

UNIV. OF
FEE 20 1911
GENERAL LIBRARY

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 34

NEW YORK, FEBRUARY 18, 1911

5 Cents a Copy

MAGAZINE POSTAGE.

WHOLE COUNTRY AROUSED BY PROPOSED INCREASE TO 4 CENTS A POUND.

Periodical Publishers Raise \$100,000 for Newspaper Advertising—Butterick Company and Curtis Company Start Big Advertising Campaign—Labor and Advertising Organizations Protest.

The following is the text of the "rider" reported by the Senate Committee on Post Offices and Post Roads as an amendment to the Post Office Appropriation Bill, which amendment is admitted to be the work of the Taft administration acting through Postmaster-General Hitchcock:

"That during the fiscal year ending June 30, 1912, the rate of postage on textual and general reading matter contained in periodical publications other than newspapers, as described in the Act of Congress approved March 3, 1879, entitled 'An Act Making Appropriations for the Service of the P. O. Department for the fiscal year ending June 30, 1880, and for other purposes,' and in the publications described in an Act of Congress approved July 18, 1894, entitled 'An Act Making Appropriations for the Service of the P. O. Department for the fiscal year ending June 30, 1895,' shall be one cent per pound or fraction thereof; and on sheets of any publication of either of said classes containing in whole or part, any advertisement with a display descriptive or textual, four cents per pound or fraction thereof, provided that the increased rate shall not apply to publications mailing less than 4,000 pounds of each issue."

CHARGES AND COUNTERCHARGES.

In all the newspaper discussion of the proposed increase of postage very few papers have printed the above text. The telegraphic press associations sent out the paragraph in paraphrased form.

The publishers say that it is a piece of palpable trickery to tack upon an omnibus appropriation bill such a piece of legislation. The publishers assert that the administration hoped to get it through under cover.

Charges and countercharges between the periodical publishers and Mr. Hitchcock have been flung each day during the present week. Such a fierce debate before the people of the nation primarily involving the publishing business, has never been carried on in the newspapers in all history.

MAGAZINE PROPAGANDA.

The propaganda of the magazine publishers is in charge of C. D. Lanier, of the Review of Reviews, who is chairman of the postal committee of the Periodical Publishers' Association, with headquarters in New York.

S. S. McClure, publisher of McClure's Magazine, announced last Tuesday that one hundred periodical publishers had each pledged \$1,000 to a fund to be used in presenting the case of the magazine publishers in newspaper advertisements.

Last Monday the Butterick Publishing Co., of New York, owners of Everybody's Magazine, and the Curtis Publishing Co., of Philadelphia, owners of Ladies' Home Journal and Saturday Evening Post, opened their newspaper advertising campaign with big displays and forcefully worded arguments. Thomas W. Lawson's famous "blasts" were not more eagerly read. Each day since these "blasts" have appeared.

NEWSPAPERS HELPING MAGAZINES.

Washington correspondents have written (Continued on page 8.)



JOHN M. CRUIKSHANK,

VICE-PRESIDENT AND GENERAL MANAGER OF THE BROOKLYN DAILY TIMES, WHICH WAS FOUNDED IN 1848.

TO TAX ADVERTISING.

Aim of Measure Introduced in New York Legislature This Week.

ALBANY, N. Y., Feb. 17.—Assemblyman Moritz Graubard, of New York, has introduced a bill in the Legislature amending the tax law by inserting a new section in relation to public advertisements.

The measure provides that all real property upon which there shall be put any billboard or public advertisement of any sort shall be assessed additionally because of such advertisement. No person is to be taxed for advertisements upon his property put there without his consent and for which he receives no compensation, provided he removes the advertisements within a reasonable time. The assessment is to be based upon the square feet of such advertising space.

The act does not apply to advertisements required by law to be made, nor to advertisements of goods for sale or the business conducted on the premises upon which or immediately adjacent to which the advertisement is placed, nor to notices that the premises are for rent or for sale.

McAlester (Okla.) Herald-Democrat.

The McAlester (Okla.) Herald-Democrat, recently purchased by C. N. Haskell and W. B. Anthony, will be published in the future under the direction of R. W. Hinds.

LORD & THOMAS ELECT.

Stockholders of Chicago Agency Hold Annual Meeting.

The annual meeting of the stockholders of Lord & Thomas was held at the offices of the company in Chicago last week. The following directors were elected for a term of three years:

C. R. Erwin, A. D. Lasker, C. C. Hopkins, H. L. Kramer, W. T. Jefferson, P. E. Faust, W. T. Kester, P. V. Troup, E. E. Bullis, B. M. Holman.

Following the stockholders' meeting, the directors met and re-elected the following officers for a term of three years: President, C. R. Erwin; vice-presidents, C. C. Hopkins and H. L. Kramer; secretary and treasurer, A. D. Lasker. The officers in turn elected an executive committee, in whose hands the management of the business will be entrusted, consisting of Messrs. Erwin, Lasker and Hopkins.

President Erwin, in his annual report to the stockholders, said: "This company billed to its clients for advertisements published in 1910, \$6,172,364.53, as against \$2,646,539.75 in 1904, when the present management became actively interested in the business."

Knapp Denies Sale of Republic.

Charles W. Knapp, editor of the St. Louis Republic, has denied the report that the Republic had been sold to William R. Hearst for \$1,250,000.

HAVANA.

McCURDY'S FLIGHT OVER THE STRAITS BOOMED CUBAN NEWSPAPER CIRCULATION.

News About Newspapers of the Island—European Papers Have Sent Special Men to Watch the Raising of the Wreck of the Maine—Government Operates a Free Publicity Office to Encourage Immigration.

(Special to THE EDITOR AND PUBLISHER.)

HAVANA, Feb. 13.—The recent trip of McCurdy to Cuba served as a new stimulus to develop the semi-dormant news features of the Havana press, whose thermometer of circulation had previously depended upon the heat of revolutionary or political discussion.

The Post, owned by George M. Bradt, whose efforts induced the former Montreal "Prince of Reporters" and daring "King of the Air" to come to Cuba, has increased its circulation by 100 per cent. during the week, but El Mundo and the Discussion and La Lucha led their American contemporaries in securing and illustrating the earliest information. The latter's management, that gave the first report of the accident which cut McCurdy's anticipated flight from Key West to Havana short by ten miles, through an extra edition, claims to have had their paper on the street thirty minutes after the hero was compelled, owing to unexpected exhaustion of his supply of lubricating oil, to drop to the water and wait to be picked up by one of the string of naval craft placed across the Gulf Stream to watch his flight.

But El Mundo, closely followed by the Discussion, came out later with pictures of McCurdy in the air, his fall and pick-up, his reception by President Gomez, who went out on his own yacht to receive him, and arrival in Havana; and naturally their circulations jumped to the highest notch.

The feature was handled on the El Mundo by Victor Munoz, well known in the United States, and by Julio Lagomassini, art editor.

The Discussion was represented by Manuel Ma. Coronado, the editor, and a staff of six reporters and special photographers; while the La Lucha, which scored a heat over all its contemporaries, was represented by Lucha sleuths, whose names were all reserved by Manager Guzman. Guzman, by the way, was a police captain and crack detective prior to his acceptance of the administration of La Lucha, and attracted the attention of Editors San Miguel and Canovas by the stand he took to have members of the secret service stop showing their badges at the doors of the theaters and public dance halls, in order to avoid paying for admittance.

The little review, Real Advertising, formerly published by Beers' Advertising Agency in Havana, has grown into a monthly magazine, the size of Munsey's, and is now known as Cuba Opportunities. It is edited by L. Maclean Beers, its founder; Col. S. S. Harvey, special commissioner of the Cuba National Horticultural Exposition, and George Eugene Bryson, formerly of the

Panama Journal and Canal Zone Gazette.

The work to raise the wreck of the old U.S.S. Maine, initiated by Washington engineers of the War and Navy Departments in Havana Harbor, has attracted a number of foreign newspaper correspondents to Havana, among these are representatives of the press of Madrid, Austria, Germany, France, Italy, Denmark, Portugal and Japan.

American Veterans of the War with Spain, including Editor Sleven, of the Havana Telegraph, are preparing to decorate the old ship's remains on the 15th.

The Cuban Government, in connection with the Bureaus of Sanitation, Immigration, Colonization and Labor, is operating what amounts to a free publicity office, under the direction of Mr. Leon J. Canova, editor of La Lucha, an oldtime Florida journalist, at one time connected with the New York World as war correspondent in Cuba, assisted by M. de Abad, a well-known writer on economic questions. G. E. B.

NEWS BUREAU DINNER.

Annual Event Tendered by Board of Directors' Enjoyable Affair.

The annual dinner of the New York News Bureau, tendered to its staff and out-of-town correspondents, was held last week at Delmonico's. Following the speeches a vaudeville entertainment was provided.

Among those present were: James Rascovar, president; William H. Hurst, treasurer; Edward Rascovar, secretary; Morgan J. O'Brien, Littleton Fox, John J. Walsh, Henry Meyers, George J. Hurst, J. S. H. Umsted, Walter H. Barrett, Maurice L. Farrell, Harry Rascovar, M. F. Buckley, Emil Kimmelberg, R. W. Vincent, Peter Gordon Bennett, Robert E. Ireton, William A. Powell, Boston; W. N. Record, Chicago; W. A. Wyman, Pittsburg; N. O. Messenger, Washington, D. C.; C. H. Woellner, Cincinnati; W. H. Brainard, Albany, and George W. Wykes, of London.

Ogden Mills Reid Engaged.

The engagement of Ogden Mills Reid, son of Whitelaw Reid, owner of the New York Tribune and Ambassador to England, to Miss Helen Nules Rogers, social secretary to Mrs. Reid, was announced this week.

Sphinx Club Has Ladies' Night.

More than three hundred attended the annual ladies' night dinner of the Sphinx Club at the Waldorf-Astoria Wednesday evening. W. R. Hotchkin, president of the club, presided. Following the dinner dancing was indulged in.

THE PITTSBURG PRESS
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives:

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

AGAINST RECIPROCITY.

International Paper Company Sends Protest to Congress.

The International Paper Co. has protested against the ratification of the reciprocity agreement with Canada in a memorial address to Congress. It says in part:

"If the proposals regarding paper and pulp in the McCall bill, covering the trade agreement with Canada, are enacted into law, it will without question, paralyze the paper industry and eventually result in the almost complete annihilation in this country of the manufacture of paper made of pulp wood. Here and there may be a mill with exceptional advantages, * * * but there is no doubt that, in the main, the industry will go over into Canada, and that a very large number of skilled laborers will have to leave this country to find employment.

"We regard the so-called 'trade' as being a very costly one for the United States, insofar as it relates to our industry. It is proposed to let in free paper and pulp in exchange for the privilege of getting Canadian wood, but when our mills have gone out of existence in this country and no longer require Canadian wood Canada will have the industry and we will have nothing.

"With a moderate duty on paper the industry, as it exists to-day, can perfectly well be preserved in this country, and it is, in our opinion, a blunder to open our markets to Canadian competition for the sake of getting these restrictions on wood removed. No doubt, in any event, much of the future growth will be in Canada, but that is no reason why the existing industry here should be blotted out."

JAMES ELVERSON, SR., DEAD.

Proprietor and Editor of the Philadelphia Inquirer Since 1889.

James Elverson, Sr., proprietor and editor of the Philadelphia Inquirer, died at his home in that city last week following an illness of several weeks. He was seventy-three years old.

Mr. Elverson was born in England in 1838 and came to the United States in 1847. Beginning as a telegraph messenger boy, he became successively manager of the American Telegraph office in Washington, founder and proprietor of the Philadelphia Saturday Night, founder of Golden Days, a publication for boys and girls, and proprietor of the Inquirer, which he acquired in 1889.

East Liverpool Tribune Sold.

J. H. Sims, for thirty-five years publisher of the East Liverpool (O.) Tribune, has sold the paper to his son, George C. Sims, J. W. Davidson and Arthur Falconer. The three have been connected with the paper as advertising manager, managing editor and business manager. The Tribune was founded in 1876 by Mr. Sims and became a daily nine years ago.

Editor Beckham Retires.

The Frankfort (Ky.) State Journal last week announces the consolidation of the paper with the Frankfort News and the retirement from the journalistic field of former Gov. J. C. W. Beckham. The new paper will be known as the Frankfort News-Journal and will be an afternoon paper with a late morning edition.

Frank A. Day and John E. King, both of St. Paul, Minn., will launch the Missoula (Mont.) Sentinel on March 5.

ASSOCIATED PRESS MEETS.

Committee Selects Names from Which Directors Will Be Chosen.

The nominating committee of the Associated Press met at the Hotel Jefferson, in St. Louis, last week to select twelve names from which six directors will be chosen at the annual meeting in New York, April 26. The names were not made public. The members of the nominating committee are:

Eastern division—F. R. Martin, of the Providence Journal; Oswald G. Villard, of the New York Evening Post. Central division—Arthur Capper, of the Topeka Capital; Edward L. Preetorius, of the St. Louis Westliche Post. Southern division—Pleasant A. Stovall, of the Savannah Press, and W. J. Crawford, of the Memphis Commercial-Appeal. Western division—C. W. Hornich, of the San Francisco Call, and Alden J. Blethen, of the Seattle Times.

F. R. Martin, of Providence, was unable to attend because of illness.

The six directors whose terms expire are: Frank B. Noyes, of the Washington Star; William R. Nelson, of the Kansas City Star; W. L. McLean, of the Philadelphia Bulletin; A. C. Weiss, of the Duluth Herald; Adolph S. Ochs, of the New York Times, and Harvey W. Scott, of the Portland Oregonian. The latter was re-elected a member of the board in April, 1909, and died in August, 1910. Frank B. Noyes is president of the Associated Press; P. M. Johnston, of the Houston Post, vice-president, and M. E. Stone, of New York, general manager.

Following the business session the committee were the guests of honor at a luncheon given by the St. Louis members of the association.

PROTEST AGAINST INCREASE.

Poor Richard Club Opposes Passage of Proposed Bill.

Following noonday luncheon of the Poor Richard Club, of Philadelphia, Wednesday, action was taken regarding the proposed postal regulation imposing a tax of 4 cents a pound on the advertising pages of the magazines.

The club adopted the following form of telegram to be sent to the Pennsylvania delegation:

"The Poor Richard Club, of Philadelphia, composed of men who make, buy or sell advertising, earnestly enters protest against the passage of the proposed bill to increase the rate of postage on a certain class of periodicals from 1 to 4 cents per pound. We believe such a measure to be un-American and unjust, confiscatory and oppressive.

"We believe the proper action for Congress to be the passage of the Carter-Weeks bill, which provides for a careful investigation of the postoffice department by a corps of business experts and the adoption of modern business methods."

New Paper for Oklahoma City.

It is reported that a new morning newspaper will be started in Oklahoma City. According to the story, the State Capital at Guthrie, published by Frank Greer, will be removed to Oklahoma City and become the official organ of the Republican party of the State.

Joplin May Have New Daily.

It is reported that Gilbert Barbee, former owner of the Joplin Globe, will soon launch a new morning Democratic paper in Joplin. The report is that Barbee is organizing a \$200,000 publishing company.

INCORPORATIONS.

Lake View Newspaper Co., Chicago; capital, \$3,500; general printing, publishing and newspaper business. Incorporators: William Mannheim, Roy C. Herrick and Oreb T. Crissey.

General Printing Co., Dayton, O., printing and publishing; capital, \$40,000. Incorporators: William Dennick, C. C. Carley, G. A. Billow, B. M. Mender and G. O. Ellison.

The International Confectioner, Manhattan; print and publish magazines, books, etc., stationer; capital, \$20,000. Incorporators: Thomas F. Harvey, Hotel St. George, Brooklyn; Geo. U. Harvey, 192 Franklin place, Flushing, N. Y., and Edward F. White, 326 Macon street, Brooklyn.

The Home News Publishing Co., Brooklyn; capital, \$25,000. Directors: Ernest G. Gardner, Edward P. Sullivan and Fred Funk, of Brooklyn, and Cornelius Thomsen, of Masseth.

Tribune Co., Framingham, Mass., publishers; capital, \$10,000. William D. McPherson, Grace L. McPherson and J. Fred McPherson.

The Times Co., Newton, Mass., publishers and printers, etc.; capital, \$10,000; 1,000 shares, \$10 each. Directors: W. F. Garcelon, president; Edwin O. Childs, Jr., Newton, treasurer, and G. R. Stratton.

Henry R. Chamberlain Dead.

Henry Richardson Chamberlain, London correspondent of the New York Sun and widely known both in this country and abroad, died in London Wednesday. He was fifty-one years old. He was born in Illinois in 1859, and spent his early life in Boston, where he received his education. He joined the staff of the Boston Journal in 1877 and in 1883 became managing editor of the New York Press. He returned to the Boston Journal for a brief period, and later joined the staff of the New York Sun. He published a novel in 1894, called "Six Thousand Tons of Gold."

Ohio Daily Suspends.

The New Philadelphia (O.) Tuscarara was Independent suspended publication last week. Lack of advertising due to a miners' strike and other industrial conditions are named among other reasons for the suspension. The Independent was established February 19, 1910. The Beobachter, a German weekly published in connection with the Independent, will not be affected.

Memorial to Reporter.

Both branches of the Ohio Legislature on Monday adopted memorial resolutions following the death of J. Edward Sims, newspaper correspondent.

The New York Times Leads In General Advertising

During January the daily edition of The New York Times published (exclusive of Wants) 421,555 lines of advertisements, a greater volume than any other New York morning newspaper.

The New York Times has a larger sale among people with means than any other newspaper in the United States, and the permanence of the purchasing power of its readers is recognized by leading merchants.

MAGAZINE POSTAGE.

(Continued from page 1.)

ten their papers saying that the administration is incensed because the magazine publishers are using the advertising columns of newspapers to fight the Hitchcock proposition. It is said that Mr. Hitchcock calls this unfair. However, reports from all parts of the country show the tremendous effect of this advertising.

Meanwhile, the newspaper press of the whole country, with few exceptions, has lined up against the proposed increase of postage.

PROTESTS POURING ON WASHINGTON.

Protests from powerful popular organizations all over the country have been pouring into Washington against the proposed measure. Among these are the following:

Frank Morrison, secretary of the American Federation of Labor: "We are heart and soul in the effort to defeat Hitchcock's bill. We want no penalty to be placed on reading matter which has such a far-reaching educational value."

M. M. Madden, representing Typographical Union No. 16, of Chicago: "The increase in rate would affect 50,000 printers, 25,000 pressmen, 10,000 feeders, 22,000 binders and 24,000 mailers, besides many thousand stereotypers and other trades closely associated with the business of printing and publishing."

The following telegram was sent to Senator Boies Penrose, chairman of the Senate Committee in charge of the amendment:

"As the Associated Advertising Clubs of America represents the advertising interests of the country, its executive committee wishes to object to the passage of the amendment to the postoffice appropriation bill raising to 4 cents a pound the postage on the advertising sections of periodicals.

"This association, including fifty-three clubs in thirty-eight states, having a membership of 3,900, believes the proposed increase is unjustifiable and class legislation.

"We urge upon the Senate rather that it take up the whole subject of postal reform as outlined in the Charter bill and consider the question in all its relations and aspects. This will be in keeping with the American spirit of fair play."

Representative Champ Clark sent to a magazine publisher the following tele-

gram: "Am dead against the increase of postal rates on advertising sections of magazines. It is unfair, unjust, unwise. It is a tax on information; a hindrance to education. It will increase the already too high cost of living. The people will oppose it when they understand it."

MAGAZINE VICTORY PREDICTED.

Judson C. Wellner, writing the front page feature article in the Washington Post on Tuesday, said:

"The fight of the magazine publishers against advance of the postal rate is won.

"While there is yet some uncertainty what the amendment's fate will be in the Senate, a long and bitter opposition is certain. If it goes through the Senate, the House will repeat the fight, and will defeat the amendment.

"This is regarded as practically certain, on the basis of careful investigation of sentiment in both bodies. Opponents of the measure expect it to fail in the Senate; they are positive it will fail in the House."

BIG PENNSYLVANIA LIST.

More Than Fifty Publications Affected by Proposed Increase.

Allowing five issues to the pound, the following is a list of publications in Pennsylvania affected by the proposed postal increase.

- Farm—Pennsylvania Grange News, Chambersburg; Park's Floral Magazine, La Park; Farm Journal and Rural Farmer, Philadelphia; National Stockman and Farmer, Pittsburg; Poultry Item, Sellersville.
- Religious—Young Lutheran, Greenville; Evangelical Bible Quarterly, Harrisburg; Advanced Quarterly, Advanced Scholars' Quarterly, American Sunday School Union Quarterly, Assembly Herald, Augsburg Sunday School Teacher, Baptist Teacher, Christian Republic, Church Press Association Magazines, Forward, Girl's World, Heidelberg Home Department Quarterly, Intermediate Scholars' Quarterly, Junior Scholars' Quarterly, Lutheran Observer, Primary Quarterly, Senior Quarterly, Sunday School Times, Westminster Teacher, Young People and Youths' World, Christian Advocate, Junior Quarterly, Philadelphia; Christian Union Herald and Our Boys, Pittsburg.
- Trade—Cycle and Auto Trade Journal, Motor Print, Pepper's Musical Times and Trades Union News, Philadelphia; Labor World, Pittsburg.
- Miscellaneous—Medical World, National Herald, New Ideas, Sonntags Journal, Sporting Life and Etude, Philadelphia; New Guide, Pittsburg; Boys' Magazine, Southport; Grit, Williamsport.
- Magazines—Ladies' Home Journal, Lippincott's and Saturday Evening Post, Philadelphia.

Pennsylvania Editors Elect.

The Pennsylvania State Editorial Association in session at Harrisburg last week elected the following officers: President, O. D. Shock, Hamburg; first vice-president, Crombie Allen, Greensburg; second vice-president, George W. Wagenseller, Middleburg; third vice-president, W. P. Hastings, Milton; secretary-treasurer, R. P. Habgood, and assistant secretary, Miss Anna McGraw, both of Bradford city. Executive committee: J. H. Zerby, Pottsville; Fred Newell, Canton; Earnest G. Smith, Wilkes-Barre; H. H. Ray, Leechburg; R. H. Thomas, Mechanicsburg. Legislative committee: H. P. Snyder, Fayette; R. H. Thomas, Mechanicsburg; A. Nevin Pomeroy, Chambersburg; E. J. Stackpole, Harrisburg; R. P. Habgood, Bradford, and O. D. Shock, Hamburg.

Correspondents Dine.

The Correspondents' Club of New York held its annual dinner at Shine's Restaurant and Chop House, Sixth avenue and Thirty-sixth street, Monday night. Members and guests to the number of forty-five were present. J. P. Regan, of the St. Louis Republic, presided as toastmaster. J. F. Flagg, of the Philadelphia Enquirer; C. H. George, Baltimore American, and J. A. Stevens, Philadelphia Record, were in charge of the arrangements.

MAKING OF A MINISTER.

Theological Students Advised to Take Up Journalism.

Rev. Dr. Harlan G. Mendenhall contributes to the current issue of the Homiletic Review, the unsectarian monthly, some fresh suggestions to theological students. He thinks they might well devote themselves to journalism during such vacations instead of going in for experimental preaching in pulpits. Dr. Mendenhall writes:

"The journalist is compelled to write out his subject quickly, sometimes when in ill health, or with others in the same room, or amid the exciting events which he is describing. The morning or evening paper in its editorials discusses events which have happened within twenty-four hours, and does it with the diction and grace of the scholar. Many ministers have been handicapped in their preparation for sermonizing, and now with constant calls to duties outside of the study they are driven to nervous prostration as Sunday draws on apace and not even one sermon is ready for delivery.

"A young minister clings tenaciously to the sermons composed in his seminary days, when he has entered the pastorate, lest the time should come when, hard pressed for time, he would be unable to accomplish his task. To be able to concentrate his thoughts and express them quickly and intelligibly is more easily learned in the editorial room than in any other school; and, what is of far greater importance, the thoughts thus stirred come with a burning enthusiasm which, in turn, kindles the glow of a new life in the minds of the hearers.

"The minister learns from the journalist the art of condensation. Is it not remarkable how much an editor or a reporter can put into a few words, and how many words many clergymen use to express the same thing? "Boil it down" is good advice for the preacher as well as the journalist.

"The journalist learns how to approach men, and discovers what the heart fears and what it is trying to conceal. He rubs up against all classes, and is at home wherever you put him, in the costly drawing-room of the man of wealth or in the squalid tenement of the outcast. He is all things to all men. An infinite amount of tact is necessary to accomplish his purpose—this is admitted—but he knows how to round a square corner without doing any damage either to himself or the corner. He can approach a man on any subject, and win him to a confession or an explanation of the matter for publication. He never knows defeat. He learns that there are more ways than one by which a victory may be had.

"We never have heard of a reporter entering an office in rough and boisterous way and accosting a business man on any subject, as did an enthusiastic evangelist, a prominent man in the town where he was holding meetings, with the statement, "Sir, do you know that you are on the road to hell?" Now, that declaration may have been a fact, but the evangelist's quick exit from the office showed what effect his presence had upon the mind of the man he sought to save."

Times Easter Number.

The Easter and Spring Fashion Number of the New York Times will be issued Sunday, April 2. The regular pictorial section, in addition to its usual exclusive features, will devote several pages to special half-tone reproductions of some of the advanced Parisian styles.

TREATED UNFAIRLY.

Out-of-Town Papers Give Philadelphia Worst of It, Says Speaker.

The manner in which newspapers outside the city of Philadelphia exaggerated and elaborated the various disturbances occurring in the city was the subject of an address before the Commercial Club of Philadelphia Tuesday by C. W. Summerfield, secretary of the Merchants and Manufacturers' Association.

Mr. Summerfield said that while although he did not want any newspaper to suppress really interesting news that may prove of benefit to the readers of any newspaper, he did consider that all newspapers should certainly make some effort to ascertain whether the news they are printing, or have printed, is correct.

He considered that the main fault lay in the tendency of the average newspaper to make up good "scare heads" and to make the "scare heads" good that the story was exaggerated to such an extent that it made the readers believe that the condition was a good deal worse than even the newspapers published.

In the instance of the car strike it makes the out-of-town merchant feel as if his life would not be safe in Philadelphia, whereas the reverse was more true. He ended by asking every one of the members present to do their utmost to prevent such unjust publicity being spread about and do their best to boost Philadelphia as a commercial center.

During the reading of the minutes it was shown that this club has had a remarkable growth—having been organized a little over a year ago, it now has a total membership of ninety-six, which is within four of the limit of one hundred.

The matter of the proposed increase in second-class postage rates was discussed and a committee of three was appointed to draw up a set of resolutions to be sent to the local representative in Congress that he devote all his efforts to defeat this measure; that it was detrimental to the interests of publishers, whereas it benefited newspapers, and that the consumer would ultimately pay for this increase by increased subscription rates or otherwise. The members were also asked to write their Congressman their personal views on the subject.

Elton J. Buckley, editor of the Grocery World, spoke on Salesmanship from the view of a critic or by-stander.

The Evening Wisconsin.

IS FIRST CHOICE

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

THE EVENING WISCONSIN

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

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

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

The Great Wanamaker Store

will use during 1911 with the

German Gazette Co.

of Philadelphia

600,000 Lines!

This gigantic contract started January 1, 1911, and was closed only after a most careful and searching investigation had been completed as to the German situation in Philadelphia.

There are more than a third of a million Germans in this city and there is only one way to reach them. That is by using the

Consolidated German Newspapers

FOREIGN ADVERTISERS who are not already reaping the benefits of the Gazette should think long and carefully and decide whether they would not be wise to follow the lead of this MERCHANT PRINCE who is surely familiar with the newspaper situation in his home city.

These papers reach 60,000 German homes; and in volume of advertising carried,

The Gazette Ranks Third Among Philadelphia Dailies

The low combination rate (for Morning, Evening, Sunday and Weekly) makes THE GAZETTE the best advertising buy in Philadelphia.

THE GERMAN GAZETTE PUBLISHING CO.
PHILADELPHIA

CHURCH AND PRESS.

Both Getting Nearer Together, Says Maine Newspaper Man.

Newton C. Reed, a well known newspaper man, of Portland, Me., discussed "The Church and Press" before a large audience at the High Street Church in that city last week. Mr. Reed said that a great change has come over the press of the country in its attitude toward the church. To illustrate he told how, while the papers were not hostile at the time of the Moody and Sankey revival in Boston, they made light of the meetings, but when Chapman and Alexander conducted their great campaign in that city much space was devoted to the services.

The thing that has brought this about is that the church and the press are getting nearer together in their conception of what religion is. Today we realize that there must be religion in business and in the home life. We cannot say that the church is for the manifestation of Christ and that business is not. There is also a change in the attitude of the church toward the newspapers, and the whole may be summed up in the co-operation of the church and the press. Men realize that the religion of Jesus Christ must mark any business that would succeed. They are realizing that for the church to succeed it must get down to fundamentals, and the fundamentals belong to everyday life.

The press is not against the church, but is its agent. It is not merely a mirror of events, but a perspective of events. Mr. Reed showed that the newspapers carry a very large amount of church news nowadays and he told his hearers that the Portland papers seek to bring the churches of this city into sympathetic co-operation with them. He had not a great deal of sympathy for the church that maintained a conservative attitude in this respect. Some had a feeling that some ministers and churches were inclined to rush into print, but he thought that the average preacher was all right in this respect. Toward the close Mr. Reed told how men's clubs can be promoted by the reports of their meetings and lectures and said that this was true of other departments of the church. In supporting the church the newspaper was standing for the ideals that the church stood for. He urged the careful, thoughtful use of the press by the church.

Sun Mailers' Dinner.

The New York Sun Mailers' Association will hold its annual entertainment and beefsteak dinner February 22 at Kruger's, Ridgewood.

A Real Opportunity

Big weekly newspaper of the highest standing and character, growing business, showing substantial net earnings, located near New York City. For sale on account of ill-health of present owner.

\$7,000 CASH PAYMENT

balance on easy terms. Purchaser can draw salary of \$5,000 per annum and earn 8% additional on capital stock.

HARWELL & CANNON

Brokers in Newspaper and Magazine Properties
200 Fifth Avenue, New York

THE GREATEST MEDIUM.

Newspaper Advertising Best Method of Selling Goods.

That newspaper advertising is the most satisfactory and inexpensive way of selling every variety of merchandise, and especially lumber, was the keynote of an address delivered by C. Frank Dilliamson, of Media, Pa., in an address before the Pennsylvania Lumbermen's Association in convention at Philadelphia recently. He said, among other things:

"Many more or less successful means of advertising have been tried by the speaker, always with the primary object of letting the people know what I had to sell. During these experiments I tried calendars, literature, letters and other means too numerous for mention.

"Sometimes these plans were successful. Often they failed. Finally, after I tried the newspapers, I have reached the conclusion that good advertising in a live newspaper is absolutely the best means of selling goods. This does not apply to the lumber business alone, but to every enterprise where there is something to be sold.

"Do not interpret this as meaning that any kind of an advertisement placed in a newspaper will bring results, for this is probably not true. The advertisement must be snappy, attractive and interesting. The newspapers are glad to receive such advertisements, for they increase the value of the paper to its readers. Interesting or humorous headlines and grammatical correctness are necessary, and in every case will bring results.

"Such advertising must be systematic, and if started must be continued through all seasons. In dull seasons this advertising is especially advantageous. After all has been considered, the merchant or small dealer will find that newspaper advertising the year round will cost less than any other means of selling material, and will be a hundred per cent. more satisfactory."

Kansas Editors to Meet.

The newly organized Southwestern Kansas Editorial Association will hold its first regular meeting at Bucklin the first week in April. Ray Millman, of the Liberal News, who helped organize the association, has been elected president; Warren Zimmerman, of the Guyton Herald, and I. F. Stanton, of the Fowler Gazette, vice-presidents; George N. Harvey, of the Bucklin Banner, secretary, and John Miller, Meade News, treasurer.

Joins Block Special Agency.

William E. Seip, Jr., who for six years was with Guy Osborn, representing in Chicago the Boston Globe, New York Sun and other papers, and who for the last two years has been with the Hearst organization, has joined the Chicago office of the Paul Block Special Agency. Mr. Seip is well known among the advertising fraternity in Chicago and should prove a strong addition to Mr. Block's organization.

Elected to American Academy.

James Whitcomb Riley, the well-known Indiana writer, and Nicholas Murray Butler, president of Columbia University of New York, have been elected members of the American Academy of Arts and Letters. Membership in the society is limited to a small number of the most conspicuous writers in America.

WHAT GREELEY MISSED

If Horace Greeley wrote to-day he would not look so sour, For friends of editors never stay but maybe half an hour. They never call to sit around the weary morning through And ventilate their thoughts profound, as people used to do. They never lounge upon the desk and tell about their cow, Or swap the story picaresque—they never do that now.

If Horace Greeley wrote to-day he would not wear a frown; His face would brighten glad and gay to every one in town. For these are days by scribes preferred; these are the happy times When no one brings the paper word of strange and startling crimes, And gets the editor all astew to write the truth and print it. Then says, "B" this is entre nous—you must not even hint it."

If Horace Greeley wrote to-day his brow would not be sad, His toil would seem the merest play, his honest heart be glad. He would not find the land perverse nor see the thoughtless throng Cavorting down from bad to worse and ever in the wrong. For time has changed a thing or two. In this enlightened day The people always, ALWAYS do just what the papers say. —L. H. Robbins in Newark Evening News.

DEFINITION OF "EDITOR."

Times have changed since the first edition of the Encyclopaedia Britannica (issued in 1771) was put on the market; the summary little complete articles then published have had to be modified over and over again to suit altered conditions. For instance, take this article in that old encyclopedia:

EDITOR—A person of learning, who has the care of an impression of any work, particularly that of an ancient author; thus, Erasmus was a great editor; the Jovian doctors, Scaliger, Petavius, F. Sirmond, Bishop Walton, Mr. Hearne, Mr. Ruedeman, etc., are likewise famous editors.

What has become of the "person of learning"—and incidentally of Mr. Hearne and Mr. Ruedeman?—New York Evening Mail.

American Newspaper Annual.

The American Newspaper Annual and Directory for 1911 is so comprehensive in character as to be invaluable to the newspaper publishers of the country and to those having dealings with them. The Annual and Directory is now the only publication of its kind compiled from information gathered each year from original sources. The facts and figures pertaining to each publication are presented concisely and in a manner that makes them instantly accessible. Supplementary to the general catalogue are lists of daily papers, magazines, women's publications, mail order publications, agricultural and religious papers, together with groupings of publications pertaining to various classes and trades. The directory also presents a large amount of gazetteer information, showing the transportation, banking and other facilities of every town in which a newspaper is published, together with references to its leading industries and characteristics.

Times Square Newspaper Ball.

The Times Square Newspaper Club, Incorporated, will hold its sixth annual ball Sunday evening at Webster Hall, in Eleventh street, near Third avenue. Many persons prominent in the theatrical and sporting worlds will attend. There will be singing between dances.

UNITED PRESS BULLETINS

E. H. Ziegner, formerly of the Chicago office, has been made manager of the Kansas City Bureau, vice W. F. Lochridge, who has gone with the Kansas City Post.

Ed. L. Keen, manager of the New York bureau, is in Washington for the Gridiron Club dinner. Mr. Keen has as his guests President Lee, of the United Press, and Mr. W. B. Colver, of the N. E. A.

H. B. Clark, chairman of the board of directors of the United Press, has returned to New York after several weeks spent on the Pacific Coast.

Lawrence Lavers has been made manager of the Los Angeles bureau, succeeding K. C. Adams, who has been transferred to the San Francisco bureau.

W. S. Odlin, formerly of the Newark Evening Star, has joined the staff of the New York office.

Charles P. Stewart, general European manager of the United Press, has returned to London from a trip to Portugal. Mr. Stewart obtained several interesting stories, apropos of the present status of the young republic.

Perry Williams, formerly telegraph editor of the St. Paul News, has joined the Chicago staff of the United Press.

NEW CLIENTS.

Eau Claire (Wis.) Telegram, Iowa City (Ia.) Citizen, Amarillo (Tex.) Panhandle, Johnson City (Tenn.) Staff, Palm Beach (Fla.) News, Grand Rapids (Mich.) Herald, Mount Clemens (Mich.) Leader-Press, Whittier (Cal.) News, Mason City (Ia.) Times, Arkansas City (Kan.) News, Bluefield (W. Va.) Leader, Boise (Idaho), Capital News, Pittston (Pa.) Herald, Corsicana (Tex.) Courier-Light, New Britain (Conn.) Record, Elkins (W. Va.) Inter-mountain, Ennis (Tex.) News, Hot Springs (Ark.) Bulletin, Milwaukee (Wis.) Journal, Iowa City (Ia.) Press. *

Six-Point Luncheon.

The Six-Point League held an informal luncheon in the rooms of the Aldine Association, 200 Fifth Avenue, New York, last Tuesday. The speakers were Frederick T. Murphy, advertising manager of the Mark Cross Co., New York, and J. B. Pinkham advertising manager of the New York Tribune.

Makes Enormous Gain

The Los Angeles Record gained 1,249,514 agate lines of advertising for 1910 over 1909, a gain of 36.6%, which is the largest gain made by any afternoon newspaper in America. The gains in classified advertising and foreign advertising were even more remarkable, amounting to 57.7% and 92.2% respectively.

The Greensburg Tribune Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES

Set matter, per inch.....	10¢.
Plate Matter, per inch.....	12¢.
Matrices at Plate rate.....	12¢.

No Special Representatives
CROMBIE ALLEN, Editor
H. L. ALLEN, Manager

SUCCESS AN ART.

The Man Who Knows How Best Is the Man Who Most Succeeds Says Noted Publisher in Address Before Grand Rapids Ad Club. Honesty Also Needed.

Success is an art, declared Milton A. McRea, of the Scripps-McRea league of newspapers, at the annual banquet of the Grand Rapids Advertising Club recently. It is the art of knowing how, and the man who knows how best is the man who most succeeds.

"In these days of keen competition the price of success is eternal vigilance; to succeed a man must be constantly on his job, and this applies to conducting a newspaper as well as to the factory or store.

"Does it pay to advertise in newspapers? Most of you do advertise, and it must pay or you wouldn't do it. According to my experience, the world takes a man at his own appraisal until his appraisal is proven to be wrong. It is the same with your advertisements; the people will accept them as truth until they are proven to be false. You must tell the truth in your advertisements if you would succeed.

WORLD IS FULL OF IMITATORS.

"There are about nine imitators in this life to one creator. It is the man who creates that gets his bagful, while the imitator takes his away in a basket. Some think that capital is the great essential to success, but they are wrong. The elements to success in their order, according to my experience, are men, method and money. Given the men and the method the money is easy to get.

"Success in business can be described in three words, organize, systematize, deputize. This is the practical theory in business life.

"Another man you must look out for, and a big man, is Public Opinion. The newspapers have a very high regard for this individual. The advertiser should be sure he stands well with him.

"It is said sometimes that newspapers can be controlled by its advertisers. Any newspaper that can be so controlled isn't worth controlling. Newspapers are like the advertisers, they must be honest and must have the confidence of the readers or they fail of their purpose. The newspaper that can be controlled will not have the confidence of its readers and cannot succeed.

NEWSPAPERS WORK REFORMS.

"Most of the great reforms are brought about by the newspapers. They agitate, educate and organize, give facts and reasons and awaken the people to the right, and the reform comes. The newspaper must have ideals, and these ideals must be high.

"I hear it said sometimes that the newspapers suppress the news. In importance the newspapers represent the seventh largest industry in this country. They are more and more realizing

Wildes' Refined Metals have Eighty-three years of experience backing them. Do you appreciate what this means?

**THOS. WILDES' SON
14 Dover St., New York**

that they are a part of the business world and that they must do their share toward conserving business and public interests. During the panic of 1893 the newspapers could have precipitated widespread ruin by giving all the news. They were conservative, they worked with other forces to quiet apprehension and to restore confidence. The newspapers recognize their relations with the business world and to society; they aim to conserve, not to destroy, to build up not to tear down, and to serve the general welfare.

"The value of newspapers as promoters of business is sometimes questioned. For five days a few years ago not a newspaper was published in the city of Chicago, owing to some labor difficulty, and the business of the retail stores in Chicago fell off fifty per cent.

"Publicity and transportation are the two great factors in the upbuilding of a country. The postoffice can well afford to carry the newspapers at a cent a pound postage because of the good the newspapers are doing in promoting the country's growth. The postoffice may lose in one way, but it gains vastly more in others by reason of what the newspapers are doing.

REPORTER IMPORTANT PERSONAGE.

"The editorial utterances of the newspapers may not be so weighty as in other days, but the reporter is becoming a more and more important personage. The reporter may not be infallible, but he must be reliable or he cannot hold his job, and if he proves unworthy of confidence he cannot succeed. Sometimes men do not tell the truth to the reporters, and under such circumstances it is not strange that newspapers are not always accurate.

"There is one thing I do not like, and that is the comic section of the Sunday newspapers. I predict that in five years they will be obsolete.

"What would happen if the newspapers stopped publishing the financial and stock market news? The business might not come to an end, but it is certain that it would drop off millions of dollars daily.

"There may be yellow papers, but no business in the country has had such a moral uplift in recent years as the newspapers. Newspapers have moral, political, social and business responsibilities, and every newspaper should stand for the uplift. They should stand for the right against the wrong, for the religion of truth, as the defender of justice, as the guardian of morals, as the engine of civilization, and ever to extend and promote the welfare and the best interests of the people and of this great nation."

New Detroit Agency.

The Carl M. Green Co., advertising agents of Detroit, began business this week with offices in the Penobscot building. The company was organized recently by Carl M. Green, who is well known in advertising circles throughout the country. He will have associated with him as partner in the business Charles M. Steele, formerly with the Lesan Advertising Co., of New York.

An Unfriendly Delinquent.

W. A. McDowell, editor of the Tustin (Mich.) Times, sued an unfriendly delinquent subscriber recently and secured a judgment for the amount due and the costs of the suit. The delinquent paid cheerfully, it is said, then subscribed for another year, paying in advance.

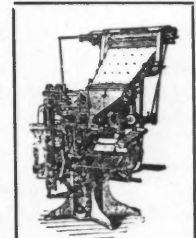
The One-Machine Plant

After three months' use of a Quick Change Model 4 (Double Magazine)

LINOTYPE

H. A. Tracht, publisher of the Upper Sandusky (Ohio) Chief, writes:

"It is being satisfactorily operated by a young man who had less than a year's experience at occasional work on an old Model One in a neighboring city. My foreman and a lady proofreader are already quite good on the machine, they working at odd hours. My only regret is that I did not purchase a Linotype a dozen years ago."



25,000 in Daily Use

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO 521 Wabash Ave. SAN FRANCISCO 638-646 Sacramento St. NEW ORLEANS 332 Camp St.
TORONTO: Canadian Linotype Ltd., 35 Lombard St.

AD AGENCY INCORPORATES.

Chambers Agency, Inc., of New Orleans Launched.

The Chambers agency, of New Orleans, established by Henry E. Chambers five years ago, has been incorporated under the laws of Louisiana, with a paid up capital of \$25,000. Mr. Chambers is president of the new concern; D. W. Pipes, Jr., vice-president; Stuart O. Landry, secretary, and W. Elliot Jones, treasurer. These, with John Taylor Chambers and D. W. Pipes, will constitute its board of directors.

The growth and expansion of this agency has been marked, and its personnel now includes some of the most experienced and successful business men of the South. It proposes to devote special attention to promotion and distribution in connection with advertising.

Oklahoma Merger.

The Okmulgee (Okla.) Herald Publishing Co. has closed a deal whereby that paper is merged with the Republican, owned by A. M. Milam.

MARKET REPORT FOR POETS

Compiled by Don Cameron Shafer.

Verses this morning opened weak and off about one cent a word under heavy selling by professional poets, influenced by weaknesses in magazine editorial rooms.

The movement against high prices for well-known writers is having a decided effect on the sentiment.

Jokes were somewhat higher, owing to favorable weather, good dinners and larger advertising receipts.

Skits to-day had a partial recovery, being covered by shorts, but later eased on further selling. The undertone was very nervous and sentiment on the whole was bearish, although cash markets in New York were steady.

Short stories rallied on last night's close, but sagged after two had been sold.

During the noon hour trading in special articles was rather quiet, but prices were steady, advancing three-quarters of a cent per word.—*Judge's Quarterly.*

New York Editors to Meet.

The New York State Press Association will meet at Rochester early in July.

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

A PUBLIC SERVANT.

The Newspaper Thus Characterized by Dean Williams—"He Serves His Newspaper Best Who Serves His Community Best"—Peculiar Responsibility Rests Upon Journalism.

Speaking of some things schools of journalism may accomplish, Dean Walter Williams, of the School of Journalism of the University of Missouri, in an address February 2 to the Indiana Democratic Press Association at Indianapolis, said that while the schools should teach news collecting, news writing, news presentation, news interpretation, news transportation and the purpose and effect of news publication, the schools might accomplish other and larger things. They may teach exactness, the values of news, honesty as applied to advertising, and the personal responsibility of the journalist. They may promote a professional spirit among journalists and teach that journalism is a profession of public service.

"He serves his newspaper best," said Dean Williams, "who serves his community best." There is no surer test of the earning capacity of a newspaper than the measure public service. The schools will teach that there is more in journalism than bread and butter—necessary as that is—or than dividends upon shares of stock. Journalism has nobler mission. It is pre-eminently the profession of public service. The newspaper is the greatest public utility institution. While all other public utility institutions have been regulated by law, the newspaper is, in a special sense, its own regulator. It voices, even when it does not create, the public opinion to which itself such answer. Peculiar responsibility, therefore, rests upon journalism to recognize its mission as a public servant—and meet the responsibility as it should be met.

The newspaper which secretly serves special interest while ostensibly seeking to serve the public betrays the profession and brings shame and discredit upon newspapers everywhere. A newspaper may legitimately and properly serve any honest interest, but it cannot, in fairness to the public, commit deception while doing so. It may not—and remain honorable—pretend to public service while mortgaged to selfish personal ends. The chief end of all good journalism is helpful public service. The schools of journalism will place the accent of all journalism here.

The good journalist is the attorney-at-large for the people, the unsworn conservator of the public peace. He must remain the attorney for the people, the conservator of the peace, whatever individuals here and there speak against him or however selfishness or ingratitude dim his enthusiasm or weaken his faith. Every good journalist seeks first

THE LOUISVILLE TIMES

in 1910, made a gain of 114,432 lines in display paid advertisements (classified advertisements, most of which are paid for, not included). The "TIMES" beat its afternoon competitor, "The Post," 816,690 lines. The "TIMES" record of 1909—297,336 inches, was the largest in the history of the paper, and the gain in 1910 of 114,432 lines, despite an advance in rates, shows the "LOUISVILLE TIMES" continues to maintain the confidence and patronage of the local and foreign merchants who wish to reach the reading and buying public.

the favor of the right-thinking public through public service and then justly expects that all other needful things will be added unto him. With this faith and practice one enters into the kingdom of good journalism and without are the sorcerers, the deceivers, the unclean and everyone that loveth and maketh a lie.

"It was no idle compliment that Washington Gladden paid to the memory of a great American journalist when he called him the Hosea of his day. The American journalist is the prophet of the people. That he shall present persuasively and with power his message, adequate training is necessary and more is adequate training necessary that the message thus presented shall be a message unto attractive righteousness and the abundant life.

"For this purpose may there be schools of the prophets. For this cause may students tarry at college until their journalistic beards are grown."

Twenty-third Street Ad Class.

O. C. Harn, advertising manager of the National Lead Co., and E. Morse, of the Doremus & Morse Advertising Agency, addressed the advertising class of the Twenty-third Street Y. M. C. A. last Wednesday. The week previous Frank L. Blanchard, director of the class, delivered his talk on the making of a newspaper. On last Saturday evening the members of the class were the guests of Dan C. Seitz, business manager of the New York World, on a personally conducted tour through the World building.

District Editors Organize.

Kansas editors of the Fifth Congressional District have organized an association following the custom adopted in other districts. The purpose of the organization is to the fraternal and commercial interests of the district. The following officers were elected: A. Q. Miller, of the Belleville Telescope, president; Harry Montgomery, of the Junction City Union, secretary-treasurer; C. A. Kimball, of the Manhattan Republic, executive committeeman.

BEAUTIFUL WORDS.

Prize Won by New York Lawyer for List of Twenty-one.

A prize was offered to pupils of the Public Speaking Club of America, a New York institution, for a list of the twenty-five most beautiful words in the English language. Words were judged according to their beauty of sound and beauty of meaning. Sixty-five persons submitted lists. The prize was won by James Shea, a lawyer of 416 Broadway.

Mr. Shea's list contained twenty-one accepted words. The judges objected to the word "grace" because of the harshness of "g," and the "j" in "justice" disqualified the word. "Truth" was turned down because of its metallic sound. The following is a list of Mr. Shea's accepted words:

Melody,	Nobility,
Splendor,	Sympathy,
Adoration,	Heaven,
Eloquence,	Love,
Virtue,	Divine,
Innocence,	Hope,
Modesty,	Harmony,
Faith,	Happiness,
Joy,	Purity,
Honor,	Liberty.
Radiance,	

Laporte Herald Has Birthday.

The Laporte Printing Co., publishers of the Laporte (Ind.) Herald, has entered upon the thirty-second years of its existence. At the annual meeting recently the following officers, directors and heads of departments were re-elected: S. E. Taylor, president; F. C. Sonneborn, vice-president; E. J. Widdell, secretary and treasurer; C. H. Haskinson, superintendent of mechanical department; H. A. Lindgren, superintendent of linotype department, and S. E. Taylor, F. C. Sonneborn and E. J. Widdell, directors. Mr. Taylor has served as president and Mr. Sonneborn as vice-president since the company was formed. Edward Molloy has been the editor during the existence of the paper.

The Payson (Okla.) Quapaw Valley News has been launched.

INSTRUCTING A CUB.

Gilbert M. Hitchcock, who has just been chosen United States Senator from Nebraska, owns a morning and an afternoon newspaper in Omaha. One morning he was in the editorial rooms of the afternoon paper when a cub reporter called up for instructions as to how he should handle a shooting case to which he had been assigned. A man had married a girl at four o'clock the afternoon before, and at eight the same evening had shot her five times.

"What shall I do?" asked the reporter.

"Get an interview from the girl," said Hitchcock.

"But I don't know what to ask her," objected the reporter.

Hitchcock got up from his chair, walked over to the wall and beat his head against the plaster three times. "I don't think you understand," he told the cub with as much patience as he could muster. "Married at four and shot five times at eight. Go get the story."

"Well, what shall I ask her?" queried the reporter.

Hitchcock, looking pained and grieved, said over the telephone, "Ask her whether she considers the conduct of her husband an insult or merely studied indifference."—*Sunday Magazine.*

Paper Trade Dines.

The National Paper Trade Association of the United States held its annual dinner and election of officers at the Hotel Astor last evening. All the former officers were re-elected. They are: E. U. Kimbard, of Chicago, president; John Leslie, of Minneapolis, vice-president; E. E. Wright, of New York, second vice-president; Thomas F. Smith, of Louisville, secretary; R. P. Andrews, of Washington, D. C., treasurer, and William C. Ridgway, corresponding secretary. Arthur C. Hastings, president of the American Paper and Pulp Association, was the guest of honor at the dinner.

Press Bureau for Mexico.

Officers of the Mexican Government have established a bureau of information at Mexico City, where, it is announced, full and accurate details of events in the republic will be given to the newspapers. The bureau is under the direction of Miguel Maceo, sub-Secretary of the Interior.

Owl Club Dines.

The Owl Club, whose membership comprises the editorial, reportorial and art staffs of the New York Herald, held its annual dinner early Sunday morning at the Hotel Martinique. More than one hundred and fifty were present. A vaudeville entertainment followed the dinner. A feature of the occasion was the appearance of the Little Herald.

ADAMS-FAVER-ELLIS CONTEST CO.

"The Company That Can Come Back"

CLEAN CIRCULATION CAMPAIGNS

Personally managed with experienced crews.

We will submit plans without any obligations on your part.

Wire nearest office at our expense.

Eastern Office—736 12th St., N. W., Washington, D. C.
Southern Office—504 Washington St., Atlanta, Ga.
Western Office—1257 Jackson St., Oakland, Cal.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

THE WEEKLY.

Great Factor in Rural Improvement Says Veteran Journalist. The Newspaper a Co-ordinate Educational Force to the Agricultural School. Made Welcome on the Farm.

In an address before the Country Life Congress at the University of Wisconsin Wednesday B. B. Herbert, editor of the National Printer Journalist, of Chicago, discussed "The Weekly Newspaper as a Factor in Rural Improvement." He said in part:

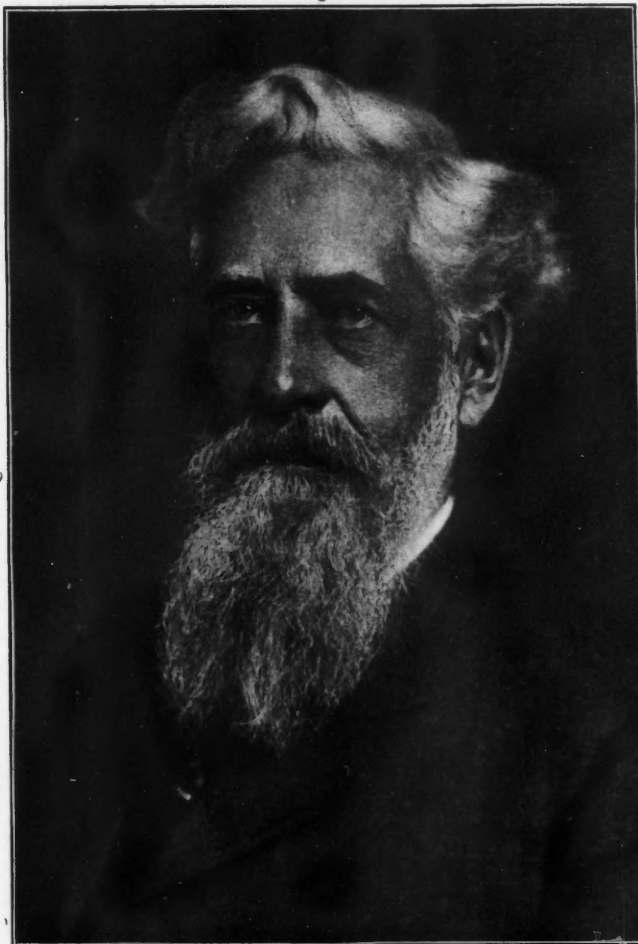
The newspaper goes to the homes, speaks its lesson to every member of the families on the farm, every day or every week. It is a friendly home visitor, bearing messages of all means of improvement, as well as of the doings and attainments of friends and neighbors, and deals with all the daily affairs of life. If it be a worthy newspaper, its mission and ever present and accomplished service is to inform, instruct, please, encourage and inspire. In brief, its mission is to give the news. But what is the news?

THE PAPER AND ITS READERS.

In its truest, broadest, most modern newspaper sense, it consists of the new events, the new happenings, improvements, advances, discoveries, inventions, truths or knowledge, that will especially command the attention, interest and sympathies of the readers, and will, at the same time, most affect them in their daily lives or avocations, and best serve them in their personal, social, political, industrial, educational and religious aspirations, relations and pursuits.

To a newspaper the prosperity, contentment and well being of its constituent patrons is next to that of their interest in its news. To the weekly or home paper, the home news comes first, but local news is not confined to local happenings alone, but includes all that affects or applies to home life, that touches, affects or helps local conditions, local industries and institutions, the homes, lives, the permanent prosperity, the comfort and happiness of the people.

When I first started in the newspaper business, for three days or more each week, during nearly the whole of the first year, I traveled by sleigh in winter and carriage in summer, and visited every country home to secure subscribers; but I also took notes of improvements and of improved stock and



B. B. HERBERT,

VETERAN EDITOR OF THE NATIONAL PRINTER JOURNALIST, WHO DECLARES THE COUNTRY WEEKLY A GREAT FACTOR IN RURAL IMPROVEMENT.

published in my paper all the information I could secure. I had been raised as a farmer boy, but I lacked such knowledge as is given in the agricultural school and in the school of journalism at this university.

WOULD CHART THE COUNTRY.

Were I to begin again the publishing of a home country paper I would make an exact chart of the country to be covered by my paper; I would mark thereon the position of every farmhouse, every school, church and highway; I would know something of the character and adaptability of every farm, and what every farmer was doing or trying to do in the way of cultivation, conservation and improvement. I would have my charts mounted and indexed and, as far as practicable, displayed on the walls of my office.

Good roads are of the greatest money, economic, social and even educational value in every community. They advance the value of lands from twenty to fifty per cent. an acre, save time and labor of teams and men, economize in harness and wagons and add years to the efficiency and lives of horses; promote and add pleasure to travel, bring the farms and the cities, the people and the markets, nearer together, and help the farmers to better take advantage of varying prices. The promotion of good roads is the natural work of the newspaper. The home paper can easily secure the facts as to the means and methods of construction, and explain and adapt these to the regions served by its publication.

The home weekly should be like the wise, kind, home family physician, understanding all conditions, and be ever usefully helpful in guarding and promoting normal and healthful conditions and in recommending needful remedies. The newspaper, as a service due its community, should wisely gather and select from all the knowledge, wisdom and experience of the whole world that passes through the sanctum and print those things most useful to its readers. It should be in close touch with the Agricultural Department in Washington and know of all available experiments and publications that would be of value to the readers of the paper, and should be an advocate of agricultural and industrial education in the common schools, and, as has been indicated, a promoter of all agricultural fairs and farmers' organizations. I recently drew a picture of the results both to the paper and to the community of such a course of newspaper making as I have outlined.

PRIZES THAT BUILD CIRCULATION.

Some of our metropolitan papers swell circulation by offering premiums for the solution of mystery stories, but home papers have been more successful and vastly more useful in offering prizes for best cultivated farms; to boy corn growers for best results, and to farmers for best exhibits of grain—premiums for solving the mysteries of generous nature and applying the solutions to increased and better production, and the improvement of life and the uplift of mankind.

No other one thing will tend more to improve farming than that of ascertaining the costs of production, that involves the keeping of an account with every field, with every machine and every animal on the farm. Every acre of land should be tested, subjected to a careful, scientific investigation and analysis of the soil, showing its productive qualities, its constituent parts, its deficiencies and its adaptation to different crops. In bringing about this the home paper can assist, but after this has been accomplished, and the value of the land, the amount of the real investment and all the overhead expenses have been ascertained, the only way to be sure of the best possible results is by careful accounts of all expenditures and of the resulting products. The farmer, just as certainly as the agricultural college, should keep a record of all feed used and of the products resulting therefrom. The more that the weekly newspaper can give of accurate information from practical farmers as to the showings made through actual account-keeping and actual cost ascertainment, and of the value of the products resulting, by that much more will the paper be valuable to farm subscribers and helpful in aiding towards the increase in the wealth of the community by profitable production.

BROOKLYN TIMES.

Famous Old Daily Pushing Forward Under New Ownership.

Under the new ownership the Brooklyn Times is pushing steadily forward and growing both in circulation and in the volume of advertising carried.

John M. Cruikshank, vice-president and general manager of the Times, has had a wide and varied newspaper experience, and under his direction the various departments have been thoroughly reorganized, special attention being paid to the circulation department, which now has an active force in the field.

During the past two months the circulation of the Times has increased over 6,000, it is said, and there is every evidence that it will show a corresponding growth throughout the year.

FAHY SUSPENDED.

Excluded from Privileges of House for Ten Days for Altercation.

The House of Representatives on Wednesday adopted a resolution excluding Walter J. Fahy, a newspaper correspondent from all privileges of the House for ten days for his recent altercation with Congressman Macon of Arkansas.

The Judiciary Committee held that Mr. Fahy had violated the rules of the House.

IN KANSAS

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

Topeka Daily Capital

guarantees a circulation in excess of \$2,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FARLEY, Flatiron Bldg., New York City
 JUSTIN E. BAOW, Hartford Bldg., Chicago

THE EUREKA HERALD
 OF EUREKA, CALIFORNIA

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

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

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

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD
 EUREKA, CALIFORNIA

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

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

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

American News Company, New York, Selling Agents.

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, FEBRUARY 18, 1911

BATTLING FOR THE MAGAZINES.

We have before intimated that the magazine publishers would rue the day (it was the night of January 6) when they gathered to a feast of material eatables and liquids under æsthetic electric lights in the Waldorf Hotel and listened to Bishop Williams and other incomplete experts who flattered the magazines and flouted the newspaper press. The magazine publishers, editors and writers never before had such strong and unanimous consciousness of membership in the Elect. And the Elect habitually roasts the newspaper press.

How the proud are humbled! The newspaper editors, mostly just plain men, printed the remarks of Bishop Williams and the other incomplete experts and went right on attending to business. Meanwhile the Postmaster-General was framing up a scheme to tax magazine advertising and thus reduce the deficit in the Post Office Department. The Postmaster-General is a practical man in politics. He has a high regard for the newspaper press. What he thinks of the magazines is indicated by his proposal to raise magazine advertising postage from one cent to four cents a pound.

Now mark what has happened: The magazine publishers did not ask the newspaper publishers to come and help them. The Elect are Athenians, not Macedonians. Proudly they fight their own battle—for this is their first battle. But the newspaper publishers knew that as sure as the Creator made little apples the magazine publishers would be licked in this fight if they didn't get some help. And so without any ado of heroics the newspaper men of the whole country sprang to the defense of their rivals, the magazines, and the indications are that they will win the fight for the magazines.

Victor Hugo used to say that in his time there were persons in politics who mistook the radiation of a duck's foot in the mud for the radiation of a great star, in the heavens. We think the magazine editor, because of his environment and lack of practical instruments for

investigation, is in danger of mistaking a toy fire balloon for a great star. The newspaper publisher or editor is in no such danger. There are always many to watch him and with javelins to set him right.

We are proud of the newspaper publishers of this nation because they have taken up the cause of the magazines.

RAILROAD ADVERTISING.

The Union Pacific and Southern Pacific railroad systems will expand approximately \$1,250,000 in advertising during the present year. This is an increase of \$300,000 over the appropriation for last year. The Southern Pacific will get three-fifths of the appropriation and the Union Pacific two-fifths. A large share will be devoted to newspaper advertising.

This advertising campaign, planned by the successors of E. H. Harriman, is one of the most significant signs of industrial optimism shown anywhere by the captains of big business this year.

And it has another signification of intimate interest to newspaper men. For several years a movement classed as a "reform" has been going forward with the purpose of compelling newspaper publishers and editors to maintain a complete independence of railroad managers. A number of State legislatures have passed "anti-pass" laws and the Interstate Commerce Commission has forbade the exchange of newspaper space for railroad transportation.

The journalistic profession at large long ago admitted that the custom of accepting railroad passes by newspaper men was an evil. It was to be expected that there would be some difference of opinion among the newspaper men, and so there was. For several years the question of passes and exchange transportation has agitated editorial associations, but with steadily lessening ferment, and now the matter has settled itself, so to speak.

The railroads are paying in cash for their advertising and the editors are buying their transportation like other trav-

elers. The arrangement makes for better mutual respect than the old system and certainly the public has benefited by honest newspaper criticism of the railroads and a livelier appreciation of the public by the railroad managers.

THE SAN ANTONIO PRESS CLUB.

Talking about progressives, consider the San Antonio Press Club. It was organized last summer.

Aviation meetings were being held in the South. The birdmen were making a route from Baltimore to California, and San Antonio is naturally a good exhibition town on that route.

But who would ask the airship managers to bring the show to San Antonio, and who would arrange for them and guarantee to pay them? Nobody.

Then rose up the San Antonio Press Club, and gave to the people of Texas a new exhibition of public spirit and swift executive force. The club invited the birdmen, prepared everything for them, took care of the crowds that went to the Fair Grounds to see the show and made the enterprise pay.

Beyond all the praise of the San Antonio business men and public-spirited men of other cities of Texas was the satisfaction of the aviators. To have satisfied the performers in an aviation tournament was an accomplishment, indeed. But, as to that, the men of the San Antonio Press Club would doubtless have made a splendid success of the aviation tournament at Belmont Park, New York, last fall; the society men who did run the affair made of it a fiasco.

Is there not serious work waiting for other press clubs in other cities?

A RHYME OF VENGEANCE.

By Strickland Gillilan.

Come, let us grate our molars, Bud; and wheel our knives and load our guns; And swear full vengeance swift and dire on all those curs of Grandy's sons. Who give to you an interview (which you transcribe with painful care And which you see comes out in type exactly right), and who then swear (if what they said should prove to be a tactical mistake) that they Had never in their lives proclaimed the thing your paper made them say!

Come, let's put poison in the cup of him who waits until he sees Just what effect his published words will have upon the passing breeze, Then trims his hoat accordingly, denying all if he deem best, And leaves you there to hold the bag while you are by the public blessed As "one of them there paper men that never does git nothin' right!"— Let's hunt that soulless citizen and make him either run or fight!

That there he such, we fellows know who do the festive interview; He's often made a victim of such very chaps as me and you. And while we know that there have been some hunk work done by scribes for papers, We also know that oftener the interviewed has cut the capers That brought the wrathful vials down upon the square reporter's head! Come, whet your axe for this gazabe, and never leave him till he's dead!

Woman Reformer Starts Paper.

Miss Virginia Brooks, a reformer of West Hammond, Ind., has started the Searchlight, which she declares will spare no guilty man.

Damaged Plant Rebuilt.

The plant of the Cumberland (Md.) Evening Times, which was damaged by fire to the extent of \$20,000 on December 26 last, has been completely restored.

OBITUARY.

Thomas J. Ham, for more than fifty years editor and proprietor of the Honesdale (Pa.) Herald, died at Lakewood, N. J., last Sunday. He was born in Honesdale in 1837. He was one of the editors who attended the dinner given by the newspaper men of this city to Charles Dickens when that author was visiting this country in 1858.

Henry Reid, veteran Brooklyn newspaper man and for five years a member of the staff of the Brooklyn Freie Press, died Monday of heart trouble. He was sixty-five years old and was born in Germany.

Edwin H. Woodman, Chicago manager of the H. E. Lesan Advertising Agency, died at his home in that city last week of pneumonia. He was born in 1866, and was regarded as one of the country's ablest railroad advertising managers. He was for years connected with the advertising department of the Southern Pacific at Los Angeles and San Francisco, the Santa Fe at Chicago, and for seven years prior to January 1, 1910, was advertising manager of the Rock Island lines, resigning that position to take charge of the Chicago office of H. E. Lesan Advertising Agency.

Parmalee J. McFadden, assistant editor of St. Nicholas Magazine, died last week at his home in Greenwich, Conn. He was forty-eight years old.

Myron Chase Clark, president of Clark & Co., of Chicago, one of the largest publishing houses of scientific books in the country, died at Colorado Springs, Colo., last week. He was thirty-seven years old.

William K. Dargie, publisher of the Oakland (Cal.) Daily Tribune and one of the best known newspaper men in the West, died last week at his home in Oakland. He had been ill several months with Bright's disease.

"THE BEST PUBLICATION."

Washington, D. C., Feb. 9, 1911.

The Editor and Publisher,
New York City.

Dear Sirs:—

Inclosed please find \$1 in currency for a year's subscription to The Editor and Publisher. Kindly begin with this week's issue and send to my address at "The Ventosa," Washington, D. C. I have long regarded The Editor and Publisher as the best publication in the country for a newspaperman who desires to keep posted on his profession and it is only through neglect that I have not been on your subscription list. Do not let me escape again.

Thanking you for your kindness in giving me such a generous mention in this week's issue, I am, very truly yours,
GEORGE H. CARTER.

Assistant Secretary Printing Investigation Commission.

Killed While on Graft Hunt.

James J. McCabe, a reporter for the Chicago Examiner, was instantly shocked to death last week in a power-house of the County Hospital while secretly watching for evidence to prove that county employes were being bribed to defraud taxpayers.

Publishers for Reciprocity.

The Milwaukee Publishers' Association, comprising all the daily newspapers of the city, on Monday adopted resolutions favoring the ratification by Congress of the proposed reciprocity agreement between the United States and Canada.

PERSONAL.

Carl Miller has resigned as advertising manager of the Springfield (Ill.) State Journal to accept a position on the advertising staff of the Chicago Post.

Boyd B. Sutler, owner and editor of the Grantsville (W. Va.) News, was recently elected mayor of Grantsville. He is believed to be the youngest mayor in the world, being only twenty-one years old. He was not quite eighteen years old when he purchased the News.

Edward L. Pretorius, president and general manager of the German-American Press Association of St. Louis, has been elected commodore of the Century Boat Club.

Horace White, ex-editor-in-chief of the New York Evening Post, delivered an interesting address on the "Lincoln-Douglas Debates of 1858," at the Academy of Music Sunday. As reporter of these debates for a Chicago newspaper, Mr. White had unusual opportunities for seeing and knowing both men.

Charles W. Cotton, for fifty-two years connected with the New Albany (Ind.) Daily Ledger and for a number of years its editor, celebrated his eighty-fourth birthday last week.

Thomas E. Dockrell, author of "Law of Mental Domination" and widely known as a writer in Advertising Topics, discussed advertising and selling at the February meeting of the Business Science Club Tuesday evening.

Charles H. Kelsey, who resigned from the staff of the Milwaukee Free Press to become legislative representative for the Merchants and Manufacturers' Association at Madison, was tendered a farewell dinner by his newspaper associates last week.

W. W. Bean, editor of the Streator (Ill.) Monitor, has announced himself as a candidate for mayor of that city at the primary to be held on March 14.

Don C. Seitz, business manager of the New York World, will address the Grand Rapids (Mich.) Advertisers' Club on March 7. His topic will be "Making a Customer."

F. H. Haskell, former newspaper man and assistant manager of the Speakers' Bureau of the Missouri State Republican Committee, has been appointed assistant State factory inspector.

John Crowley, former editor of the Little Falls (N. Y.) Times, will sail from New York next week on an extensive trip through Europe. His route will include the countries of Europe, Palestine and the Holy Land, and his plans call for spending Easter Sunday in Jerusalem.

Rocco Errico, of the Journal de Italiano of New York, was tendered a dinner last week by a number of prominent Italian residents of the city.

S. B. Dobbs, president of the Associated Advertising Clubs of America, was the guest of the Denver (Colo.) Adscript Club Friday. Mr. Dobbs spoke on "The Creative Force in Advertising."

A. H. Weber, who has been associated with the Cheboygan (Mich.) Democrat for the past five years, is now editor and manager, succeeding E. Forsyth, who

started the paper thirty-one years ago and who wishes to retire from active work.

Warren H. Miller, editor of Field and Stream, of New York, has had plans completed for an unique Colonial home at Interlaken, N. J.

W. H. Schwartz, editor of the Altoona (Pa.) Tribune, completed thirty years' continuous service on that paper last week.

A. F. Smith, the Philadelphia Special Agent, attended the luncheon of the Six-Point League, which was held at the Aldine Association, 200 Fifth avenue, New York, last Tuesday.

James E. Craig, president of the Kansas City (Mo.) Press Club, has been appointed a member of Mayor Brown's cabinet.

George Altmeyer and Enoch Pitts, of the McKeesport (Pa.) Daily News, were business visitors to New York this week.

E. E. Smith, of the Meriden (Conn.) Morning Record, was in New York this week, calling on the general advertisers.

ADVERTISING NOTES.

W. H. Lawrence, of Williams & Lawrence, special representatives, Brunswick Building, New York, returned home from a trip to the Western field in the interest of the papers represented by that agency.

A. E. Clayden, publishers' representative, has removed his offices from the Brunswick Building to 45 West Thirty-fourth Street, New York.

C. I. Putnam, the New York special, has removed from 30 West Thirty-third street, to 45 West Thirty-fourth street, where he has taken larger offices.

Robert Hoe Art Collection.

The first three sessions of the sale of the Robert Hoe Art Collection inaugurated last Wednesday netted over \$70,000. The first two sessions were devoted mainly to the sale of porcelain. The sale of pictures began Thursday evening.

FEATURES

If interested in news' paper feature matter you should be on our mailing list. It costs nothing to see proofs.

THE INTERNATIONAL SYNDICATE
Established 1899.
BALTIMORE MARYLAND

"Not the Cheapest, But the BEST"
CIRCULATION PROMOTERS

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

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

WILBERDING

Southern Daily

newspaper property at \$22,000.
1910 cash receipts over \$38,500.
Adequately equipped. An excellent opportunity.
Proposition No. 91.

C. M. PALMER
Newspaper Broker

277 Broadway, - New York

Increase Your Want Ads

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 Mathew Adams,
3018 Peoples Gas Building, CHICAGO.

"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.

What the Editor Said—

A letter from an editor in California says: "I have long been convinced that yours is the highest grade service in the United States. It is not debatable at all. Any newspaper man will recognize it at once." Are you getting this "highest grade," Bain News Service, or something inferior? Write 32 Union Sq., New York, for facts and samples.

\$12,000. will buy an evening paper located within thirty miles of New York City, with a bona fide circulation of **1,600** and doing a good business. Reason for selling, death of owner. **Quick action** desired to close estate.

CONNER, FENDLER & CO.,
56 Beekman Street, New York City

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

FOREIGN EXCHANGES OR BOOKS.

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

YOUNG MAN

25, desires position in commercial news department of city daily, news association or trade weekly. Seven years' general utility experience. Can hustle. Address "SEA-SONED," care THE EDITOR AND PUBLISHER.

CONTEST MANAGER

Open for contest and promotion work on salary basis; years of experience as circulation manager; contests carefully and properly conducted for best interests of paper. Address "CONTEST MANAGER," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER.

with practical insight of all departments of modern newspaper, 12 years as circulation manager, is open for position. Wide experience in circulation building, contests, schemes, premiums, blank forms, systems, etc. Address "CIRCULATION," care THE EDITOR AND PUBLISHER.

A GOOD CONNECTION WANTED

by a "Live Wire;" a young all-round newspaper man; one who has made a study of "Circulation" Systems, Modern Methods, Premium Offers, Flat Rate and Popularity Voting Contests; salary and commission. Address "CONTEST SYSTEM," care THE EDITOR AND PUBLISHER.

FEATURE WRITER

capable of writing a daily column, five years on the staff of the Milwaukee Sentinel, desires position. Best of references. Address DON WHITNEY, 1958 Page St., San Francisco, Cal.

WANTED

a bright, active boy, having experience as newspaper advertising checker. Good opportunity for right boy. Address "ACTIVE," care THE EDITOR AND PUBLISHER.

HELP WANTED.

WANTED.

Finished newspaper man who can handle reporters and do the desk work of the publisher of a morning newspaper in a medium sized city in Pennsylvania. Address "CAPABLE," care THE EDITOR AND PUBLISHER.

POSITIONS OPEN

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

MISCELLANEOUS

I WANT A DAIRY

and weekly newspaper in small live western or southwestern city. Address 4028 Russell Ave., St. Louis, Mo.

WANTED: PHOTOGRAPH

retouching to do for half-tone process. Address CHAS. W. PAPE, 639 Terrace Place, Schenectady, N. Y.

EDITORIAL PARAGRAPHS

Incisive, original, exclusive. Not expensive. Any proportion political. Fair trial at nominal cost. "Y. W. G.," care THE EDITOR AND PUBLISHER.

DAILY NEWS.

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

FOR SALE

LINOTYPE BARGAINS.

No. 3, excellent order, fully equipped; No. 2, two extra magazines, four in all, three sets of mats, plenty supplies, used two years, like new; No. 1, in good shape; all immediate delivery; prices low. Address "LOW," care THE EDITOR AND PUBLISHER.

FOR SALE—ONE HOE

Perfecting newspaper press, with complete stereotyping outfit and 12 form tables; capable of printing 4, 8, 9, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office. **CHESTER TIMES,** Chester, Pa.

FOR SALE—TWO

Linotype machines, single letter, in good condition; matrices, 7-point No. 3, also in fairly good shape; individual motors; machines are running every day and doing splendid work; can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES,** Chester, Pa.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

N. W. Ayer & Son, Philadelphia, are placing special copy for the Curtis Publishing Co., Saturday Evening Post and Ladies' Home Journal, Philadelphia.

H. E. Benjamin, Drury building, Philadelphia, is asking rates on three inches thirteen times in Pennsylvania papers.

N. W. Ayer & Son, Philadelphia, are sending out proposition on six inches forty-one times and ten inches seven times.

L. Barth & Son, 30 Cooper square, New York, are asking for rates on classified and display advertising.

The A. R. Elliott Agency, West Broadway, New York, is asking for rates on three inches two times a week for six months and three inches three times a week for six months for Borden's Condensed Milk advertising.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is sending out renewals and making new contracts for 5,000 lines for the Regal Shoe Co., East Whitman, Mass.

The Dauchy Co., Murray street, New York, is placing orders for the Genesee Pure Food Co., LeRoy, N. Y.

Lord & Thomas, New York, are sending out orders for the Boyd-Jones advertising, Elmira, N. Y.

The McMullen Agency, Cambridge building, New York, is placing orders for the Neural Remedy Co.

The Stack-Parker Agency, Heyworth building, Chicago, is placing orders for 5,000 lines to be used within one year in Southern papers for the Northern Pacific Railroad, St. Paul, Minn.

C. S. Dent & Co., Detroit, Mich., is placing orders for two and one-half inches, fifty-two times, in Pacific Coast Sunday papers direct.

Lord & Thomas, Trade building, Chicago, are placing orders for 371 inches to be used within fourteen insertions in Western papers for the B. J. Johnson Soap Co. This agency is also placing orders for five inches, d. c. two t. a. w. for eight months in Western and Southwestern papers for the Empson Packing Co., Chicago.

Will H. Dilg, 12 State street, Chicago, is placing orders for 10,000 lines to be used within one year in Southern papers for the Anheuser Busch Brewing Co., St. Louis.

Robert & MacAvinche, 114 Dearborn

street, Chicago, are placing orders for 5,000 lines to be used within one year in Middle West papers for Dr. T. F. Lynott.

The Johnson-Dallis Advertising Agency, Empire building, Atlanta, Ga., is placing orders for 7,000 lines to be used within one year in Western papers for the Dr. Miles Medicine Co., Elkhart, Ind.

The Morse Advertising Agency, 35 Milwaukee avenue, W. Detroit, Mich., is placing orders for 1,000 inches to be used within one year in Western papers for the Herpicide Co., Herpicide, Detroit, Mich.

E. P. Remington, New York Life building, New York, is placing orders for 7,000 lines to be used within one year in Southwestern papers for E. De Raimbouville, Vichy Celestins, 220 Broadway, New York.

The H. S. Howland Agency, 20 Broad street, New York, is sending out orders for the Lehigh Valley Railroad.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders for twelve inches thirty-nine times e. o. d. in Southwestern papers for E. Epstein & Co., R. B. Cigars.

The F. Wallis Armstrong Co., North American building, Philadelphia, is sending out orders to Pittsburg papers for the Joseph Campbell Co., Campbell's Soups, Camden, N. J.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders with Southern papers for the Craddock-Terry Co. and the George D. Witt Co., of Lynchburg, Va., which have consolidated.

The Blackman-Ross Co., 10 East Thirty-third street, New York, are sending out new contracts to a select list of newspapers for the Austin Sales Co., Vacu-Mirror, 18 Vesey street, New York.

The George Batten Co., Fourth Avenue building, New York, is placing orders with semi-weekly papers for the Rife Engine Co., 111 Broadway, New York.

The Boston News Bureau, 17 Exchange Place, Boston, Mass., is placing orders generally for Kidder Peabody & Co., The New Massachusetts Metals Co., Bonds, 115 Devonshire, Boston.

Burkitt & John, Old Colony building, Chicago, are placing orders for 1,000 lines in Pacific Coast papers for the Lorenz Electric Works, Chicago.

Nelson Chesman & Co., 225 Fifth avenue, New York, is placing orders in a select list of papers for the International Institute of Music, 98 Fifth avenue, New York.

The E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders for forty-two lines eighteen times in Middle-west and Southern papers for the Pacific Coast Borax Co., 1102 Ashland Block, Chicago.

The Corning Advertising Agency, 633 Ryan building, St. Paul, Minn., is placing orders for twenty-eight lines six times with a few Eastern papers for McKibbin, Driscoll & Dorsey, hats, etc., St. Paul, Minn.

ROLL OF HONOR

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

ALABAMA. ITEM Mobile	NORTH DAKOTA. NEWS Fargo NORMANDEN .. (Cir. 9,450) .. Grand Forks
ARIZONA. GAZETTE Phoenix	OHIO. PLAIN DEALER Cleveland (January, D. 85,479-S. 119,350) VINDICATOR Youngstown
CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre GAZETTE York
FLORIDA. METROPOLIS Jacksonville	SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D. 15,169-S. 15,318)
GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbia LEDGER Columbia	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria	TEXAS. RECORD Fort Worth CHRONICLE Houston TIMES-HERALD Waco
INDIANA. JOURNAL-GAZETTE ... Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame	WASHINGTON. POST-INTELLIGENCER Seattle
IOWA. EVENING GAZETTE ... Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque	WISCONSIN. EVENING WISCONSIN... Milwaukee
KANSAS. CAPITAL Topeka	CANADA
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	ALBERTA. HERALD Calgary
LOUISIANA. ITEM New Orleans TIMES DEMOCRAT... New Orleans	BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria
MAINE. JOURNAL Lewiston	ONTARIO. EXAMINER Peterborough FREE PRESS London
MARYLAND. THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 103,681 Sun., 45,700	QUEBEC. LA PRESSE Cir. Dec. 1910, 101,534 Montreal
MICHIGAN. PATRIOT.(1910) D.10,720; S.11,619.Jackson	
MINNESOTA. TRIBUNE.....Morn. and Eve.....Minneapolis	
MISSOURI. DAILY AND SUNDAY GLOBE. Joplin POST-DISPATCH.....St. Louis	
MONTANA. MINER Butte	
NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield	
NEW MEXICO. MORNING JOURNAL .. Albuquerque	
NEW YORK. BUFFALO EVENING NEWS .. Buffalo LESLIE'S WEEKLY (Cir. 300,000) New York MESSENGER OF THE SACRED HEART..New York RECORD Troy	

THE New Orleans Item

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

Elmer E. Clarke, Business Manager

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

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 Tribune Bldg.
New York Representative New York
FRANK W. HENKELL 150 Michigan Ave.
Western Representative Chicago

JORNAL DO COMMERCIO
OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative
Tribune Building - New York

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
8 Beekman St., New York
Tel. Cortlandt 3155

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

CONE, ANDREW
Tribune Building, New York
Tel. Beekman 2792

DEBEVOISE, FOSTER CO.
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. 1235 Cortlandt

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FRONERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5187

PHILADELPHIA ADV. BUREAU
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

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

ADDITIONAL AD TIPS.

The Long-Critchfield Corporation, Corn Exchange National Bank building, Chicago, is placing orders for 1,200 lines in Southern papers for the W. E. Long

The Mobile Register

MOBILE, ALABAMA
"The Mobile Register is the deep channel through which our ideas are launched and floated. We have used its columns for many years."
Van Antwerp Drug Corporation, Inc.
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

AUGUSTA HERALD

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

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6350

BUDD, THE JOHN COMPANY
Brunswick Bldg., New York
Tel. Madison Sq. 6187

KELLY, C. F. & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

KRUGLER, FRED'K M.
150 Nassau St., New York
Tel. Beekman 4746

NORTHROP, FRANK R.
223 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.
35 W. 34th St., New York
Tel. Murray Hill 1377

THE FISHER AGENCY
118 East 26th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

Co., 59 Clark street, Chicago. This agency is also placing orders in Western and Pacific Coast weekly editions of dailies for the William Gallaway Co., Chicago.

The Dake Advertising Agency, 12 Geary street, San Francisco, Cal., is placing orders with western papers for the Nettie Harrison Co., hair restorer, same city.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, is placing orders generally in United States and Canada for the Six-O-Six Laboratories, 33 West Forty-second street, New York.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders on a trade basis for the Hotel Belleclaire, Broadway and Seventy-seventh street, New York.

It is said that the A. W. Erickson Advertising Agency, Fourth Avenue building, New York, will shortly place orders with Canadian papers for the Barrett Manufacturing Co., Carbonal, 17 Battery Place, New York.

Albert Frank & Co., 26 Beaver street, New York, will shortly place orders with New York city papers only for Ladenburg, Thalman & Co., Kansas City Southern Railway Co., Bonds, 25 Broad street, New York.

W. H. H. Hall & Co., Tribune build-

ing, New York, is placing orders, which will shortly be extended to a general campaign, for the United States School of Secretaries, Stenography, in a week, 509 Fifth avenue, New York.

The Hulley Advertising Agency, Commonwealth building, Pittsburg, is placing orders generally for the Cumberland Sanitarium, Lebanon, Tenn.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing orders generally in mail order papers for Dr. A. Zerola, Havana, Cuba.

E. L. King, 200 Broadway, New York, is placing orders in Eastern papers for the Crown Pharmaceutical Co., Crown Catarrhal Jelly, 108 Fulton street, New York.

Lord & Thomas, 290 Fifth avenue, New York, are placing orders generally with mail-order papers for the Boyd-Jones Co., Elmira, N. Y.

Maclay & Mullally Brothers, 25 Broad street, New York, are placing orders for three inches one t. a. w. for one year in New England papers for P. W. Brooks & Co., bankers, 115 Broadway, New York.

The Pettingill-Flowers Co., Memphis, Tenn., are making contracts for 20,000 lines to be used within one year in Tennessee papers for the Moore Dry Goods Co., Memphis, Tenn.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is placing orders generally on a trade basis for the St. Regis Hotel, Fifth avenue and Fifty-fifth street, New York This agency is also placing orders for three inches d. c. thirteen times in Southern papers for the Hotel Champlain, Plattsburg, N. Y.

It is said that the Frank Seaman Agency, 30 West Thirty-third street, New York, will shortly place orders in Pittsburg papers for the Franco-American Food Co., Franco-American Soups, Jersey City, N. J.

J. L. Stack, advertising contractor, Heyworth building, Chicago, is placing orders for 5,000 lines in Middle West papers for Swift & Co., Chicago.

The M. Volkman Advertising Agency, 5 Beekman street, New York, is placing orders with Tennessee papers for the present for the Sulfosol Co., 72 Trinity Place, New York.

Williams & Cunyngnam, Heyworth building, Chicago, are placing orders in Western papers for Selz, Schwab & Co., Royal Blue Shoes and Rubbers, Monroe and Market streets, Chicago.

GATCHEL & MANNING

Designers—Illustrators—Engravers, PHILADELPHIA
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Half-tones.

The Sheet Anchor of the Craft
Protection is as necessary as progress. The successful printer must know what to do as well as what to do. THE AMERICAN PRINTER is the repository of so much valuable information, so many new ideas, such a volume of helpful suggestions that it is looked to by practical typographers as the sheet anchor of their business craft.

The American Printer
It is said by men who know the printer's trade that the most valuable information is contained in THE AMERICAN PRINTER. Its departments on Composition, Ink, Typesetting, Book-binding, Press-work, Advertising and Designing are especially appreciated. "There are no competitors" say "Business Men" and "Printer's" alike. "There's your money worth a cent." A real find.

Subscription Rates: Twenty Cents per Copy, \$1.00 per year, \$1.00 Canadian, \$1.00 Foreign.
Oswald Publishing Company
2 City Hall Place
New York City

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

We make Special SUPPLEMENT PAGES

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"
The Chestnut Street Engraving Co.
102 CHESTNUT ST.
PHILA. PA.

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4800-4 Beekman

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



The Garwood Electric System

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

Garwood Electric Company

New York. Philadelphia. Chicago. St. Louis. Pittsburg

"THE KOHLER SYSTEM" of ELECTRIC CONTROL for

Motor-Driven Printing Presses and Auxiliary Machinery
Used by the leading newspapers throughout the world

Manufactured and sold by the
CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

JUNIOR AUTOPLATE MACHINES

and

AUTOSHIVERS

are being installed by the following newspapers:

The Boston Globe	(which already has 3 Juniors and 2 Autoshaivers)	its fourth Junior Autoplate
The New York Globe	2 Junior Autoplates and 1 Autoshaiver	
The Cincinnati Times-Star	2 “ “ “ 2 “	
The Kansas City Star	2 “ “ “ 1 “	
The Pittsburg Press	2 “ “ “ 1 “	
The Toronto Star	1 “ “ “ 1 “	
The Toronto Telegram	1 “ “ “ 1 “	
The Montreal Herald	1 “ “ “ 1 “	

Are you among the Quick or the Dead?

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

1 Madison Avenue

New York

