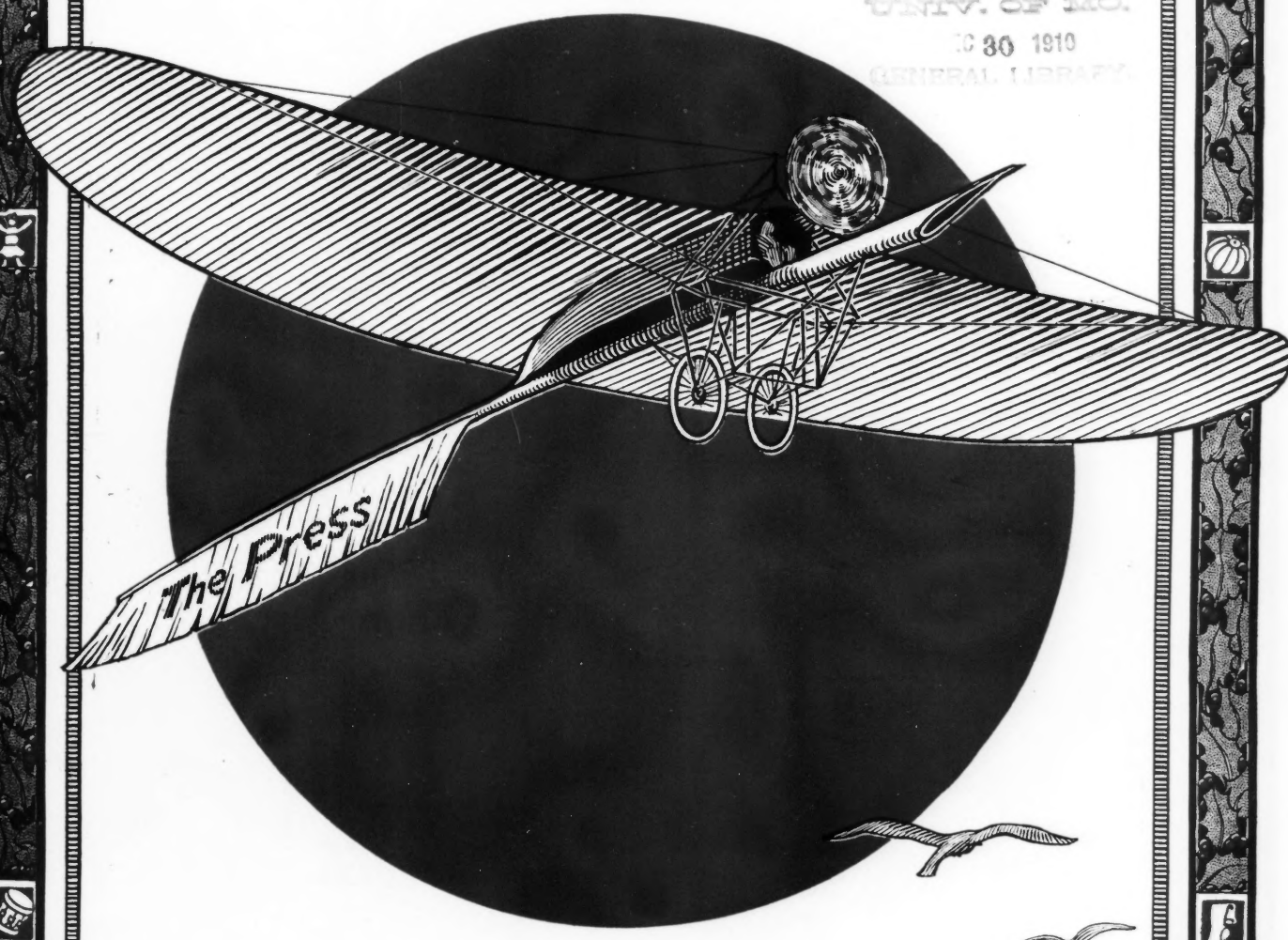


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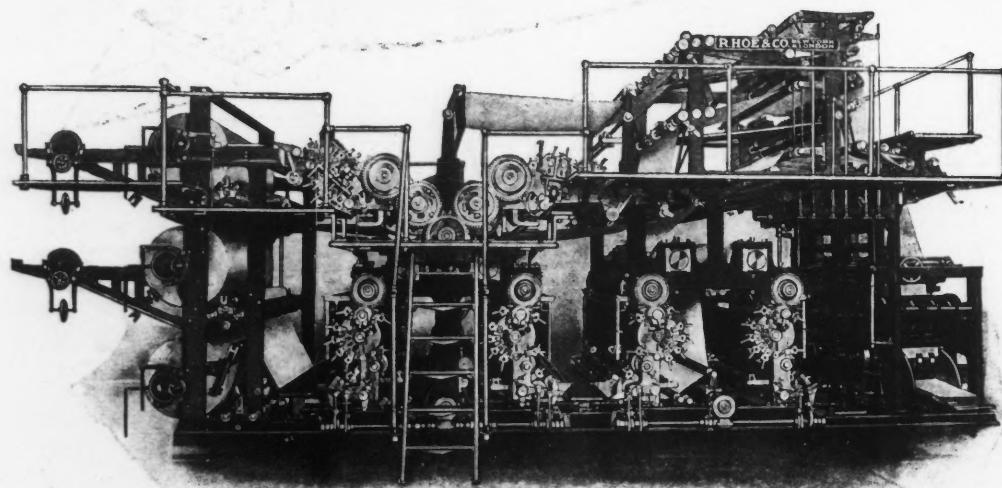
1910

RMB

NEW PATENT X-PATTERN Sextuple Newspaper Press

With Lightning Folders, Self-Oiling Boxes, Patent Tubular
Cylinders, Locking Roller Sockets and other Improvements.

THE LATEST AND BEST IN PRINTING MACHINERY



ONE OF OUR HUNDRED DESIGNS

One Hundred and Seven of these and other large Web Perfecting presses under
way in our Factory on booked orders

GUARANTEED CAPACITY PER HOUR:

72,000—4, 6, 8, 10 or 12 pages, the sheets all
inset.

54,000—16 pages (36,000 with the sheets inset and
18,000 composed of two collected sections).

36,000—14, 16, 18, 20, 22 or 24 pages, the sheets
all inset.

36,000—16, 20 or 24 pages, composed of two col-
lected sections.

36,000—18, 20, 22 or 24 pages, composed of two col-
lected sections of different numbers of pages.

18,000—28, 32, 36, 40 or 48 pages, composed of two
collected sections.

R. HOE & CO., 504-520 Grand Street, New York, N. Y.

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109-112 Borough Road, LONDON, S. E., ENGLAND

8 Rue de Chateaudun, PARIS, FRANCE

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 26

NEW YORK, DECEMBER 24, 1910

10 Cents a Copy



ADOLPH OCHS

Principal Owner of the New York Times, the Philadelphia Ledger and the Chattanooga Times,
and One of the Leaders of Conservative Enterprise in American Journalism.

CONTEMPT OF COURT.

EDITORS OF SEATTLE STAR SENTENCED TO IMPRISONMENT FOR CRITICIZING JUDGE.

Newspaper Complained That Injunction Was Easily Obtained by Street Railroad Corporation Against the People—Editors Appeal and Are Released on Bail—They Plead That "Contempt" Cannot be Committed Outside of Court Room.

The Seattle (Wash.) Star, a Scripps' afternoon newspaper, is fighting to maintain the right of every citizen and every newspaper to criticize, in an orderly manner, any decision handed down by any court in the land.

Under dateline of "Seattle, Dec. 17," the United Press sent out the following dispatch:

"A contest between the courts and newspaper of national import promises to grow out of the action of Superior Judge Gilliam in giving jail sentences to the editors of the Seattle Star for contempt of court.

"LeRoy Sanders, editor, and Hugh Allen, managing editor, received sentences of four months and one month respectively late Friday. Sanders was sent to jail owing to technical difficulties in procuring bail, but was released to-day after his bond was accepted.

"The case grew out of criticisms of the use of the injunction by the courts. The Star attacked the general use of the injunction in an editorial Nov. 23, stating that it was a weapon of the corporations in their contests with the people. A specific criticism was aimed at Judge Gilliam for restraining the people of Duwamish Valley, part of Seattle, from refusing to leave the cars of the Stone-Webster traction concern when an increased fare was demanded. The court held that as the injunction was merely temporary, the case was therefore pending, and ruled that a newspaper did not have a right to criticize a court action in a pending case. The citations for contempt of court followed.

"Editor Sanders this afternoon issued from the county jail the following statement, which was printed in the Star:

"The people of Seattle know where the Star has stood, and to-day all the Star wishes to say in the way of comment is that the Star stands to-day where it has always stood—for men as against dollars; for right against wrong; for laws made by honest men as against laws made by dishonest dollars. And the fight will go on."

"Newspapers in the Northwest already are offering moral support to the Star. Large numbers of persons called on Sanders in jail, and during his stay there he received scores of messages tendering aid."

An officer of the Scripps-McRae

League stated to THE EDITOR AND PUBLISHER that the appeal to a higher court is based upon the plea that contempt of court is not and cannot be "constructive," but must be committed in the court room or in presence of the court, and must be shown to have obstructed the work of the court.

It is intimated that the whole power of the great Scripps organization will be used in support of the Star and its editors, and it is likely that this case will mark an event in American jurisprudence, especially if the higher courts sustain Judge Gilliam.

NEW ORLEANS BRANCH.

Mergenthaler Company Plans Big Five-Story Fireproof Building.

The Mergenthaler Linotype Company will shortly begin the erection of a five-story reinforced steel and concrete building in New Orleans to be used as a distribution plant for the Southern States. The structure will be located at Baronne and Lafayette streets, and deal for the ground was closed recently by Philip T. Dodge, president of the company, who spent some time in New Orleans recently.

It is understood that the proposed branch will be one of the finest maintained by the company. A complete stock of machines and their parts will be carried at all times for immediate delivery. The Mergenthaler Company opened its branch house in New Orleans about seven years ago. The States covered from this office are Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, Arkansas, Oklahoma, Texas, and New Mexico.

FREE PULP BILL.

Free Print Paper Also Provided for in Bill Introduced This Week.

To encourage and promote commerce between the United States and foreign countries is the object of a bill introduced in the House last Monday by Representative Ferris of Oklahoma.

It provides that wood pulp and printing paper shall be admitted to the United States free of all duty on condition precedent that the subdivision of Government where it is produced or manufactured and from which it is imported into the United States forbids or restricts in any way the exportation of, or imposes an export charge on, printing paper, mechanically ground wood pulp of wood used in the manufacture of wood pulp.

Women Publish Paper.

The Star (Ida.) Courier recently made its appearance with Miss F. I. Roberts as publisher, editor and manager. Mrs. N. A. Grace, a sister of Miss Roberts, is associate editor. They are the descendants of a long line of newspaper men. Their father for thirty years was connected with the St. Louis Republic. Other of their ancestors were for many years connected with the Baltimore American, dating as far back as 1818.

Awarded City Record Printing.

The contract for printing the New York City Record was awarded last week to the Lecouper Press Company, whose bid for the coming year approximated \$135,550. The next lowest bid, \$162,825, was that of the Martin B. Brown Company, who have printed the City Record practically for thirty-six years.

Dr. A. S. Rudolph has purchased the Mt. Carmel (Ill.) Times.

HARTMAN RE-ELECTED.

Heads Ben Franklin Club of Chicago for Fifth Term.

The Ben Franklin Club of Chicago last week elected William J. Hartman president for the fifth time. John J. Miller was elected vice-president.

Directors elected were: John A. Morgan, of C. H. Morgan Co.; Otto A. Koss, of O. A. Koss & Co.; John W. Hastie, of Western Newspaper Union; Daniel Boyle, of Henry O. Shepard Co.; George Seton Thompson; William F. Whitman, of Excelsior Printing Co.; William C. Hollister, of Chicago Linotabular Co.; Martin H. Kendig, of Kendig & Hitchings; Edward F. Hamm, of Blakely Printing Co.

Julius C. Kirchner was re-elected treasurer, which carries with it the chairmanship of the Printing Trades Credit Association.

A bill pending before the legislature affecting health appliances proposed to be established in printing offices was denounced as "a stupendous humbug."

A letter was proposed to be sent to all printers affiliated with the Benjamin Franklin Club recommending an increase in printing rates to take effect as the result of advanced wages paid to employes in the different branches of the typographical union.

MRS. MICHAELIS WINS POINT.

Settlement Reported Near in German Newspaper Controversy.

The appeal of Horace L. Brand, secretary and treasurer of the Illinois Publishing Co., of Chicago, publishers of the Illinois Staats Zeitung and Freie Presse, from the recent decision of Judge Chetlain that Mrs. Clara Michaelis is entitled to one-half of the directorate of the concern and an equal share in the management of the publications was denied last week by the Appellate Court.

At a meeting of the directors, Mr. Brand withdrew one of his directors and the quota of the Michaelis interests was correspondingly increased. It is said that the prospects of an amicable settlement of all points of difference between the parties are now excellent.

SAN ANTONIO EXPRESS SOLD.

Controlling Interest in Texas Daily Purchased for \$600,000.

Announcement was made last Saturday that a controlling interest in the San Antonio Express had been purchased by Robert Maverick, Frank G. Huntress, Jr., and G. V. Holland. The consideration is understood to have been \$600,000.

The stock purchased was that of Mrs. Isabel B. G. Russell, widow of the late Frank Grice, founder of the Express.

Norwegian Daily Sold.

The Decorah (Ia.) Posten Star, after thirty years of existence under the management of B. Anundsen, and which has in this time grown into one of the leading Norwegian papers of the world, has passed into the hands of a corporation with a capitalization of \$50,000. Until an election is held the following will serve as officers: President, B. Amundsen; vice-president, R. B. Bergensen; secretary, J. J. Hopperstad; treasurer, J. C. Weiser; editor-in-chief, J. B. Wist.

The Clay City (Ind.) Weekly Democrat has suspended publication, the plant having been consolidated with the Jasonville Leader.

MONTREAL

New Organization of Advertising Men in Canadian Metropolis.

A meeting of advertising men took place in Montreal, at the St. Lawrence Hall, last week, for the purpose of organizing an association. George E. Fraser, managing director of the Dry Goods Record, occupied the chair, and Jas. J. Gallagher, eastern manager of the Acton Publishing Company, Limited, acted as secretary.

There were present advertising managers, solicitors, copy writers, agency men, magazine men, daily men, billboard men, daily and weekly paper men, advertising managers for various large firms; promotion men, free lances. French and English propositions had their representatives there.

After addresses had been delivered by Messrs. Fred Abraham, Eugene Tarte, J. J. Gallagher, A. L. Bogan, J. B. Allen, Wm. J. Morton, René de Chalus, H. E. Stephenson and A. B. Ware—besides the chairman—it was unanimously decided that an association was needed in Montreal, and that the meeting should proceed to organize.

A. B. Ware and E. T. Sayers together evolved the title "Montreal Publicity Association," and it was unanimously adopted for the new organization.

The following officers were elected to serve for one year: President, George E. Fraser, Dry Goods Record; honorary president, Anson McKim, of A. McKim, Limited; first vice-president, Eugene Tarte, of La Patrie; second vice-president, Fred Abraham, of the Herald; treasurer, H. A. Roberts, of La Presse; secretary, J. J. Gallagher, of the Acton Publishing Co., Ltd.

To Represent Elkhart (Ind.) Truth.

Franklin P. Alcorn, newspaper representative, Flatiron Building, New York, has been appointed foreign representative of the Elkhart (Ind.) Truth in the Eastern territory. F. W. Henkel, 150 Michigan avenue, Chicago, has been appointed Western representative.

Sold at Sheriff's Sale.

The Shawnee (Okla.) Daily and Weekly Herald was sold recently at sheriff's sale to satisfy creditors. It was bought in by E. E. Hood, attorney for the Conservative Loan & Abstract Co. and the Canadian Valley Brokerage Company for \$3,000.

New Editor of Washington Times.

(Special to the Editor and Publisher.)

BALTIMORE, Dec. 21.—Fred A. Walker, of the Baltimore News, was yesterday appointed by Owner Frank A. Munsey to succeed Paul C. Patterson as editor of the Washington Times. Mr. Patterson's connection with the Munsey papers is severed.

The Pittsburg Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

Tell Me the Company You Keep and I Will Tell You What You Are

Advertisements appearing in The New York Times have passed a careful scrutiny and are entitled to confidence. If you are in The Times advertising company it is a safe conclusion that your announcement can be relied upon. Telephone your Want advertisements to The New York Times, Bryant 1000.

The Horse

The Horse Car

and

The Hand Casting Box

**Are you among
The Quick or the Dead?**

The Trolley

The Automobile

and

The Autoplate Machine

NEWSPAPER CABINET.

LEADING WASHINGTON CORRESPONDENTS TO CONFER WITH PRESIDENT ONCE A WEEK.

Mr. Taft Inaugurates a New Policy of Frankness with the Newspaper Men—Meetings to be Held on Tuesday Afternoons—Mr. Roosevelt Used to Meet Correspondents each Day—Influence of Secretary Norton.

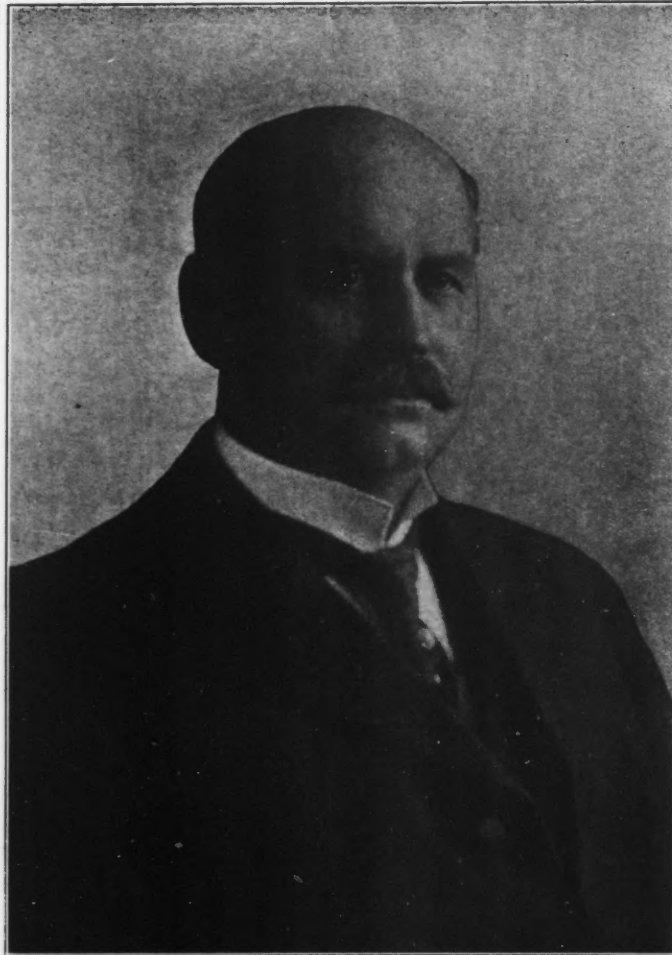
(Special to The Editor and Publisher.)

WASHINGTON, Dec. 21.—To-day the President received the correspondents of a number of the leading newspapers in the cabinet chamber of the executive offices, and entered with them into a discussion of proximate affairs of government, much in the manner in which regular cabinet discussions are conducted. Secretary Norton informally says that these meetings will, in future, take place once a week, on Tuesday afternoon, beginning at 4:30 o'clock.

Political gossips are spreading the report that Mr. Taft has established a "newspaper cabinet" to advise him. The newspaper men are not taking the matter so seriously just now.

It is recalled that Mr. Roosevelt used to meet the newspaper men every day, usually while he was being shaved, and at these meetings intimate affairs of government were discussed in confidence. The newspaper men were always in rapport with government movements and policies during the Roosevelt regime. All was changed when the Taft administration came in. Mr. Taft has steadily kept aloof from the newspaper men, until very recently, and the cabinet officers have also kept themselves and their business rather secreted. A noticeable change has been coming on.

Many are frank to attribute the new attitude of the President to the influence of Secretary Norton. Mr. Taft, apparently, has realized that, if he would avoid the danger of being misunderstood by the people, he must get in closer



PHILIP T. DODGE.

HE WAS ELECTED PRESIDENT OF THE MERGENTHALER LINOTYPE COMPANY IN 1891 AND HAS EVER SINCE BEEN THE CHIEF OFFICER AND MASTER MIND OF THAT GREAT CORPORATION.

The Syracuse Post Standard

goes into every single home in Syracuse that has purchasing ability and we will gladly furnish facts to prove this.

The circulation of the POST STANDARD is over 45,000 per day.

This is about 50 per cent. more than claimed by any other Syracuse Newspaper. This is also the reason why Syracuse advertisers pay the POST STANDARD from 25% to 200% more than another Syracuse paper.

PAUL BLOCK, Inc.

Managers Foreign Advertising
BOSTON NEW YORK CHICAGO

touch with them, and this can be done through the newspapers.

The so-called "newspaper cabinet" may not directly regulate this government, but it will undoubtedly do much to establish a closer acquaintance between the President and the American people.

New Press Club Organized.

The Worcester (Mass.) Press Club was formally organized last Saturday with a membership of sixty-eight. Officers were elected and a constitution and by-laws adopted. The officers are: President, William J. Larkin, Worcester Gazette; vice-president, John F. J. Herbert, Worcester Post; secretary, William Richards, Worcester Telegram; treasurer, Herbert M. Sawyer, Boston Correspondent. These officers, with Nicholas J. Skerrett, Gazette; Thomas Kiley, Post, and Robert Barnes, Telegram, constitute the executive committee.

Will Boost St. Louis.

A new "booster" organization for St. Louis has \$100,000 pledged to a fund for an extensive advertising campaign to embrace the entire country. The entire fund will be spent on out-of-town newspapers, beginning Jan. 1. Following the expenditure of this, other sums of \$100,000 will be raised.

The Byron (Okla.) Republican has been purchased by Harry Wilson, of Wichita, Kan.

A RECORD AD.

Financial Advertisement Occupied Over Six Pages in Times and Sun.

One of the largest advertisements ever carried by a newspaper in the regular course of business was printed in the New York Times and the New York Sun on Dec. 19. It was an advertisement of a drawing of bonds by the Mexican government on Dec. 1 and occupied six pages and five and one-half columns in each of the two papers. It is claimed to be the largest financial advertisement ever printed in a newspaper.

It was placed by the Collin-Armstrong Advertising Co., 25 Broad street, New York, for J. P. Morgan & Co., fiscal agents in the United States for the Mexican government.

Sunday Advertising Legal.

Under the statutes of Minnesota a newspaper can collect for advertising run in the Sunday editions. This was the decision handed down by Judge Pollock in the case of the Minnesota Tribune Co. against Dr. M. L. Gates for the recovery of more than \$1,200, which they allege the defendant owed them for advertising printed in the Sunday issues of the Minneapolis Tribune.

Sunday Paper Suspends.

The Bridgeport (Conn.) Sunday Sun, launched several months ago by Louis Richards, has suspended publication.

VAN CLEVE COMPANY.

Advertising Agency to Open in New York on New Years.

On Jan. 2, 1911, George B. Van Cleve, who has been in charge of the Lord & Thomas office in New York, will open an advertising agency business for himself under the name "Van Cleve Company," at 250 Fifth avenue, New York.

Mr. Van Cleve is among the best known advertising agents in New York. In September, 1898, he entered into an agreement with Lord & Thomas by which that firm took over the George B. Van Cleve Co., Inc., and the entire force of officers and staff. Mr. Van Cleve became third vice-president of the Lord & Thomas New York branch. After two years it was amicably agreed to dissolve, and Mr. Van Cleve prepared to resume his former business.

The new Van Cleve Co. will open with a complete organization of experienced men. It will start with twenty-three general accounts and the accounts of twenty-two leading hotels.

PRaises AMERICAN PAPERS.

"They Are Splendid," Declares Lord Decies, of England.

Lord Decies, the British nobleman, whose engagement to Miss Vivian Gould, daughter of George Gould, was reported recently, said concerning American newspapers, before sailing for Europe last Saturday:

"I must put in a word for the American newspapers. They are splendid. Simply splendid and the representatives. I want to go on record as stating, are most courteous in their dealings with all they meet. I have only words of praise for American journalism.

Large Paper Contract.

A report from the Pacific Coast states that Gen. Harrison Grey Otis has closed a contract with the Willimette Paper Co., of Oregon City, for roll print paper amounting to \$2,975,000.

Illustrated Sunday Magazine

Circulation about ONE MILLION copies per week, concentrated in and around these distributing centers

PITTSBURGH GAZETTE TIMES
ROCHESTER DEMOCRAT & CHRONICLE
MEMPHIS COMMERCIAL APPEAL
MINNEAPOLIS TRIBUNE
KANSAS CITY JOURNAL
LOUISVILLE COURIER JOURNAL
NEW ORLEANS PICAYUNE
RICHMOND TIMES DISPATCH
BUFFALO TIMES
CLEVELAND LEADER
DETROIT FREE PRESS
MILWAUKEE SENTINEL
CINCINNATI COM. TRIBUNE
COLUMBUS DISPATCH
DENVER REPUBLICAN
WORCESTER TELEGRAM
PROVIDENCE TRIBUNE

PAUL BLOCK, Inc.
250 Fifth Ave. Steger Bldg.
NEW YORK CHICAGO

TAFT "INTERVIEWS."

W. W. Hawkins Talks with the President and Reports His Views as "Direct Discourse"—Claimed to Be the First "Interview" Ever Given by a President.

W. W. Hawkins, manager of the United Press Bureau at Washington, obtained an interview with President Taft, which was sent out over the United Press wires last Tuesday.

It is claimed by the United Press officials that this is the first interview ever given by a President of the United States to a representative of a newspaper or press association. For many years it has been an ironclad rule, though an unwritten one, that "the President must not be quoted," which is to say that he may be reported only in the third person, as "he said that," or "the President told about," etc., conveying the impression that the reporter is giving the views of the President, but not his exact language.

The Hawkins interview with Mr. Taft does not have quotation marks, but nowhere in the interview is the phrase "he said" or its equivalent used, and so it is claimed the interview is "direct discourse."

Mr. Hawkins went to Secretary Norton last week and said to him: "Some of the important subjects in a presidential message miss fire just because they are in a regular long message which everybody does not read. But everybody would read an interview given by the President."

Secretary Norton was impressed. He took the Hawkins proposition to Mr. Taft. The President wanted to get a larger and livelier audience for his Tariff Commission scheme and for the Panama matter than the regular message "audience." He granted the interview. Mr. Hawkins thus describes



ROBERT HOE,

SON OF THE LATE ROBERT HOE AND HEAD OF ROBERT HOE & CO., PRINTING PRESS MANUFACTURERS, NEW YORK AND LONDON.

the manner of his talk with the President.

The writer found the President busily engaged, confronted on all sides by the appeals of congressmen, the bickerings of politicians, and the demands of office seekers, and yet, withal serene, earnest and cheerfully optimistic.

The trained judicial mind of the chief magistrate was quickly concentrated upon the subjects which the caller suggested for discussion. He was all attention and all interest, and whether talking personally or listening, was alert, enthusiastic and forceful.

The visitor was seated and immediately put at his ease by the President's geniality; then followed a conversation bearing upon two subjects chosen from dozens of possible topics. The permanent Tariff Commission was taken up first. The President freely gave his personal opinions and the beliefs which form the basis of his earnest hope of making the commission an accomplished fact. A White House rule prohibits the direct quotation of the President, but in the report of the interview an attempt is made faithfully to give his ideas as he expressed them to the writer.

Mr. Hawkins, at the end of the talk, went to his own office and wrote the interview. He carried back to Secretary Norton a true copy. Mr. Taft read it and put his "O. K." on it.

A number of newspapers used an indentation instead of quotation marks, and others set the President's words in different type from the rest of the article.

PRaises NEWSPAPERS.

The Daily Educator of the People Says National Biscuit Co. Head.

The reason that advertisements nowadays attract the purchasing public is that the editorial departments have divided brains with the advertising department, thereby making store news as interesting as the current news, declared A. W. Green, president of the National Biscuit Co., in an interview in St. Louis last week.

"The most prominent medium of publicity is the daily newspaper. The advertiser must have an article of merit and then must not let the public forget its name. The name of the product can be shown on painted walls, in street cars and public places, but the story cannot be told there. The advertiser must turn to the newspapers to tell the story of its merits."

New Socialist Weekly.

The Socialist is the name of a new weekly to be published at Columbus, O. At a meeting of Socialists last week a company was organized with a capital stock of \$10,000. Walter Millard, of Cincinnati, will be the editor-in-chief. The incorporators are Charles E. Belcher, J. L. Bachman, Thomas Southard, John B. Bohnert and D. M. Kuhns.

The Dallas (Tex.) Press Club is preparing a big entertainment at the Dallas Opera House on January 12. A novelty gidridon minstrel show will be the feature. David E. Grove, Jr., is in charge of rehearsals.

CHICAGO REPRESENTATIVES.

Hold Annual Meeting and Elect Officers for Ensuing Year.

The Daily Newspaper Representatives Association of Chicago elected the following officers at the annual meeting held last week: E. C. Bode, of the Chicago Examiner, president; Geo. F. Dillon, vice-president; Robt. J. Virtue, secretary, and Elmer Wilson, treasurer.

The board of directors: W. H. Kentnor, chairman; Horace M. Ford and A. W. Allen.

Promotion committee: Horace M. Ford, chairman; A. W. Allen, Robt. J. Virtue, E. S. Wells, Jr., and A. E. Chamberlain.

Some very complete plans were laid for 1911 and big things are expected from the promotion committee, particularly in the way of creating new advertisers for the daily newspapers.

The membership of the organization includes A. W. Allen, C. J. Anderson, C. D. Bertolet, E. C. Bode, John Budd, A. C. Campbell, Willard E. Carpenter, A. E. Chamberlain, H. K. Clark, E. S. Cone, W. T. Cresmer, F. Guy Davis, Geo. F. Dillon, H. M. Ford, John Glass, P. L. Henriquez, A. J. Irvin, M. J. Katz, W. H. Kentnor, C. Geo. Krogness, Geo. W. Mason, A. D. Mayo, Edgar H. Young, W. Y. Perry, J. E. Verree, R. J. Virtue, Robt. E. Ward, E. S. Wells, Jr., and Elmer Wilson.

Ad Club Elects.

Officers were elected as follows by the Rockford (Ill.) Advertising Association last week: President, G. C. Purdy; vice-president, Howard Carpenter; second vice-president, R. R. Conkrite, Beloit; secretary-treasurer, J. C. Kryger; directors, Osear F. Wilson, C. F. Irvine, H. C. Porter, O. J. Wigell, R. C. Lind, A. Brolin. Following the business session a banquet was held.

The Equity Farm Journal has been moved from Minot to Fargo, N. D.

The Toledo Blade
DAILY and WEEKLY

The circulation of the **DAILY BLADE** is with readers, not merely with those who gather their information from headlines and the box-scores, but who read ALL OF THE PAPER. Headlines—and stories, box-scores—and the reports of the game, NEWS—and advertisements.

The **DAILY BLADE** has that most prized asset of all newspaper managements—the confidence of subscribers and advertisers.

The circulation of the **WEEKLY BLADE**, more than 200,000, is in that rich storehouse—the rural communities. The **WEEKLY BLADE** is the key which has opened the storehouse to hundreds of advertisers.

The **WEEKLY BLADE** for more than a half-century has been going into homes which the advertiser can reach in no other way. It secured the regard of its subscribers with its beginning, and it has increased the regard steadily and surely until the **WEEKLY BLADE** is gospel and law with many thousands.

We shall be pleased to send you the most comprehensive circulation statement ever issued by any publication at any time—a broad statement to make—you can prove what we say by sending for it.

PAUL BLOCK, Inc.

250 Fifth Ave.
NEW YORK

Steger Bldg.
CHICAGO

The Rochester
Democrat & Chronicle

goes into every home of standing and purchasing ability in Rochester, and throughout Northern New York. It covers this rich field like a blanket.

OVER 60,000 NET DAILY

(probably as much circulation as any three other Rochester papers combined.)

PAUL BLOCK, (Inc.)

Managers Foreign Advertising
BOSTON NEW YORK CHICAGO

CAN AID CHURCH.

Newspapers Are an Avenue of Helpfulness—Preachers Too Likely to Criticise—More Good Would be Accomplished by Judicial Commendation.

Written for THE EDITOR AND PUBLISHER
By REV. CHRISTIAN F. REISNER, D.D.,
Pastor, Grace M. E. Church, New York City.

It is foolish to decry or abuse newspapers. That accomplishes nothing and closes an avenue of helpfulness. Attacks stimulate rather than curtail circulation. Everybody reads newspapers to-day. It is a hurry-up time. Book reading is seldom possible. Magazines even are not easily carried on trains and street cars. Papers are cheap. They can be purchased every place. When vacant time is exhausted they can be thrown away without a feeling of extravagance. News gatherers are alert folk. They cater to public interest. Every line of information finds place in their columns. The wise church will therefore supply commanding news notices and graphic display reminders of services.

PREACHERS LIKELY TO CRITICISE.

Preachers are too likely to criticise the public press. More good would be accomplished by judicial commendation. The liberal element frequently call upon newspaper managers and editors. Good folk would be cordially welcomed if they done likewise. If the church people would comment and suggest, newspaper columns would soon show the effect in higher class material and in nobler editorials. No body of men on earth respond more promptly to the encouragement and suggestions of good people than newspaper men. In several years experience I have never had a reasonable request refused nor furnished items that were garbled into hurtful sensationalism.

THE BEST PUBLICITY.

The best publicity to be sought from the press is that resulting from friendliness between its leaders and the workers on papers. Good people enjoy reading church news humanly worded and helpfully purposed. Others will not pass over it. There are plenty of occurrences in all churches in which are germs of news if properly developed. Papers often distort religious facts because they cannot get the exact details. Friendliness will lead them to seek further information before publishing an article.

Church news will also frequently crowd out malodorous material. Managing editors will see much front-column display stuff as disgusting when it stands beside decent news. Every church would find it profitable to appoint a news-wise person who would regularly furnish items of interest to the various papers. The pastors might well take time from their study for frequent calls upon the authoritative makers of the news sheets. Their own vision will be broadened and valuable co-operators will be secured.

DISPLAY ADS BRING RESULTS.

In addition to all church news, display advertisements bring as good returns as they do to the stores. Folk forget religion in the midst of this rushing day. The unusual thing of a church note in display type prints the name of that institution on the brain. The advertisement ought to carry some special, specific occasion. It is never wise to mention all the services in one insertion. Stores "play up" particular articles in the hope of making permanent cus-



CHRISTIAN F. REISNER, D.D.

PASTOR GRACE METHODIST EPISCOPAL CHURCH, NEW YORK CITY, WHO DECLARES THAT THE NEWSPAPERS CAN EFFECTIVELY AID THE CHURCH.

tomers of those who are attracted in this way by right treatment when they do come. The church must always be spiritual and religious and of course it will then be friendly. No one ought to be able to say that its atmosphere is Icelandic.

CHURCH SHOULD USE DAILY PRESS.

Specifically, why should the church use the daily papers? Many read nothing else. They remember items which exhibit lively activities. A church doing things declares itself to be energetic with the vigor of wide awake folk. That means its members are of the first order and not sleepy drones and cheap serfs. Marked energy always witnesses to hearty interest. These facts are bound to attract attention. Many church "affairs" have these evidences around them. Other churches are encouraged to think themselves also worthy of notice. They will if not already doing something worth while, take up a new plan that will bring them into prominence. The model method which crept into the papers may be worthy of imitation. If not they will put themselves to discover a better one. Emulation often energizes. One of the most satisfactory results of my publicity work has been its effect on all the other churches of the community.

CREATES HUNGER FOR RELIGIOUS FOOD.

Religious matters in a newspaper can create an appetite for such things. New foods draw folk on. Samples are scattered and virtues exploited. I have dis-

tributed several hundred of our little weekly church paper in the neighborhood simply because folk start to read about the church and eventually look for the paper to come. Finally we draw them in by some one of a variety of attractions. Food recognizes a natural hunger in every one. Religion appeals to a deeper need which it may hope to arouse. Every man is created for fellowship with God as birds are to fly and lungs are for air. Right publicity will awaken this dormant appetite and lead people to follow in the direction which promises it satisfaction. The church does not need to create a hunger for itself. Every man already feels its need. But it is necessary to prove that it can supply man's demands. Planned publicity can help accomplish that. It can win those who have become ossified by neglect. It can awaken others opiumized by sinful habits. It may bring some prodigal son, feeding with the swine, to his senses. Reminders often furnish mirrors for us to discover our real condition.

CHURCH NEWS HAS DECREASED.

Mankind may be made to see that pleasure only smirrets the deeper life while religion satisfies. Papers are so filled with accounts of pleasure carnivals that sometimes people make themselves believe that is the only form of relaxation and recreation offered outside regular work. A sociological teacher by careful investigation over ten years of papers finds that church

news has decreased while the sporting page has grown. Much so-called fun has degenerated into mere animalism in its effort to stop deep hungers. When the church publishes attractions to interest, coupled with pleasure-plans, man is made to realize that carnality should be foreign to best recreation. He recalls that the Father plans laugh times for His children. He is also then made to recognize that the thing he is endeavoring to satisfy in wild carnivals will never stop its hunger-gnawing until he furnishes it religious foods. The church by publicity must demonstrate to this age the fact that its work will not only satisfy but gladden, rest and refresh mankind.

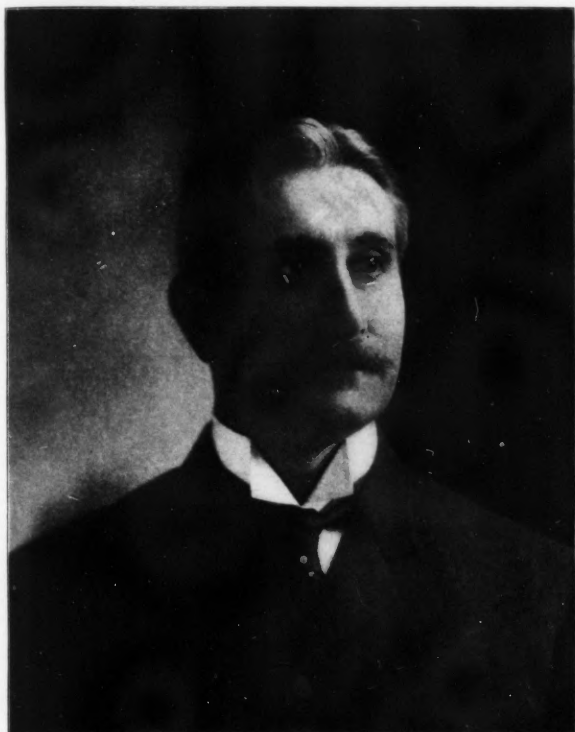
NEWSPAPERS AND THE CHURCH LEADER.

The newspaper also enables the religious man to declare himself concerning public questions. The old prophet did that. The new one must not be behind. The church leader who speaks, sincerely, sanely, thoughtfully and fearlessly on public matters will have a hearing. He will exhibit the fact that religion is related to all life. He will be enabled to call attention to the fact that "righteousness exalteth a nation." He will have an audience 1,000 times larger than sits in his church pews. Newspapers are glad to have his vision point if he is trained to speak the tongue of the new. It is not sensational to speak on such subjects as "Religion and Baseball," "Religion and the Modern Newspaper," and "Religion and Best Society." One hundred daily newspapers furnish front-column matters each week which have the suggestion of a sermon. Newspapers will gladly print bright, brief, brisk comments on these facts and they can easily be related to religion.

Some men excuse their non-church attendance by prejudices formed many years ago when the church, like the medical profession, had some narrower notions than it now holds. Men who fail to post themselves in religion and excuse lack of sympathy by old time notions are inexcusable, yet we dare not ignore them. The paper opens a chance to present modern doctrines which fit every-day life, thus making church dodging impossible. Men then find no further excuses for listless attitudes.

WHAT PUBLICITY CAN DO.

Finally publicity enables the church to compel men to recognize that the church offers a fine opportunity for investment of both time and money. Every man desires to do good. Few fail to respond with contributions when assured that 100 cents worth of good will result from every dollar given. A false notion once existed that the church was a charitable institution. It is necessary to demonstrate that it is more vital than laws and law makers and more thoroughly helpful than hospitals and orphanages. It arouses men to do right in spite of laws while when otherwise guided they may dodge the best ones. It cultivates the heart until individuals minister to the sick and open heart-sweetening homes for orphans. It is not necessary for the church to be widely institutional in its work to prove its practical helpfulness. It will do more good if it stirs individuals to relieve aches and ills than it will if it forms an organization to take these responsibilities from people who will not take the time to do what they ought to do. If we can print in the papers the work which the church is doing, open-minded men will be compelled to recognize that it is accomplishing worthwhile things and they will no longer have an excuse for withholding their strength and their dollars.



W. T. BLAINE,
WELL-KNOWN NEWSPAPER AND ADVERTISING MAN, WHO HAS BEEN MADE ADVERTISING MANAGER OF THE NEW YORK PRESS.

WALLER RESIGNS.

Leaves International Paper Co. to Become Partner in Paper Firm.

T. T. Waller, vice-president and general sales manager of the International Paper Company, has resigned, to take effect February 1. He will become on that date a member of the paper commission firm of H. G. Craig & Co., 261 Broadway, N. Y., having purchased the interest of Edward G. Ward, who will retire.

Mr. Waller has been connected with the International Paper Company for many years and as head of the sales department was well known to newspaper publishers throughout the country and among whom he has many friends.

RATE CARD

The Evening Wisconsin

MILWAUKEE, WIS.
POSITION CHARGE.

Next to reading.....10% add.
Full position.....25% add.

DISPLAY.

Per Agate Line (14 lines to the inch). To be used within one year:

Less than 500 Lines.....	8 cents
500 Lines.....	7 1/2 "
1,000 ".....	7 "
2,000 ".....	6 1/2 "
5,000 ".....	6 "
10,000 ".....	5 1/2 "
14,000 ".....	5 "

READING NOTICES.

To be used within one year.	
Less than 500 Lines.....	25 cents
500 Lines or more.....	30 "
1,000 Lines or more.....	25 "
Telegraphic matter.....	75 "

CLASSIFIED WANTS.

Six words to the line.
Per Line..... 5 cents
No advertisement accepted for less than25 "

CARD RATES WILL BE STRICTLY ADHERED TO.

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

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Adv. Representative.
New York Office, 1 Madison Avenue.
Chicago Office, 150 Michigan Avenue
(ROBT. J. VIRTUE, Manager).

WILLIAM T. BLAINE

In Charge of the Advertising Department of the New York Press

William T. Blaine, well known in newspaper and advertising circles, has been appointed advertising manager of the New York Press.

Mr. Blaine has had a wide and varied newspaper experience, having been connected with leading dailies in St. Louis and Chicago in the capacity of advertising manager and later as their special representative in the Eastern field, with offices in New York. He enjoys a large acquaintance with general advertisers throughout the country.

The Press reports a very satisfactory year in 1910 and is starting a vigorous and general campaign for increasing both circulation and advertising the coming year.

AD STUDENTS DINE.

Y. M. C. A. Class in Advertising Held Annual Dinner Last Wednesday.

The annual class dinner of the 23d street branch of the New York Y. M. C. A. class in advertising took place at J. B. G.'s restaurant in West 25th street last Wednesday evening.

Nearly fifty members were seated at the tables when, at the close of the dinner, Frank L. Blanchard, the instructor, who acted as toastmaster, introduced Prof. H. L. Hollingsworth, of Columbia University, who delivered a very able and interesting address on "Appeal and Response in Advertising."

H. A. Bricka, a former graduate of the class, told some of his experiences in the advertising field, and H. A. Doremus also spoke.

Fargo News Sold.

The Fargo (N. Dak.) Morning News was sold last week under a bondhold-the purchaser, his bid being \$30,000.

Advertisers in the Making

Eight months ago a manufacturer entrusted to us the expenditure of \$3,000 for advertising. This sum was to be spent in one year. He called it an **experiment**.

To-day, at his request, we are planning a national campaign for next year which will entail an expenditure of \$35,000. **He does not look upon this as an experiment.**

Among our clients we can number more than twenty who, a short time ago, were advertisers in the making. We take more pride in any one of these accounts, small as some of them are at present, than in the largest we handle. For, while we have made our largest advertiser a more successful advertiser, he was an advertiser before he knew us. We take pride in the smaller accounts because we have opened the eyes of the advertisers to possibilities—because we have shown them the way.

We should be glad to hear from men who make things. When we can we will show them how their products may be profitably advertised. **When we can't we will say so frankly.**

Collin Armstrong Advertising Co.

25 Broad Street,

New York

21,000 Connecticut people think so well of

The Hartford Times

That they pay 3 cents for it every day. They get their money's worth—and so do Times Advertisers.

The Times' paid circulation is greater by several thousand than that of any other Connecticut daily.

PRINTERS' ROLLERS.

The Most Necessary Adjunct to Good Printing. Will Only do Best That Kind of Work for Which They Are Made. Seriously Affected by Atmospheric Changes.

Written for THE EDITOR AND PUBLISHER
By HERBERT M. BINGHAM,
Of Bingham Brothers, Roller Makers,
New York.

The subject of Printers' Rollers, what they are and what is to be expected of them, is one that has been presented to the printing and publishing trade so many times in various forms that it is almost an impossibility to say anything new. It is also a very difficult proposition to get the individual who should be most interested in Rollers to take any interest whatsoever in that very necessary adjunct to the printing office, whether that office be a daily publication, a publishing house, book and job office or an office having a few treadle presses only.

It seems in most instances that the only time any interest is taken in Rollers is that identical moment when the bill for them appears; and the only thing that does interest most purchasers is that when Rollers are bought occasionally, that the man who made them expects to be paid for them, and during my thirty-three years connection with the business I have never known of a bill for Rollers to be paid with joy.

CONSIDERED UNNECESSARY EXPENSE ITEM.

This is not a grouch. To elucidate, it seems that every individual in any way connected with the printing press has an idea that the Rollers are such an unnecessary item of expense that they should be provided either by Providence or the Devil, and as there seem no liability that either will provide them, it might be possible that making a fuss about it would produce some effect on the man who uses them—the pressman. The fact, too, when a Roller is once bought, that starting in the face of the person responsible for the payment of the Roller is that horrible fact that sooner or later some more Rollers have got to be bought, and that just so long as one remains connected with the



HERBERT M. BINGHAM,
PRESIDENT OF BINGHAM BROS., NEW YORK CITY, ROLLER MAKERS, WHO IS WIDELY
KNOWN AS AN AUTHORITY ON PRINTERS' ROLLERS.

printing industry that Rollers must be bought, drives most of them insane; i.e., you would think so if you were the manufacturer.

"THE REASON, PRINCIPALLY, IS THIS."

A Roller must be made particularly for the work it is going to do, and it will only do best that kind of work it is built for. It will do other grades of the same work indifferently, but it will do its own work best. A Roller made for one part of a press won't work in another part, and if it is made for use in summer it will refuse to work in winter. Then, a winter Roller, being a member of an Allied Trade Union, won't work in summer; consequently, there must be winter and summer Rollers. As a matter of fact, there ought to be Rollers for two more seasons—spring and fall—but you cannot get the man who buys to believe this. He thinks if he buys once a year he is doing pretty well; if he buys twice a year he is awfully generous and giving his office a good equipment; if he buys three times a year he is prodigal, and the suggestion to buy four times savors of robbery.

ROLLERS AND GOOD WORK.

This seems queer to me, too, for naturally a publisher or printer takes some pride in his work, and the better his work looks the more money he is going to get for it, and the more of that nice work he is going to get. If he slights it in the least particular and gets away with it, the next time he is going to slight it a little more, and by and by everything he produces will be on the down sliding scale, and finally what he is producing gets to be about as rotten as anything in printing could be. Then something jolts him and it is necessary for him to do better work. When he

gets to that point it occurs to him that the way to do better work is to get a new equipment, so he gets busy and loosens up on his bank account, or obligates himself for a certain amount, buys a new press, a lot of new type and other material. He buys the best he can, and before he buys he spends a lot of time shopping around visiting different offices seeing what he can get. He sees the best of everything, buys what he thinks is the best (probably what he gets is the best). When he gets all this he has spent quite a lot of money. Then it is suddenly suggested to him that he needs new Rollers, which, if he had got in the first place, would have saved him quite a sum of money.

AFFECTED BY CLIMATIC CHANGES.

He looks at his bank account, or the amount of money he has obligated himself for, and starts right in to economize. He shops around and gets the very cheapest thing in Rollers he can. The Rollers will last him a season, no matter what the season is, and if he buys them at the tail end of one season, he has lost that much use of them, as they will not run after the season for which they were made has expired. He is surprised to think that the Rollers were not going to run forever. He does not really take into consideration that in the climate of the United States the atmosphere changes. In the beginning of the fall the weather gradually grows colder, and when we have reached the middle of the winter it begins to gradually grow warmer. During all that time winter Rollers will work.

SUMMER ROLLERS SHORT LIVED.

As the weather grows warmer, winter Rollers grow softer and softer, so

by the middle of spring it begins to look dangerous to run them, and the reason is this: They were made for a cold, dry atmosphere, and being made to resist those two features, naturally would have an affinity for heat and humidity. Add to this the natural inclination for the component parts of Rollers to absorb moisture, and it can be readily realized that Rollers, to run satisfactorily, must be procured to resist heat and humidity, this time is going to come upon us in the middle of spring, so that a Roller, the reverse of a winter Roller, must be purchased; and as the actual hot, humid days are very few, and that season is very short, a Roller made for summer would naturally be short lived.

"THAT SOFT, SILENT ADJUNCT."

To do good work it is absolutely necessary, after you have arranged to occupy swell premises, and have purchased an elaborate equipment in machinery, etc., and have engaged a corps of expert employes to go down to the press room and see that that very silent, soft, dark looking object, concealed in the bowels of the press, is in good condition; for, unless that soft, silent adjunct is well cared for, and occasionally renewed and has proper attention given it while it is working, all the other money you have spent to produce what you think is a fine job of printing, will have been spent unnecessarily. The most peculiar fact in connection with this is that the soft, silent adjunct, commonly called a Printer's Roller, is absolutely and without any question the most necessary, in fact, the necessary connecting link between all the efforts that every man had made, and all the expenditure that had been made between you, them and the public, for unless the Roller is a good one, every dollar you spent has been wasted.

CHANGES OF INTEREST.

The Armstrong (Ia.) Journal, published for some time by E. O. Leason, has been purchased by Tom Doughty, a banker of Armstrong.

The Montour (Ia.) Courier has been sold to G. F. Gilmore, of Youngstown, O.

The Laporte (Minn.) News has been sold to C. A. Prescott, who is now in control. The News was established two years ago by C. C. Kelley.

John Barrett has again come into possession of the Verdigris (Neb.) Citizen, which he sold to W. G. Squires some time ago.

Jornal do Commercio

Established in 1827

RIO DE JANEIRO, BRAZIL

"...The Great Journal of Brazil, one of the great Journals of the World..."

Mr. Elibu Root's speech on the "Jornal do Commercio" at Washington, May 6, 1909.

Manufacturers and Dealers:

If you advertise in Brazil you will be advertising in a country with about twenty-five million population, or, say half the population of South America, but you can only achieve this result by advertising in the paper read by all classes who can buy, the home paper, the one considered by the whole country as the standard national publication—the

Jornal do Commercio

Mr. Vasco Abreu, Representative

Room 410 Tribune Bldg., New York

Newspapers that pay the Advertiser

Fort Wayne Sentinel
Dubuque Times-Journal
Waterloo (Ia.) Courier
Iowa City Republican
New Bedford Times
Wooster (O.) Daily News
Nevada City (Cal.) Transcript
Grass Valley (Cal.) Tidings
San Jose (Cal.) Morning Times
South Bend (Ind.) Times

ALFRED B. LUKENS

New York Representative
Tribune Building New York

"YOUNG MR. HOLT."

Lord Northcliffe's "Galloping Reporter" Came Over on the Mauretania and Covered America for His Paper in Thirty-Eight Hours.

W. R. Holt, of the editorial staff of the London Daily Mail, came over in the steamer Mauretania, which arrived at New York on Friday morning, Dec. 16, on the record-breaking round trip. She left New York on the return trip Saturday at 6 P. M.

Mr. Holt got the assignment to "do" America in the thirty-eight hours during which the ship was lying in the New York dock. He was welcomed to New York by a brigade of New York reporters, and they showed him the town rapidly, for he was classed as "the London galloping reporter."

A NEW RECORD.

He made a new record. He went to Washington, interviewed President Taft, Speaker Cannon, did Congress, the Washington Monument, the National Library and other capital sights. In New York he interviewed Governor Dix, Sarah Bernhardt, Chinatown, Chuck Connors, Caruso and William McAdoo, the Hudson tunnel builder.

Sturdevant, of the New York World, is said to be responsible for the striking article in the World dealing with "Young Mr. Holt." The Englishman was described and quoted as follows:

SUMMONED FROM HIS BAWTH.

"I got the summons—what you American chaps call the assignment, I believe—while I was in my bloomin' bawth. Fact, I assure you. I came out drippin' to pick up the wire and talk to my chief. Forgot, y' know, and got a rotten shock placing my wet hand on the hook. Well, rather! No Johnny Walker about that, I assure you.

"Then I got my orders. Take the Mauretania for America, see the President, see everything else you can, and then come back on the Mauretania! It was a bit sudden—rather, y' know. But I answered most promptly, 'Righty-O!'

THE BAG OF GOLD.

"I waited only to finish shaving and have my bacon and eggs, thumbed a sliver of shag into my brier, y' know, clapped a few rags and other necessities in my bag and made for Euston Station in a four-wheeler just in time to get a Liverpool train. By jove, there wasn't an instant to spare. When I'd paid the cabby I had only seven-six in my pockets. But just as the train was movin' out I saw a little messenger chap running along peering up at the windows. I lowered my window and said: 'Here you are, kiddie, I'm Holt, of the Mail. Got anything for me?' 'Hi 'as,' said he, and handed it up. It was a bag of gold. I felt better then, y' know. Well, rather."

WASHINGTON INFORMALITY.

Attaches of the English Embassy had already arranged for the young man's



FRED L. GOSS,

VICE-PRESIDENT OF THE GOSS PRINTING PRESS COMPANY, CHICAGO, NEW YORK AND LONDON, WHO IS ONE OF THE BEST KNOWN MEN IN HIS LINE OF BUSINESS.

reception by the President. Holt had only to wait a few minutes before he was in the White House clasping Mr. Taft's cordially extended hand and basking in the beaming smile of the big man. Young Mr. Holt was somewhat surprised that he was not required to attire his short, slender body in formal frock coat and put on a "topper," but that just as he was, in his blanket ulster and steamer cap, he could go right in and see the ruler of the United States. In fact, he admits, he was surprised all around.

"The informality of the thing!" he panted during a slight moment of inaction while the motor car did the work for him. "Astonishin'—rather! Why, I fawney that if a Britisher found himself received in that quick, everyday fashion he'd be thrown into a horrible funk, y'know. I was in a bit of a one, I assure you, when a courteous gentleman just opened a single door and I found myself facing the President himself.

STUDIED AN AMERICAN JOKE.

"I didn't know whether I should just bow or—well, what, really, y'know. But the President made that all most charmingly easy. He put out his hand and caught mine in a good, hard grip. It was most friendly, I assure you. And he laughed and urged me not to be in such a great hurry, y'know. Said he really didn't think I could see it all in thirty-two hours. I laughed—well, rather. Told him I hadn't for a moment thought I could, y'know: Rather not, y'know. Eh—what?"

"He told me a story about oysters that he thought rather good, y'know. As for me—well, I—oh, well, I suppose it must be an excellent wheeze, y'know, though, frankly, I confess that—well, he said when he was visitin' in London, on his way home from the Philippines, he met a London merchant who told him he'd no use for Americans. And the

President asked him why. He said: 'Because when I was in a restaurant there I ordered some of those oysters one hears so much of—those American oysters that are "fat as babies." And when I was eating them I remarked that I couldn't see anything about them to recommend them. I said to the waiter: "Why, there's no taste to 'em—not the slightest." And the waiter said to me, he said, "Oh, isn't there, though? Wait till you strike a bad one." The fellow was actually chawing me!'

"Well, I confess," said little Mr. Holt, "it did sound to me as though the waiter had been shockingly impertinent, you know. But I laughed heartily. And I shall print it, of course. Oh, quite!

STARTLING LACK OF SECRECY.

"There was a gentleman there who seemed a sort of government official, and I was astounded when he talked freely over some matters with the President right in front of me! Fawney any one doing that if a foreign journalist were visiting the Premier. By George, y'know!"

Seriously, Mr. Holt made a decided hit with the American newspaper men, and it was agreed that he knew his business. Righty-O!

Daily Princetonian Incorporates.

The Daily Princetonian Publishing Co., of Princeton, publishers of the Daily Princetonian, has been incorporated with a capital stock of \$4,500.

Paper Sold for \$732.

The Greensboro (Md.) Free Press, plant and fixtures, was sold at public sale under a chattel mortgage last week for \$732.

Lawrence Millsbaugh has bought the plant of the Ingersoll (Okla.) Enterprise and moved it to Amorita, Okla., where he will start a new paper.

AD MEN DINE.

Representatives Club of New York Holds Second Annual Dinner.

The second annual dinner of the Representatives Club of New York City, composed of magazine advertising men, was held at the rooms of the Aldine Association last Monday night. More than 300 attended.

Frank Presbrey, of the Frank Presbrey Company, advertising agents of New York, presided as toastmaster. Among other things he said that for eight years he had been a newspaper man in Washington and was familiar with the House of Representatives, but he wanted it understood that this house of representatives was equal to that which assembled in Washington in brains, in character, in energy, and he was not sure but that it surpassed the Washington House of Representatives in all of these attributes.

The speakers included H. D. Wilson, Rabbi Wise, Justice Frederick E. Crane, Isaac F. Marcorson and Frederick T. Murphy.

CABLE COST CUT.

Deferred Telegrams May Be Transmitted by Cable at Half Rate.

Concerning the agreement between the Anglo-American Telegraph Co. and the Western Union, the London Times says the arrangement marks the transfer into American hands of the control of the sole remaining British cable under the Atlantic.

"It is understood," continues the Times, that an arrangement has been reached between the Atlantic cable companies and the Postmaster General for the transmission at half rates of deferred telegrams in plain language.

Newspaper Mailers Plan Ball.

The annual ball of the New York Mailers' Union No. 6 will be held at Palm Garden, Fifty-eighth Street near Third Avenue, the first Monday in February. The occasion will also mark the fifteenth anniversary of the organization. The entertainment will be furnished by the White Rats of America.

John N. McArdle, one of the organizers of the Mailers' Union, is the chairman of the committee of arrangements. The committee includes S. M. Borndge, Richard Braha, Dennis Monks, S. A. Barbour, M. Finn, R. Malcolm, N. Plango, Terry Coyle, Thomas Eiche, Benjamin Pierson, M. J. Burke, Victor Greene, T. Monahan and Sam Culchinsky.

Managing Editor.

Are you aware that you cannot make a better investment than to subscribe for THE EDITOR AND PUBLISHER AND JOURNALIST? You will find it not only interesting, but very helpful in your work, and it costs you only \$1 per year.

The San Diego Sun

covers San Diego County like the dew, and carries more foreign advertising than either of its contemporaries.

WHY?

Because it has the largest circulation and gives the biggest results.

ESTABLISHED 29 YEARS

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 4,500 DAILY, AND GROWING LIKE A WEEB

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches. Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold. Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA

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

RECOGNIZED AGENTS.

Complete List as Compiled by the American Newspaper Publishers' Association. Thoroughly Revised and Corrected Down to Date.

Below is printed a complete list of advertising agents recognized by the American Newspaper Publishers' Association. It is revised and corrected down to date. This list will be printed quarterly in THE EDITOR AND PUBLISHER hereafter.

- Alden, Edwin, Co., 131 E. 4th St., Cincinnati, Ohio.
Allen Advt. Agency (Inc.), 45 West 34th St., N. Y. City.
American Sports Public Co. (Inc.), 21 Warren St., N. Y. City.
Amsterdam Adv. Agency (Inc.), 1180 Broadway, N. Y. City.
Armstrong, Collin, Adv. Co. (Inc.), 25 Broad St., N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
Ayres, H. E., & Co., 164 Federal St., Boston, Mass.
Ballard & Alvord (Inc.), 1328 Broadway, N. Y. City.
Bankers and Merchants Agency Co. (Inc.), 6 Wall St., N. Y. City.
Barber, J. W., Adv. Agency (Inc.), 258 Washington St., Boston, Mass.
Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
Batten, Geo., Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
Benson & Easton, Corn Exchange Bank Bldg., Chicago, Ill.
Blackman-Ross Co. (Inc.), 10 E. 33d St., N. Y. City.
Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.

- Blum, Charles, 807 Chestnut St., Philadelphia, Pa.
Bond, Arthur T., 16 Central St., Boston, Mass.
Boston Financial News Adv. Agency, 109 State St., Boston, Mass.
Boston News Bureau, 17 Exchange Pl., Boston, Mass.
Bromfield, P. B., Fifth Ave. Bldg., N. Y. City.
Baer, Jos. E. (Inc.), 251 Fifth Ave., N. Y. City.
Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
Carpenter & Corcoran, 26 Cortlandt St., N. Y. City.
Chambers Agency, Godchaux Bldg., New Orleans, La.
Chapman Adv. Co. (Inc.), Third and Oak Sts., Portland, Ore.
Cheltenham Adv. Service, 150 Fifth Ave., N. Y. City.
Chesman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Trude Bldg., Chicago, Ill.; Brunswick Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
Clague-Painter-Jones Co. (Inc.), First Nat. Bank Bldg., Chicago, Ill.
Cross-Morton Adv. Co. (Inc.), Columbia Bldg., Cleveland, O.
Clark, Geo. K., 927 Chestnut St., Philadelphia, Pa.
Clarke, F. H., Adv. Agency (Inc.), 112 Dearborn St., Chicago, Ill.
Cochrane, Witt K., Adv. Agency, Boyce Bldg., Chicago, Ill.
Colton, Wendell P., 220 Broadway, N. Y. City.
Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
Cooper Adv. Co. (Inc.), Umbens Bldg., San Francisco, Cal.
Corning Adv. Agency, 638 Ryan Bldg., St. Paul, Minn.
Cowan Co. (Inc.), John Hancock Bldg., Boston, Mass.
Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
Crockett Agency, Maison-Blanche Bldg., New Orleans, La.
Crosby-Chicago, Pullman Bldg., Chicago, Ill.
Dake Adv. Agency (Inc.), 12 Geary St., San Francisco, Cal.
Darlow Adv. Agency (Inc.), Bee Bldg., Omaha, Neb.

- Danielson & Son, 96 Westminster St., Providence, R. I.
D'Arcy Adv. Co. (Inc.), Fullerton Bldg., St. Louis, Mo.
Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
Deimel, Adolph, 735 Bushwick Ave., Brooklyn, N. Y. City.
Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City.
Desbarats Adv. Agency, Ltd., 42 Victoria Sq., Montreal, P. Q.
Dilig, Will H., 12 State St., Chicago, Ill.
Dobbs, William F., Danbury, Conn.
Dollennmayer Adv. Agency (Inc.), Tribune Bldg., Minneapolis, Minn.
Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
Doremus & Morse Adv. Agency, 50 Pine St., N. Y. City.
Dorland Adv. Agency, Atlantic City, N. J.
Doughty, Chas. L., 519 Main St., Cincinnati, Ohio.
Dineow & Walker, 246 Washington St., Boston, Mass.
Dunne, Desmond, Co. (Inc.), 176 Montague St., Brooklyn, N. Y.
Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
Dyer, Omar, Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City.
Dunlap-Ward Adv. Co. (Inc.), Hartford Bldg., Chicago, Ill.
Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City.
Ellis, A. W., Agency, 10 High St., Boston, Mass.
Erickson, A. W., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City.
Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City.
Fairfax, H. W., World Bldg., N. Y. City.
Finch, L. J., 1364 Broadway, N. Y. City.
Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
Fowler-Simpson Co. (Inc.), 500 Schofield Bldg., Cleveland, Ohio.
Frank, Albert, & Co. (Inc.), 26 Beaver St., Philadelphia, Pa.
Frowert, Percival K., Stephen Girard Bldg., Philadelphia, Pa.
Fuller, Chas. H., Co. (Inc.), 378-88 Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
Fuller & Smith, Engineers' Bldg., Cleveland, Ohio.
Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
Gould, M. P., Co., 31 E. 22d St., N. Y. City.
Grulston, Ernest J., 18 Tremont St., Boston, Mass.
Graz, Alfred, 1001 Chestnut St., Philadelphia, Pa.
Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
Guenther-Bradford Co. (Inc.), 109 Randolph St., Chicago, Ill.
Guenther, R., 115 Broadway, N. Y. City.
Gundlach Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill.
Greve, S., Adv. Agency, Sixth and Minnesota Sts., St. Paul, Minn.
Hamblin, W. F., & Co. (Inc.), Fifth Ave. Bldg., N. Y. City.
Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa.
Haulenbeck, G. H., Adv. Agency (Inc.), 31 Union Sq., N. Y. City.
Hill & Stocking, May Bldg., Pittsburg, Pa.
Hill, W. S., Co. (Inc.), 323 Fourth Ave., Pittsburg, Pa.
Honig Adv. Service, 177 Post St., San Francisco, Cal.
Hoopes, E. M., 516 Market St., Wilmington, Del.
Horn-Baker Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Hornberger, H. L., Adv. Agency, Fidelity Mutual Life Bldg., Philadelphia, Pa.
Houghton, Walter L., 828 Broad St., Newark, N. J., and 225 Fifth Ave., N. Y. City.
Howard E. T., Tribune Bldg., N. Y. City.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Hoyt, Chas. W., 25 Elm St., New Haven, Conn.
Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa.
Ironmonger, C., 18-20 Vesey St., N. Y. City.
Johnson-Dallas Adv. Co., Empire Bldg., Atlanta, Ga.
Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
Kastor, H. W., & Sons Adv. Co. (Inc.), Equitable Bldg., St. Louis, Mo.; Steger Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.
Keane, N. W., 99 Nassau St., N. Y. City.
Kiernan, Frank, & Co., 156 Broadway, N. Y. City.
Klein, Chas. T., 151 W. 96th St., N. Y. City.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lawyers' Adv. Co. (Inc.), 128 Broadway, N. Y. City.
Lesan, H. E., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City; Old Colony Bldg., Chicago, Ill.
Levin & Bradt, 1269 Broadway, N. Y. City.
Lewis, Louis, Adv. Agency, 220 Broadway, N. Y. City.
Lewis, Walter C., Co., Equitable Bldg., Boston, Mass.

UNITED PRESS BULLETINS

C. N. Griffin, formerly of the New York bureau, has been made manager of the new Syracuse bureau.

K. C. Adams, manager of the Indianapolis bureau, has been transferred to the Los Angeles bureau.

Fred S. Ferguson, of the Chicago bureau, has succeeded Mr. Adams at Indianapolis.

W. W. Hawkins, manager of the Washington bureau, has been in receipt of scores of congratulations from the members of the Washington correspondence corps on his success in landing an exclusive interview with the President.

G. A. Byers, of the San Francisco office, will be in charge of the United Press bureau at Sacramento during the coming legislative session, which promises to be one of the hottest from a news standpoint.

Roy W. Howard, general news manager of the United Press, leaves Monday, December 26, for a four weeks' trip to the Pacific Coast.

Congressman James McLachlan, of California, last week prepared a statement for the United Press relative to the condition of the United States Army, which was one of the hottest bits of news developed by the recent army incident.

W. C. Grant, manager of the Springfield (Ill.) bureau, who has been ill for some time is back on the job.

- NEW CLIENTS.
Frederick (Md.) Post, Canton (O.) Sunday News-Democrat, Miami (Fla.) Herald, Springfield (O.) Daily and Sunday Times, Binghamton (N. Y.) Binghamtonian, Huntington (W. Va.) Herald-Dispatch, Amarillo (Tex.) Panhandle, Hiawatha (Kas.) World, Geneva (N. Y.) Times, Ithaca (N. Y.) News.
Long-Critchfield Corp. (Inc.), Corn Exchange Natl. Bank Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
Lord & Thomas (Inc.), Trude Bldg., Chicago, Ill.
Lyddon & Hanford Co. (Inc.), Granite Bldg., Main and St. Paul Sts., Rochester, N. Y.
McJunkin, Wm. D., Adv. Agency, 167 Dearborn St., Chicago, Ill.
McKim, A., Ltd., Star Bldg., Montreal, P. Q.
McMullen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
MacIntyre Adv. Co., Times Bldg., Los Angeles, Cal.
MacManus Co. (Inc.), Ford Bldg., Detroit, Mich.; Nicholas Bldg., Toledo, Ohio.
Mahin Adv. Co. (Inc.), 125 Monroe St., Chicago, Ill.
Mallory & Mitchell (Inc.), 160 Washington St., Chicago, Ill.
Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City.
Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
Mathews, R. A., Agency, 204 Dearborn St., Chicago, Ill.
Mead, Geo. H., Marquette Bldg., Chicago, Ill.
Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
Meyen & Co., Tribune Bldg., N. Y. City.
Miller Adv. Co. (Inc.), Nicholas Bldg., Toledo, Ohio.
Mitchell, Geo. L., & Co., 421 Chestnut St., Philadelphia, Pa.
Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City.
Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa.
Morse Adv. Agency, 35 Milwaukee Ave., West Detroit, Mich.
Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
Mosessohn Adv. Agency (Inc.), Portland, Ore.
Moss, J. C., Adv. Agency (Inc.), 110 Franklin St., Buffalo, N. Y.
Muller, J. P., & Co. (Inc.), 1570 Broadway, N. Y. City.
Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
Murray Hill Adv. Agency, 650 Third Ave., N. Y. City.
National Adv. Co. (Inc.), 423 Quincy Bldg., Denver, Colo.
Newitt Adv. Co., 314 W. First St., Los Angeles, Cal.
Nichols-Finn Adv. Co. (Inc.), Heyworth Bldg., Chicago, Ill.
Noble Adv. Agency (Ltd.), Molsen's Bank Bldg., Vancouver, B. C.

An Evidence of the Increasing Influence of the German Gazette in Philadelphia

is the new 300,000 line Gimbel campaign that has just started therein. It is a straw that shows the way of the wind. This famous department store has used all the leading local dailies and this departure establishes the desirability of the 350,000 Germans in the "City of Homes."

National advertisers should know that one rate covers the morning, evening and Sunday editions of The Philadelphia German Gazette. Hence the economy in using the combination.

Keep The Gazette in mind in making up your 1911 lists.

Week ending December 17th, 1910:

Table with 2 columns: Newspaper Name and Lines. Includes GAZETTE (94,740 Lines), Third Newspaper (89,715 Lines), Fourth Newspaper (79,340 Lines), Fifth Newspaper (71,160 Lines), Sixth Newspaper (64,625 Lines).

WHAT THE NAME BECKWITH STANDS FOR PICKED NEWSPAPERS of National Reputation

Picked, first, for Editorial Strength and Quality; Picked, secondly, for Advertising Pulling Power

The name of Beckwith stands for service to publisher's commanding the complete confidence of agents and advertisers. It is the best known name in the special agency field—a name to which has become attached a reputation based on the aggressive and respected performance of many years in the field.

As an organization it works as one man with one object—to develop the largest volume of legitimate business for its list.

Here are, for instance, six QUALITY NEWSPAPERS in as many leading cities.

Every single one of these newspapers is in a territory which is the pick of the country's markets—as the facts show.

Every single newspaper mentioned is the principal and supreme medium in its territory—as the facts also show.

The advertiser who can use only one medium in only six cities can do nothing stronger than to make these newspapers his list; while the advertiser in these territories cannot keep these mediums off his list without an incomplete campaign and consequent loss.

PHILADELPHIA, PA.

The famous home and manufacturing city; population, 1,000,000; annual production of manufactured products, \$640,000,000. The paper of quality, leading in automobile, book and financial advertising—the three best tests of merit. In Philadelphia it's the

PUBLIC LEDGER.

SEATTLE, WASH.

Population, 246,000; most wonderful growth of any city in whole U. S.; 495 millions of bank clearings first ten months of 1910, as compared with 360 millions same time in 1909; building operations October, 1910, \$2,093,100 (65 per cent. over 1908, ranking it with St. Louis and Pittsburgh). Use the paper which carries a million lines of advertising per month—the

TIMES.

DENVER, COL.

Population, 217,000. Growing with mighty strides. The City of homes and business. The paper everybody takes pride in having in the home, the one paper of quality is

THE REPUBLICAN.

BOSTON, MASS.

The effete Huh! Population, 670,000. Literary, financial and manufacturing center. The best of everything comes from Boston. The one demand from advertisers is a paper of rare quality in news and general interest value and great productive power—a clean newspaper and in Boston it's

THE HERALD.

LOUISVILLE, KY.

Population, 224,000; a 74 per cent. increase in building operations during 1910 over 1908; bank clearings first nine months of 1910, 500 millions (more than Buffalo or Indianapolis). One medium is supreme here and also throughout the South—Col. Henry Watterson's famous

COURIER-JOURNAL.

NEW ORLEANS, LA.

The metropolis and gateway of the South; population, 340,000; a great lumber and sugar market. The most popular paper and the one carrying the largest amount of local advertising is the

STATES.

The advertiser who wants the Right Kind of Publicity, at the Right Price, uses papers represented by
THE S. C. BECKWITH SPECIAL AGENCY, NEW YORK KANSAS CITY CHICAGO

Nolley Adv. Agency (Inc.), Light and Balderston Sts., Baltimore, Md.; Knahe Bldg., N. Y. City.
Northwestern Adv. Agency Essex Bldg., St. Paul, Minn.
O.
O'Keefe, P. F., 43 Tremont St., Boston, Mass.
Oman & Buh Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
P.
Pearsall, W. Montague, 203 Broadway, N. Y. City.
Philadelphia Adv. Bureau, Bulletin Bldg., Philadelphia, Pa.
Plattner, M., 93 Nassau St., N. Y. City.
Pomeroy, Persis M., Brunswick Bldg., N. Y. City.
Powning, Geo. G., & Son, New Haven, Conn.
Preshrey, Frank Co. (Inc.), 3 West 29th St., N. Y. City; 120 Boylston St., Boston, Mass.
Procter & Collier Co. (Inc.), 15 West 6th St., Cincinnati, O.
R.
Remington, E. P., Jenkins Bldg., Pittsburg, Pa.; N. Y. Life Bldg., N. Y. City.
Richards, J. A., Tribune Bldg., N. Y. City.
Roberts & MacAvinchie, 114 Dearborn St., Chicago, Ill.
Ruland, O. W., 90 Bihle House, N. Y. City.
Rosenbaum, Irving (Advertisers' Publicity Service), 1123 Broadway, N. Y. City.
Rubincam Adv. Agency (Inc.), Drexel Bldg., Philadelphia, Pa.
Rowland Adv. Agency (Inc.), 76th St., and Broadway, N. Y. City.
S.
St. Clair-Edwards Co. (Inc.), 774-776 Drexel Bldg., Philadelphia, Pa.
Sandlass, L. A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Newberry Bldg., Detroit, Mich.
Seaman, Frank (Inc.), 30 West 33d St., N. Y. City.
Securities Adv. Agency (Inc.), 44 Broad St., N. Y. City.
Seeds, Russel M., Co. (Inc.), Claypool Bldg., Indianapolis, Ind.
Shaffer, J. Albert, Star Bldg., Washington, D.C.
Solger, P. H., 59 Broad St., N. Y. City.
Sharpe, W. W., & Co., 99 Nassau St., N. Y. City.
Shaughnessy, M. J., Temple Court, N. Y. City.
Sherin, C. E., Co. (Inc.), 452 Fifth Ave., N. Y. City.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
Shumway, F. B., Co. (Inc.), 373 Washington St., Boston, Mass.
Siegfried Co., 50 Church St., N. Y. City.
Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City.
Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
Smith, E. Everett, Mutual Life Bldg., Philadelphia, Pa.
Snitzler Adv. Co. (Inc.), Hunter Bldg., Chicago, Ill.

Sommer, Fred. N., 794 Broad St., Newark, N. J.
Spafford Adv. Agency, John Hancock Bldg., Boston, Mass.
Stack, J. L., Adv. Contractor (Inc.), Heyworth Bldg., Chicago, Ill.
Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.
Sternberg, H. Summer, Adv. Service, 12-14 W. 32d St., N. Y. City.
Stevens, Herman W., Agency, Glohe Bldg., Boston, Mass.
Stiles, William A., 303 Dearborn St., Chicago, Ill.
Storm, J. P., Marbridge Bldg., N. Y. City.
Street & Finney (Inc.), 48 West 34th St., N. Y. City.
T.
Thompson, J. Walter Co. (Inc.), 44 East 23d St., N. Y. City; The Rookery, Chicago, Ill.; 201 Devonshire St., Boston, Mass.
Thorne Adv. Service (Inc.), American Bank Bldg., Seattle, Wash.
Tobias Bros., 258 Broadway, N. Y. City.
Traxler, Joseph, Co., Provident Bank Bldg., Cincinnati, O.
Traders' Adv. Agency (Inc.), 13 Astor Place, N. Y. City.
U.
Urmy, Louis V., 41 Park Row, N. Y. City.
V.
Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
Van Loon, W. C., 5th and Vine Sts., Cincinnati, O.
Volkman, M., Adv. Agency, 5 Beekman St., N. Y. City.
Vreeland, E. E. (Inc.), 113 W. 31st St., N. Y. City.
W.
Wade, Albert G., Manhattan Bldg., Chicago, Ill.
Wagner-Field Co., 1780 Broadway, N. Y. City.
Walker Adv. Agency (Inc.), Claus Spreckels Bldg., San Francisco, Cal.
Wallace Adv. Co. (Inc.), Atlantic City, N. J.
Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
Weh, Henry, U. B. Bldg., Dayton, O.
Wetherald, Jas. T., 221 Columbia Ave., Boston, Mass.
White Adv. Bureau (Inc.), Hancock Bldg., Seattle, Wash.
Williams, Fred. C., 108 Fulton St., N. Y. City.
Williams & Cunningham (Inc.), Heyworth Bldg., Chicago, Ill.
Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.
Wood, Putnam & Wood, 161 Devonshire St., Boston, Mass.; 299 Broadway, N. Y. City.
Woods-Norris (Ltd.), Mail Bldg., Toronto, Can.
Wyckoff Adv. Co. (Inc.), 14 Ellicott St., Buffalo, N. Y.; 79 Milk St., Boston, Mass.

If you are in need of good help it will pay you to advertise in the classified columns of THE EDITOR AND PUBLISHER.

JOURNALISM SORORITY.

First Organization of Kind Formed at University of Missouri

An honorary sorority in journalism, said to be the first ever organized, was formed at the University of Missouri last week. It will be called the Gramma Alpha. The charter members of the society are Amy V. Armstrong, Mabel Couch, Helen Hammond, Dottie Hewitt, Mary Alice Hudson, Heloise B. Kennedy, Florence La Turno, Rhea Lopp, Etna McCornick and Rosalie Mellette.

The officers of the society at the University of Missouri are: Amy V. Armstrong, president; Florence La Turno, vice-president; Heloise B. Kennedy, secretary; Mabel Couch, corresponding secretary; Mary Alice Hudson, treasurer.

UNCLE SAM LEADS.

Publishes More Pamphlets Than Any Other Nation in World.

According to a report made public by Joseph A. Arnold, editor of the publications of the Department of Agriculture, the United States Government publishes more pamphlets than any other Government in the world, and the Department of Agriculture more than any other department.

A total of 25,190,469 copies were issued by the Agricultural Department during the past year. This is the largest output of the publication division in years.

On an average three thousand requests per day are received for pamphlets by the division.

The Cherouny Printing and Publishing Co.

17-27 Vandewater Street, New York

Established 1868

Specialty of
Printing, Binding
and Mailing of
High Class Periodicals

Seventeen Linotypes
Twenty Presses
Large Bindery
Day and Night Service

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, DECEMBER 24, 1910

Christmas.

To each one of you members of the big family we wish the old, old wish.

We feel, indeed, that it is a happy Christmas to most of you.

Have we not, all of us, seen the steady growth of peace and good will to men in the past year?

Truly, the Christmas spirit is shaping to the concrete, and remains beyond the holidays.

We have seen the growth of good cheer among the members of the fraternity. Steadily through the year the movement cementing the interests of publishers has reached forward.

In no year of this generation has kindness and courtesy of printed language to rivals and contemporaries been so marked a characteristic of newspapers as during the year 1910. We believe this was so because of largeness of brain and heart into which the profession has grown. Progressive, indeed, is the great body of the newspaper profession, and in no stronger way has a progress been shown than in this elimination of littleness, narrow mindedness and intolerance.

Have we not all of us felt strengthened impulse to meet our fellows of the profession socially? The value of the press club as a factor in newspaper life has come to be universally recognized. The growth of advertising associations has been greater than in any former year.

Partly through semi-social organizations, members of editorial staffs have met members of the business staffs and others of the outside advertising staffs, and a mutual respect and liking has been generated which is one of the most powerful factors for solidifying and forwarding the interests of the whole profession.

So let us all be glad that we live in this time of splendid accomplishment and promise and cheer, and let us strengthen our hope and purpose for Universal Peace.

THE CHIP ON THE SHOULDER.

The man who writes the editorial criticizing another has no business to

keep a chip on his shoulder. The editorial writer who anonymously points his pen with personal venom is a coward. There are few such. We have never known one.

The man who is criticized in the editorial columns of a newspaper may be hurt; that is human; he may resent. But let him think it over with himself. Let him reason and let him especially go over the evil of carrying a chip on his shoulder.

We have in mind a young man who was somewhat roughly handled in an editorial in this paper. We looked at his proposition severely, believing that we spoke the sentiment of the newspaper profession, which we are well situated to ascertain.

Now after two years comes this young man and sends a subscription for THE EDITOR AND PUBLISHER and shows how keenly he was hurt, and makes excuse for us in this paragraph of his letter.

"However, one may in the hurry of producing copy in a busy hour, say more than he means, or say what he means in a way that he would not choose at a freer time. I shall be glad to think that your implications were the result of something like this."

Well, well!

We have a kindly feeling for the man who shakes the chip off his shoulder. We shall even be glad to know that this man is succeeding even though we had no faith in his methods two years ago.

FRATERNAL INSURANCE FOR NEWSPAPER MEN.

Joseph D. Fiveash, of Norfolk, Va., former owner of the Norfolk Public Ledger, writes us pertinently as follows:

"The subject of Fraternal Insurance is one that in my opinion should be considered by the newspapers of the country more intelligently than it has during the past three decades, in order that the rising generation may be enabled to avoid some of the numerous pitfalls that have fallen to the lot of many secret society members. The press dispatch sent out from New York last Tuesday announcing the appoint-

ment of a receiver for a large fraternal society is referred to in support of what I say."

We are not prepared to accuse the newspapers of a lack of intelligence in their consideration of the fraternal insurance question, assuming that there has been such a question. But we agree with Mr. Fiveash that it is the duty of newspapers just now to give serious consideration to the subject.

And apart from the public question of fraternal insurance, there is the new and more intimate question of fraternal insurance for newspaper men, which has received very little consideration by editors and publishers.

Why not a fraternity of newspaper men with "benefits"?

There are a number of editorial associations in the country, and also advertising associations. Also there is the National Editorial Association. We are frank to say that none of these nor all together are so well organized for practical accomplishment as the British Institute of Journalists, a truly representative organization.

The American newspaper men's societies are too obviously social and too remotely concerned with the daily life and health and business of the American newspaper man.

It is a well known fact in religion, economics and psychology they value that which they have to pay for.

Why not a newspaper fraternity, to which members shall pay premiums and receive "benefits" when sick or otherwise disabled?

We believe the time is ripe for the organization of a newspaper fraternity that WILL DO SOMETHING. We believe such an organization can be best welded together by a policy of insurance.

NEWSPAPER "CONTEMPT OF COURT."

In a news column of this issue are printed the facts about the imprisonment of the editor and managing editor of the Seattle Star for alleged contempt of court.

There are a large number of lawyers in the country; there are 12,000 in New York City. As every lawyer is, or was, or expects to be a judge, it may be assumed that there is no division between bench and bar on questions of "contempt." It may be assumed that the lawyers who are not judges are opposed to editors who criticize judges.

Of late years it has become a custom of leading lawyers to point out, in public speeches, the danger of "government by journalism." These lawyers, and consequently nearly all lawyers, would handcuff the press in order to "uphold the dignity of the courts" and prevent "government by journalism." It goes without saying that lawyers will keep on trying to get elected to legislatures and to Congress, and so continue the government by lawyers.

But we are not alarmed by this Seattle case. Probably good will come out

of it. It is well for publishers to know their rights.

Can "contempt of court" be technically committed outside the court room and beyond the presence of the court?

Some time ago Louis Post, now editor of The Public, of Chicago, was editor of the Cleveland Recorder. He wrote an editorial criticizing a decision which had been handed down by a local judge in Cleveland. He said, in effect, that it was a bad decision.

The judge had him hauled up for contempt and sentenced him. Post appealed to a superior court. He admitted writing the editorial and criticizing the decision, but contended there was no contempt, since the act was done outside the court room. The superior court indorsed him and set him free. The gist of the opinion handed down by that court was that there is no "constructive contempt," and technical guilt can be only when the act actually obstructs the work of the court. The court admitted that a man is not forbidden to verbally express his dissatisfaction with a court decision outside the court room.

In any event it is to be hoped that the publishers of the country will follow this Seattle case. It is well to know right now which is in greater danger, the liberty of the press or the "dignity of the court."

OBITUARY.

Justin Perry Miner, editor of the Grape Belt, published at Dunkirk, N. Y., died suddenly at his room in the Hotel Gratiot last week. He was born in 1859 and graduated from Harvard University in 1885. Since then he has been engaged in newspaper work in various large cities.

Paul Eve Stevenson, well known as a writer of sea tales, died at the Hotel Belmont last Monday of pneumonia. He was born in New York City in 1863 and was a graduate of Columbia University.

Victor H. Smalley, newspaper man and author of many successful vaudeville sketches, died in New Orleans Tuesday, following an operation for appendicitis. He leaves a widow in St. Paul, Minn.

Alvin Schmitt, editor of the Hillsboro (N. D.) Banner, died recently at the hospital at Fargo of a complication of diseases.

Charles Raymond, one of the best-known newspaper men in Canada and editor of the Peterboro Review, died recently, following a brief illness.

Bernard McNally, one of the early book publishers of New Jersey, died in Newark, N. J., this week, after an illness of two weeks. He was eighty-three years old.

Press Club Plans Entertainment.

Rehearsals have commenced for the annual entertainment of the Dallas (Tex.) Press Club, which will be held at the Dallas Opera House, Jan. 12.

The Hyde Park (N. Y.) News has been enlarged to a six-column eight-page paper.

The Sycamore (Ill.) Tribune, established in 1871, has been purchased by Claude Pike.

PERSONAL.

Don C. Seitz, business manager of the New York World, was the principal speaker at the "newspaper night" session of the Detroit Aeraft Club last week.

Henry Bullen, librarian of the American Type Founders Co., and prominent in advertising circles, addressed the advertising class of the Bedford Branch of the Brooklyn Y. M. C. A. recently on "The Beauty of Advertising."

R. H. Yancey, associate editor of the Nashville (Tenn.) Banner, recently suffered the loss of his wife, who passed away following a long illness. Mr. Yancey has the sympathy of a wide circle of friends in his misfortune.

William Douglass Hazard, one of the proprietors of the Newport (R. I.) Herald, and night editor, was married last week to Miss Charlotte Mahan. Following the ceremony Mr. and Mrs. Hazard sailed for Bermuda.

Paul Hull, for many years a prominent Chicago newspaper man, and recently superintendent of second class mail at the Chicago Post Office, has been seriously ill for some time at Mercy Hospital. Before becoming connected with the post office Mr. Hull was connected with several of the Chicago papers as a political writer.

Frank T. Searight, one of the charter members of the American Humorists' Association, and telegraph editor of the Los Angeles Record, has been transferred to the San Diego Sun, where he will take the position of news editor.

Edwin A. Perry, one of the best known newspaper men in Boston, and widely known in newspaper circles throughout the country, who has been seriously ill for some time, has recovered sufficiently to make a trip to Kansas City, where he will reside with his daughter. Mr. Perry is a Civil War veteran and retired with the rank of major. He is a former president of the Boston Press Club, a member of the Veteran Newspaper Writers' Association and of the Newspaper Club.

Lynn R. Meekins, managing editor of the Baltimore (Md.) Evening Star, recently entertained the members of Central Presbyterian Church, Baltimore, with a talk which dealt with the history of the advance of newspapers, details of their organization and management.

Andrew McLean, editor of the Brooklyn Citizen, spoke on "The Pursuit of Happiness" before a large audience at the Brooklyn Young Men's Hebrew Association.

Elmer Murphy, for the past three years a member of the Washington bureau of the United Press Association, has succeeded to the vacancy on the Washington staff of the New York Tribune, created recently by the appointment of T. W. Brahaney as executive secretary of the tariff board.

Frank D. Waite, who for twenty-five years has been editor and associate editor of the San Diego (Cal.) Sun, has resigned, to retire from newspaper work.

J. C. McAuliffe, owner of the Mill-edgeville (Ga.) News, has been made agriculture editor of the Georgia-Carolina Agriculturist and Weekly Augusta Chronicle. Mr. McAuliffe has long

made a study of scientific farming and is well known as a contributor to farm journals.

George Wharton, well known newspaper man and special writer of Chicago, was married last week to Miss Clara Belle Rolston. The ceremony was performed at the residence of Bishop Samuel Fallows.

L. G. Earnist, bureau manager of the United Press at Los Angeles, has resigned to take the managing editorship of the Pasadena News.

H. C. Rutherford, editor of the Talala (Okla.) Gazette, has been appointed police judge of Talala.

Carl R. Williams, one of the best known newspaper men in Utah, and a former member of the Indianapolis News staff, has been appointed publicity agent of the Salt Lake Commercial Club and has entered upon his new duties.

E. O. Sawyer, for the past two years city editor of the Los Angeles Record, has been transferred to the Portland News staff, another Scripps coast paper.

Wade Harns, editor of the Charlotte (N. C.) Evening Chronicle, represented Charlotte in the convention of the National Rivers and Harbors Association, held at Washington recently.

Ray F. Rohrer has resigned as city editor of the Hagerstown (Md.) Herald to become city editor of the new Frederick (Md.) Post.

M. L. Ridgeway, editor of the Ridgeway (Ia.) Review, has been appointed postmaster at Ridgeway.

Harry N. Rickey, of Cleveland, editor-in-chief of the Scripps-McRae League, was in New York this week on business.

W. B. Calver, of Cleveland, president of the Newspaper Enterprise Association, visited New York this week on business of his organization.

George Gallarno, treasurer of the Des Moines (Ia.) Press Club and former newspaper man, has announced himself as a candidate for State printer.

George V. Callahan, for nearly twenty-two years marine editor of the Cleveland (O.) Plain Dealer, has resigned to accept a similar position with the Cleveland Leader. Mr. Callahan is one of the best-known marine editors along the lakes.

Roy K. Lawrence, of the staff of the Flint (Mich.) Daily Journal and former Detroit newspaper man, was married recently to Miss Bessie V. Duryea, of Flint.

Senator George T. Oliver, proprietor of the Pittsburg Gazette-Times and the Chronicle Telegraph, has been endorsed by the caucus of Allegheny county members of the Legislature for election by the General Assembly to the long term as United States Senator.

Glenn Pricer, managing editor of the Austin (Tex.) Tribune, has been named by Governor Campbell, of Texas, as a member of the Governor's personal staff with the rank of Lieutenant Colonel.

ONLY DAILY PAPER

in southwestern city of 18,000. Annual business exceeds \$50,000. Returned owner over \$12,000 in cash for personal effort and investment in last fiscal year. For sale to settle an estate. Asked price \$60,000. Well equipped. An extraordinary opportunity to secure a solid and commanding business which will pay for itself in a few years. Proposition No. 80.

C. M. PALMER

Newspaper Broker

277 Broadway NEW YORK

"Not the Cheapest. But the BEST" CIRCULATION PROMOTERS.

All of our Managers are Stockholders. **THE UNITED CONTEST CO.,** (Incorporated) CLEVELAND, OHIO.

New Year's Resolutions. The first resolution of every editor when Christmas advertising is over and he has more space, should be to improve his illustrations of current events. Now there is only one news service whose motto is **TO ILLUSTRATE TODAY'S NEWS TODAY;** and only one service which lives up to that motto. Let us show you how. It costs nothing to learn. **GEORGE GRANTHAM BAIN, 32 Union Sq., N. Y.**

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tipe," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc. **THE ADAMS NEWSPAPER SERVICE,** George Matthew Adams, 2013 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

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

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

ADVERTISING MEDIA

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CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

THE YORK DISPATCH AND YORK DAILY.

No other paper in York, Pa., is entitled to receive a "Certificate of Circulation" from the Association of American Advertisers. We give you an honest service; a guaranteed proven circulation in a prosperous community. **The Dispatch Publishing Co.** Benjamin & Kentor Co., Special Agts., N.Y. & Chicago!

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

EDITORIAL PARAGRAPHS

Original, exclusive, not expensive. Daily or weekly—always on time. Any proposition political. 5450 Vernon Ave., St. Louis.

HELP WANTED.

EXCEPTIONAL OPPORTUNITY

For an all-around journalist, one especially equipped for magazine and special feature work, on a well established illustrated weekly newspaper. Address "EXCEPTIONAL," care EDITOR AND PUBLISHER.

POSITIONS OPEN

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

MISCELLANEOUS

EDITORIAL COMMENT

Original, exclusive, not expensive. Daily or weekly—always on time. Any proposition political. 5450 Vernon Ave., St. Louis.

MODERNIZED CONTESTS

Simplified and improved prize contests. Greatest results. Tried and proven on several leading dailies. Personal direction of wide experienced circulation manager. Salary basis, no big commissions. Write for particulars. "THE CONTEST MAN," care of THE EDITOR AND PUBLISHER.

LINOTYPE WANTED.

No. 1, two-letter Linotype; give factory number, lowest cash price, condition, date of delivery. Address at once, "BUYER," care THE EDITOR AND PUBLISHER.

DAILY NEWS.

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

FOR SALE

FOR SALE—ONE HOE

Perfecting newspaper press, with complete stereotyping outfit and 12 form tables; capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office. **CHESTER TIMES,** Chester, Pa.

FOR SALE—TWO

Linotype machines, single letter, in good condition; matrices, 7-point No. 2, also in fairly good shape; individual motors; machines are running every day and doing splendid work; can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES,** Chester, Pa.

NO. 3 LINOTYPE

Factory number over 8,800, slightly used, rigid inspection welcomed; owner retiring; immediate delivery. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

BUS. OPPORTUNITIES

NEWSPAPER MEN

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

WILBERDING

NEW YORK HERALD SYNDICATE

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

THE INTERNATIONAL SYNDICATE

Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested. Features for Newspapers. **BALTIMORE, MD.**

Who is Farmer Smith ?

"A RECORDER MAN."

The Once Popular New York "Home Paper" Employed at One time or Another Most of the "Star Men" of the Gotham Newspaper Field.

Written for THE EDITOR AND PUBLISHER
By W. D. SHOWALTER.

When Randolph Lewis was made Sunday editor of the New York Herald the other day, some one asked me: "Is he another old Recorder man?" I replied that he was—of course!

When Macauley was elected president of the New York Press Club—also "the other day"—another "old Recorder man" was honored. And the honor came to a man greatly deserving it—for Macauley is not merely a great

magnate. I was connected with the paper for about three years—from 1893 to 1896. For a great part of that time I was in charge of the city department—although hired by Mr. Turner as "idea man." Indeed, a part of my daily work for three years was originating new ideas for "stunts," for contests, for unusual things for all departments.

On the second day of my connection with the paper, the city editor, "Doc" Cohen—for many years now one of The World's star men—was ill, and I was instructed by Mr. John W. Keller, the managing editor, to take charge as city editor. The story of that day's experience is too long to relate here—it was a day that left its searing mark on me for life. Never, thereafter, for three years did I ever get far away from the active conduct of the city department—some-

John Heaton, literary and exchange editor of The Recorder, and editorial writer, has been for years in charge of the editorial page of the Morning World. He is a poet, a critic, a publicist—and a sane, balanced, strong and scholarly man.

John Alden, an "all-around" newspaper man, held many positions on The Recorder—sometimes writing criticisms and editorials, sometimes reading copy, sometimes making up the paper. He married Cynthia Westover, a "Recorder woman," who has since built up the great International Sunshine Society. Mr. Alden has been political man for the Brooklyn Eagle for a good many years.

Charles W. Fiske, who was one of the "men higher up" in The Recorder, has been, since Col. Harvey became the head of the Harper and Bros. publishing house, one of that astute gentleman's "right-hand men." Fiske is one of the notable figures of New York newspaper life—a man of great abilities—a reputed "hard boss," but in reality one of the kindest of men.

W. H. Randall, night editor, and Charles E. Rich, night city editor, "the Recorder's famous battery," were as capable men as ever held those positions in New York. Nothing was apt to go wrong, for very long, with these two men in charge at night. Both, afterward, distinguished themselves with the Hearst papers.

The "copy desk" employed such men as Hubbell, Lou and Paul Beatty ("Lou" is now a city editor in Philadelphia), Major Williams, Hicks, Chenoweth, Thurlow, Green, et al. George Hinman was telegraph editor. Cleveland Moffet, playwright and novelist, was foreign editor for a time.

Among the men on "general work," attached to the city department, or doing special department work, I recall these: Elton Burroughs, Harold Raymond, John K. Mumford, Randolph Lewis, Langdon Smith, Rudolph Block, "Deacon" Terry, Hayes, Madeira, Caldwell, Harry Green, Howard Irving Smith, Herreford, Grimpe, Grandin, Graff, Esray, Commodore Kenneally, Doster, "Tom" Jackson, Ackerley, Agnew, Gallagher, Hettrick, Logan, James B. Townsend, "Fitz" Owen, Ralph Meeker, E. W. Voute, Charles Somerville, John A. Heffernan, W. S. Walsh, McNichol, James Hunecker, N. A. Jennings, R. F. Mahew, Harry Wilson, Geo. I. Reid, W. Steele Gray, Archie Brasher, Periton Maxwell, et al. Of these, Raymond, Langdon Smith and Ackerley are dead. Mumford is out of the business, having become the greatest authority in America on Persian rugs.

"Jack" was one of the best reporters "ever," Randolph Lewis, already referred to as the new Sunday editor of The Herald, went from The Recorder to The Herald. I have always considered him one of the real "top-notchers." Langdon Smith, whose death is remembered, and whose wife suicided because of it, was considered by many to be the best reporter in America. He wrote one poem, "Evolution," which will never die—thanks to "Bob" Davis for keeping it in public memory through "The Scrap Book." And many a news story which Langdon Smith wrote *deserved* to be preserved for its literary worth and beauty.

Rudolph Block has long been in charge of the comic supplements issued by Mr. Hearst. He is the busiest humorist on earth, and Mr. Hearst evidently realizes his value, for he retains him in spite of a well-remembered in-

(Continued on page 25.)



NEW YORK RECORDER CITY ROOM.

IN ROW AT RIGHT, BY WINDOWS: HOMER GRANDIN, "LOU" BEATTY, HAROLD RAYMOND, A VISITOR; ASHLEY, THE YACHTING EXPERT; CRAIG GREEN. CENTRE, IN SHIRT SLEEVES—CHARLES W. FISKE, H. C. TERRY, W. D. SHOWALTER. THE TWO OFFICE BOYS IN THE GROUP WERE "DICK" AND "JOE."

cartoonist, but is a newspaper man; and, as the late Jos. Howard (also of The Recorder) used to say, "a wide-horizoned man."

When George Cross died recently, another "Recorder man" (he was our "Tenderloin reporter" and theatrical news man) joined the great majority.

It has been suggested to me that a brief story about the "old Recorder men," with whom I worked, fifteen years ago, might be interesting.

The Recorder was published, for most of its life of about six years, at 15 Spruce street. It was owned, chiefly, by Mr. James B. Duke, the tobacco

times working as assistant to such men as John Hunt, Tracey Greaves and Charles W. Fiske; sometimes working as "acting city editor," and a part of the time as official city editor.

George W. Turner, the executive head of the paper, had been general manager for The World, and was one of the most able business managers New York ever saw. He was a remarkable man from every angle—a man whose career would make an important history. In the course of time he left the newspaper business entirely.

John W. Keller, the managing editor of The Recorder, has been a notable public figure for years. A man of great force and of great personal magnetism, he was a natural director of men. He was afterward Commissioner of Charities and Correction for New York City, and was the choice of the New York delegates to the Kansas City Convention for the nomination for Vice-President.

Julius Chambers, news editor, has been, for more than thirty years, a conspicuous character in New York journalism, and was as young and as enthusiastic when I met him a month or so ago as he was fifteen years ago—but no younger then or now than he will be fifteen years hence.

James W. Clarke, chief editorial writer—who wrote most of the paper's famous free silver editorials, although not a free silver advocate personally—was afterward editorial writer for years on the Evening World—but is now dead. John Foley, his associate on The Recorder, died about seven years ago.

Wholesale Bookbinders, Publishers, Librarians, &c.

Under the Title of
THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section will be commenced in the **BRITISH & COLONIAL PRINTER & STATIONER** (established 1878) in the issue for November 3, and continued thereafter in the first issue of each month.

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

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

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

Rates and free specimen copy on application to the Publishers,

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



The recent rhodomontade (isn't that a Jim Dandy?) of one of its local competitors in the advertising columns of Printers' Ink was thoroughly enjoyed by everyone connected with THE SYRACUSE EVENING JOURNAL.

That the "other fellows" should not take a very cheerful or hilarious view of the great strides of THE SYRACUSE EVENING JOURNAL, considering the way it affects them, touching both pride and purse, is only natural.

That they should be even a little noisy in their grief is perhaps permissible; but, gentlemen, we ask you in all seriousness, is it a compliment to your intelligence when one of those other papers seeks to convince you of its merit, quality and predominance by measuring up, as display space, a half acre or more of so-called "legal advertising," which it carries exclusively, for reasons well known to the elect? They call "political pap," the favor and good opinion of the local merchant and expect you to swallow it smilingly and be "influenced" by the argument.

THE SYRACUSE EVENING JOURNAL bases its claim for your consideration on a clean, growing circulation of now over 33,000 copies daily, nearly every one of them within the ten mile radius of the JOURNAL office, at a rate that's at present ridiculously low for that circulation.

We will call anywhere at a hint.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune Bldg.,
Chicago; Chemical Bldg., St. Louis.



DAVID J. SCOTT,

GENERAL MANAGER OF WALTER SCOTT & CO., THE WELL KNOWN PRINTING PRESS MANUFACTURERS, OF PLAINFIELD, N. J.

REPORTER'S CHRISTMAS STORY

By F. P. FITZER.

It was Christmas Eve!
Snowflakes were falling thick and fast.

In front of an old rustic church, boxes of matches in his little white hands, stood a boy.

He had been standing there many hours, but no one seemed to pay any attention to his feeble cry of "A-ny mat-ches, boss?" The little fellow in the tattered garments was passed by un-noticed.

Poor lad! There he was out in the cold, while other little boys were in their warm, comfortable homes, sur-rounded by happy relatives and friends, with a big Christmas tree loaded with costly gifts. And here in the cold stood an honest little fellow, whose one thought was to earn a few pennies with which to make his mother's lonely heart happy on this eventful night.

The poor match-boy had almost de-spaired, when he espied, coming down the street, a well-dressed man, his head concealed beneath a high silk tile, the lower part of his face buried in the warm astrakhan collar of a costly over-coat.

On reaching the boy he stopped. At last the shivering little salesman met one who sympathized with him.

"My boy, why are you out in this treacherous weather, selling matches?"

In a few words the lad told his pitiful tale. The man's heart had been reached. Tears trickled down his ice-cold cheeks. He put his hand in his inside coat pocket, extracted therefrom a fat wallet and was

about to hand the youngster a crisp ten-dollar bill, when there came a cry of—"COPY!"

Accordingly the writer of this story had to cut it short abruptly, as it was almost time for the paper to go to press and all specials had to go in at once.

And thus a poor boy was robbed of a large sum of money simply because a reporter had to cut his copy short in order to satisfy a waiting compositor.

Such is fate!—*Sis Hopkins' Own Book.*

SENATOR YOUNG'S SPEECH.

He Used His Editorials in the Des Moines Capital for Data.

Senator Lafayette Young, of Iowa, owner of the Des Moines Capital, who delivered his maiden speech in the Senate last week, explained things in a quiet conversation with Senator Cullom, of Illinois. Said Mr. Young:

"When an orator is elected to the Senate, he always thinks up all the good things he has ever said, and feels called upon to hook them together and spring them on the Senate as soon as possible. As for myself, I have recalled a lot of old editorials I have written for my paper in Des Moines, and I propose to turn them loose on the Senate, and see what other people think of them."

The speech was listened to by a full Senate.

C. R. Baker has purchased the interest of his partner in the Late Falls (Minn.) Gazette.

FRANK
PRESBREY
COMPANY

General Advertising Agents

ADVERTISING
SERVICE THAT
ACCOMPLISHES
THINGS :: :: :: ::

3 West Twenty-ninth Street
NEW YORK

Announcement

BEGINNING January 1st, 1911. The Van Cleave Com-pany will conduct a general advertising agency busi-ness at 250 Fifth Avenue, New York City.

The new agency starts with an organization of thor-oughly experienced men and with complete equipment for rendering the ablest and most efficient agency serv-ice. George B. Van Cleave continues to handle the fol-lowing accounts:

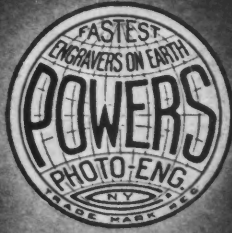
- Wells & Richardson Company (Diamond Dyes)
- The Bobbs-Merrill Company (Books)
- White Rock Water Company (White Rock)
- Sealsight Oyster System (Oysters)
- The McCrum-Howell Company (Richmond Suction Cleaners) (Richmond Heaters, etc.)
- L. Adler, Bros. & Company (Clothing for Men)
- The Bedell Company (Cloaks and Suits)
- The Wilson Distilling Company (Wilson Whiskey) (El-Bart Gin)
- White, Hentz & Company (Trimble Whiskey)
- Alfred E. Norris & Company (Garrick Club Whiskey)
- Renault Freres (Renault Cars)
- Atlas Motor Car Company (Atlas Cars)
- Adolph Frankau & Company ("B B B" Pipes)
- Carreras Limited, (Craven Mixture Cigarettes) (Black Cat Cigarettes) (Baron's Pipe Filler)
- Henry Bower Chemical Company (Chemicals)
- William Cramp & Sons (Metals)
- Manhattan Line (Transportation)
- Rathbone, Sard & Company (Acorn Stoves)
- Esberg-Gunst Company (Cigars)
- Alta Cigar Company (Cigars)
- Coca-Cola Bottling Company (Bottled Coca-Cola)
- Oppenheimer Institute

The advertising of 22 leading Hotels
and others

THE VAN CLEAVE COMPANY
250 FIFTH AVENUE
NEW YORK CITY

SPEED PLANT

QUALITY PLANT



The FASTEST
ENGRAVERS ON EARTH

24 HOURS CONTINUOUS
OPERATION IN ALL
DEPARTMENTS INCLUDING
SUNDAYS AND
HOLIDAYS

AN ART DEPARTMENT WHICH CREATES
OR EMBELLISHES IDEAS~

A NEW COLOR DEPARTMENT
WITH A NEW METHOD~

WE MAKE A SPECIALTY OF
BOOKLETS, ILLUSTRATED
SUPPLEMENTS AND ADVERTISING
AGENCIES' SERVICE~

POWERS PHOTO-ENGRAVING CO.

154 NASSAU ST.
Tel- 4200-1-2-3-4 Beekman
NEW YORK CITY

Write or Telephone for Representative or Samples.

"THE NEWLY WEDS."

After Six Years of Domestic Adventure, the Famous Picture Family Is Facing a Big Event—Career of Artist George McManus.

Written for THE EDITOR AND PUBLISHER
By PHILIP R. DILLON.

It is asserted by certain persons employed by the New York World that a million letters, more or less, have been written to the editor of the World demanding to know when "Napoleon," the very young son of "Mr. and Mrs.

astonished at Mr. McManus' "wonderful" knowledge of the ways of men and women and children. Well, the photograph printed on this page shows him as he is. He was born in St. Louis twenty-nine years ago. Two years ago last June he married Miss Florence Bergere, a St. Louis girl who had come to New York. "No Napoleon yet!" he answered when THE EDITOR AND PUBLISHER representative asked him, last week.

It is well known that school boys who never win any medals for being bright and persistent scholars, nearly always

to the office of the St. Louis Republic and sought the editor, whom he knew, and showed him the pictures.

"Send him down to-morrow," said the editor. Next day George McManus went to work for the Republic, and thus did he quit that unappreciative school teacher. That was in 1896, when he was fourteen years old.

After a time he was transferred permanently to the art department. He made "fashion plates" for two years, and did general illustrating for five years more. It was during his fashion plate period he originated the fluffy haired woman that is now "Mrs. Newlywed." But he grew discouraged. He finally made up his mind that the only way for him to get to the top was to make a specialty of comic pictures, and stick to it.

He joined the staff of the New York World in 1902. His first successful picture series was "The Ready Money Ladies." His first big hit was "Pan Handle Pete." He started "The Newlyweds" six years ago, and nobody in authority has predicted that it will end this winter.

"A celebrated dentist wrote me the child's tooth was in the wrong jaw," said Mr. McManus frankly. "He said the first tooth of every child always comes in the other jaw. You see how particular a picture maker has to be.

"People write in and want that child to grow up. How can he? If he grows up he becomes a "Buster Brown" and is ugly, while as the Newlywed's child he is normally innocent. I do not like the Buster Brown type. I think it is harmful to children. Perhaps, some day, we shall have twins in the Newlywed family."



GEORGE McMANUS.

NEWSPAPER ARTIST WHO CREATED "THE NEWLYWEDS," "PANHANDLE PETE" AND OTHER FAMOUS SERIES OF COMIC NEWSPAPER PICTURES.

Newlywed," is going to have another tooth.

It is a mighty important question and cabinet meetings have been held on the eleventh floor of the Pulitzer building to weigh the matter. Up there on the eleventh floor Artist George McManus, who makes the "Newlywed" pictures, has a whole room to himself—a room partitioned from the big common editorial room of the Sunday department of the New York World.

From many nations have come the letters of advice to Artist McManus. No family in this generation was so well known to the people of all these nations as "The Newlyweds." The Sunday staff of the World claims the American championship in the division of foreign languages, so the letters from China and Peru and elsewhere about the "Newlyweds" are all translated for Artist McManus.

Many of the letter writers are frankly

turn out to be great men. George McManus is no exception.

One day George's teacher suddenly descended upon George's desk and gathered up the pictures of beautiful women and pretty birds which George had drawn in the shadow of the big geography which screened him.

Scornfully the teacher tied them in a bundle and sent them to George's father with a letter which said in utter condemnation: "See how your son wastes his time!"

The elder McManus unrolled the bundle grimly and things looked bad for George, who stood by fearfully. But the unexpected happened.

"Did you make these pictures?" demanded George's father, with some skepticism.

"Yes, sir!" said George, who was noted in school for his truthfulness.

His father did not punish him. On the contrary, the father went straight

T. E. ANDREWS RESIGNS

Retiring Advertising Manager of St. Paul Papers Banqueted.

T. E. Andrews, who had charge during the past eight years of the advertising departments of the St. Paul Pioneer Press, St. Paul Dispatch and the Farmers' Weekly, has resigned, the change to take effect on New Year's.

The employes in the departments under Mr. Andrews tendered him a banquet last week, in the Saint Paul Hotel, to express their regard for him and their sorrow at his going. The following were present at the banquet:

E. M. Stock, W. F. Dixon, Charles C. Hartsten, F. X. Young and wife, C. F. Sitta and wife, W. E. Shaules, William H. Neal and wife, L. G. Himmelrich, Paul Misz and wife, Glenn Rassig, Ed Scheiben and wife, Mrs. Mac L. Lawrence and husband, Julian Krakauer, John Day, O. W. Byrne, J. C. McGraw, S. S. Conklin, S. T. Robertson, C. K. Andrews, James Graham, Miss E. M. Getchel, Leslie Thorpe, the Misses Florence Snyder, Mabel Calkins, Genevieve Truett, Ivah Hall, Margaret Dieu, Edna Synder, Mabel Calkins, Genevieve Trudeau, L. M. Kinney, Della Dolan, Imogen Miller, M. A. Neenan and D. I. Morse; Benton Doolittle, Raymond Thayer, J. L. McCool, Carl Wallace and B. M. Bryant.

Mr. Andrews will establish new connections in the publishing business.

Texas School of Journalism.

The board of regents of the State of Texas, in their report just issued, recommend the establishment of a school of journalism at the University of Texas, at Austin.

NEWSPAPER OWNERS

Who want Economy in Production, Economy of Space, Economy of Time, Economy of Money, **Indestructible All-Iron Composing Room Equipments**, specially designed for each office, can get these, as nowhere else, from the

House of Wesel

which has planned, laid out, made and installed the **BEST EQUIPMENTS IN AMERICA**

ABSOLUTELY UNEQUALLED Electric and Compressed Air Matrix, **Drying Tables, Gas-Heated Steam Matrix Drying Tables, Flat Stereotyping Machinery, Photo-Engraving Outfits complete, Electrotyping Plants for Newspapers.**

F. WESEL MFG. CO., Main Office and Factories: 70-80 CRANBERRY ST., BROOKLYN, N. Y. **SALESROOM:** 10 Spruce Street, New York; 315 Dearborn Street, Chicago

JOURNALIST SCHOOLS.

Progressive Movement to Class Journalism as a Profession, Like Law and Medicine, Strong in Middle West—Increasingly Large Enrollment of Students.

Written for THE EDITOR AND PUBLISHER.
By WALTER WILLIAMS.

Dean of the University of Missouri School of Journalism.

Education for journalism is not new. Only the form of present day education in colleges and universities is new. Journalists have been educated differently in the past for their profession, some by broad, general courses in universities and colleges, some by the training which comes from practical experience. No journalist, however, has succeeded who was untrained, untaught.

The new education for journalism differs from the old in its recognition of journalism as a profession, as law and medicine are professions. It does not make less insistence upon the broad, general, cultural education nor does it set aside the training which only practical experience can give. The new education for journalism seeks to supplement these with specific instruction, correlating with professional courses certain carefully chosen academic courses. While all knowledge is helpful to the journalist, there are certain subjects particularly desirable. The new education seeks to group effectively these subjects.

JOURNALISM SCHOOLS IN MIDDLE WEST.

In various forms the new education for journalism is a part of the university work at the state universities of Indiana, Wisconsin, Illinois, Kansas, Washington, Colorado and Missouri, at Kansas State Agricultural College, at Iowa State Agricultural College and at other colleges and universities. The journalistic courses are particularly strong in the state universities of the Middle West. The demand for these is shown by the increasingly large enrollment of students. That the value of the work done is recognized is shown by the positions in journalism obtained by the students who take these courses.

At the University of Missouri the School of Journalism is co-ordinate with the Schools of Law, Medicine, Education and Engineering. Two years of college work is required for entrance. A degree, Bachelor of Science in Journalism, is given. The course includes English, history, psychology, economics, sociology, political science and other academic subjects, and on the



WALTER WILLIAMS,

PRACTICAL NEWSPAPER MAN WHO IS DEAN OF THE UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM.

professional side courses in the history and principles of journalism, news-gathering, newspaper-making, reporting, copy-reading, editorial writing, newspaper administration, advertising, comparative journalism, illustration and newspaper jurisprudence.

THE COLLEGE DAILY NEWSPAPER.

A distinctive feature of the school is its newspaper, the University Missourian, an evening daily, not a college journal, but a general newspaper covering all the news and issued by the students of the school, under the direction of the faculty. The same general plan is followed at Wisconsin, Washington, Kansas and other State universities where a newspaper is issued—entirely or chiefly by the students in journalism—thus applying the laboratory plan to education for journalism.

Opportunities for large public service are greater in journalism than in any other vocation and will be increasingly so as the public comes to depend more and more upon the press for information and guidance. For the training of men for leadership in the best journalism, with high ideals and special equipment, the new schools of journalism are established.

The Business Manager.

You will find THE EDITOR AND PUBLISHER AND JOURNALIST a congenial and helpful companion. You cannot well afford to be without it, when it only costs you \$1 per year.

CLUBS AND ASSOCIATIONS.

The fourth annual meeting of the Northern Minnesota Editorial Association will be held at Staples on Jan. 6. The association embraces forty counties in northern and central Minnesota, the name having been changed at the summer outing at Leech Lake last June from the North-Central Minnesota Editorial Association to its present form. The officers are: President, A. M. Welles, Sauk Center Herald; vice-president, F. A. Dare, Walker Pilot; secretary-treasurer, A. G. Rutledge, Bemidji. These officers and the following compose the executive committee: C. F. Scheers, Akeley Herald-Tribune; P. J. Vasaly, Little Falls Herald; Rudolph A. Lee, Long Prairie Leader.

A number of interesting topics will be discussed at the midwinter meeting of the Northeastern Michigan Press Association, which will be held in Standish, Jan. 23. Numbers on the program include a debate on the question: "Resolved, That the Party Weekly is of More Influence than the Independent Weekly," and "Impressions of Voting Contests as Subscription Getters."

The executive committee of the Pennsylvania State Editorial Association met in Harrisburg last week to arrange for the annual meeting of the association in that city on January 24-25. It was arranged for a committee to go to Washington and secure the services of noted speakers to attend the banquet that will be given at the close of the session. Those present at the meeting were: R. P. Haggood, Bradford; Ernest G. Smith, Wilkesbarre; W. P. Hastings, Milton; J. H. Zerbe, Pottsville; R. H. Thomas, Mechanicsburg, and W. C. Derschuck, Hazleton.

The Kentucky Press Association will convene at Louisville Dec. 23 and 29.

"HAST FOR THY LIFE!"

Printed Advice for Mail Carriers 300 Years Ago.

The custom of printing or writing the word "Rush!" or "Hurry!" on envelopes to be handled by mail or express is an old one. In 1660, when Charles II. came back to his English throne, Secretary Page used to engrave upon his envelopes this adjuration:

"Hast post, hast,
For thy lief,
For thy lief,
For thy lief!"

Lord Deputy Mountjoye, of Ireland, used to print big on his envelopes—"Hast! Hast! Haste for thy life!"

CARTOONISTS TO STRIKE.

Paris Comic Artists Want Higher Prices for Their Work.

Dissatisfied with the present prices they obtain for their work, seventy of the best-known comic artists and caricaturists of Paris threaten to strike.

The men have enlisted under the leadership of M. M. Willette and Leandre, and it is said that two well-known comic weeklies would be seriously handicapped in event of a strike.

IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of \$3,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELY, Flatiron Bldg., New York City
JUSTIN E. BAOWN, Hartford Bldg., Chicago.

Westmoreland

Leads Pennsylvania's

First "Big Five" Counties in the 1910 Census

Greensburg Daily Tribune

has the largest circulation in Westmoreland County

Sworn Daily Average Distributed in

5825 59 Towns
36 Rural Routes

Advertisers Cover Greensburg and Vicinity at One Cost Because "The City With the Cash" Is a One Newspaper Town.

	231,304	% Gain
Westmoreland	44.4	
Lackawanna	33.9	
Luzerne	33.4	
Allegheny	31.4	
Philadelphia	19.7	

County seat, is the largest city and center of population and territory

FLAT DISPLAY RATES

Set Matter, per inch.....	16¢
Plate Matter, per inch.....	12¢
Matrices, at plate rate.....	12¢

No Special Representatives

CROMBIE ALLEN, Editor.
H. L. ALLEN, Manager.

STONE OF WINSTED.

Connecticut Correspondent of New York Papers Who Has Made His Town Famous and Opened Up a Rich News Field Hitherto Neglected.

Winsted, a town in the northwestern part of Connecticut nestling among the foothills of the Berkshire Mountains, has 7,000 population and Louis Timothy Stone.

Mr. Stone is the city editor of the Winsted Evening Citizen. He was born in Winsted in 1875 and began his newspaper career there twenty years ago. But, above all, Mr. Stone is "the man who made Winsted famous." The phrase is quoted because it is a household saying in Connecticut.

About three years ago the people of New York City began to notice, in the New York World, short and astonishing items of news from Winsted. The output from Winsted has steadily continued, so now millions of people know the town and many of its people.

The following reprinted items are late samples of Mr. Stone's style:

TWO "STRAWS" WHERE WIND BLOWS.

Special to the World.

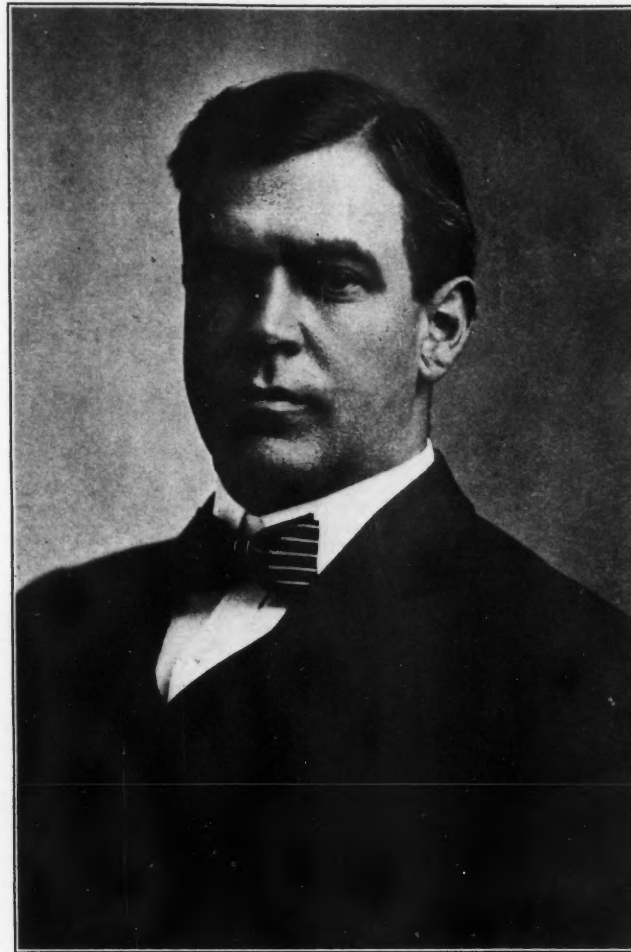
Winsted, Conn., Dec. 2.—The last strawberry of summer was picked yesterday by Frank Van Ness at Wallace R. Murphy's farm in Egremont, Mass. It was ripe and nestled beneath a large leaf, which also sheltered a fresh blossom.

DANDER GREW THIS HAIR.

Special to the World.

Winsted, Conn., Dec. 18.—Samuel W. Swift, of Suffield, who was eighty-six years old last week, has kept for almost fifty years a vow that he would not shave or be shaved. When Fort Sumter was fired on his anger was so great he said he would never shave again. However, he uses shears to trim his whiskers. When he was chief of the fire department in Frankfort, Ky., many years ago, his beard extended to his waist and he could curl the ends of his mustache back of his ears.

Rarely a day passes without a news item in some New York paper with the Winsted date line. At first newspaper men marvelled that so many happenings should take place at Winsted, but as time went on and the Winsted items were more closely analyzed it was seen that the Winsted section was about like the average New England country, and the news happenings were such as hundreds of thousands of city folks recalled from their former years on the farm or in the village. Metropolitan newspaper men saw that Stone was the



LOUIS TIMOTHY STONE.

CITY EDITOR OF THE WINSTED (CONN.) EVENING CITIZEN AND CORRESPONDENT OF METROPOLITAN PAPERS, WHO HAS MADE WINSTED FAMOUS.

real marvel who saw the human interest news value of many incidents which passed unnoticed by the other country correspondents.

The success of the Winsted correspondent has aroused country correspondents all over the Eastern and New England States. It is recognized that the Winsted man has blazed a trail into a new literary field. Here is Mr. Stone's method, written by himself for THE EDITOR AND PUBLISHER:

"Close attention to business and an intimate acquaintance with your territory and its people, together with a generous scattering of correspondents in the country villages and hamlets, are, I believe, essential in the development of news in any field.

"If a few out of the ordinary items are chronicled daily, your readers gradually get nose for news. The result is that digging news up is made easier."

CHANGES IN INTEREST.

The Zionsville (Ind.) Times has been sold to W. E. Schoonover and George O. Dewey.

Ella L. Westland has sold her interest in the San Bernardino (Cal.) News to her son, William Westland.

R. R. Adams, who recently sold the Sheridan (Ark.) Headlight, has repurchased it.

The Keene (N. H.) Sentinel has largely increased its Associated Press news service.

JUSTICE WHITE A PIANIST?

Musicians of Country Excited by Story About New Chief Justice.

The New York Tribune's Washington correspondent is responsible for this statement about Chief Justice White:

A Washington correspondent with a Western paper heard about the time that Justice White was confirmed that he played the piano almost like Paderewski. Without stopping to investigate, the correspondent filed a diverting little story concerning the musical abilities of the new Chief Justice. Incidentally, he remarked that Associate Justice Hughes was an adept at extracting melody from a pipe organ. Then the correspondent spread the report abroad in the press gallery.

Another correspondent, in search of sidelights on the career of Justice White, hotfooted it for the Supreme Court offices.

"Never heard of such a thing," said the clerk of the court. "Mr. Justice White doesn't know a sharp from a flat, and is not on a speaking acquaintance even with the piano. Picture him at the piano or Justice Hughes at the pipe organ. They're no vaudeville team."

C. F. Hart and Mrs. M. E. Looney have taken over the Madill (Okla.) News-Democrat.

The Socialist party of Columbus, Ohio, plans to launch a newspaper by Jan. 1.

BRIEF ITEMS OF NEWS.

The plant of the Wrightsville (Ga.) Headlight, one of the oldest papers in the State, was destroyed by fire recently.

The Pocatello (Ida.) Gate City News has been taken over by the Citizens' National Bank, under an attachment. The liabilities are said to aggregate \$8,000. The Gate City News was formerly the Pocatello Advance.

The Twelfth District Press, of Garrett, Ind., has suspended publication. A. A. Kist was the publisher.

James Cannon, a printer, of Coram, Cal., plans the publication of a Socialist newspaper called the Journal.

D. H. Young, editor and publisher of the Manchest (Ia.) Delaware County News, has turned over the editorial and business management of the paper to Frank D. Joseph.

Acting in behalf of the Grand Rapids Furniture Record Co., J. Newton Nind, of Chicago, has purchased the Michigan Artisan from S. White, its founder and for thirty-one years its publisher.

NEW PUBLICATIONS.

A new paper called the North Dakota Democrat will be launched at Fargo the first of the year by George W. Wilkinson. It will be issued weekly.

The Brainerd (Minn.) Journal-Press, a new weekly, has made its appearance. Ralph M. Sheets is the editor.

Frank Barman has established the Eagle Butte (S. D.) News.

The Herald is the name of a new paper launched last week at Quimby, Ia. G. A. Fox is the publisher.

RUSSIAN LESE MAJESTE.

St. Petersburg Editors Imprisoned for Printing a Speech Made in Douma.

Last Saturday's editions of five daily newspapers of St. Petersburg, Russia, were confiscated and their editors imprisoned for lese majeste. The papers published the speech of M. Purishkevitch in the Douma. The speaker is a radical and censured the Russian police.

In his speech Purishkevitch quoted a student orator as saying that "the time has come to put an end to the satraps of the sanguinary Nicholas II." The offense of lese majeste is punishable by a term of eight years in the galleys.

A New Combination English and Spanish

THE MEXICAN HERALD
(Morning, Daily and Sunday in English)

EL HERALDO MEXICANO
(Evening, Daily, in Spanish)

With these two papers you can cover Mexico thoroughly, reaching all nationalities.

THE MEXICAN HERALD is the leading newspaper of Mexico. In November it printed 459,312 lines of advertising, more than twice as much as any other newspaper. Guaranteed circulation 10,000 copies daily.

EL HERALDO MEXICANO is the only afternoon newspaper in Spanish in Mexico City, a town of 500,000 population. Only Spanish newspaper appealing to the higher classes. Circulation guaranteed in excess of 20,000.

Write for our new rate card showing combination rates.

Publishing Company of Mexico
San Diego No. 9, City of Mexico P. O. Box 106-Bis

You can cover following towns only through

The Elizabeth Daily Journal
ELIZABETH, N. J.

It is the leading newspaper of this section of New Jersey. It is delivered daily by carriers in Elizabeth, Rabway, Westfield, Cranford, Linden, Roselle, Roselle Park, Springfield, Lyons Farms, Kenilworth, Union, Roosevelt, Lorraine, Aldene, El Mora and other nearby towns in the county, in addition to reaching every post office by mail. It is distinctly a Home Paper.

GROWTH OF CIRCULATION.

1903.....	4,707
1904.....	5,522
1905.....	6,518
1906.....	7,347
1907.....	8,313
1908.....	9,090
1909.....	9,892
1910 (first 10 months).....	10,782
1910, October.....	11,530

FRANK R. NORTHRUP
Special Representative

225 Fifth Avenue New York Tribune Building CHICAGO

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing orders for the advertising of the Ritz-Carlton Hotel, Madison avenue and Forty-sixth street, New York. Orders for the advertising of the Ritz-Carlton Hotels were sent to the daily papers in London, Paris, Germany and the United States. This agency will also use newspapers and magazines for the advertising of the R. & G. Corset Co., 890 Broadway, New York.

The Frank Presbrey Co., 7 West Twenty-ninth street, New York, has just closed a new account with Lutz & Schramm, manufacturers of food products, Pittsburg. This concern is one of the largest in the country and are new advertisers. Daily newspapers will be used in towns where their goods are on sale. This agency recently secured the account of the Gillette Sales Co., Gillette Safety Razor, New York, and it is said that an extensive advertising campaign will start after the first of the year.

N. W. Ayer & Son, Philadelphia, are placing new contracts for Maul Bros., St. Louis. This agency is also placing orders in weekly papers for the Western Electric Co., New York, also placing orders in Southwestern papers for A. G. Hyde & Sons, Heatherbloom, 361 Broadway, New York. This agency is also asking for rates in Southern papers on 10,920 lines.

The Paris Medicine Co., St. Louis, are placing orders generally for the Bromo Laxative advertising.

The Charles H. Fuller Co., Chicago, are placing seventy lines generally e. o. w. in Sunday papers for Dr. W. S. Rice, Adams, N. Y.

The Gardner Agency, St. Louis, is placing 3,000 lines in Middle West papers for the Hamilton-Brown Shoe Co., same city.

The Leven-Nicols Agency, Chicago, is placing orders in Western papers for the Buick Oil Co.

The E. H. Clarke Agency, Chicago, is placing 6,000-line contracts in Western papers for the Swanson Rheumatic Cure Co., Chicago.

The Wallis Armstrong Agency, Philadelphia, is placing 2,000-line contracts in Western papers for the advertising of Skactomaxon Fabrics.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders for the Atlantic Coast line.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, is making contracts generally for the De Miracle Chemical Co., New York.

Lord & Thomas, 250 Fifth avenue, New York, is placing orders for the Richmond Sales Co., 103 Park avenue, New York.

The Morse International Agency, Dodd-Mead Building, New York, is making yearly contracts for Thomas Beecham, Beecham's Pills, Lancashire, England. This agency is also placing orders for forty lines or more, one time a week for fifty-two weeks, for Dr. I. W. Lyon & Son, Lyon's Tooth Powder, New York. Copy will start Jan. 3.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is making renewal contracts for the Marvel Co.

The Collin Armstrong Advertising Co., 25 Broad street, New York, is placing orders in New York City papers for the Fourth National Bank, same city.

The Blackman-Ross Co., 10 East Thirty-third street, New York, will shortly make up a list of daily newspapers for Corliss, Coon & Co., Collars, Chicago and New York.

The Burroughs Adding Machine Co., Detroit, Mich., is placing orders in the larger city dailies.

The Douglas Shoe Co., Brockton, Mass., is making up a list of daily papers for the Douglas Shoe advertising. Another list will be made up after the first of the year.

A. R. Elliott, 62 East Broadway, New York, will place the advertising of Borden's Condensed Milk Co., 108 Hudson street, New York.

The W. F. Hamblin & Co., Fifth Avenue Building, New York, will place the advertising of the C. A. Edgarton Manufacturing Co., President Suspender, Shirley, Mass.

Lord & Thomas, Chicago, are placing 5,000-line contracts in Western papers for the Louisville & Nashville Railroad, New York and Louisville. This agency is also placing orders in the larger Eastern cities for the White Co., Automobiles, Cleveland.

The St. Clair-Edwards Co., Philadelphia, is placing orders in the larger city dailies for the Vaco Vacuum Bottle.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is placing orders for the Urbana Wine Co., Gold Seal Champagne, Urbana, N. Y.

Penmanship.

"It is rumored that a class in writing is to be started at Wellesley. But why is it necessary? Why do so many persons write illegibly? One deserves no more credit for writing plainly than one does for breathing—a sloppy hand indicates slovenly methods of thinking. Anybody can cultivate a readable mitt. Yes, we know all about Horace Greeley's, William Winter's and Richard Henry Stoddard's atrocious penmanship. Homer nodded, but 'twas not, as somebody said, his nodding made him Homer." —F. P. Adams in *New York Evening Mail*.

The Widow's Consolation.

"A country editor, noticing the decease of a wealthy gentleman, observes: "He has died regretted by a numerous circle of friends, and leaving a widow as desolate as any widow need be who has obtained the uncontrolled possession of £5,000 per annum. More than 20 young men have sent letters of condolence to her."—*Tit-Bits*.

ROLL OF HONOR

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

ALABAMA.		NORTH DAKOTA.	
ITEM	Mobile	NEWS	Fargo
		NORMANDEN ..	(Cir. 9,450) .. Grand Forks
ARIZONA.		OHIO.	
GAZETTE	Phoenix	PLAIN DEALER	Cleveland
		(Novem. 7, D. 91,245-8, 119,225)	
CALIFORNIA.		VINDICATOR	Youngstown
INDEPENDENT	Santa Barbara	PENNSYLVANIA.	
BULLETIN	San Francisco	TIMES	Chester
CALL	San Francisco	DAILY DEMOCRAT	Johnstown
EXAMINER	San Francisco	JOURNAL	Johnstown
		DISPATCH	Pittsburg
FLORIDA.		GERMAN GAZETTE	Philadelphia
METROPOLIS	Jacksonville	PRESS	Pittsburg
		TIMES-LEADER	Wilkes-Barre
GEORGIA.		GAZETTE	York
ATLANTA JOURNAL	Atlanta	SOUTH CAROLINA.	
(Cir. 53,163)		DAILY MAIL	Anderson
CHRONICLE	Augusta	DAILY RECORD	Columbia
HERALD	Augusta	THE STATE	Columbia
ENQUIRER-SUN	Columbus	(Cir., D. 14,047-8, 14,163)	
LEDGER	Columbus	DAILY PIEDMONT	Greenville
ILLINOIS.		TENNESSEE.	
POLISH DAILY ZGODA	Chicago	NEWS-SCIMITAR	Memphis
SKANDINAVEN	Chicago	BANNER	Nashville
WOMAN'S WORLD	Chicago	TEXAS.	
HERALD	Joliet	RECORD	Fort Worth
HERALD-TRANSCRIPT	Peoria	CHRONICLE	Houston
JOURNAL	Peoria	SEMI-WEEKLY TRIBUNE	Waco
		TIMES-HERALD	Waco
INDIANA.		WASHINGTON.	
JOURNAL-GAZETTE	Ft. Wayne	MORNING TRIBUNE	Everett
NEWS-TRIBUNE	Marion	POST-INTELLIGENCER	Seattle
TRIBUNE	Terre Haute	WISCONSIN.	
THE AVE MARIA	Notre Dame	EVENING WISCONSIN	Milwaukee
IOWA.		CANADA	
EVENING GAZETTE	Burlington	ALBERTA.	
CAPITAL	Des Moines	HERALD	Calgary
REGISTER & LEADER	Des Moines	BRITISH COLUMBIA.	
THE TIMES-JOURNAL	Dubuque	WORLD	Vancouver
		TIMES	Victoria
KANSAS.		ONTARIO.	
GAZETTE	Hutchinson	EXAMINER	Peterborough
CAPITAL	Topeka	FREE PRESS	London
KENTUCKY.		QUEBEC.	
COURIER-JOURNAL	Louisville	LA PRESSE	Montreal
TIMES	Louisville	LA PATRIE	Montreal
LOUISIANA.		GET THE BEST ALWAYS!	
ITEM	New Orleans	The Pittsburg Dispatch	
STATES	New Orleans	Greater Pittsburg's Greatest Newspaper	
TIMES DEMOCRAT	New Orleans	WALLACE G. BROOKE HORACE M. FORD	
		Brunswick Bldg. Peoples Gas Bldg.	
MAINE.		New York Chicago	
JOURNAL	Lewiston	NEW BEDFORD TIMES	
MARYLAND.		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
THE SUN ..	Baltimore	Average to July 1, 1910	
Morn. and Eve. 103,681 ..	Sun. 45,700	Evening, 7,840 Sunday, 13,756	
MASSACHUSETTS.		ALFRED B. LUKENS Tribune Bldg.	
FARM and HOME	Springfield	New York Representative New York	
MICHIGAN.		FRANK W. HENKELL 150 Michigan Ave.	
PATRIOT ..	Jackson	Western Representative Chicago	
MINNESOTA.		JORNAL DO COMMERCIO	
TRIBUNE	Minneapolis	OF RIO DE JANEIRO, BRAZIL	
MISSOURI.		A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
DAILY AND SUNDAY GLOBE ..	Joplin	VASCO ABREU, Representative	
POST-DISPATCH	St. Louis	Tribune Building - New York	
MONTANA.			
MINER	Butte		
NEBRASKA.			
FREIE PRESSE ..	Lincoln		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW MEXICO.			
MORNING JOURNAL ..	Albuquerque		
NEW YORK.			
BUFFALO EVENING NEWS ..	Buffalo		
LESLIE'S WEEKLY (Cir. 275,000)	New York		
MESSENGER OF THE SACRED HEART ..	New York		
RECORD	Troy		

THE New Orleans Item

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

Elmer E. Clarke, Business Manager
THE JOHN BUDD COMPANY
 Advertising Representatives
 NEW YORK CHICAGO ST. LOUIS

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
8 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6145
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**
186 Broadway, New York
Tel. 1235 Cortlandt
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FRWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mexico

Clarksburg News Sold.

Julian Fleming, owner of the Morgantown (W. Va.) New Dominion, has purchased the plant of the Clarksburg (W. Va.) News at a bankrupt sale. The price paid was \$3,000.

The Mobile Register
MOBILE, ALABAMA

"We have used the Mobile Register for the last nine years and consider it the best medium we have in this section. It is read by the best people."
Reynolds Music Store.

C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

AUGUSTA HERALD
Augusta, Ga.

Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

Publishers' Representatives

- ALCORN, FRANKLIN P.**
Flatiron Bldg., New York
Tel. Gramercy 666
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN COMPANY**
Brunswick Bldg., New York
Tel. Madison Sq 6187
- KELLY, C. F. & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- NORTHRUP, FRANK R.**
225 5th Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-S Marquette Bldg., Chicago
30 West 33d St. New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
30 W. 33d St., New York
Tel. Madison Sq. 3613
- THE FISHER AGENCY**
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**
189 East Broadway, New York
Tel. Orchard 5300

NEW EQUIPMENT.

Hartford (Conn.), Times Places Order for Hoe Fast Speed Press.

The Hartford (Conn.) Times has placed an order with R. Hoe & Co. for a new Fast-Speed Octuple Press of special design to suit the requirements of the Times pressroom. It is of the Hoe Patented Central Folder Type, with two folders and a third "former," and will have a guaranteed capacity of over 100,000 8-page papers per hour, delivering up to 32 pages inserted and pasted in book form.

The machine will be equipped with self-oiling boxes, tubular cylinders, double paper-roll brackets, and all other up-to-date devices and improvements. It will also be arranged so that later on additional decks can be added to both ends, converting it into a double sextuple machine. With this press and the Hoe Octuple on which the Times is now printed the capacity of the pressroom will be equivalent to 200,000 eight pages per hour.

The capacity of the Stereotyping Department of the Times is also to be increased by the addition of a new Hoe Automatic Stereotype Plate Finishing and Cooling Machine.

The Times has also equipped its pressroom with the Kohler system.

The Clanton (Ala.) Press, conducted by F. M. Wood as editor and publisher, has been merged into a corporation.

G. A. Hill has purchased the Ault (Col.) Advertiser.

THE POETS' LABOR UNION.

(From the Emporia Gazette.)

The public press announces that the poets of New York and vicinity have organized a union called the Poets' Guild. The idea is a good one. The need of a poets' union has long been manifest. All the other crafts have been improving trade conditions with shorter hours and better pay, but the poet still lives upon blue sky and thin air, but slightly heated, and as for hours of service he still, "through long days of labor and nights devoid of ease," prances up and down on the treadmill in his attic, munching his crust of bread and carolling his roundelay. What the world needs is a meter put on the poets, so that verse will have its standard value. The trouble is now that the magazines pay no more for a long hexameter than for a short and jerky "hark, hark, the lark." This is not as it should be.

The poet should have an eight-hour day, a closed shop to keep out apprentices who rhyme dream with seen, sanitary environment to protect the public against the hectic tubercular poet who mixes mysticism into his product and scatters the microbes of pessimism broadcast. But until they organize, under-paid and half-baked poets will glut the market with wares without the label, and sweatshops like Harper's and Scribner's and contractors like Sam McClure will keep the price of poetry down to the piecemeal starvation prices, instead of paying day wages, and the estate of the poet will be as low as that of the chambermaid in a horse garage. Moreover, ever and anon, some rank outsider like this man Mason, of Kansas, will break into the business and corner the market, turning out by his new, improved methods more yodels, quatrains, lyrics, kioodles, rondeaux, songs, dirges, and staple and fancy odes, plaints and quicksteps in a single day than the Franklin Square sweatshops can produce in a week. The closed shop is the only way to stop the Fat Peril of Emporia from stalking into the haleyon abode of poesy and cabbaging the whole works.

Pegasus has been lariatied too long in the jimson weeds; he needs a turn in the alfalfa and a few rounds of oats. The town pump should not be struck into the Pierian spring. The muses should get a walking delegate, call out the poets, go up to Parnassus and turn over a few altars, kick out the divine fire and picket the place to show the gods that Musie, heavenly maid, is no slouch even in her old age.

Miss Bassett's Vacation.

Miss Blanche Bassett, who has charge of the foreign advertising of the St. Paul Dispatch, has been granted a six months' vacation by Owner George Thompson. She has been associated with the paper since 1894. During her absence the foreign advertising department will be in charge of John McCool.

Advertising Manager.

You can keep posted on what others are doing by reading THE EDITOR AND PUBLISHER AND JOURNALIST each week. It will help you make a success of your present position, which means your own future success.



The World of Printing

Do you want to know what is going on in it? Are you anxious to get your work outside the "black-and-white" class and keep it there. Then profit by what our manipulations of printers' ink are doing and doing—learn the application to your business of Commercial Art, Designing, Photo-Engraving, Lithography and Bookbinding. You'll find it all in

The American Printer

This journal is a compilation of information on these the printer and advertising man ought to know—of practical information—the printer's guide is a calendar and the advertiser's a directory. Its pages afford opportunity for the largest exchange of ideas and suggestions.

It shows and explains any new process in development to use labor in proper measure, whether it comes from New York or London, Paris, Chicago or Kansas, you read about it first in The American Printer.

Naturally, the ones and firms who have things to add to printers' and advertising pages. The editorial committee of the journal and the business manager make and handling printer's supplies in their line a regular profitable business.

If you are not reading The American Printer regularly, stop it before the publisher and get the value for six months—single copy 25c; yearly subscription \$2.00; Canada \$2.50; foreign \$3.00.

Oswald Publishing Company
35 City Hall Place
New York, N. Y.

To Keep in Touch with

BRITISH TRADE

Subscribe to and Advertise in

The Stationer

FIFTIETH YEAR OF ISSUE

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

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

We make Special **SUPPLEMENT PAGES**

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"

The Chestnut Street 702 CHESTNUT ST.
PHILA., PA. **Engraving Co.**
M. A. Zwick, Prop.

TAKE IT TO

POWERS

OPEN **24 HOURS** THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4306-4 Beekman

THE LOVEJOY CO. Established 1833
ELECTROTYPERS
and Manufacturers of Electrotyping Machinery
444-446 Pearl Street New York



The Garwood Electric System

Permits the press to be run constantly and economically at any point in the speed range. These are only a few reasons why the GARWOOD ELECTRIC SYSTEM leads all others.

Garwood Electric Company
New York, Philadelphia, Chicago, St. Louis, Pittsburg



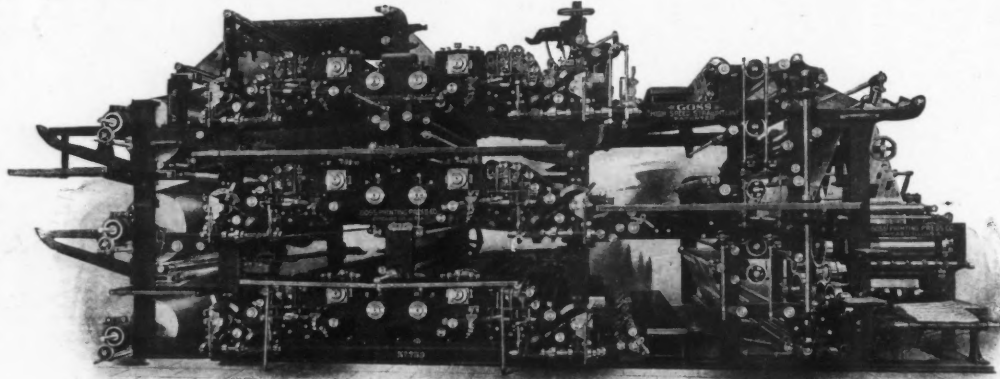
Send To-day for the "The Kohler System" List of Users of

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

Manufactured and Sold by the **CUTLER-HAMMER MFG. CO.**
MILWAUKEE, WISCONSIN
Philadelphia Cleveland San Francisco
New York Boston Pittsburg Chicago

The New GOSS High Speed Sextuple Press No. 160

Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the FULL run



Prints 4 - 6 - 8 - 10 - 12 - 14 - 16 - 18 - 20 - 22 - 24 - 28 - 32 - 36 - 40 - 44 - 48 pages
All products up to 24 pages can be made in one section (book form)

SPECIAL FEATURES:

Plates can be put on without removing ink rollers
Patented ink fountains, screws all at one end of fountains
(regular piano key action)
All roller sockets automatically locked

No ribbons whatever when collecting
Design prevents breaking of webs
Entirely New HIGH SEEPD PATENTED FOLDING AND DELIVERING DEVICE

New York Office:
91 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON E. C.
ENGLAND

ADVERTISING NOTES

J. T. Beckwith, president of the S. C. Beckwith Special Agency, returned home Monday after a 6,500-mile trip through the South and Southwest on business connected with agency. On this trip, Mr. Beckwith renewed contracts for eight papers for a term of five years. Some of these papers have been represented by the Beckwith agency for the past twenty years. The fact that Mr. Beckwith again closed up for another term of years all the papers that the agency represents in this territory is the best evidence that the work this strong organization is doing is eminently satisfactory.

A. E. Clayden, special representative, 225 Fifth avenue, New York, returned home from a trip to New England in the interest of the papers that he represents.

C. H. Miller, formerly advertising manager of the Home Magazine, has accepted a position with the New Age, a magazine devoted to Literature, Science and Freemasonry.

Wylie B. Jones, of the Wylie B. Jones Agency, Binghamton, N. Y., was in New York this week calling on the special representatives.

A. N. Drake, of the Wyckoff Advertising Company, Buffalo, was in New York this week on business connected with that agency.

W. H. Stewart, of the World's Dispensary Medical Association, Buffalo, was in New York this week making contracts with the different special

agents for the advertising of Dr. Pierce's preparations.

Verree & Conklin, newspaper representatives, New York and Chicago, have just added five hundred square feet to their offices in New York, which will now give them a floor space of over 1,000 feet. This additional room was made necessary owing to increasing business. The rooms are handsomely furnished. The private office of Mr. Conklin is trimmed in mahogany and fitted with mahogany furniture. The general offices are furnished in oak. The quarters of this organization are said to be among the finest in New York.

POOR "MICKEY FINN."

His Mind Failing, He Lives in a Charity Home on Long Island.

Ernest Jarrold, widely known as "Mickey Finn," the pseudonym he used years ago when he visited Ireland and "wrote up" that country for the New York Sun, is living as an indigent in St. John's Home, an Episcopalian semi-charitable institution at King's Park, Long Island.

Several months ago many friends noticed that "Mickey's" mind was failing. Members of the New York Press Club, the Pleiades Club and the Thirteen Club of New York collected a fund and sent him to the institution. He is about fifty-five years old. He has written two books, and for years has been one of the best known reading entertainers in New York.

Editor Weber, of the Antioch (Ill.) Advertiser, has purchased the Grayslake (Ill.) Times and will consolidate the two.

THE BIBLE AS NEWS RECORD.

The Rev. Percy Grant, pastor of a fashionable church on Fifth avenue, New York, spent three months in classifying the news items printed in the New York newspapers with a view to making comparisons. He divided the news into four classes, which he labeled, respectively, "worth while," "trivial," "unwholesome" and "demoralizing."

At the end of the quarter year he announced that he found 3,900 news items he thought worth while, 2,100 he believed to be trivial, 1,700 appearing unwholesome and 2,300 which impressed him as of a demoralizing nature.

The result is not so bad as might have been expected, nor is it so bad as it might appear from the Rev. Percy's classification.

However, if the fashionable Fifth avenue pulpiteer has not wasted all his energy in this work, we would like to suggest that he spend another month in reading the King James translation of the Bible, starting at the first line of the first chapter of Genesis, and at the conclusion of the quarter giving the world his classification based on the same rules of judgment as applied to the news items in the New York newspaper.

The Old Testament is said to be largely a record of current events at the time it was written, as newspapers are the record of current events of to-day. Both present a collation that may be classified in the four groups as arranged by the Rev. Percy Grant.—*Daily Oklahoman.*

The Coaldale (Pa.) Observer has completed a successful subscription contest.

Each issue of THE EDITOR AND PUBLISHER contains something of value.

ANNUAL PRESS CLUB DINNER.

President Taft and Governor Dix to Be Guests in New York.

The thirty-seventh annual dinner of the New York Press Club will be held in Hotel Martinique, Broadway and 32d street, on Saturday evening, January 21, 1911.

President Taft will be the chief guest. Governor Dix, of New York, will also be a guest. The number of tickets is limited to 225, because of the comparatively small dining room of the Martinique. It so happened that every large dining room in the city had been engaged several months ago for the date, January 21, 1911, and this was the only day President Taft could set for his visit to the members of the press club.

That Cheery Phrase.

I have a friend, an editor;
I know he is my friend,
Because sometimes good reason for
Encouragement he'll send,
And even when I lose the fish
Played for with joke and rhyme,
With these, he sends me back a wish
For "better luck next time."

Now wishes (good ones) have a sound
Quite cheering, and I think
Between them and success is found
A psychologic link;
So testing still life's horoscope,
My pen I freshly prime,
And scribble, scribble, filled with hope
Of "better luck next time."

To sweet Miss Rose I lost my heart,
And then I lost Miss Rose,
Because in one essential part
I failed—just to propose.
For while, to heights of passion wrought,
I sonneteer'd, sublime,
She married; yet I smiled and thought
Of "better luck next time."
—*Frederick Moxon in Judge.*

Printed Entire Message.

The Dubuque (Ia.) Telegraph-Herald printed the President's message in its entirety—34½ columns.



CHARLES W. FLODIN, JR.

WHO RECENTLY ASSUMED CHARGE OF THE ADVERTISING AND CIRCULATION OF THE SACRAMENTO (CAL.) WEEKLY.

BUSINESS OFFICE NOTES.

The Hartford (Conn.) Sunday Globe in its issue of Dec. 18 printed 48,440 agate lines of advertising.

The management of the Mexico City Mexican Herald states that since Dec. 5 they have been printing more than 30,000 copies daily.

The Moline (Ill.) Evening Mail Christmas edition of twenty-four pages carried 2,460 inches of paid advertising on Dec. 7. C. J. Zaiser, the publisher, believes this is a record edition for a town of 25,000.

The Last Leaf.

Wright—And did the editor buy your last poem?
Penman—Well, he said he would if I'd promise it was my last.—*Yonkers Statesman.*

The Only Way to Get Into the 60,000 German Homes of Philadelphia

is through the Consolidated German Newspapers. This combination is almost a "trust" from the newspaper viewpoint. It is a helpful monopoly, however, as a low combination rate puts you in touch with a German population equal to that of Cincinnati. It is undoubtedly the best advertising buy in "The City of Homes."

The Consolidated German Newspapers usually rank second or third in the Philadelphia morning field in volume of advertising carried. This is an index that the local merchant thinks well of the high-class German element of Philadelphia.

The following table shows the volume of display advertising printed in each of the morning newspapers from November 1 to November 30, 1910:

First Newspaper.....	394,415	Lines
Second Newspaper.....	338,265	"
GAZETTE	300,791	"
Fourth Newspaper.....	275,745	"
Fifth Newspaper.....	250,840	"
Sixth Newspaper.....	239,550	"

The German Gazette Publishing Co. Philadelphia

THE LITERARY MARKET.

The growing market for reading matter—one need not call it all literature—ought to be encouraging to the large class of those who earn their living by plying the pen or pounding the typewriter. Note the new and cheap illustrated magazines continually springing into being; and although many of them soon subside again into non-being, the total result is an astonishing increase in the number of periodicals clamoring, not so very unsuccessfully, for popular patronage.

The modern news-stand, with its polychromatic display of interest-compelling magazines, is a very different thing from the news-stand of fifty or even twenty-five years ago. And material, more or less literary, has to be found to fill all these competing publications, which have learned to rely with considerable confidence on the pecuniary support of the advertiser to keep themselves afloat.

By a beautiful interplay of differing interests, the safety razor and the cigarette help to circulate the poem and the love-story; and while commerce thus generously subsidizes dubious literature, an additional subsidy is granted by the Government in the cheap rates of postage for all periodicals circulating between Maine and California, between Canada and Mexico, and even to the distant islands of the East. It is no wonder that foreigners envy us our vast literary market.—*The Dial.*

Religious Editor Resigns.

Paul Moore, for six years assistant editor of The Christian Evangelist, in St. Louis, has resigned and will leave the staff on New Year's. He will go to Florida for a rest. Mr. Moore was for twelve years a member of the staff of the Christian Commonwealth of London before coming to America.

The Herkimer (N. Y.) X-Ray is a new eight-page paper recently established.

FEATURES

We want your orders for 1911

ISSUING 5 Weekly Pages, 3 Puzzle Features, 3 Fashions, 2 Comics, Cartoons, Portraits, Weather Reports and, beginning Jan. 1st, Confessions of a Young Housekeeper, also Sarah Hale Hunter's Embroidery Pattern Service

We are in position to serve you to advantage

Sample matrices for the asking

The International Syndicate

Features for Newspapers

Established 1899

Baltimore, Md.

Ask Mr. Leffler

what he thinks of the \$6,000.—\$12,000. accident policy I wrote for him. If you do, you'll get one, too. The Contract pays \$6,000. or \$12,000. for loss of life, sight or dismemberment, and a weekly income of \$30. or \$60. for four years; covers for any injury, pays hospital charges, surgeon's fees and insures your beneficiary in amount of \$6,000. All at a cost of only 58c. per week or \$30. annually. Write for particulars.

CHAS. W. KOLLER

1 Madison Avenue, New York

All forms of Insurance written

ILLUSTRATED ARTICLES

I have written over two hundred illustrated articles on as many different subjects. Every one of them was accepted, paid for, and published by leading American magazines and newspapers.

I will work out your ideas for articles, books, or BOOKLETS.

P. HARVEY MIDDLETON

341 West 70th Street
NEW YORK, N. Y.

PHILADELPHIA, Pa., March 16, 1910.

Thomas Wildes' Son,

14 Dover Street, New York.

Dear Sirs—Answering your inquiry, "Why do we use Oxodio?" we use it because it is the only preparation that will absolutely separate all foreign substances from the metal. Before we used Oxodio our dross contained a large percentage of metal; now it is practically dust. We use Oxodio because we know that its use effects a large saving on our metal bills.



Very truly yours,
Geo. W. Gibbons & Sons Co.,
Inc.

By J. A. GIBBONS.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

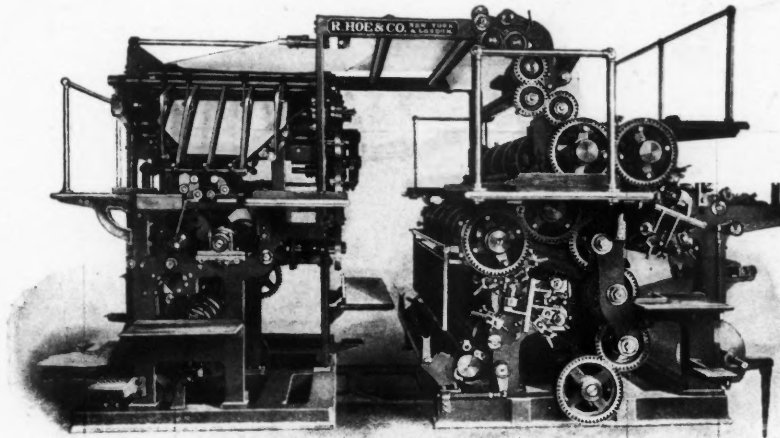
Established 25 Years

Don't Answer This Advertisement

unless you are in need of a wide-a-wake up-to-date Business Manager, one who can and does do things, and who has a record of deeds well done, that no publisher can afford to overlook. I am thoroughly equipped for handling the most difficult proposition, and am at present engaged in newspaper making, and in installing a \$60,000 plant in a western city for a big corporation. I shall finish about Jan. 1st, and desire an important management in the East. Credentials of the highest order. Address W. F., care of Editor and Publisher.

THE PROBLEM SOLVED FOR THE SMALL-CITY DAILY

How to Print 6, 8, 10, 12, 14 and 16-Page Newspapers
From One Roll of Paper and a Single Set of Plates



The "UNIQUE" Single-Plate, Single-Roll Press

The printing portion is exactly similar to that in our best newspaper presses and has only two pairs of cylinders and two sets of inking rollers, USING THE REGULAR SEMI-CIRCULAR STEREOTYPE PLATES

ALL PARTS OF THE MACHINE ALWAYS RUN AT FULL SPEED FOR ALL PRODUCTS

What Users Say—

BARRE DAILY TIMES:

"Changing the number of pages is a simple matter. The machine is easily taken care of, *economical to maintain*, and nobody could ask for a better machine, nor is there one built that will give the publisher less trouble."

ALLENTOWN WELT-BOTE:

"Never saw its equal for product or convenience. *Making changes very simple*. Plates and rollers are attached and removed far easier and with less inconvenience than on Double-Deck or Triple-Deck Presses. The electric motive power bills run from \$3.00 to \$4.50 less than with the old style eight-page equipment. As to ink distribution, could not wish for anything better or more desirable."

NORWICH EVENING RECORD:

"Runs regularly, with clocklike precision. Its elasticity, printing from 6 to 16 pages, from one set of plates and one roll of paper, makes it the *handiest and most economical press* for a small city daily. No other press will do the same work and make so little fuss about it. The ink distribution is particularly good and our pressmen, after a short experience in stereotyping, are turning out practically as *good half-tone work* as they formerly did on a flat-bed press."

MT. VERNON DAILY ARGUS:

"The best in daily newspaper printing is attained with this press. In speed it is all that is claimed—steady in its rapidity and *easy to operate and maintain*."

Full particulars gladly given on application to

R. HOE & CO., 504-520 Grand Street, New York, N. Y.

ALSO AT

7 Water Street, BOSTON, MASS.

143 Dearborn Street, CHICAGO, ILL.

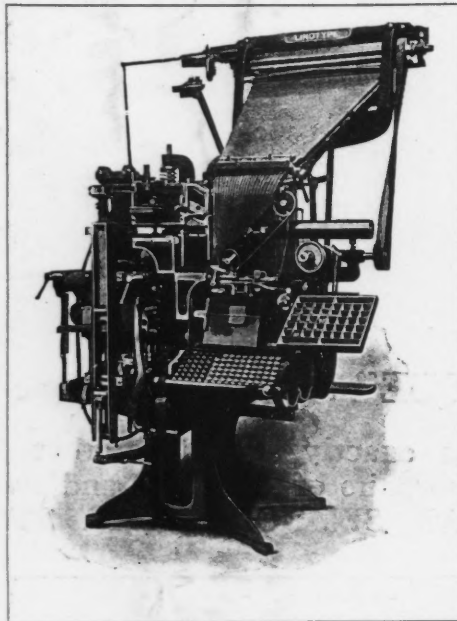
160 St. James Street, MONTREAL, CAN.

109-112 Borough Road, LONDON, S. E., ENGLAND

8 Rue de Chateaudun, PARIS, FRANCE

Reconstructed
**MERGENTHALER
LINTYPES**
Model 1.

One
Letter
Machines
\$1,650



Two
Letter
Machines
\$1,800

THE makers offer for sale a limited number of these machines surrendered by users who have purchased Linotypes of more expensive models.

They have been carefully rebuilt, modernized, and tested, and will be fitted with new matrices and spacebands, and guaranteed to be in good operative condition and in every way reliable.

EASY TERMS OF PAYMENT

ADDRESS:

MERGENTHALER LINTYPE COMPANY

Tribune Building, New York

SAN FRANCISCO:
638-646 Sacramento Street

NEW ORLEANS:
332 Camp Street

CHICAGO:
521 Wabash Avenue

