

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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COLORED EDITORS.

HOLD SECOND ANNUAL SESSION IN NEW YORK AND TALK SHOP.

Great Need of Negro Press Is Affiliation with Some News Distributing Association—Find New York Papers Cordial in Their Treatment of Race Questions—Great Field for Colored Journalism in Uplift of Race.

Probably the most important meeting of negro newspaper men in the history of the race took place in New York on Tuesday of this week. The meeting was a subordinate part of the eleventh annual convention of the National Negro Business Men's League, which was the occasion for the gathering of 1,100 delegates from all sections of the nation. Among these delegates the negro newspaper men were acknowledged leaders. R. W. Thompson, of Washington, D. C., is president of the association. A number of papers dealing with various phases of newspaper work were read.

J. H. Anderson, editor of the Amsterdam News of New York city, formally welcomed the delegates to the city. He said that the best and highest journalistic influences, the best typographers and most finished reporters were to be found in New York. The great need of negro journalism in this country, he declared, was affiliation with some great association which distributes news, such as the Associated Press.

"If we prove that we mean business," he continued, "I have no doubt that the day will come when many of us will have an Associated Press franchise. You will find the press of this city cordial and courteous in their treatment of race questions. It is true that we do things that deserve commendation, and the newspapers here condemn us. On the other hand, they do not withhold commendation when it is due us."

R. W. Thompson, of the Thompson News Bureau of Washington, D. C., and president of the association, declared that the chief policy of all newspapers published by negroes should be a unity in the work of uplifting their race.

"Our crimes and misdemeanors are reported fully by the newspapers of the country," he said, "but the good we do is not so prominently published. We must work to that end—showing the bright side of the life and work of the colored people. There is a great field for our journalists, and this will be made clear before we separate."

Change in Richmond (Ind.) Item.

The Richmond (Ind.) Item Newspaper Company announces the retirement of C. S. McCarle, business manager, and the succession of E. F. Warfel, formerly news editor, to the office of general manager. Mr. Warfel now has full control of the business affairs of the Evening Item.



FREDERICK MORDAUNT HALL.

NEW YORK NEWSPAPER MAN AND FORMER PRESS AGENT FOR BUFFALO BILL, WHO HAD CHARGE OF THE PUBLICITY FEATURE OF THE ABERNATHY BOYS' AUTOMOBILE TRIP.

FEIL RETURNS TO BEE.

Elected Secretary of Bee Publishing Co. and Bee Building Co.

At a special meeting of the Omaha Bee Publishing Company and of the Bee Building Company last week, N. P. Feil was elected secretary of the two companies.

Mr. Feil was formerly business manager of the Bee and secretary of the Bee Building Company. He returns to Omaha after an absence of over ten years, during which time he has been a member of the firm of S. R. Feil & Co., manufacturing chemists of Cleveland, O.

Will Enlarge Plant and Paper.

The home of the Huntsville (Ala.) Mercury-Banner is being entirely remodeled and will house a first-class plant with modern equipment when completed. The company announces that it has purchased a perfecting press and other equipment and will convert the Mercury-Banner into a metropolitan newspaper this fall.

AMERICAN ADVERTISERS.

Membership of Board of Control Changed from Ten to Sixteen.

At a meeting of the Association of American Advertisers, recently held, the number of members of the Board of Control was increased from ten to sixteen.

The new members elected are as follows: One year—Louis Bruch, American Radiator Company, Chicago; L. R. Greene, The Sherwin-Williams Company, Cleveland; W. M. Wilkes, Van Camp Packing Company, Indianapolis; two years—H. W. Ford, Chalmers-Detroit Motor Company, Detroit; F. H. Gale, General Electric Company, Schenectady; F. H. Squier, Pabst Brewing Company, Milwaukee.

The Keystone Watch Case Company of Philadelphia has just joined the association.

Franklin P. Alcorn, with offices in the Flatiron Building, New York City, has been appointed Eastern representative of the Calgary (Can.) Daily News.

UNIQUE PUBLICITY.

ABERNATHY BOYS RODE IN BRUSH AUTOMOBILE FROM NEW YORK TO OKLAHOMA.

F. M. Hall, in Charge of Press Work of the Trip, Tells Remarkable Story of the Birth and Consummation of an Advertisement Idea—Newspapers Along the Route Featured the Boys and Called Attention to the "Brush" Auto.

Next to Colonel Roosevelt, the two small sons of Captain Jack Abernathy, of Oklahoma, have been, during the past four months, more happily in the public eye than any other personalities in the nation. Their ride on horseback to New York and their part in the home-coming reception to Colonel Roosevelt on June 18 seemed to hold the attention of the whole country. They were taken back to their Oklahoma home in a Brush automobile, and thereby hangs a tale which was told to THE EDITOR AND PUBLISHER by Frederick Mordaunt Hall, who was in charge of the publicity feature of the automobile trip. Mr. Hall was formerly press agent for Buffalo Bill. He is now a member of the staff of the New York Press. Here is the record of the trip in Mr. Hall's own words:

BROADWAY CRADLE OF AN IDEA.

Two men sat in a Broadway café at breakfast. One was an automobile advertising man and the other was Arthur G. Newmyer, of Munsey's newspapers.

"I've sent an auto up Pike's Peak, I've knocked down a fence in Denver and seen the name of the machine on the front page; I've sent machines in parades and done 'em up brown, yet here I am, not able to send a car through a Hudson tunnel." The auto man paused and glanced at Newmyer, who was not even puffing a cigarette, but just eating oatmeal.

"Well," said the Munsey man, "I'll give you a story. Remember the Abernathy kids who rode from Oklahoma City on their bronchos to greet Col. Roosevelt?" The auto man ceased eating.

"Yes, I remember."

"Well?"

"Well?"

"Send 'em back in one of your machines," said Newmyer, "and you would get a real story."

I happened to meet the two men a few hours afterward and was asked whether I could get Marshal Jack Abernathy to permit his two boys to take the ride. I said I'd try, and "Jack" said he'd do it for a small car and a big one.

His demand was thought to be a little too much, but finally, through the glib tongue of Robert Davis, managing editor of Munsey's magazines, Abernathy and the automobile company's representative signed an agreement, admirably worded by Mr. Davis,

and I was engaged to do the newspaper work.

JOURNEY STARTED ON JULY 2.

It was then July 2 and four days later the Abernathy kids started off on the greatest automobile story that has ever been written. An unusual thing awaited them at the entrance to the main street in Poughkeepsie and at the hotel, where Louie, the nine-year-old, who was driving the car, knocked his brother Temple, 6 years old, down because he did not know how to throw off the speed. The story began with a vengeance and papers all over the country carried the details of the near-accident on the first page, whereas all Temple said when his father had brushed the dust from his coat, was: "Darn you, Louie, are you trying to kill me so that I won't get a chance to run the car?"

AT ALBANY AND BUFFALO.

The Albany newspaper men sent a special car to meet us on the road and columns were printed there of the auto ride with the name of the car.

When we reached Buffalo the crowd was so great outside the hotel that we had to get police help to keep the throng back while the newspapermen snapped the boys in the little runabout.

The story by that time was replete with human interest details and the mere mention of the name of the car was gladly made by the editors of the papers.

EXTRA EDITION OF CLEVELAND PRESS.

The Cleveland Press sent a staff man out to meet us a day ahead of our arrival in Cleveland, and when we pulled up outside the Hollander Hotel there was an extra edition of the Press on the streets selling like wildfire.

"You ought to have sent us word of the approximate time of your arrival," said one of the local dealers to me, "and then you would have seen some real advertising."

"Have you seen the papers?" I asked. Just then a boy rushed up with the story plastered over the front pages of both afternoon papers.

"I beg your pardon," apologized the automobile dealer, and he fell to reading the papers.

The Plain-Dealer cleverly said that a certain man who had been press-agent for a big tent show had been picked to manage the Abernathy auto trip, but that the name of the car remained obscure! They said the man was a good press-agent for Abernathy and for Roosevelt, but "What is the name of the car?" was asked.

Even the automobile manufactur-

ers, then holding a meeting at Cedar Point, Ohio, smiled over their rolls and coffee when they read the Plain-Dealer.

"Best advertisement yet, and this is the best story," said one man.

TEMPLE ABERNATHY'S FIRST KISS.

And so the trip went on getting bigger and bigger all the time. Thousands awaited our arrival at the big cities, and in small places the whole population turned out. But the mere mention of the trip had to be embellished with details of the conduct of the two sturdy youngsters.

In Des Moines a comely maiden with a party of friends asked me whether she and the others could go in the boys' room and shake hands with them. Permission was granted and, incidentally, a reporter from the Register and Leader was on hand.

"I like the pretty girl," said Temple, who had never evinced any desire to be fondled by a woman and who had usually spurned the attention of the fair sex.

"Kiss her then," I said sternly. "All right," remarked the six-year-old. "Take me outside."

The party was then in the hall and young Temple, when confronted with his divinity, rushed back to his room. I followed him and remonstrated with him. He reconsidered and braced up, saying:

"Take me outside again and I'll kiss her!"

He did, and the story of "Temple's first kiss" went East and West.

The Kansas City Times and the Star led their editions with the broncho busters' auto trip, and the Omaha papers did likewise.

THROUGH KANSAS AND OKLAHOMA.

The Wichita Eagle through the foresight of Mr. Murdock, son of the proprietor of that paper, printed more than two columns on the front page.

And, of course, if there had not been any murders, or elections, the Oklahoma City papers would have beaten all other newspapers with accounts of the boys' pioneer method of eastward travel, and how they succumbed to the modern way of dashing around and becoming "speed kings."

All along the roads the boys were greeted by the farmers, and in many instances we were forced to lose time and stop the machines.

"What's the name of the car?" asked many a farmer, and before an answer could be given, "Oh, yes; Brush. I remember that. Read about the boys in the paper."

The journey took about twenty-four days, and during that time villages, small towns and even cities were talking about the story—the greatest advertising automobile story that has ever been planned. J. M. Evans was the advertising manager who saw the possibilities of the yarn immediately the suggestion was made.

Press Club Aids Former President.

Nathan A. Reed, who during the 80's was a well-known newspaper writer in Chicago, was adjudged insane recently. He was sent to the Soldiers' Home in Danville. The Press Club of Chicago, of which he was at one time president, was notified of his plight and did everything possible to arrange for his comfort. He at one time was in the Soldiers' Home near Milwaukee. He is a veteran of the Civil War and in the four years' struggle won a colonelcy.

NEW BRUNSWICK PULP WOOD

Province May Prohibit Wood Cut on the Crown Lands.

Concerning the question of exporting pulp wood cut from Crown Lands in the Province of New Brunswick, Consul M. J. Hendrick writes from Moncton:

On April 28, 1910, W. C. H. Griemer, surveyor-general of New Brunswick, announced that a committee of the executive council, composed of the provincial secretary, the chief commissioner of public works, and himself, would commence the work of gathering evidence on the pulp wood question at an early date. This committee is expected to make a report to the Lieutenant Governor in council not later than next fall, and the question of whether New Brunswick will or will not prohibit the exportation of pulp wood, cut on the Crown Lands of the Province, will then be decided.

The following resolution was unanimously adopted by the Legislature of New Brunswick on March 17, 1910:

In the opinion of this house, in order that the advantages of our natural resources may to a greater extent be secured to the people of our country and the public domain preserved, all pulp wood and wood for pulp-making purposes cut on the crown lands of New Brunswick should be manufactured within the province.

New Brunswick contains 17,393,410 acres, of which 8,400,000 belong to the Crown; of the latter about 6,500,000 are under license to lumbermen.

The consular agency at Newcastle, New Brunswick, invoiced for shipment to the United States last year \$325,552 worth of "rossed" pulp wood, or \$138,847 less than in 1908, as stock had accumulated at mills in Maine. There are two rossing mills in the Newcastle district, one of which was recently built. Of wood pulp (sulphite fiber) there was invoiced \$244,813 worth for the United States during 1909, an increase of \$75,935 over 1908, due to a large mill resuming operations, its output going mainly to the United States.

RETURNS TO THE FIELD.

Robert E. Powell Placed in Charge of Circulation of Boston Herald.

Robert E. Powell, who for nine years managed the circulation—all editions—of the New York World and who subsequently was identified with Mr. Och's properties, dividing his time between the New York Times and Philadelphia Public Ledger, has lately returned to newspaper work, being recently placed in charge of the Boston Herald's circulation under the receivers.

Mr. Powell, for the past five years, has been connected with the Colwell Lead Company of this city, being president and general manager of a subsidiary company, the Luna Lead Company, with headquarters in New Mexico. The absorption by the Smelter Trust of the lead manufacturing department of the Colwell Company occasioned the discontinuance of the smelting enterprise in New Mexico.

Polish Publisher Visits America.

Mgr. Sigismund von Skarzynski, of Warsaw, publisher of one of the largest newspapers in Poland, arrived in New York Tuesday en route to Montreal, where he will attend the Eucharistic Congress, of which he is permanent chairman.

LABEL QUESTION SETTLED.

Other Unions to Share Ownership With Typographical Union.

During the closing session of the International Typographical Union, in convention at Minneapolis last week, a law was passed giving joint ownership of the allied printing trades label to the Brotherhood of Bookbinders, International Pressmen and Assistants' Union, International Stereotypers and Electrotypers' Union and the Photo-Electrotypers' Union and the Photo-Engravers' Union. Tentative plans were made for the organization of a new label association, to which all the rights to the label will be assigned, if the other organizations agree to accept them. This plan, which includes a movement for closer affiliation between the allied printing trades, will be presented to the other unions at a conference by the officers of the international union.

The movement for equal representation on the joint conference board was turned down by the convention. The board has eight members, of whom four represent the I. T. U. This representation is objected to by the other members, claiming that it is unfair. They are demanding a board which shall be made up of one member from each organization. President Lynch took the floor in opposition to this movement. He declares that the I. T. U. has twice as many members as the other unions combined, and is entitled to half of the representation on the joint conference board.

PORTLAND PRESS CLUB.

New Organization Elects Permanent Officers at Second Meeting.

Permanent officers were elected for the newly organized Portland (Ore.) Press Club at a meeting held last week. The club begins with a large and enthusiastic membership. The officers are: President, Sidney B. Vincent, Associated Press; first vice-president, Edward Moriarity, Daily News; second vice-president, Lute Pease, Pacific Monthly; third vice-president, O. C. Leiter, Oregonian; secretary, Mark Woodruff, Oregonian; treasurer, James S. Tyler, Oregon Journal.

William G. MacRae, J. J. Harrison, of the Carman, and P. E. Sullivan, of the Catholic Sentinel, were elected members of the executive committee. Newton J. Levinson will be historian of the club. The membership roll now contains about sixty names. Many others have signified their intention of joining.

Newspaper Union Plant Moved.

It is reported that the plant of the Vicksburg (Miss.) Newspaper Union, which was recently absorbed by the Western Newspaper Association, will be moved to Memphis. Manager J. H. Kelly will continue in charge.

ADVERTISING GAINS IN JULY

In July, 1910, The New York Times published 448,687 lines of advertising, compared with 415,438 lines in the same month last year—a gain of 33,249 lines.

The New York Times has a net paid daily sale exceeding 175,000 copies among the most liberal of the money spending class, whose purchasing power is not excelled by any other community of buyers in the United States.

Frivolous and offensive advertising rigidly excluded.

The Pittsburg Press

HAS THE LARGEST
Daily and Sunday

CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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

PUBLICITY.

Results to Be Obtained Are Concrete and Practical and Can Be Measured in Dollars and Cents—An Important Factor in Social and Moral Development.

In the course of an address before the Michigan State Bankers' Association, on "The Importance of Publicity," E. N. Dingley, editor and publisher of the Kalamazoo Evening Press, said, among other things:

"Twenty years ago advertising was looked upon largely as a sop to keep somebody good-natured. It was conducted indifferently and without any plan. It was not deemed an important factor in the problem of the production, distribution and consumption of wealth. Newspaper advertising was meager, magazine advertising practically unknown, and bill board, street car and special forms of advertising unheard of.

"Systematic publicity through advertising has been reduced to a science during the past twenty-five years. Capable men devote their lives to the development of this branch of social and national progress, studying the psychology of publicity, the mental and moral phases of the problem and the best and most direct way of securing results. Study along this line all revolves around the one central proposition, which is sociological—how to stimulate the healthy desires of the people and create an increasing demand.

"While the results to be obtained are concrete and practical, and can be measured in dollars and cents, the process of attaining the results is purely abstract and mental.

"Publicity means the stimulation of a mental process among the masses whereby knowledge is transformed into desire and desire into attainment. To successfully set those mental wheels into motion requires the highest skill. A combination of words, an illustration, can be made to so attract the eye as to form a lasting mental picture that results in a desire; then an effort to attain that desire. All this requires a knowledge of average mental processes, and the depth of perception of the average human being.

"A careful study of the advertisements in our best newspapers and magazines and on bill boards reveals a cleverness and a knowledge of human nature that is surprising; all testifying to the acknowledged importance of publicity in the modern problem of production, distribution and consumption.

"The great problem is how to in-



J. M. EPSTEIN.

PRESIDENT OF THE FOSTER DEVOISE COMPANY OF NEW YORK, WHICH HAS MOVED TO LARGER AND MORE COMMODIOUS QUARTERS.

crease the consumption of wealth, produced in whatever form.

ORIGINALITY AND NOVELTY.

"Originality and novelty are the two requisites in modern publicity. Dignity and seriousness often give way to the humorous with effectiveness. The manufacturer who cannot see the psychological value of the humorous and often the grotesque, in his scheme of publicity, misses the greatest opportunity of arresting attention, stimulating desire and accomplishing the attainment of that desire—that is, creating a greater market. The average mind is plastic and can be moulded; and nothing accomplishes this quicker than a joke with a point or a picture that tells a humorous story. Instantly the mind of the subject becomes receptive and the serious impression is made instantly, just as a photographer snaps his subject almost before he knows it.

"Sunny Jim' will forever remain in the minds of the public associated with a certain food. 'The Gold Dust Twins' are as familiar as the children in the family. The picture of the old fisherman carrying a codfish on his back will always recall 'Scott's Emulsion.' The two tramps walking on a railroad track recall a certain corn medicine. 'Uneda Biscuit' will always be associated with a well-known brand of crackers and made millions for the manufacturers.

"Costly electric signs all over the country tell the story of progress and

publicity, and fulfill the mission of healthy society to stimulate desire.

GROWTH OF PUBLICITY.

"The growth of publicity in all forms indicates a higher standard of social being and brings about ethical and moral progress as well as material advancement. To desire better clothes, better houses, better food is to improve our ethical condition and our moral standing as a nation. To make the luxuries of yesterday the necessities of to-day, is simply raising the standard of our moral and ethical being. So that intelligent publicity is a good investment, not materially, but morally and ethically. Publicity is, therefore, an important factor in social and moral development.

"Do not make the mistake of employing publicity in any form for a purely selfish motive, for the results are thus too often dwarfed or lost sight of. Employ publicity on the broad ground of social and moral advancement, with a view of contributing your share towards a fulfillment of the transcending object of society—the stimulation of wholesome desires.

"Any form of legitimate publicity is good and helps to secure the desired result. It is not for me to say what is the best. As a rule, however, an article of food secures the most effective publicity by being advertised so as to reach the homes, and the housewives.

FOSTER DEVOISE CO. MOVES.

Finds Growing Needs of Business Require Larger Quarters.

In order to properly handle a rapidly growing business, the Foster Devoise Company, advertising agents of New York, have removed their offices from 45 West Thirty-fourth street to larger and more commodious at 15-17 West Thirty-eighth street, where they occupy an entire floor.

In an interview with THE EDITOR AND PUBLISHER, J. M. Epstein, president of the company, stated that when the present company took over the business in March, 1909, it was found to be in very bad shape and there was only about \$45,000 worth of accounts on the books.

At present they are carrying over \$300,000 worth of business, and by January 1, they hope to reach \$500,000.

Mr. Epstein has associated with him in the conduct of the agency the following gentlemen, who are all well known in the advertising field: Jesse Seligman, as treasurer, who is a member of the well-known family of bankers and brokers of Wall street; Thomas F. Kennedy, formerly of the Frank Seaman, Inc., and one of the best known space buyers and office managers in the business; J. Angus MacDonald, whose book on "Successful Advertising—How to Accomplish It," is well known in the field; F. L. Brace, formerly of the George Batten Company; H. A. Kobler, who formerly had charge of the Metropolitan programs; Charles Garretson, who was advertising manager of Eaton, Crane & Pike, Pittsfield, Mass., has charge of the copy department; George Cruckshank, who done agency work in Chicago; H. M. Price, of the H. M. Price Agency, Detroit, Mich.; H. A. Keller; M. B. Martine, formerly with the J. Walter Thompson Company, and John W. Gray, who has been doing agency work for some time.

WANTS NEW COMIC.

New York Herald Offers \$2,000 for Best Idea in Competition.

The New York Herald, known the world over for its enterprise, has instituted a competition for a new comic feature for the entertainment of its readers and offers \$2,000 for an acceptable idea. The competition is open to all the artists of America, amateurs as well as professionals, and the magnitude of the offer is certain to attract the best talent in the country.

The Herald hopes for something even more attractive and original than the Tiny Tads and Uncle Munn, the popularity of which is acknowledged the country over.

The competition will be open until October 1, 1910.

NOT all publishers believe that good Rollers have anything to do with the attractive appearance of a sheet

Many Do

That is the reason why some are better printed than others. Running a Roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.



BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., 521 Cherry St.,
N. Y., Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

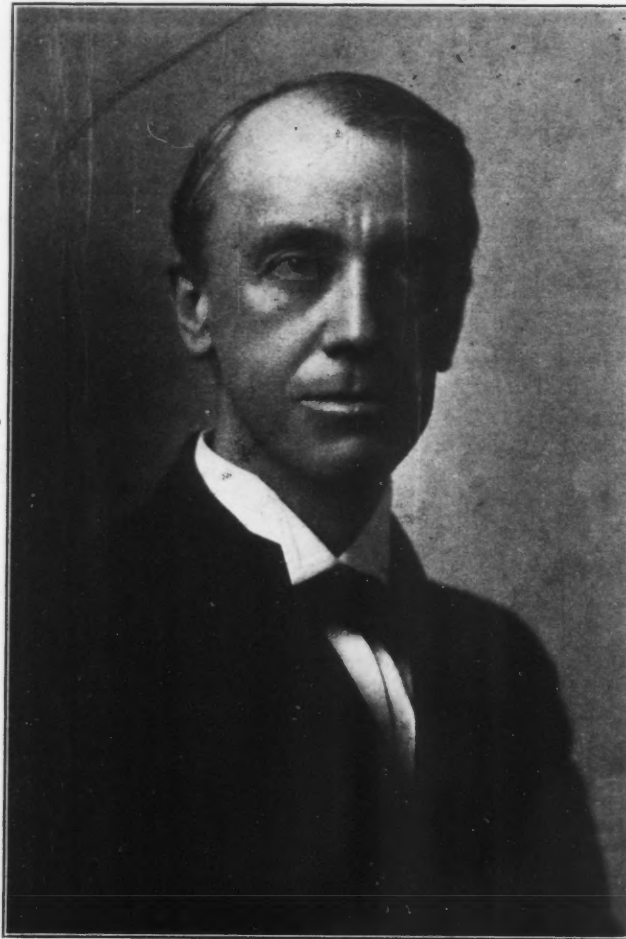
EQUIPMENT.

Shall the Editor Who Is Teacher to Thousands Go Untrained and Untaught? — Knowledge and Strength and Inspiration Are His Who Reads the Really Great Books.

At the annual meeting of the Wisconsin Press Association, held in Milwaukee recently, Walter Williams, dean of the school of journalism at the University of Missouri, discussed "Equipment for Journalists." He said, in part:

"The time has gone by—if indeed it ever was—when the country editors who hoped for distinction and high usefulness could be unequipped, save for the passing knowledge of stick and rate-card. Training and education are necessary to journalistic success. The editor should know how to write, edit and make a line fit the type; he should understand the difficulties and limitations of the business office, but this is not all. He must understand journalism, practical and theoretical. The country lawyer, doctor, teacher must needs be trained for his profession, must have license or diploma before he is permitted to even enter his profession. Shall the editor—who is teacher to thousands, who gives law to court and laymen, who is a physician of the mind—go untrained, untaught?"

"To most of us schools of journalism are now unattainable. But each may make his own school and train himself thereat. Any editor may adopt and pursue a course in training which will inform his mind, enlarge his sympathies, and better equip him for life's work. While all knowledge is helpful to an editor, there are certain special branches which he most needs. He should certainly be acquainted with the history of England, of the United States, of his own State. He should know something of sociology, of economics, of psychology, of the masterpieces and master figures in prose and poetry, of Hamlet and Jean Valjean, of Epictetus and Arthur Dimmesdale, of Ben Johnson and David Copperfield; he should be reasonably familiar with the biographies of the leaders in state craft, the makers of the republic. Most of all, if he wishes to know the history of the people who have moulded human minds and human hearts and human thoughts more than any other people, if he



WALTER WILLIAMS.

DEAN OF THE UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM, WHO ASKS, SHALL THE EDITOR WHO IS TEACHER TO THOUSANDS GO UNTRAINED?

wishes to drink deep at a well of English undefiled, he should read and re-read the book which, for want of a better name, we call the Bible, the Book.

MUST NEEDS KNOW BOOKS.

"The country editor's equipment should fit him well for high calling. He must needs know books and hearts of men. We country editors need to read more books, if not fewer newspapers. Knowledge and strength and inspiration are his who reads and re-reads the really great books. I do not now and here speak of the tools of the trade, the few volumes which treat in a technical way of newspaper making, of writing, of journalism as a profession. They are, of course, well worth while. Nor would I undertake to set out a course of reading book by book, for that which is poison to one may be meat and drink to his neighbor. But read and re-read not merely newspapers but books. The country editor who relies always and only upon his exchanges for his inspiration will seldom rise higher than the average of his exchanges. It is he who equips himself, by study and by reading, for larger things who accomplishes more largely.

"A country editor whom I know, a man in a small town, with a small weekly newspaper and a small income, has influence far out of proportion to the size of his town or the size of his newspaper or his income. 'Never a day passes,' he has said, 'that I do not dip into a book.' His library is not large, indeed it might truthfully be called pitifully small, but it is used. At least a book a

month, borrowed or owned, he reads—not a large prescription surely—fiction or history, sociology or poetry, criticism or politics, biography or essay. He keeps his mind freely vigorous by a daily bath in a book. And he carries more local news and local advertising than any of his contemporaries, while his editorial page counts throughout the commonwealth. Upon his office table I found just yesterday Jane Addams' 'Spirit of the City,' Henry George's 'Progress and Poverty,' Frederick C. Howe's 'Privilege and Democracy,' Thomas Nelson Page's 'John Marvel,' Mr. Dooley in 'Peace and War,' and the biography of John DeLane, the editor of the London Times. 'These,' he said, 'are a three months' supply.' Is it to be wondered at that a country editor who thus attends to his equipment magnifies his profession and is by that profession magnified.

STUDY BEST NEWSPAPERS.

"But newspapers, as well as books, should be read for equipment—the great newspapers. Nor is here refer-

ence made to the reading of newspapers for news, but for suggestion. The country editor will study the best newspapers to make his own newspaper better. He will not slavishly imitate, but will adapt to his own work the methods of the most successful metropolitan. What are the best newspapers and why are they the best? This question the country editor is constantly asking himself and will profit by the answering.

"The country editor will avoid provincialism. Provincialism is not alone of the country editor, but of the city newspaper as well. Perhaps the most provincial newspapers in America are published in the city of New York. For real news, broad and comprehensive, giving the interpretation of the world's doings, the newspapers of the Middle West are to be preferred to those of the Atlantic seaboard.

"The country editor's equipment includes training. The only position in this day and age of the world that any American may successfully fill without training is that of idiot. Whether in print shop or in school, or, preferably, in both, the country editor, to achieve the largest success, must be well trained in newspaper-making.

"The field of country journalism is changing. The city journal, with the coming of the rural mail delivery and added transportation facilities, invades the field which was formerly the country editor's own. To succeed, the country journal must be a better newspaper, and a different one. It must not be the mere garden variety, but must stand for something. It must give all the news, of course, but also comment and interpret.

"Above all else, the editor, dwelling in city or in country town, must be free. The newspaper, particularly the country newspaper, is simply the lengthened shadow of one man. The effect of its influence depends not upon circulation, on size of page or of town, on cleanliness of typography and beauty of press work, but on the brains and conscience of one free man. Those other things help, but brains and conscience plus freedom make the influence felt.

NEED OF HIGH ETHICAL STANDARDS.

"In equipment for the practice of this profession we need insistence upon high ethical standards. It is well to discuss type and linotype, circulation and advertising rate, but these are but means to an end. The end is more than the means. So long as the body is more than meat and the soul than raiment, so long as man is man and not brute, so long as he lifts his heart to Heaven and his spirit goes off beyond the stars, the newspaper is more than any, more than all of these. Type and paper make the messenger, but the message is more than the messenger. Material resources and equipment are the means, but the end is above the means. The brain and the heart have need of the hands and the feet, but who shall say the hands and feet compare with the heart and brain? In this commercial age there is constant temptation to substitute economics for ethics. To do this in journalism, the imperial profession, to make it merely a device for filling one's stomach or one's pocketbook, is to degrade it to the rank of the fakir or the companionship of the

\$2,000 for an Idea

THE NEW YORK HERALD will pay two thousand dollars to any artist whose idea for a full page comic feature, drawn by himself, is adjudged to be the best submitted in a competition which will remain open until October 1, 1910.

This competition will be open to all the artists of America, and amateurs as well as professionals are requested to submit their ideas. The NEW YORK SUNDAY HERALD is now presenting "Uncle Mun" and "The Tiny Tads," and the popularity of these features has established them as standards. This competition is expected to produce a feature as funny as "Uncle Mun" and as original as "The Tiny Tads."

All drawings and suggestions should be sent to the NEW YORK HERALD, and should be received in New York before October 1, 1910.

THE PUBLISHERS METAL CO.

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Adopt our system and save 20% on your metal bill
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
All we ask is a trial.

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shameless creature of the streets. That the many do this is no excuse. The many do not always or often stand for right. That each of us is tempted all the time by the bread-and-butter problem to turn aside from duty after fleshpots is no defense. That is but the weakness of human nature, the flaw in the marble, of which we all, in our loftier moments, are ashamed.

"It is not my purpose to suggest a code of ethics. Certainly, however, the profession of journalism, born almost within the memory of man now living, should establish and maintain certain ethical standards which none may knowingly violate and still retain the respect of his fellows in the profession. Journalism means more than a meal ticket. As basis for the formation of such standards there are some general principles that seem to me fundamental.

TWO SOURCES OF SUPPORT.

"The two sources from which an honest newspaper has financial support are: the sale of space in its columns for publicity, which is advertising; and the sale of printed copies of the newspaper, which is circulation.

"The directors of a public journal are responsible for the character and worthiness of that which appears in its columns. They may not shift responsibility by pleading that the publication of certain matter is paid for by others. No advertising which seeks to promote the sale of any article which can be sold only contrary to law should be permitted to appear in any newspaper. Such advertising makes the publisher partner with the lawbreaker. All advertising should appear in the recognized advertising columns or be plainly marked. To do otherwise is to be guilty of deception. Immorality, fraud, fakes, uncleanness should be banished from the advertising columns as from the news columns. Nothing should be advertised which is detrimental to physical or moral, public or private health. The public journal has no right to circulate moral disease or financial fraud, through its advertising columns, even though it defend virtue and uphold honesty in its editorial columns. The newspaper is a public servant in every column.

THREE RULES OF JOURNALISM.

"There should be rigid insistence upon certain principles for the news and editorial columns. A fake is a falsehood, whether it be a fake interview, a fake picture, or a fake story. No honest man is wilfully guilty of falsehood. Scandal mongering is not publishing news nor is a reputable reporter a private detective. No newspaper should prejudice cases which the courts are called upon to decide. A full account of the details of crime should be given to the public, particularly if those involved have large business dealing or are prominent. Publicity is the best policeman. The newspaper should be a light in the community, but should not kill or cripple or scar by too intense illumination. In the publication of news of crime the details should be given in

a manner as little offensive as possible. Offenses against the public trust are most deserving of prominence.

"The coloring of news so as to give a false interpretation is dishonest.

"The editorial opinions of a newspaper should never be sold or its policy changed from that which its editor believes to be right because of purchase or influence, direct or indirect.

"In journalism there are three good rules that may be added to that which I have in such general way suggested:

"1. Never write anything the authorship of which you would be ashamed to own.

"2. Never write anything that you would not like for your mother or sister to read.

"3. Never say as a journalist that which you would not say as a gentleman."

A SERIOUS RACE.

Race at Capital Between Newspaper Men and Brokerage Firms.

Probably the most serious and novel races run in America during the year are those in which the entrants are the representatives of the big brokerage houses and the newspapers of the country who vie with each other to flash to their respective offices or to Wall street the report of the Department of Agriculture on the cotton crop.

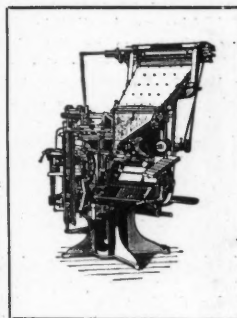
Minutes before the noon hour, the time generally set for the making public of the important information every telephone receiver is removed from its hook in every office in the department building. Every representative present gathers at the table and anxiously awaits the laying thereon of the statistics.

At 11.45 o'clock the corridors are cleared of chairs; all employees are advised to keep in their respective offices and not get in the way. The time intervening between that time and the noon hour seems never ending. Every representative of both the newspapers and the brokerage houses is primed for the start. Some of the older ones, realizing that age has cut several seconds from their fleetfootedness, nervously watch the clock.

At 11.50 an official of the department arrives on the scene. He acts as the judge and starter of the race. Every man entered is requested to stand at a certain place at the table so that his start to the telephone may not conflict with the start of some other entrant. For in former days the heavier and younger racers would knock their less burly opponents aside, and would oftentimes beat them by several seconds to the 'phone. Careful to see that no entrant is "beaten" on the news, the officials of the department try to arrange the race as handicappers do horses for the races. Portly ones are designated to telephones nearest the table, while the "yearlings" and two-year-olds—in newspaper parlance the "cubs"—are ordered to use the wires at the further ends of the corridors.

At 11.58 the papers containing the valuable data are laid on the table in the middle of the building. Like a bunch of runners waiting for the pistol shot, the crowd stands, with hands on their respective copies of the cotton report, facing the direction in which they will have to make for the telephone. At a given sign from a telephone operator in the other end of the building the official starter comes down with a large gavel upon the table, and away they all dash. Then there is a gibbering and a the offices on the other end of the shouting over 'phones to the men in

One Minute Bulletins



If the BUSINESS MANAGER of every daily paper in the United States and Canada using the

LINOTYPE

is not receiving our fortnightly

"One Minute Bulletins"

it's either Uncle Sam's fault or the fault of the man who opens your mail.

You are on the list.

They are incisive, suggestive, time and money-saving brevities *re* Linotype composition in your own composing room.

Therefore worth reading

MERGANTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

wires. In five minutes the news of the department's findings is in every section of the United States; it is already on its way to Canada and to other countries interested, and within an hour it is printed and on sale in the form of commercial papers in New York, Chicago and other commercial cities of the country.

Probably more newspaper men and brokers' representatives have got "in bad" with their out-of-town offices because of a tardiness in their footsteps in sending the cotton report than over any other bit of news wired out from the national capital. Then again, advance "leaks" of the report have caused the loss of good positions under the Government and prosecution of several offenders who have made considerable money by giving out the news a day or so ahead of time, thus allowing those favored with the information to play the market successfully.—*New York World.*

INCORPORATIONS.

Seashore Publishing Co., Atlantic City.—Printers, publishers, etc.; cap. \$27,000. Incorporators: H. S. Wallace, Atlantic City; C. W. Walters, G. M. Walters, Philadelphia, Pa.

The Banner Publishing Co., Boston.—Publish a paper; cap. \$25,000. President, A. P. Blinn, Newtonville; treasurer, F. F. Harding, Somerville.

Syndicate Publishing Co., Manhattan.—Printers, engravers, publishers, etc.; cap. \$250,000. Incorporators: F. E. Wright, P. J. Wright, L. N. Rankin, New York City.

HORACE E. RHOADS

Founders Movement to Establish Playground at Old Home.

Horace E. Rhoads, general manager of the Los Angeles Record and the San Diego Sun, has launched a movement at Anderson, Ind., for the establishment of a public playground. Anderson is Mr. Rhoads' old home and he was connected with the Bulletin of that city for twelve years before going to California. Wishing to do something for his birthplace, he has deeded a valuable lot to the public schools of the city, to be used as a playground, and headed a subscription list to purchase the necessary gymnastic equipment.

Mr. Rhoads recently organized a newsboys' club in Los Angeles for all of the newsboys of the city. There are now over nine hundred boys in the club. In a speech at the organization of the club Mr. Rhoads declared that he believed the average newsboy was just as capable of development, provided he had the proper training and environment, as the boy born of wealthy parents.

Illustrations

We do good illustrative work of all kinds.

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Madison Square Building

25 East 26th Street NEW YORK

The Evening Wisconsin

Milwaukee's Leading Home Paper.

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—5020 Metropolitan Bldg.
CHICAGO—150 Michigan Ave.

A NEWSPAPER SALON.

National Press at Washington
Unique Organization—Membership
Represents Almost Every News-
paper in the Country—Non-
-Resident Members Are a
Feature and Contribute
to Its National
Character.

[Robert D. Heintz in Leslie's Weekly.]

Every little while the Washington date line is identified with the doings of a comparatively new and unique organization, the National Press Club. It has become a rendezvous of men of public life. After a trifle more than two years of existence, the club is recognized as a sort of newspaper salon, in the best sense of that term. It is not strait-laced, neither is it Bohemian. The organization is conducted on sane and sensible lines and comprises a center for newspaper workers and for those men who shape the intellectual activities of the continent. The President occasionally drops in. One afternoon, following a long walk into the country, Mr. Taft came in rough attire which Presidents affect when they tramp into Maryland or Virginia for exercise and forgetfulness of office cares. Speaker Cannon, Champ Clark, Dr. Harvey W. Wiley and Gifford Pinchot were among the speakers one night when each man told of his hobby. Cabinet officials come with tolerable frequency. Secretaries Meyer, Ballinger and MacVeagh have enjoyed the hospitality of the club. Postmaster-General Hitchcock is one of the limited list of associate members. Governor Harmon, of Ohio, is always seen at the club when he comes to the capital. He and Governor Hadley, of Missouri, were guests at a "Governors' night" during the winter.

Ambassador James Bryce is a most welcome caller. He helped start the club upon its career. Oscar S. Straus, ambassador to Turkey, and Baron Kogora Takahira, former ambassador from Japan, are among the diplomats who have graced informal gatherings there. Dr. Cook was introduced to the newspaper men of Washington there not long after he had been tendered the freedom of New York city. The explorer graciously signed a North Pole cartoon at the club, which hangs with the most valuable collection of "originals" in this country. Commander Peary came at a subsequent date, as did Sir Ernest Shackleton, who made one of the most interesting talks heard within the club's walls. Colonel Henry Watterson makes a tete-a-tete with the members a feature of his annual visit to the Federal City.

Washington, as the home of more than four hundred writers who make the local dailies and man the resident bureaus of American and European newspapers, was long without a press club. It houses more newspaper writers of fame, probably, than any other city, but the press-club idea was long in taking root. The Gridiron Club, most famous of dining clubs, now in the very eminence of its success, grew up in that community. The latter club however, is restricted in its membership, has no clubhouse and dines but twice or thrice a year. As will be readily understood, the National Press Club occupies altogether a different field. It is in no sense a rival of the Gridiron. The Gridiron men belong to the Press Club and are among

those who have co-operated to establish it upon high standards.

The membership of the newer club is comprehensive. There are no active members who are not bona-fide active newspaper men. Any newspaper worker of good character, whether he be reporter, editor or correspondent, living in Washington, is eligible. Virtually all of them are on the club's roster. These men govern the club through a board of governors. They are the only men who have a vote or a direct voice in the club's affairs. They make a list which represents quite two hundred weekly and daily publications, in a locality extending from London, Paris and Berlin, in the Occident, to Tokio and Manila, in the Orient.

In the business management of the institution these newspaper workers have scored a distinct success. The club has been put on a good financial basis, is practically without debt, and, while its men are in the main men of moderate means, necessitating initiation fees and dues of moderate proportions, the club is actually conducted at a profit.

There has never been a benefit or an appeal of any character whatsoever to the outside world for support. It is the fixed purpose of the management that there shall not be.

The considerable coterie of hangers-on to be found in every large city, anxious for affiliation in some way with "the press," is conspicuous in the National Press Club by its absence. The associate members in large part are former newspaper men, those senators and representatives in Congress who own newspapers, or once earned their living in the business, and a few Federal officials who come within the prescribed qualifications. Applications for associate membership are carefully culled and the list is not allowed to be completely filled by elections. The non-resident members are a feature of the club and contribute to its national character. It comprises a considerable number of men who make an occasional journey to Washington, especially in the winter season. These visitors, like the associate members, enjoy all the club privileges except the right to vote. They add materially to the cosmopolitan newspaper atmosphere. Among the associates and non-residents are such men as Charles D. Norton, Senator William Alden Smith, who himself owns a newspaper and who started life as a newsboy; Finley Peter Dunne, Homer Davenport, Alfred Henry Lewis, William Allen White and many others equally as prominent.

The equipment, extending over several floors, comprises the standard conveniences of modern clubs. The assembly room is much commended as being artistically furnished. The chief decorations of the lower portion of the walls are the front-page matrices of newspapers in the leading cities, put up as daddoes and done in becoming colors. The billiard and pool room is adorned with scores of original cartoons gathered from many quarters. These include some rare pieces. One of them is the Berryman cartoon from which the first Teddy bear came. There is a comfortable library and reading room. It is adorned with portraits of great American editors. The bookshelves carry the beginning of a good reference library. The collection of etchings and paintings, contributed by members of the club, is noteworthy. There is a battery of typewriters for corre-

spondents who desire to get out bulletins while waiting for dinner to be served.

A guest committee of representative correspondents looks after visitors of prominence who are invited to the club. Any man with a new idea, any one who is standing forth in an intellectual role, be he author, politician or quickener of the public conscience, is welcome inside the club portals. The members will spare a few minutes from any busy day to turn out and greet him. The club's invitation to such men is not declined. There are entertainments during the cooler months. These are clean and vivacious, never riotous. The stunts could hardly be duplicated any other place. Associate Member Nick Longworth sometimes brings his violin. Associate Member Richard Bartholdt stops at his game of billiards, conducted in a Volapuk conversation, long enough to accompany Mr. Longworth on the piano. Both these congressmen are excellent musicians.

The chaps who clutter up your morning papers with long Washington dispatches must be an influential lot, say you, to have the big performers on the world's stage at their beck and call and applying for membership in their social organization. It may be so. None of the correspondents shows that he realizes it. Public men yearn to strike the publicity current. The newspaper men desire to make friends. The National Press Club appears to have furnished a wonderful clearing house in these respects, where relaxation and sociability relieve the unceasing workaday grind.

TO HAVE NEW HOME.

Pittsburg Press Leases Two Five-Story Structures for Long Term.

The Pittsburg (Pa.) Press Publishing Company has leased a five-story building at 222-28 Oliver avenue, opposite the Gazette-Times and Chronicle-Telegraph; also a five-story building at 254 Fifth avenue.

The first named property will be used for a publication building and the Fifth avenue structure for business offices.

The Press had complete plans drawn and bids received for a new building to cost about \$500,000 on property at Oliver avenue and Cherry way, but owing to the adverse decision of the Supreme Court on a bond issue ordinance pending for certain changes in the grade of streets, it was decided not to await the passage of a new bond issue ordinance and the legal fights that are likely to follow before seeking a new home.

Italian Writer in New York.

Luigi Lucatelli, one of the chief writers for Il Secolo, the big daily of Milan, Italy, arrived in New York last week upon a mission of observation for his paper. He will spend a month in America. He is also widely known in Italy by the pseudonym "Oronzo Marginati," over which he writes in a Roman paper a weekly column of satire and protest. He is colloquially referred to as "The Man Who Protests."

Will Run for Congress.

Harold J. Howland, an editorial writer on the Outlook, whose home is in Upper Montclair, N. J., has been chosen by the Progressive Republican League in Newark as its candidate for Congress.

The Genesee (Pa.) Times has discontinued publication.

THE PRIZE FIGHT.

Correspondent Denies that Public "Demanded" News of Reno Battle.

The New York Tribune this week printed the following letter:

Sir: Permit me to take issue with you on your declaration that "the papers gave all the details of the brutal prize-fight because the people demanded them."

As a newspaper man of twenty-five years' experience, and one "brought up on" The Tribune—my father, recently deceased at the age of eighty-three years, was a close friend of Horace Greeley, and read your paper every day for a good deal more than half a century—I believe that the demand to which you refer is, largely, a fictitious demand. Certainly no such demand comes from the decent, respectable readers of decent newspapers, such as The Tribune.

I agree entirely with the sentiment expressed in your paragraph from which I have quoted, but I am optimistic enough to believe that you are mistaken as to the people's demands. Of course, in a city like New York, where a great majority of the residents are ignorant and many are deprived, such a demand probably does exist in large degree—but, thank God, New York City does not constitute the nation.

ORVILLE G. VICTOR.

New York, Aug. 12, 1910.

LINOTYPE FACES.

Comprehensive Book of Specimens Issued by Mergenthaler Co.

The Mergenthaler Linotype Company has published a specimen book of one-line linotype faces that is a revelation as regards the versatility of the linotype. While the book is merely a condensed edition of a complete work now in course of preparation, it contains more than five hundred different faces, including one-letter, two-letter, Rogers' tabular, foreign, head letter, and advertising figure faces.

Although the work was completed only recently, thirty new faces have already been finished which are not shown in the book. Among the foreign faces are shown German, Greek, Hebrew, Russian, Servian and Arabic. A remarkably complete line of Gothics is shown on pages 11, 12, 38 and 39, ranging in size from 5½ point to 12 point.

Recent improvements have so broadened the scope of the linotype that it now accepts matrices and casts slugs from 5 point to 36 point in size.

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TYPEWRITER CARBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

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Let me mail samples and quote on my successful Want Ad Service "Tips," 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
2019 Peoples Gas Building, CHICAGO

IN THE TROPICS.

Newspaper Work Near the Equator Not What It Is Cracked Up to Be, Says British Colonial Writer. Scrappy News Items That Form Stock in Trade of the Papers.

A correspondent of the Newspaper Owner (London) discusses in the current number of that paper some of the joys of newspaper work in the tropics. He says, in part:

"The ambitious journalist under thirty who is seized with a desire to see the world by accepting a position in the Colonies, would do well to consider something of the traditions and ideas that govern newspaper production in the remote parts of the British Dominions, before he throws up a good berth and good chances at home. In the big center of commerce in the Tropics in which I had occasion to sojourn, I had opportunities of studying not only the newspapers published in the immediate locality, but also those which came by 'exchange' from ports and inland places three hundred, five hundred, and over a thousand miles away. They were all 'much of a muchness,' and I should say the experience I gained must be typical of what the journalist must undergo in most of these places.

"The particular place in which I was located is ruled by the commercial spirit in the sense that all Europeans who go out there 'on contract' go strictly 'on the make,' and are eager to shake the dust of the place off their feet when their time is up; and carry their savings back to England. On this account the new-comer, whether a pressman or a shipping clerk, finds himself plunged into a social atmosphere which is distinctly 'artificial.' I don't know how far pressmen in general will agree with me, but in my opinion the journalist, in regard to social affairs, is very much of a class to himself, distinctly and exclusively shut off from those social intimacies enjoyed by ordinary mortals, whose hours of business are regular, and who have time to follow up half-a-dozen different forms of recreation and enjoyment. The journalist sees so much behind the scenes, so much of the shams and hypocrisies of public as well as social life, that he cannot bring himself quite readily to associate with this or that circle, and join wholeheartedly in forms of social amusement that appeal to those less sophisticated.

"Now, place your distinctive and exclusive pressman in the midst of this artificial community in a British Crown Colony. Add to this the possibility (a very likely one) that the journal he joins may be run by people who have only crude and amateurish ideas of journalism at the most, though themselves well-established, settled-down Colonials, thoroughly



C. H. BROCKHAGEN.

WELL-KNOWN ADVERTISING MAN WHO HAS BEEN MADE BUSINESS MANAGER OF THE SEATTLE (WASH.) POST-INTELLIGENCER.

mixed up with the 'Society' of the place, and suited to its mode of living.

NOVELTY SOON WEARS OFF.

"The novelty of new surroundings having worn off, the hopeful pressman finds many illusions dispelled. If he expected a free-and-easy, devil-may-care existence, amid picturesque surroundings, with the ease and abandon of a wild and open country, he is woefully disappointed. He will find that the society of the place is narrow and conventional in the extreme. There will be a closer scrutiny of his conduct and movements than could be dreamed off in a Puritan-riden village in England. He will find himself driven along a road he has not the slightest inclination to travel, and forced to 'enjoy' the company of people he would instinctively avoid at home—people who understand nothing of journalism and have no sympathy with the journalist's ideas or ideals. He is compelled to join this or that club, and to be quite 'in the swim.' He becomes very much of a speckled bird unless he is prepared to sink his individuality, throw his professional distinctiveness to the winds, and become one of the mere horde of clerks and assistants who display and parade themselves at the clubs and hotels, and wherever swelled-headism asserts itself.

"Further, he is expected, if he so far surrenders to convention, to do his share of kow-towing to all the magnificent notabilities who have risen to be chairmen of banks, heads of ship-

ping firms, or members of that supreme concern, the Legislative Council—people of a type, for the most part, who would have a hard job to secure any eminence in a fifth-rate provincial center in this country. Of course, honor where honor is due—and all that sort of thing—and it is highly important that the natives should be continually impressed by the importance of his Excellency the Governor and all who surround him; but the man who has been used to 'better things' at home cannot take kindly to a lot of pompous tomfoolery and make-believe.

SCRAPPY NEWS ITEMS.

"Then there is the question of the class of work the journalist has to do. In the Colony I refer to the chief sources of news were the police courts, the High Court (both sitting daily), and the cricket club! Imagine a daily paper being turned out on the strength of scrappy pars about natives fined for smuggling opium, reports of

dreary law court proceedings, interspersed with accounts of how the 'bloods' of the clubs distinguished themselves at tennis or hockey the previous evening! Of course, many other events come along from time to time, but the items mentioned form the stock-in-trade of the papers.

"Picture yourself sitting in the Supreme Court day after day, the temperature 86 in the shade, the punkah flapping mesmerically before your eyes, driving you into the land of dreams, when you are expected to give a full and interesting account of the dreary legal arguments going on.

"On the question of climate, with its multitudinous hardships and irritations—including the fiend of insomnia—I need say little. In this rough sketch I cannot go too much into detail.

"The journalist who goes to the Colonies on contract is in a different category from the clerks and assistants who joyfully throw up a home berth at 30s. per week to get £4 or £5 in Demerara or the Straits (ignoring the fact that living is about two and a half times greater than here). The journalist throws up a berth in the Old Country to become a very real 'exile' for three years or so. If he saves money during his sojourn abroad—a thing no journalist was ever known to do—he may, on his return, be able to keep going for a few months till he can secure a berth again—a very difficult thing for a man who has hopelessly lost touch with home journalism. His safest plan is to accept the renewal of the contract which is almost always offered, and become an out-and-out Colonial.

"It is, indeed, a very serious thing for a young journalist to consider when he has an offer of a position in the Colonies. C. H."

C. H. BROCKHAGEN

Has Been Made Business Manager of Seattle Post-Intelligencer.

Announcement is made of the appointment of C. H. Brockhagen as business manager of the Post-Intelligencer.

Mr. Brockhagen brings to the chair of business manager twelve years' experience in advertising and newspaper work. For the last six years he has been advertising manager of the Post-Intelligencer, and previous to that time held the same position with the Farmers' Tribune and Successful Farming at Des Moines, Ia. He is well known in advertising circles in the East and is a member of the important Pacific Coast publicity clubs and a dominant factor in Seattle advertising circles.

Will Be Changed to a Daily.

George K. Wallace, former publisher of the Dunkirk (Ind.) News, has again taken a lease on the plant and will take charge in the near future. The paper, which is now being issued semi-weekly, will be changed to a daily.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

Business Managers who buy our Guaranteed News at 4c. New York are now having more time to increase the revenue of their papers. The AMERICAN INK CO. has relieved them of their former worries.

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.

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BY THE EDITOR AND PUBLISHER COMPANY.

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

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

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J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.
Liberal discount for time contracts.

NEW YORK, SATURDAY, AUGUST 20, 1910.

REWRITING THE BIBLE IN NEWSPAPER ENGLISH.

That churchmen nowadays are wideawake, if not always intelligently progressive, is pretty generally admitted by the editors, even by those who used to point out the lackadaisicalness of religious organization methods.

Witness the breezy thought of Rev. W. H. Jordan, pastor of the Presbyterian Church in Jerseyville, Ill., who visited a newspaper office in St. Louis and said for publication:

"If certain events related in the Bible had been 'covered' by men like the newspaper reporter of to-day, how eagerly we would read them. I believe many persons now repelled by the style of the King James version would read such an account, if it existed, with the keenest interest and pleasure."

It may be commented that Jerseyville is a town of southern Illinois, though not, so far as we know, a part of the section known as "Egypt." This is merely in satisfaction because of the evidence that mental activity is keen and widespread in this day, and startling ideas may be propelled from unlooked at places.

It is not likely that the reverend gentleman's opinion will affect the prevailing standards of style, either newspaper style or Biblical style. However, it has value as a nice morsel at conversaciones.

We hazard the assertion that editors would hate to see the Bible, or any part of it, made over in newspaper English, whatever be the opinion of one minister, or many ministers. Nor would the Bible be the biggest seller of all published books if it were written in newspaper style.

No doubt, there are some who think that Charles Lamb and his sister did a great thing for mankind when they fixed up in single prose the "Tales from Shakespeare." "Elia" himself had no such conceit about his work.

In England, newspaper style is called "journalese," a word carrying something of contempt among those of higher literary cult. To those of that higher cult it is blasphemy to even think of the Bible in "jour-

nales." Still, the whole world reads newspapers, and only a part reads the Bible. Mr. Jordan probably had this in mind.

Unlike the minister quoted, we think newspaper style would be better adapted to newspaper purposes if it had a very much larger infusion of Biblical style.

Just now we cannot find the "certain events related in the Bible" which would have been better "covered" in the modern reporter's style.

Whether or not there be news editors who would order the news events of the Bible rewritten, it is pretty certain that editorial writers unanimously are satisfied with the editorials in the Bible.

A little while since, Arthur Brisbane reprinted, in his column in the New York Journal, the Sermon on the Mount as an editorial. There are many who claim that Mr. Brisbane is the champion editorial writer of America. Mr. Brisbane himself thinks that the Sermon on the Mount is the most perfect editorial, matter and style, ever penned by human agency.

Obviously newspaper style of today is the result, or reflection, of methods of thought and methods of practice in our educational institutions. It is a "striking" style—especially "striking" in the work of star newspaper writers who show a liking for the literary forms of popular fiction writers. This "striking" style may be said to be a poor relation of the revolutionary habit of thinking which fine critics like George Santayana found in Emerson's productions.

We admit these are revolutionary times, and the "revolutionary" writing style was inevitable. Excesses are concomitants of revolution. It is well to turn back and read what Schopenhauer wrote "On Style":

"There is no style of writing but should have a certain trace of kinship with the epigraphic or monumental style, which is, indeed, the ancestor of all styles. For an author to write as he speaks is just as reprehensible as the opposite fault, to speak as he writes; for this gives a pedantic effect to what he says, and at the same time makes him hardly intelligible."

The Bible is the great book of epigrams, earned after the book was written. And also it is the perfect book of news events and of poetry.

Would you have the Passion written in Jack London style?

A QUESTION.

Again the question: Do newspaper publishers suppress news that would damage their friends or advertising patrons?

Here is an incident in relation which is within the personal knowledge of the editor of this paper:

In a Western city the police raided a house which was alleged to be disorderly, and found there the daughter of a well-known and respected citizen of the city. She stated that she was in the house making a call upon a woman who lived there and that she thought it was a legitimate boarding house and knew not that it was suspected. She was arrested with other women.

It was the custom of the local newspapers to print the names of persons taken in such raids.

A prominent business man and close personal friend of the publisher of the leading daily went to the office of the publisher and pleaded to have the name of this girl suppressed.

The publisher listened, silently considering the matter.

Suddenly the business man pulled out a roll of bills and said to the publisher:

"I'll make it worth your while to keep her name out!"

The publisher decided instantly. Said he: "Now you have compelled me to print her name. Not all your wealth could now stop the publication!"

The girl's name was printed.

The girl's reputation was destroyed. But the character and reputation of the newspaper was saved.

Was the publisher right?

Republican editors from the Seventeenth Congressional district assembled at Bloomington, Ind., last week, to discuss the political situation. Resolutions were adopted indorsing President Taft. Congressman John A. Sterling and Frank Smith, of Dwight, State committeemen. Speaker Cannon was not mentioned. Next year conference will be held at Dwight. Officers were elected as follows: President, W. G. Dustin, Dwight; vice-president, J. B. Bates, Bloomington; secretary, P. E. Low, Eureka; treasurer, G. E. Wolley, Gibson City.

The Ultimate Consumer.

A New York poet, at the Authors' Club, in Seventh avenue, told a Conan Doyle story.

"Sir Arthur Conan Doyle," he said, "sat at a dinner on his last visit here beside a lady, who asked leave to consult him about some thefts."

"My detective powers," he replied, "are at your service, madam."

"Well," said the lady, "frequent and mysterious thefts have been occurring at my house for a long time. Thus, there disappeared last week a motor horn, a broom, a box of golf balls, a left riding boot, a dictionary and half a dozen tin pieplates."

"Aha," said the creator of Sherlock Holmes, "the case, madam, is quite clear. You keep a goat."—New York Tribune.

OBITUARY.

Dr. Henry J. Lampe, veteran German editor of Kansas City, died recently of heart trouble. He was born in Thorn, Germany, in 1844 and served through three wars of the Fatherland the Polish uprising of 1864, the Austrian rebellion of 1866 and the Franco-Prussian war of 1870. In the latter he won the iron cross for bravery on the field at Mars-Le-Tour. He left Germany and went to Kansas City in 1871, when he entered the newspaper business with the late Henry Kumpf. Since that time he has been continuously connected with Kansas City German papers, his last service being with the Presse.

Robert E. Haydn, a well-known newspaper man, died in Butte, Mont., last week of cirrhosis of the liver. He was fifty-four years old and was born in Maryland. He was editor of several papers in his younger days, including the Macon (Ga.) Telegram. The Philadelphia Press sent him to Ireland several years ago to investigate and write a series of letters on conditions there. After returning to this country he became managing editor of the Pittsburg Dispatch. Later he and his brother, Charles Haydn, took over the ownership of the Charlotte (N. C.) Chronicle. A year later he went to Portland, Ore., and took a position with Bishop Gross' paper. While connected with that paper he went to Butte, Mont., to describe the mining industry. His work was so appreciated by Senator Clark, of that State, that he was offered and accepted a position with the Senator's paper. After a year's service Mr. Haydn resigned and established a general advertising bureau, in which business he was engaged at the time of his death.

Albert Speis, for many years editor of Cassier's Magazine, and recently proprietor and editor of the Foundry News, died Tuesday at his home in Jersey City. He was a graduate of Stevens Institute and a member of the Society of Mechanical Engineers.

Tobias Augustine Burke, for some years a member of the staff of the Portland (Me.) Argus, and also prominently connected with other New England papers, died suddenly last week of heart trouble. He was forty-two years old and was born in Portsmouth, N. H.

Edward S. Wright Dead.

Edward S. Wright, a widely known newspaper man and author, died in Cleveland, O., Tuesday after an illness of several weeks, following an operation for gall stones. He was the son of the late E. P. Wright, superintendent of the Western Union Telegraph Company for many years. Mr. Wright entered newspaper work twenty-five years ago, was on the staff of the New York Sun and the New York Times, editor of the St. Louis Chronicle and at the time of his retirement some years ago was manager of a newspaper syndicate.

Winners in Prize Editorial Contest.

Winners have been announced in the prize editorial contest closing June 1 among Missouri editors for the best editorial on the new State capital proposition. The first prize of fifty dollars was won by the Edna Sentinel, the second prize by the Dearborn Democrat, third by the Kirksville Express, and the fourth by the Plattsburg Democrat.

PERSONAL.

Edward Lishman, assistant postmaster of Los Angeles, Cal., and former well-known Louisville (Ky.) newspaper man, suffered a fracture of his arm last week while cranking his automobile.

Miss Katherine Kohlsaat, daughter of Herman H. Kohlsaat, publisher of the Chicago Record Herald, was married recently to Roger B. Shepard, of St. Paul, Minn.

William Hamilton, formerly editor of the Odebolt (Ia.) Chronicle, will become editorial writer on the Council Bluffs Nonpareil, recently purchased by Frank J. Stillman.

C. L. Davison, editor of the Little Rock (Ia.) Free Lance, and also postmaster at that place, has been named by the Republican county central committee as candidate for county treasurer.

James Lino, until recently connected with the Aurora (Ill.) News, has accepted a position as city editor of the Galena (Ill.) Gazette.

Harry A. DeMasi, copy reader on the telegraph desk of the Chicago Record Herald, will be married on October 5 to Myrtle Redner, of St. Paul, Minn.

H. T. White, who is connected with the sporting department of the Chicago Tribune, is building a new residence at Barrington, located in the Illinois lake region.

The marriage of Glenn A. Griswold, of the Chicago Examiner, to Miss E. Inez Haney, daughter of Mr. and Mrs. Albert Haney, of Benton Harbor, Mich., will take place early in September.

Thomas B. Reid, owner of the Appleton (Wis.) Post, former postmaster and former United States marshal, has filed his nomination papers for the Republican nomination for assemblyman from the First District in Outagamie County.

Sylvester Sullivan, of the New York American, who was operated on at the Red Cross Hospital, New York recently, for appendicitis, expects to leave that institution about August 22.

Wilmer Crowe, manager of the Harrisburg (Pa.) Independent, was in New York last week on business connected with his paper.

R. E. Turner, manager of the Norfolk (Va.) Pilot, was a business visitor to New York last week.

Polish Paper for Buffalo.

F. A. Olszanowski is the head of a company which will publish a Polish paper in Buffalo called the Record. The first issue will appear in September. Mr. Olszanowski has been associated with the Polish Echo, the Gazeta Bufalowska, and was the editor of the daily Polak Amerykanski. The Record, he announces, will be published in the interests of the younger Polish element in America.

Ogden Examiner Continued.

The Ogden Morning Examiner, which recently made an assignment for the benefit of its creditors, will continue to be published by the Standard Publishing Company, of which William Glasmann is president and chief stockholder. The Evening Standard will also be continued under the same name.

CLUBS AND ASSOCIATIONS.

Thursday, September 15, has been set aside as Press Day by the officers of the Kentucky State Fair Association. A. D. Miller, president of the Kentucky Press Association, has been selected as chairman of the committee to arrange a program for the day. He has named the following to serve and assist him on the committee: T. H. Pickles, Richmond; Desha Breckinridge, Lexington; Louis Landrum, Danville; Harry McCarty, Nicholasville; M. A. Thompson, Georgetown; Wallace Brown, Bardstons; L. C. Littrell, Owenton; Chas. Metcalfe, Pineville; W. J. Denthardt, Bowling Green; Jas. Allen Cynthia; E. A. Gullion, New Castle; T. C. Underwood, Hopkinsville; Harry Sommers, Elizabethtown; L. W. Gaines, Trenton; G. F. Friel, Ashland; D. T. Peake, Bedford; Paul Moore, Earlington; Urey Woodson, Owensboro; Green Keller, Carlisle; W. S. Downtaine, Warsaw; Lewis F. Chapman, Catlettsburg; D. M. Duncan, Bradenbury; John D. Babbage, Cloverport; C. C. Howard, Hodgenville, and B. B. Coziene, Shelbyville.

The program has been completed for the summer meeting of the Western Iowa Editorial Association, which will be held at Hamburg, September 9. It includes a number of interesting features. A number of prizes will be awarded in the form of silver cups. A prize will be given for the best make up of a weekly newspaper, another for the best "set up" of an advertisement from copy submitted; a prize will also be given for the best display of job work and a cup is to be given the paper for the best write up of Hamburg and the editorial convention.

The Northwest Texas Press Association is in session to-day at Wichita Falls. The program includes the following papers: "The Newspaper in a College Town," Alvis Weatherly, Times, Clarendon; "How to Handle Real Estate Men," P. E. Boeson, Panhandle, Amarillo; "The Editor as a Farmer," Tom Marks, News, Jacksboro; "Editing a Newspaper Off the Railroad," E. A. Carlock, Post, Paducah; "Conservatism in the Newspaper Business," Ed Howard, Times, Wichita Falls; "Is the Job Department of the Average Country Weekly a Paying Proposition?" Eugene Thompson, Dallas; "The Newspaper Man in Politics," Dick Collins, Messenger, Decatur; "How a Newspaper Should Help a Commercial Organization," W. M. Barrickman, secretary Chamber of Commerce, Wichita Falls; "Should the Country Editor Be a Practical Printer?" Joe Ray, Record, Vernon; "Time Slips as Money Savers," W. C. Edwards, Record-Chronicle, Denton; "Why Some Country Printshops Do Not Pay as They Should," A. D. Hodge, Dallas; "A Teacher's Experience as an Editor," J. C. Thomas, Post, Childress; "Humor in a Newspaper," Fred Chase, Observer, Quanah.

Old Paper Ceases Publication.

The Norcat (Kan.) Register which has been published continuously for more than twenty years, has ceased publication and the plant and equipment shipped to Cedar Bluffs, Kan.

"GOTHAM GOSSIP"

is the newest, 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.**

Only Evening Daily

in city of 35,000 will be sold for \$25,000.00. Annual business over \$30,000.00. Well equipped with 4 linotypes, etc. \$7,500.00 cash necessary. Proposition No. 34.

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Newspaper Broker**

277 BROADWAY - NEW YORK

NEWS PHOTO MATRIX

We shall get out a matrix of our news photos and text every day before long. Meantime try the photograph service for a month. Ask us to tell you how WE BEAT THE NEWS in pictures.

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We aim to bring to the attention of all publishers who may be interested
FEATURES FOR NEWSPAPERS
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Brunswick Building, New York City.
WESTERN } Boyes Building, Chicago.
OFFICES: } Victoria Building, St. Louis.
Journal Building, Kansas City.

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ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

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

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in the total volume of business carried. Circulation - Daily, 64,222; Sunday, 81,700 - 80% ahead of its nearest home competitor.

MISCELLANEOUS

RESULTS GUARANTEED
Do business with a reliable concern. THE UNITED CONTEST COMPANY, Incorporated Cleveland, Ohio. Circulation and Advertising Promoters.

DAILY NEWS

Reports for evening papers, league ball scores daily, special and Chicago news. YARD'S NEWS BUREAU, 166 Washington st., Chicago, Ill.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED—MANAGING EDITORSHIP of small Evening Daily. Live, energetic young newspaper man, now on New York paper, wants managing editorship of small daily and opportunity for advancement more important than salary. Has edited influential dailies in two inland cities. Address, DAILY, care THE EDITOR AND PUBLISHER.

YOUNG MAN

twenty-one years old, wants position with leading newspaper in or near New York; has High School education; three years newspaper advertising and soliciting experience. Opportunity not salary wanted. Address WIDE AWAKE, care THE EDITOR AND PUBLISHER.

MANAGING EDITOR

Resourceful tremendously active man wants to connect with a paper in a big city. Is confident that he can take a run-down paper of good reputation and make it a success that will be talked about all over the country. Strong, vigorous executive, accustomed to getting quantity and best quality of work out of medium-sized staff. Besides knowing all editorial branches he can prompt the advertising and circulation managers to make bigger records—because he thoroughly understands these branches of newspaper promotion. The salary must be good, because he will produce a "gingery" paper and boost the profits. Address COMBINATION, care OF THE EDITOR AND PUBLISHER.

WANTED

Position on Daily by College Graduate with three years experience on weekly. Box 184, Annville, Pa.

A WESTERN PUBLISHER,

having successfully published and managed three corporation newspapers, desires the general management or business management of a publication east of Chicago—corporation owned newspaper preferred. Only publishers who are willing to pay high-grade salary for proven talent and capability and financial acumen need answer. Address all communications to GENERAL MANAGER, care THE EDITOR AND PUBLISHER, New York.

EXPERIENCED ADVERTISING

man desires similar position for himself as assistant with reliable eastern firm. Understands mail order lines. Compensation must be adequate. Member Ad League in Southern City. Address A. L., care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER

desires position. Attending private business for last six months. Fifteen years practical experience. First-class references from leading papers. Big results. Address Ja. Be., care THE EDITOR AND PUBLISHER.

SITUATION WANTED

Open for engagement Sept. 1st General manager of daily newspaper. Twenty years experience. Age 37. Gilt-edge references. Expert systematizer. Practical knowledge of every department. New York, New Jersey, Connecticut or Massachusetts preferred. Address MANAGER, care THE EDITOR AND PUBLISHER.

FOR SALE

MONOTYPE,

Gas Engine, Job Press, Paper Cutter and other printing material. List sent on request in bankruptcy court THE EAST WISCONSIN TRUSTEE CO., Manitowoc, Wisconsin.

FOR SALE

Babcock Drum Cylinder Newspaper and Job Press. Size of bed, 33 1/2 x 51 inches, rear fly delivery; two form rollers; extra set of roller stocks; counter. Press in good condition, and doing book and newspaper work. Press can be seen in pressroom of Journal Publishing Company, Annville, Pa. For terms address, C. E. SHENK, Annville, Pa.

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.

CLASSIFIED ADVERTISING

increased 25 to 150%. Newest, quickest and best method of building up your classified columns. Complete plan (including 25 schemes for increasing display advertising) for \$1.40 post-paid. NORTHERN ADVERTISING BUREAU, Lake & Eridon, Grand Rapids, Mich.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing 1,300-line orders for the Maxwell-Briscoe Motor Car Company, Tarrytown, N. Y. This agency is also placing copy on contracts and making new contracts for the advertising of the New York Herald.

J. W. Morgan, 44 East Twenty-third street, New York, is placing 750 lines two times for the Crowell Publishing Company, Women's Home Companion, New York.

The Volkman Advertising Agency, Temple Court, New York, is adding new territory and making new contracts for 5,000 lines for Kinth Manufacturing Company, Buffalo.

The H. B. Humphrey Agency, Boston, is placing orders in Boston, New York, Philadelphia and Chicago papers for Thomas W. Lawson, Chinc Copper, Boston. This agency is also making up a list of daily papers for the George Frost Company, Boston Garter, same city.

The Frank Seaman Agency, 30 West Thirty-third street, New York is making contracts for 10,000 in daily papers for the Lozier Automobile Company, Plattsburg, N. Y.

Lord & Thomas, 250 Fifth avenue New York, are making contracts in New York, Maine and Massachusetts papers for A. B. Smith & Co., 3-20-8 Cigar, 176 Portland street, Boston.

The Rowland Advertising Agency Broadway, New York, is asking for rates on 1,000, 3,000 and 5,000 lines in Pennsylvania papers.

McKee, Bendall & Perrine, 150 Nassau street, New York, is placing orders for the L. S. Levy Company, Marbridge Building, New York.

W. H. H. Hull & Co., Tribune Building, New York, are placing extra orders for B. Altman & Co., Fall Catalogue, Fifth avenue and Thirty-fourth street, New York. This agency is also placing orders for Dunlap & Co., Dunlap Hats, Brooklyn.

The Mitchell Advertising Agency St. Paul, Minn., is placing 196 lines six times in Pacific Coast papers for the Northwestern Lines, same city.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing 7,000-line contracts for the Joseph Burnett Company, Burnett's Vanilla, 36 India street, Boston.

E. M. Hoopes, advertising agent, Wilmington, Del., is placing five

inches e. o. d. for one year for the advertising of J. H. Zeilin & Co.

Staples & Lemons, Richmond, Va. are making new contracts for the Southern Manufacturing Company, Good Luck Baking Powder, same city.

The J. Walter Thompson, 44 East Twenty-third street, New York is placing extra orders for 150 lines three times for the Horlick Malted Milk Company, Racine, Wis.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing orders for the advertising of Exalted Mystic.

The P. H. O'Keefe Agency, Boston, is placing orders in Southern and Western weeklies for the Winchester Repeating Arms Company, New Haven, Conn.

The Charles H. Fuller Agency, Chicago, is placing orders in Southern and Southwestern papers for the Standard Tire Protector Company, Chicago.

Lord & Thomas, Chicago, are placing 10,000-line contracts in Southwestern papers for the Chicago, Milwaukee & St. Paul Railroad, Chicago. This agency is also placing orders in Pacific Coast papers for the Good year Tire & Rubber Company, Akron O., also orders in the larger city dailies for the Thomas Auto Company, Buffalo.

The Snitzler Agency, Chicago, is placing orders in daily papers for the Lexoid Company, same city.

Nelson Chesman & Co., Chattanooga office, is placing 5,000-line contracts in daily papers for the Chattanooga Medicine Company, same city.

The Gunther-Bradford Agency Chicago, is placing orders for St Mary's College, Notre Dame, Ind.

The Collin Armstrong Advertising Company, 25 Broad street, New York is placing 3,000 and 5,000-line contracts in New York State papers for the Royal Solvent Soap Company Syracuse and Orange, N. J. This agency is also placing orders for forty-two lines two times a week for three months for I. Tannenbaum, Son & Co., 149 Broadway, New York.

Calkins & Holden, 225 Fifth avenue, New York, is placing orders in a selected list of papers for the Crowell Publishing Company, Farm & Fireside, Springfield, O.

Nelson Chesman & Co., St. Louis, is making up a list of daily papers for the Tonsiline Company, Canton, Ohio.

The George H. Clarke Agency, 927 Chestnut street, Philadelphia, is placing orders in Pennsylvania papers for the Sunnyvale Orchard Company, Hood River, Ore.

E. Everett Smith, Philadelphia, is making up a list of papers for Angus Watson & Co., Skippers Sardines, same city.

The Wyckoff Advertising Company, Buffalo, is making new contracts for Booth's Hyomei Company Byomei Cattarrh Cure and Mi-o-na Dyspepsia Cure, same city.

ROLL OF HONOR

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

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NEWS Fargo
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALER Cleveland (July, D. 91,735-S. 112,930.)
ARKANSAS.	VINDICATOR Youngstown
SOUTHWEST AMERICAN Fort Smith	OKLAHOMA.
CALIFORNIA.	OKLAHOMAN Oklahoma City
INDEPENDENT Santa Barbara	PENNSYLVANIA.
BULLETIN San Francisco	TIMES Chester
CALL San Francisco	DAILY DEMOCRAT Johnstown
EXAMINER San Francisco	JOURNAL Johnstown
FLORIDA.	DISPATCH Pittsburg
METROPOLIS Jacksonville	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	TIMES-LEADER Wilkes-Barre
CHRONICLE Augusta	DISPATCH AND DAILY York
HERALD Augusta	GAZETTE York
ENQUIRER-SUN Columbus	SOUTH CAROLINA.
LEDGER Columbus	DAILY MAIL Anderson
ILLINOIS.	DAILY RECORD Columbia
POLISH DAILY ZGODA Chicago	THE STATE (Cir., D. 14,047-S. 14,163) Columbia
SKANDINAVEN Chicago	DAILY PIEDMONT Greenville
WOMAN'S WORLD Chicago	TENNESSEE.
HERALD Joliet	NEWS-SCIMITAR Memphis
HERALD-TRANSCRIPT Peoria	BANNER Nashville
JOURNAL Peoria	TEXAS.
INDIANA.	RECORD Fort Worth
JOURNAL-GAZETTE Ft. Wayne	CHRONICLE Houston
NEWS-TRIBUNE Marion	SEMI-WEEKLY TRIBUNE Waco
TRIBUNE Terre Haute	TIMES-HERALD Waco
THE AVE MARIA Notre Dame	WASHINGTON.
IOWA.	MORNING TRIBUNE Everett
EVENING GAZETTE Burlington	WISCONSIN.
CAPITAL Des Moines	EVENING WISCONSIN Milwaukee
REGISTER AND LEADER Des Moines	CANADA.
THE TIMES-JOURNAL Dubuque	ALBERTA.
KANSAS.	HERALD Calgary
GAZETTE Hutchinson	BRITISH COLUMBIA.
CAPITAL Topeka	WORLD Vancouver
KENTUCKY.	TIMES Victoria
COURIER-JOURNAL Louisville	ONTARIO.
TIMES Louisville	EXAMINER Peterborough
LOUISIANA.	FREE PRESS London
ITEM New Orleans	QUEBEC.
STATES New Orleans	LA PATRIE Montreal
TIMES DEMOCRAT New Orleans	LA PRESSE Montreal
MAINE.	
JOURNAL Lewiston	
MICHIGAN.	
PATRIOT (July, D. 10,828-S. 11,841) Jackson	
MINNESOTA.	
TRIBUNE (Morning and Evening) Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE Joplin	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREE PRESSE (aver. circ. 142,440) Lincoln	
NEW JERSEY.	
PRESS Asbury Park	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) New York	
MESSANGER OF THE SACRED HEART N. Y.	
RECORD Troy	

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 who come to New Orleans and thoroughly investigate the local field, invariably use The Item and often use it exclusively.

THE ITEM
 goes into over 22,000 New Orleans homes daily, and also has over 8,000 circulation in Louisiana and Mississippi, covering the districts most valuable for foreign advertisers more thoroughly than any other New Orleans paper.

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SMITH & BUDD
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The Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper

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 New York

HORACE M. FORD
 Peoples Gas Bldg.
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NEW BEDFORD TIMES
 The paper that has made New Bedford, Mass., the fastest growing city in the world.

Average to July 1, 1910
Evening, 7,840 Sunday, 13,756

ALFRED B. LUKENS
 New York Representative
 Tribune Bldg.
 New York

FRANK W. HENKELL
 Western Representative
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Anderson (S.C.) Mail
 You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Alcorn Special Agency
 Tribune Building, N. Y.
 Bolce Building, Chicago

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21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
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.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

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

MEXICO

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New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address
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A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.
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27 Spruce Street. New York.

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

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Tel. Gramercy 666
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- 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
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
30 W. 33d St., New York
Tel. Madison Sq. 3615
- SMITH & BUDD CO.**
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Tel. Madison Sq. 6187
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506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL AD TIPS.

The Richard A. Foley Agency, Philadelphia, is placing in Western papers orders for Mme. Josephine Le Fevre Company, Mando, and Nedia, same city.

The Charles H. Fuller Agency, Chicago, is placing orders in Southwestern and Pacific Coast papers for the Make Man Tablet Company, Chicago.

Charles W. Hoyt, New Haven, Conn., is placing orders in New England papers for the Celluloid Starch Company, New York and New Haven.

The Massengale Advertising Agency, Atlanta, Ga., is placing orders in a selected list of papers for the Florida Home Land Company, Jacksonville, Fla.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, has secured the advertising of Reed & Barton Company, Silver smiths, New York.

J. Walter Thompson Company, 44 E. Twenty-third street, New York, is placing orders in Southwestern papers for John Wanamaker, New York and Philadelphia.

The Asbury Park Press

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

CHANGES IN INTEREST.

A. J. Shaefer, editor and publisher of the Adrian (Minn.) Nobles County Democrat, has disposed of his interest to M. E. Mehrten of Pittsburg, Pa.

The Escanaba (Minn.) Iron Post and the Escanaba Weekly Mirror have been consolidated. The Iron Post will hereafter be continued from the office of the Mirror and the subscription lists of both papers have been combined.

T. F. Schmitz has purchased of A. C. Heck his interest in the Ossian (Ia.) Bee.

W. A. Wells, of Litchville, N. D., has purchased the Battle Lake (Minn.) Review of Walter L. Johnson and will take possession September 1. Mr. Johnson will continue as editor.

L'Etoile, a French daily published at Lowell, Mass., has been sold to Louis A. Biron of Nashua, N. H., and A. Chapat of Salem, Mass.

BUSINESS OFFICE NOTES.

The sworn circulation statement of the Milwaukee Evening Wisconsin for the seven months ending August 1, 1910, credits that paper with a grand total of 7,581,720 and a daily average of 42,121.

The management of the Seattle (Wash.) Times states that for the first half of 1910 the Times went ahead of the first half of 1909 by 50,027 inches, or 700,378 lines, showing a total of 461,819 inches, or 6,465,466 lines of paid matter.

NEW PUBLICATIONS.

The Brady (Tex.) Booster has made its appearance. It is published by the Mayo Printing Company and will be issued daily.

The Sterling (Neb.) Citizen, published by T. W. Lally, made its initial appearance August 12.

The Graymatter is the name of a new paper launched at Bemidji, Minn. J. H. Grant is editor and manager.

Press Club to Give Show.

The Press Club of Des Moines has arranged to give an entertainment at Ingersoll Park August 22. The members will act as principals in a minstrel show and contribute poetic parodies, local "gags," etc., and it will be on the whole a repetition of last year's successful entertainment.

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

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Sundenwend & Co., Chicago.
"Very popular publication."—Challenger Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the Kingdom."—Conger Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.

Rates on application to **ALBERT O-DOMOGHUE,** 534 W. 125th St., New York.
Send for sample copy.

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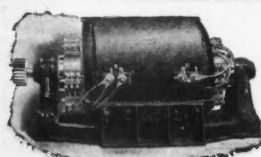
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You should be reading this magazine. It is the only journal of its kind—planned and carried out on a scale unexcelled by any other publication.
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Editor Maxwell, of the Interlaken (N. Y.) Review, has purchased a Ford run-about automobile.



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