. Harrington, publisher of the Lowell (Mass.) Sun, returned from Europe last week in the Romanic to Boston. With him were Miss Mary G. Harrington and Miss Mary E. Lennon, her sister-in-law. The party traveled through England, France, Germany.

STAFF NEWS AND CHANGES.

Owing to the necessity of his presence in Washington, Henry Eland of the United Press Associations has returned to the capital city and his work in the National headquarters of both the Republican and Democratic parties, is being carried on by Maxwell Harvey Swain, of the New York office of the United Press.

Addison B. Schuster, who has been managing editor of the Rockford (Ill.) Republic and for two and a half years connected with the editorial staff of the paper, has accepted the position of editor of the Tri-City Journal at Rock Island, Ill.

To accept an editorial position on Senator La Follette's new weekly, Fred W. MacKenzie of Milwaukee, has resigned his position as editor of the publications at the state university at Madison, Wis. Charles Gillet of Superior, of the class of 1907, city editor of the Superior Telegram, was appointed to fill the vacancy.

George N. Briggs, of the staff of the Springfield (O.) Sun, has severed his connection with the new weekly magazine Black and White, which encroached upon his time for his regular Sun work.

Editor Edmund Pendleton, of the Richmond Evening Journal, has resigned, to accept an appointment on the staff of the Richmond Times-Dispatch.

The Rev. Chester E. Johnson, editor of the Eufaula (Ala.) Times, has severed his connection with the paper and has accepted a position with the Selma Journal.

PLAYWRIGHTS.

"Like Father, Like Son," a comedy sketch by Mrs. Jean Pardee Clark, a newspaper woman of New Haven, Conn., was presented last week in Popli's Theater, at New Haven, by the Barrows-Lancaster Company. It will be billed in New York.

Oliver White, newspaper man of St. Louis, wrote "The Visitor," a playlet, which was given last week at the Temple, Detroit. Mr. White is also the author of "Superstition," which Chas. W. Bowser, Edith Hinkle and Company, will use in the West for a thirty-two weeks' season.

Robert Goodman, formerly a reporter and now with William A. Brady, has written "The Midnight Extra," a drama, which was staged at the Phillips Lyceum, Brooklyn, Oct. 26, and given by the stock company. It is a newspaper play. The copyreader is the hero. The circulation manager is the villain. The big scene is the press room at the hour of going to press.

Adrian Schade von Westrum has novelized "The Devil," now running in New York, for the G. W. Dillingham Co. He has been literary editor of Book Chat, assistant editor of the Critic, and literary editor of the New York Evening Mail.

AGAIN RIDDER'S REPORTER.

Sanders Got His Job Back, But Makes Only \$2.50 a Week.

The case of Emil Sanders, the reporter on the New York Staats-Zeitung, who was discharged by Herman Ridder, continues to disturb the labor unions and politicians. It was stated in The Editor and Publisher of last week, that Ridder had agreed to take Sanders back pending the decision of President Lynch of the International Typographical Union, who is to arbitrate the case. Sanders went to work last week on the Staats-Zeitung.

Last Sunday Sanders appeared before the New York C. F. U. and stated that he was making only \$2.50 a week, whereas he made from \$25 to \$40 a week before he was discharged. The delegates seemed to think that \$2.50 a week wasn't much for a space writer.

They decided to notify M. Lynch that he must hurry up his decision.

PRESS CLUBS.

The nominating committee of the Troy (N. Y.) Newswriters' Association has put up the following ticket, to be voted on Nov. 10: President, Robert E. Quinn; vice-president, Harris Lindsay; secretary, Frank M. Collins; treasurer, Marsh F. Hemingway; sergeant-at-arms, Lewis W. Hammett; trustees, Thomas H. Curry, John E. Williams and James B. Wallace.

The Longhorn Press Club, of San Antonio, Tex., has been launched, and, according to printed dispatches, "bids fair to rival the Gridiron Club of the National capital."

The Scranton Press Club has opened its waiting list to a limited number of honorary life members. The purpose is to extend the work and influence of the club outside the newspaper profession. When distinguished visitors are in town it is desired to entertain them, whether or not they be newspaper men. In this way the club proposes to spread the reputation of the city and assist the Board of Trade in advertising.

THE NOYES MEMORIAL.

\$3,100 Subscribed and Site Selected at Washington.

The committee in charge of the memorial of Crosby S. Noyes, deceased editor of the Washington Evening Star, reports that \$3,100 has been received. A bronze bust will be modeled by William Couper of New York. Commissioner MacFarland of the District of Columbia, said:

"We have determined that the memorial be a heroic bronze bust on a suitable pedestal. After considering expert advice, we have determined that the best place for the bust in the District building is in the southeast corner of the large platform at the beginning of the stairway at the main entrance on the main floor. Mr. Jamieson, one of the architects of the District building, has offered to design the pedestal."

CARBON PAPER

1 cent a sheet delivered in any quantity, 8 1/2 x 13

WESTERN RIBBON CO. SAN MATEO, CAL.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS OR ADVERTISING MANAGER

With a clean record; capable, energetic and a business getter. Writes ads. and plans advertising campaigns with great success. Not out of a job; want to better myself, and get a change of climate for health of wife. Can prove ability as a business producer, and am thoroughly familiar with every detail of newspaper work. Fifteen years' advertising experience. References the highest, including present employer. A reasonable salary and a share of the increased profit that I bring you. I can also furnish a high class managing or city editor, college education, forcible writer with years of actual newspaper work to back him. Can arrange to make change October 1st. Address "Hustler," care of The Editor and Publisher.

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.

BUFFALO EVENING NEWS

with over 94,000 circulation, is the only Want medium in Buffalo, and the strongest Want medium in the State, outside of New York City.

WISCONSIN.

THE EVENING WISCONSIN, Milwaukee.

By the Evening Wisconsin Company. Daily average for 1907, 28,082.

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.

NEWS BUREAUS.

NEWS—FIFTY WORDS GENERAL news wired evening papers daily, \$4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington street, Chicago.

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

Features in matrix, plate or copy form at prices in conformity with conditions.

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.

NEW YORK

PICTURES MAKE CIRCULATION

Daily Photograph Service—Biggest, Best, Cheapest. Men, Women and Events. Sent on trial without charge.

GEORGE GRANTHAM BAIN, 312 Union Square, New York City.

THE LOVEJOY CO., Established 1853. ELECTROTYPERS

and Manufacturers of Electrotyping Machinery. 444-445 Pearl Street NEW YORK

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The O. H. White Company, Buffalo, is placing some orders through the Volkman Agency, Temple Court, New York.

The A. R. Elliott Agency, West Broadway, New York, is placing some orders for Borden's Condensed Milk advertising.

A. S. Stanley, Temple Court, New York, is using New York State papers for political advertising. The advertisement shows how to vote for Taft and Chanler.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing exchange advertising in daily papers for the Clyde Steamship Company.

The Hampton Advertising Company, 7 West Twenty-second street, New York, announces that the list of papers for the advertising of Dr. D. Jayne & Son, Philadelphia, has been largely increased and that about six hundred papers throughout the country will be used.

The Blackman Company, 10 East Thirty-third street, New York, is placing twenty-one lines forty-four times for the New York and Porto Rico Steamship Company, New York.

Nelson Chesman & Co., New York, is using Southern dailies for the advertising of the Lion Drug Company, Buffalo.

Foster Debevoise, Flatiron Building, New York, will place the advertising of the Morris Furniture Manufacturing Company, 147 West Twenty-third street, same city.

Charles L. Doughty, Cincinnati, is placing 5,000 line contracts in Western papers for Ferdinand Westheimer & Sons, Red Top Rye, same city.

Ellis & Dowst, Boston, is placing six inches sixteen times for Packhard & Field, Korreect Shape Shoe, Boston.

Albert Frank & Co., Broad Exchange Building, New York, are asking for rates in weekly papers on twenty-eight line double column, one time a week, for one year.

M. P. Gould, 31 East Twenty-second street, New York, will place the advertising of the Franklin Manufacturing Company, Automobiles, Syracuse, N. Y.

The C. Ironmonger Agency, 20 Vesey street, New York, is placing the advertising of Steinfield Bros., Steinfield's Food Chopper, 620 Broadway, New York. Newspapers and magazines are being used.

The J. W. Morgan Agency, 444 East Twenty-third street, New York, is using

NEWSPAPER PLANT FOR SALE CHEAP

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans Item offers for sale one Scott 3-deck, straight line, printing press, with extra color deck, complete with stereotype machinery blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horse power electric motors, and, if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color section on Sunday, and is for sale only because of necessity for larger mechanical facilities by the Item. Special bargain offered in order to save storing it in New Orleans. Address Frederick L. Thompson, 225 Fifth Ave., New York, N. Y., or James M. Thomson, c/o The New Orleans Item, New Orleans, La.

Pacific Coast papers for the advertising of Knox's Gelatine.

P. F. O'Keefe, Boston, is making contracts for the advertising of Dr. Greene's Nervura.

W. M. Pearsal, 203 Broadway, New York, is placing some classified advertising in Southern papers for David Urbach, Watches, 151 Second avenue, New York.

The Prudential Insurance Company, Newark, N. J., is asking for rates.

The Snitzler Agency, Chicago, is placing 5,000 line contracts in Western papers for the La Cotel Manufacturing Company, Detroit, Mich.

The Spafford Agency, Boston, is making contracts with New England papers for the Northwestern Consolidated Milling Company, same city.

The G. S. Standish Agency, Providence, R. I., is placing 144 lines twelve times in Southern papers for the Houston Biscuit Company, Seal Brand Candy, Birmingham, Ala.

E. E. Vreeland, 64 Grand street, New York, is using Western papers for the advertising of the Crown Corset Company, 606 Broadway, New York.

Joseph Barton, formerly with the Root Newspaper Syndicate, and B. C. Leming, an illustrator and writer for periodicals in England and France, have been engaged by William Borsodi in his advertising headquarters at Scranton, Pa.

Renewal contracts for 2,000 inches is going out through the J. T. Weatherald Agency for the Lydia E. Pinkham advertising. There is no Vinol copy to apply on these contracts.

The Wineburgh Agency, 452 Fifth avenue, New York, is placing 5,000 line contracts for the Omega Oil advertising.

The Snitzler Agency, Chicago, is placing one inch t.f. in weekly papers for the Acme Medicine Company, same city.

Jules P. Storm, 20 Vesey street, New York, is extending the advertising of the Union Watch Company, same city. The space to be used is 5,000 lines. There has hardly been a week passed since the Union Watch Company started to advertise that new papers and new territory has been added. This account promises to develop into a larger one.

The Hayner Distilling Company, Dayton, O., is making contracts through Roberts & MacAvinche, Chicago.

H. W. Kastor & Son, St. Louis, are placing 100 line t.f. orders for J. Rieger & Co., Whiskey, Kansas City.

Russell M. Seeds, Indianapolis, Ind., is placing 2,500 lines in middle West weeklies for the Pinpecks Company.

The Great Southern Hotel, New Orleans, La., is using Southern papers through the Crockett Agency, same city.

The Walutta Company, Cincinnati, is using a special list of papers through the Nelson Chesman Agency's Chicago office. The space to be used is four inches for forty times.

The new daily to be started at Little Rock, Ark., will be called The Daily Advance.

ADVERTISING NOTES.

The Merrill Advertising Agency (Inc.), 1123 Broadway, New York City, has opened a Chicago office at 311 Boyce Building in charge of Mark V. Packard, as Western manager, also a branch office at Boston, in the Old South Building, suite 2, under the management of H. S. Hardy.

M. I. Wilson, formerly connected with N. W. Ayer & Son, and later with the Frank Presbrey Company, has associated himself with the Blackman Company, New York City.

Herbert M. Morris and James A. Wales, forming the advertising firm of Morris & Wales, Provident Building, Philadelphia, have dissolved. Mr. Wales retires; Mr. Morris will continue the business under the same firm name, Morris & Wales.

The Florida Times-Union.

F. W. R. Hinman, acting business manager of the Florida Times-Union, at Jacksonville, was in New York last week on business for his paper. He stated that the Times-Union had a sworn circulation average for September of 14,180 daily, and a Sunday circulation of 16,275. Mr. Hinman took charge within a year, and has achieved marked success.

Special Peoria Herald-Transcript.

The "commercial" number of the Peoria (Ill.) Herald-Transcript, issued on Oct. 23, is one of the best productions examined in the office of THE EDITOR AND PUBLISHER this season. There are ninety-six pages, each giving the impression that this is the usual daily style of the paper. The publishers seem to have correctly estimated the great value of such an impression. They have turned out a metropolitan newspaper, even though Peoria has a population of about 75,000.

Export Agents Will Advertise.

Pitt & Scott, Ltd., 35 Broadway, New York, export agents, are sending out the announcement that they have organized a "Bureau of American Manufacturers in Europe," which is open "to all reputable firms." They state as follows: "This Bureau has leased a large six-story building in the business heart of London, England, and foreign buyers visiting that city will be invited to attend the exhibition of American goods which will be carried permanently. A monthly bulletin will be sent to buyers in every quarter of the globe, personal letters will be despatched to them at frequent intervals, and every mode of advertising consistent with progressive business methods will be employed to make the exhibit a profitable enterprise for the members participating."

Lighting Up the Bulletin Building.

The illumination of the new Evening Bulletin building, is one of the regular night features of Philadelphia. The structure built this year, stands at the northeast corner of City Hall Square, overlooking the old Center Square, afterward the Penn Square.

Tells How to Make a Newspaper.

Frank L. Blanchard, managing editor of Printer's Ink, New York, lectured for the New York Board of Education, at Sheepshead Bay, last Tuesday evening on "The Making of a Newspaper."

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.	
ADVERTISER	Montgomery
ITEM	Mobilo
CALIFORNIA.	
BULLETIN	San Francisco
EXAMINER	San Francisco
CONNECTICUT.	
TELEGRAPH	New London
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
CHRONICLE	Augusta
ILLINOIS.	
HERALD	Joliet
JOURNAL	Peoria
IOWA.	
CAPITAL	Des Moines
KANSAS.	
CAPITAL	Topaka
LOUISIANA.	
ITEM	New Orleans
STATES	New Orleans
MASSACHUSETTS.	
TIMES	Gloucester
LYNN EVENING NEWS	Lynn
NEW JERSEY.	
JOURNAL	Elizabeth
NEW YORK.	
TIMES-UNION	Albany
NEWS	Buffalo
NEWBURGH DAILY NEWS	Newburgh
LESLIE'S WEEKLY (Cir. 115,000)	New York
RECORD	Troy
NORTH CAROLINA.	
NEWS	Charlotte
OKLAHOMA.	
OKLAHOMAN	Oklahoma City
OHIO.	
REGISTER	Sandusky
PENNSYLVANIA.	
TRIBUNE	Altoona
TIMES	Chester
MORNING DISPATCH	Erie
HERALD	New Castle
BULLETIN	Philadelphia
GERMAN GAZETTE	Philadelphia
DISPATCH	Pittsburg
TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
RECORD	Fort Worth
CHRONICLE	Houston
POST	Houston
WASHINGTON.	
TIMES	Seattle
WEST VIRGINIA.	
GAZETTE	Charleston
WISCONSIN.	
EVENING WISCONSIN	Milwaukee

Utica Observer One Cent.

The Utica (N. Y.) Observer has reduced the selling price to one cent. The change was made last Monday.

BLACK PAPER

Scientific Men Are Discussing the Proposition to Print White Characters on a Dark Tinted Background.

The proposition, advanced some time since by the paper makers of Wisconsin, that white lettering on black paper would solve the whole problem of wood pulp, because black paper can be made from almost any fibrous stock, continues to interest scientists and some publishers. A feature of Munsey's Scrap Book magazine for October is the printing of two pages, white lettering on black surface. Also Literary Digest has a specimen of white on black.

Dr. Nelson M. Black, in the Illuminating Engineer, objected to the theory of the dark-tinted background, and gave the following reasons for holding to the present system of black on white:

"Dark characters upon a light background have been used from time beyond recall, and the human eye has been adapted to this condition.

"Irradiation from white characters upon a black background is marked, making the characters, it is true, appear larger, but less sharply outlined.

"Luminous points or small brightly illuminated areas tire the eye much more than dark areas surrounded by brighter ones.

"There is always the production of disagreeable after-images which are confusing."

WHITE LETTERS ON BLACK ARE SHARP CUT.

A. J. Marshall, also in the Illuminating Engineer, takes up these objections and argues for the change to black paper:

"The mere fact that we have followed some method of procedure from time immemorial, to my mind, is no reason why we should continue to so act, especially when we have cause to feel that such method is contrary to what seems to be desirable.

"The fact that the characters are less sharply outlined in the printing referred to was largely due to the poor sample of the proposed method. I have in my possession some work wherein the white letters on black backgrounds are sharply cut and very distinct, so that, so far as this general criticism is concerned, we find it is largely a matter of the printer's ability."

Regarding the assertion that small luminous areas tire the eye, Mr. Marshall says:

"I am at loss to understand how this criticism can be applied to the theory presented, inasmuch as the actual intrinsic brilliancy of a light-tinted letter on a dark background is no greater than that of a white background, which is ordinarily used and on which is printed black symbols. In fact, there is every reason to believe that the intrinsic brilliancy would be actually less. The area, or size, as well as the intrinsic brilliancy of a surface, must be taken into consideration, and I feel that it is reasonably safe to assume that there will be actually less eye-strain with the small area occupied by the light-tinted symbols than by the much larger area given for a white background."

The McAlester (Okla.) Daily Capital and Daily News were recently consolidated. The paper now bears the name News-Capital.

NO LIBEL.

Judge Decides Newspaper Can Dispute Lawyer's Fee Against City.

C. Eugene Montgomery, an attorney of Lancaster, Pa., sued James D. Landis and others, publishers of the Lancaster New Era, an evening paper, in \$25,000 damages for libel.

The story goes that Montgomery was associated with the city solicitor in defending a case against the city. A preliminary decision was rendered, and Montgomery was paid his fee of \$500. There were no further proceedings in court, but when the case was finally disposed of, Montgomery presented an additional bill for \$500. This bill was publicly discussed before the finance committee of the city.

In reporting the discussion, the New Era printed the headlines—"Montgomery's \$500 Bill"—"Is That Why He Became a Reformer?"—"The finance committee of City Council refuses to approve an exorbitant bill of \$500 which has already been paid." Montgomery alleged that these headlines libeled him.

Last week, Judge Hassler at Lancaster, entered a non-suit on the ground that the publication was made on a proper occasion, with a proper motive, with probable cause and that the subject matter was a proper one for discussion by the paper.

CHICAGO AGENCY MOVES.

Some Clients and Official Staff of the Ben Leven Company.

The Ben Leven Advertising Company, Chicago, announces that it has moved into larger quarters in the Chemical Building, 85 Dearborn street. Among others, the Ben Leven Company is now handling the business of the following concerns: E. C. DeWitt & Co., "Kodol" proprietary medicines, using newspapers; L. Fish Furniture Co., trading stamps, newspapers and magazines; Hartman Furniture and Carpet Co., mail order furniture, magazines; Malta Vita Pure Food Co., newspapers and magazines; James E. Pepper Dist. Co., "Old Pepper," magazines; Herbert L. Joseph & Co., mail order cloaks and jewelry, magazines; Howe National Jewelry Co., mail order watches; Della Carson Co., toilet preparations; National Co-operative Society, mail order merchants; "Woman's World," newspapers and magazines; John Byrud Co., Byrud Corn Cure.

The officers and working staff of the company are as follows: Ben Leven, president; Clayton Cunningham, secretary and treasurer; J. D. Riley, chief of copy department; J. P. Newton, solicitor; Roswell Messing, solicitor.

New Press for Ottawa (Can.) Daily.

The Ottawa (Can.) Republican-Times has installed a Twentieth Century Angle-Bar Perfecting Press, made by the Duplex Printing Press company of Battle Creek, Mich. It has a capacity of 6,000 papers an hour. The Republican-Times' last edition is now put on the press at 4 P. M., and half an hour later the carriers are hurrying away with their bundles. Formerly, the edition went to press at 3.45 P. M., and the boys got the papers at 5.30 P. M.

The Reporter Was a Telegrapher.

Editor Richter, of the Larimore Pioneer, was the first reporter to reach the recent fire at Inkster, and being a former train dispatcher he wired out his report.—Bismark (N. D.) Tribune.

A TAMMANY MILLIONAIRE?

Report Said He Died and Left Fortune to Newspaper Man in Nevada.

Newspapers of the Pacific Coast last week printed the report that Frank Gruenthal, a young newspaper man of Reno, Nev., had received the news of his father's death at New York, and that the said father, Philip H. Gruenthal, had left a fortune estimated at \$1,000,000, of which the son Frank would receive a large part. It was alleged that the deceased was at one time secretary of Tammany Hall, and always took an active part in New York politics.

"Tom" Smith, secretary of Tammany Hall during the past ten years, and the human encyclopedia of the organization, said to THE EDITOR AND PUBLISHER, referring to the story from Nevada: "Never heard of Gruenthal. Certainly he never was secretary of Tammany Hall. I ought to have known him if he had a million. There are mighty few men in Tammany worth a million."

CHANGES IN INTEREST.

The Easton Ledger, owned by Messrs. William J. Price, Jr., editor of the Centerville Observer, and J. S. E. Pardee, who edited the Ledger, has been sold to Mr. Beverly N. Sparks for \$5,500. Mr. Sparks will assume charge of the Ledger on November 1.

The Central Methodist, at Louisville, Ky., the organ of the Kentucky and Louisville Methodist Conference, and the Methodist Advocate, published at Barboursville, W. Va., the organ of the West Virginia Conference, have been consolidated. The name of the new organ will be the Central Methodist-Advocate. It will be published at Frankfort, Ky. Rev. Walter Vreeland is president of the company.

The Enterprise, and the Messenger, both of De Ridder, La., have merged under the title of the Enterprise-Messenger. James J. Steidley is editor and publisher.

The Marietta Register, in existence since 1854, changed hands the third time in its long career last week, when J. Edgar Thompson sold out to B. G. Rapp, who had already taken charge. Mr. Thompson will move to California.

The Crookston (Minn.) Journal plant has been purchased by several Crookston business men who will operate it under the form of a stock company. It is understood to be independent with a leaning towards democracy. N. S. Davis it is understood will have general supervision of the publication.

The announcement has been made in the Cedar Falls (Ia.) Gazette, that A. L. Sebille has disposed of his interests to his partner, George F. Robb, who will continue the paper as heretofore. The gentlemen have been in charge of the paper jointly the past year, while Sebille has been half owner and editor of the paper the past five years.

NEW INCORPORATIONS.

The Enterprise Publishing Company, Bridgeport, Conn., is to publish the Bridgeport Enterprise, a newspaper. Capital, \$16,250. Incorporators: J. A. Goldsmith, W. B. Bishop, Howard Coulson and H. A. Murphy.

Times Publishing Co., Raleigh, N. C. Capital \$100,000. Incorporators: J. V. Simms, A. L. Fletcher, N. E. Clark and George Hall.

Mobile Daily Times, Mobile, Ala. Capital, \$40,000. Incorporators: Max Hamburger, Mobile, president; Henry H. Caldwell, Birmingham, Ala., secretary; to publish evening paper.

Craftsman Publishing Co., New York; to publish magazines and periodicals. Capital, \$10,000. Incorporators: Gustav Stickley, Charles C. White, Barbara Stickley, No. 41 West 34th street, New York.

Golden Gate Publishing Co., Manhattan, N. Y., publishers; capital, \$50,000. Incorporators: H. E. White, Rye; W. S. Yale, Brooklyn; A. Meiklejohn, New York City.

The Del Rio Herald Publishing Company of Del Rio, Val Verde County, Tex. Capital, \$3,500. Incorporators: S. H. Barton, L. Rust, Austin Callan, James M. Robertson and W. F. Gogges.

United States News Company, New York. Capital, \$500,000. Directors: Fenton Dowling, St. Denis Hotel; Robert W. Crawford and Robert S. Sloan, 52 Broadway, New York.

Civic Affairs Publishing Co., Memphis, Tenn.; printing and publishing; capital, \$5,000. Incorporators: Joseph R. Williams, H. W. Brennan, Walter Goodman, Thomas B. Collier and R. A. Greer.

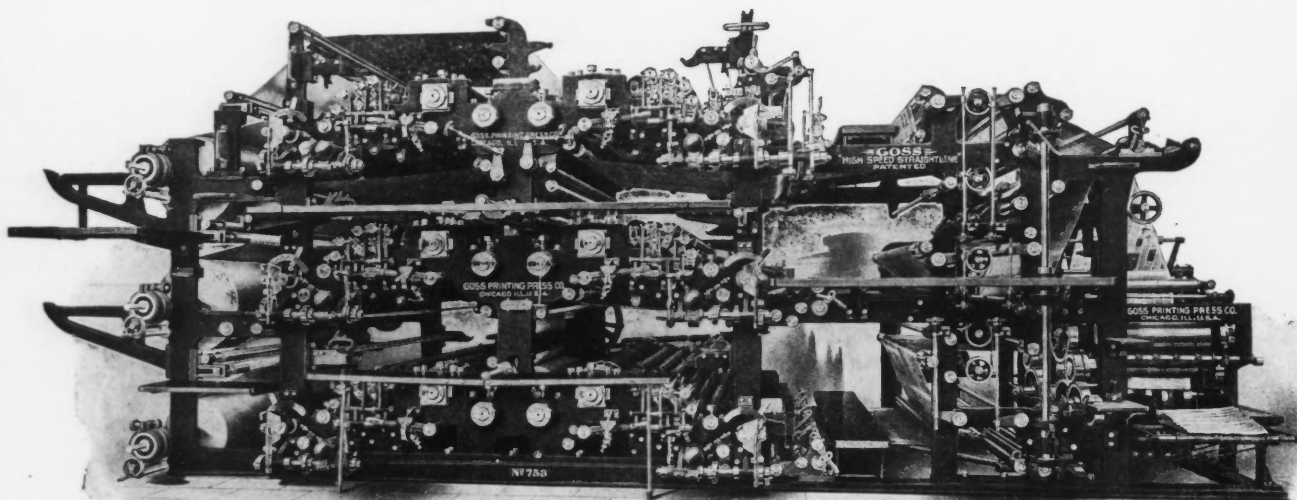
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