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5 CENTS A COPY

FREEMAN BANQUET

TESTIMONIAL TO ADVERTISING MANAGER OF THE NEW YORK EVENING MAIL.

W. C. Freeman Honored by Leading Advertising Men of the Country—Acclaimed as Pioneer in the New Age of Advertising—Presented with a Diamond Ring—List of Guests Present.

One of the most remarkable testimonials to the character and accomplishments of an advertising man, in all the history of the newspaper business, was given to William C. Freeman, advertising manager of the New York Evening Mail, at the Waldorf-Astoria Hotel, New York, last Tuesday evening.

Three hundred men, including advertising men prominent throughout the country, and leading public men of New York, joined in a banquet to "Pop" Freeman.

TWENTY-FIFTH ANNIVERSARY.

The occasion marked the twenty-fifth anniversary of Mr. Freeman's entrance upon the advertising field. The banquetters enthusiastically acclaimed Mr. Freeman the pioneer of the new age in his profession.

At the guest table sat Toastmaster Philip A. Conne, Paul Block, Andrew McLean, O. J. Gude, E. J. Ridgeway, Joseph P. Appel, Lloyd C. Griscom, Henry L. Stoddard, E. C. Beers and Rev. James M. Farrar.

After the singing of jubilant and pertinent songs, such as "Has Anybody Here Seen Billy?" and after a dozen newsboys had stormed in with a "Freeman Huxtra" edition of the Evening Mail, issued exclusively for the banquet, Toastmaster Conne introduced the speakers, saying at the beginning:

TOASTMASTER CONNE'S SPEECH.

"This little testimonial was arranged for Mr. Freeman by a combination of his social and his business friends—men who have worked alongside him for years, who recognize in him the leader in this new age of advertising, but who want to pay him tribute because they love him as plain 'Bill' Freeman. There are mighty few men in the world who live up to business ideals, moral ideals and personal ideals—at the same time Freeman is one of the few. He has made advertising a public function. He has led us to see a new light.

"If he had done nothing else for his profession he still would have earned the gratitude, not only of advertising men, but of newspaper publishers and the people who read the newspapers. He has fought for the truth for twenty-five years, and he has won. Give him twenty-five years more of the work and he will have raised the profession to such a pinnacle as none other can boast."

The speakers were P. F. Murphy, of the Mark Cross Company; Rev.

(Continued on page 4.)



WILLIAM C. FREEMAN

NOTED ADVERTISING MAN WHO WAS TENDERED A TESTIMONIAL DINNER AT THE WALDORF-ASTORIA ON LAST TUESDAY EVENING.

BOSTON "NEWSIES"

Want Court of Their Own to Settle Difficulties.

Boston newsboys plan an arbitrary tribunal to settle all difficulties that arise in their ranks so far as transgressions of the law or other complications are concerned.

The plan calls for the selection of an officer from the Newsboys' Union and one from the Newsboys' Club to work in conjunction with the police and city authorities.

It is believed that most troubles that arise could be settled in this manner and all rights protected and satisfied.

Mexican Paper Seized by Police.

The printing office, presses and all materials connected with the Mexico Nuevo have been seized by agents of the secret police of Mexico. The seizure is the result of charges of calumny brought against the editor, Juan Sanches Azeono.

PRINTING PRESSMEN

In Annual Convention at Columbus, O., This Week.

The International Printing Pressmen and Assistants' Union of North America is in session this week at Columbus, O., with President George L. Berry in the chair. The association numbers more than 22,000 members throughout the United States and Canada.

A plan to establish a tuberculosis sanitarium and old members' home for the union was one of the important matters considered by the convention.

Ashland (Wis.) Daily Press Sold.

Assemblyman John C. Chapple has sold the Ashland (Wis.) Daily Press to J. C. Hooper, city superintendent of schools. Mr. Chapple will remove to Boston, where he will assist his brother, Joe M. Chapple, in the publication of the National Magazine.

PRESS AGENT EVIL

LEADING PRESS AGENT DEFENDS AGAINST CRITICISMS OF PUBLISHERS.

Wells Hawks, Publicity Man for Charles Frohman and Coney Island "Dreamland," Forcefully Claims That Press Agents Are Valuable to Newspapers—Press Agents Usually Are Able Newspaper Men.

The recent meeting of the American Newspaper Publishers' Association in New York, at which there was considerable discussion of the "press agent evil," has aroused publishers, especially in the Central West, and lately many of them have adopted new rules directed against the press agent. It is the theatrical and circus press agent who draws most of the antagonistic criticism of publishers, though there are other press agents with big interests to serve.

THE EDITOR AND PUBLISHER, in the interest of fairness, asked a leading theatrical press agent, Wells Hawks, to state the press agent side of the controversy.

Mr. Hawks, ten years ago, left the regular newspaper business and became press agent for Nixon & Zimmerman, theatrical magnates. Later he assumed charge of the press work for Charles Frohman, serving in New York, London and Paris. He has been the press agent for the New York Hippodrome. At present he is in charge of the publicity department of Greater Dreamland, the famous big amusement concern of Coney Island, New York.

Mr. Hawks puts the press agent's case as follows:

The first duty of a successful press agent is to write about the attraction he represents and not about himself or his profession. However, within the last few years a great deal has been said and written about the press agent. Most of it has been wrong, or better, most of it has been misinterpreted.

In saying this I fully understand the attitude taken by a number of newspapers throughout the country against the activity of the press agent. This opposition, I think, comes from the business office, for the reason that the happy hunting ground of the press agent is the editorial room.

Naturally, to be a press agent he must possess ideas that are of interest to the reading public. This makes him a source of information to the man who edits a paper for the reading public. The press agent naturally pins the attraction he represents to the idea he presents, but that's what he gets paid for. The press agent who understands his business, first of all advertises, and he advertises not especially to curry favor with the newspaper, but because he believes the newspaper is a good advertising medium.

SUBMITS COPY OF MUTUAL VALUE.

As to the use of the columns of the paper for the exploitation of whatever

he represents, the good press agent only submits to an editor that copy which is newspaper copy and which is of mutual value. This certainly is a fair proposition. If a press agent can make something happen that will get at least a thousand people to stop and look at it, and he writes it up in

fake on a newspaper editor reflects on this gentleman's intelligence and in the end loses out himself.

The ruling by certain newspapers against press agents I think is unfair. The press agent has become a part of the business world. He is the go-between that stands between a big en-



WELLS HAWKS

WIDELY KNOWN THEATRICAL PRESS AGENT WHO PRESENTS THE CASE OF THE PUBLICITY CONTINGENT IN THE CONTROVERSY OVER "THE PRESS AGENT EVIL."

newspaper style, surely it is worth newspaper publication. The press agent who deliberately fakes only lasts a short time. He is not worth discussion.

Necessarily a press agent must deal a great deal in fiction. He is a fool if he does not tell the newspaper editors when he gives them a story that it is fiction when it is fiction, for the publicity man who tries to pull a bare

enterprise and the public. The newspaper is his mouthpiece, and if he uses it wisely and endeavors to give a newspaper only newspaper copy, surely he is of some value to the paper.

A TRAINED NEWSPAPER MAN.

The press agent who is a professional press agent is a trained newspaper man. Nine times out of ten he is a man who has occupied every position in an editorial and reportorial capacity. He has been hired because he knows what he knows and how to present copy that newspapers will want to publish. If he makes news that's because he's clever. I think it can be truthfully said that the average press agent does no more faking than the average reporter, especially if the reporter is working on space.

What I have said about matter for newspapers does not refer to advance notices published usually in the Saturday or Sunday editions. This, as far as I know, has always been a courtesy extended by newspapers to amusement enterprises and also published for the information of their patrons. Nearly every metropolitan Sunday editor finds

Messrs. C. F. KELLY & CO.

Metropolitan Building, New York, Have Been Appointed Eastern Advertising Representatives of the St. Joseph, Mo., News-Press, Effective July 1, 1910, Succeeding The Smith & Budd Company.

THE ST. JOSEPH, MO., NEWS-PRESS

H. A. SPRAGUE, Advertising Manager

the press agent a resourceful source of suggestions for special and feature articles.

In his connection with big enterprises where many people gather he has certainly proven his value and his usefulness in having ready for correspondents and reporters the news of his place—and if he represents such a place as the Hippodrome, a Coney Island park or a successful theatre where from hundreds to several thousand people gather daily, surely he must have a news center.

PRESS AGENT A FIXTURE.

The press agent of to-day has become a fixture. Nearly every enterprise in the country has a man to look after its publicity. Governments all over the world have used a press agent. Isn't the answer because big amusement enterprises, corporations and others have found that the press agent is valuable because he knows how to give out for publication what a paper wants? Of course its printed value is great to the one it most concerns, but isn't it equally fair to say it would not be printed if the paper did not think it worth the space?

Press agents have no doubt abused newspaper courtesies and overdone the good offices of friends in editorial chairs, but that is an individual fault. The successful press agent does not try to "work" the newspapers. He tries to originate and dig out clever things that will attract an editor looking for features or interesting reading matter. When he gets this he sends to a newspaper only a newspaper man's copy. He asks to have printed, or rather submits without asking something for printing, that will do his attraction good and be printed by the paper because the editor picks it out because it is worth printing. Surely his relation is one of mutual benefit, and the press agent must always be taken into regard as a factor in the world of news-getting and news-printing.

THE QUESTION OF PASSES

No discussion regarding newspapers and amusements can ever come up without some mention of passes. In my time I have probably issued more passes than any man in the country because of the multiplicity of attractions I have looked after. I have always made it a rule to never issue passes on the basis of anything that was published. It has been my custom to issue passes as I would invitations—that is, that the person accepting them are guests of the management I represent and that the pass is a courtesy. The press agent who exchanges passes for advertising makes a mistake. If the advertisement is worth anything he pays for it in money; the pass must be the courtesy he extends and nothing more.

JOSEPH PULITZER HOME.

Returns After Fifteen Months' Trip Abroad.

Joseph Pulitzer, proprietor of the New York World, arrived in New York last Saturday on the White Star liner Cedric from Liverpool, after an absence of fifteen months.

He was met at Quarantine by his yacht Liberty, having on board Mrs. Joseph Pulitzer, Ralph Pulitzer, Jr., and Arthur Billings, assistant business manager of the World.

Louis Harmon Patterson Weds.

Louis Harmon Patterson, editor of the Newark (N. J.) Star, and Miss Emma Louise Bragg, daughter of Mr. and Mrs. Henry E. Bragg, of Yonkers, N. Y., were married at the home of the bride's parents in that city Tuesday. The ceremony was performed by the Rev. E. Atherton Lyon, of Christ Episcopal Church.

Former Sun Man to Edit Weekly.

The Blazer is the name chosen for a new weekly newspaper for Gary, Ind., and its vicinity. Thomas Wallace Swann, formerly of the New York Sun and the Philadelphia Record, is to be the editor.

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 33,500. It reaches every post-office in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper

Publisher

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

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

Foreign Advertising Representatives
J. A. KLEIN JOHN GLASS
Metropolitan Tower, N. Y. Boyce Bldg., Chicago

Most Influential Circulation

The New York Times is read by more bankers, brokers, railroad men, and investors than any other newspaper in the United States, and it publishes a larger volume of financial advertising than any other medium, excluding all questionable announcements.

THE NEW YORK TIMES

"All the News That's Fit to Print"

Seattle Times Circulation Statements Verified by Expert Accountant

**OVER 85,000 SUNDAY
OVER 67,000 DAILY**

The SEATTLE TIMES does not mind competition that plays fair.

But when FALSE claims of circulation are put out by another paper in our field, we feel like the Newfoundland annoyed by the "pleasantries" of a terrier. The Newfoundland doesn't fight back until the terrier begins to snap.

So The SEATTLE TIMES made no move to refute the false statements until those statements concerned us vitally.

When our Seattle competitor circulated the claim that the TIMES was padding its circulation by giving away sample copies and by cultivating a junk heap, we were compelled to fight back.

We called on the Post Office for FACTS to prove the allegations false. Furthermore we called in the foremost and best Certified Public Accountants in Seattle. They spent Ten Days in our plant. They got the facts.

HERE ARE THE FACTS

The records of the United States Post Office at Seattle for the year 1909 show that while the SEATTLE TIMES' regular "Sample Copies" distributed during that year weighed only 18 pounds, the sample copies distributed by The Post-Intelligencer weighed 15,104 pounds. The firm of C. M. Williams & Co., Certified Public Accountants of Seattle, summarize their findings as follows.

Seattle, Wash., Apr. 23, 1910.

Col. Alden J. Blethen, Pres.,
Times Printing Company of Seattle,
Seattle, Wash.

Dear Sir:

Acting under instructions contained in your letter of April 9th, 1910, we have made a complete and thorough examination of the circulation records of the Seattle Times for the months of January, February and March, 1910, and we submit you herewith in detail a report covering the City of Seattle circulation for the months above mentioned. In confirming the integrity of the circulation shown, for several days we checked out the papers to the news boys, carriers and agents. We verified the circulation, shown in the three months under examination, with the cash received during the same period, and checked all route lists, and accounts with agents, thoroughly.

The distribution of newsboys' circulation to streets, houses and residences is as compiled by your circulation manager, based upon reports to him from the newsboys. The total of this circulation is verified each day by the cash received.

We wish to state that, in making this examination, we were given free access to all accounts and to the press rooms, the key to the press register being given into our possession, and the total register was checked against paper consumed and papers circulated.

We hereby certify that we verified the press run and paper consumed by the Seattle Daily Times as of April 16, 1910; that the total press run of that date was

64,860 fourteen page papers, and that after deducting the country circulation, the City circulation corresponds with the average City circulation as compiled by us from the circulation records and cash receipts for the months of January, February and March, 1910. (See schedule "4").

We herby certify that the following statements of NET CITY CIRCULATION as compiled by us are true and complete statements of the average net circulation of the Seattle Daily and Sunday Times for the months of January, February and March, 1910:

	AVERAGES			
	Daily	Sunday	Daily & Sunday	
January	42,811	40,971	42,514	(See Sch. "1")
February	44,175	44,207	44,180	(" " "2")
March	46,379	41,681	45,773	(" " "3")

Detail statements are submitted supporting these averages, and showing the percentage of returns based upon the city circulation, the average returns on daily city circulation for the three months being .01278; on Sunday City circulation, .04482; and on daily and Sunday City circulation, .01729. (See Sch. "A")

At your request, we have also examined the accounts with the transportation companies, both by rail and water, and we hereby certify that during the three months under examination, and for at least twelve months preceding, no returns on such accounts have been allowed.

Very truly yours,
C. M. WILLIAMS & COMPANY,

The Gross Circulation, City and Country, for the Same Months, was:

Monthly	Sunday Average	Daily Average
JANUARY	83,112	63,969
FEBRUARY	88,530	65,368
MARCH	84,230	67,477

TIMES PRINTING COMPANY, Seattle, Wash.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

KANSAS CITY

CHICAGO

FREEMAN BANQUET.

(Continued from page 1.)

Dr. Farrar, of Brooklyn; Andrew McLean, proprietor of the Brooklyn Citizen; Joseph P. Appel, of John Wanamaker's in Philadelphia, and O. J. Gude, of the O. J. Gude Company.

PRESENTING A DIAMOND RING.

Mr. Gude, on behalf of those present, presented Mr. Freeman with a diamond ring—three big diamonds set in it. He said, while presenting the jewel:

"And this is but a very little token of the amount of our real love for you," said Mr. Gude. "But we want you to keep it always because it came to you, not so much from our pockets as from our hearts. And whenever you look at it we'd like you to remember that it stands for not only love, but for gratitude, from the members of a profession you have helped to raise up until we are all of us proud to belong to it."

Mr. Freeman responded with a lump in his throat:

W. C. FREEMAN'S SPEECH.

This is a wonderful dinner and a magnificent present to give to a man so early in his lifetime.

Twenty-five years hence would have been better than now to honor me as you have done, because, by that time, I may have accomplished something really worth while.

I hope to be here twenty-five years from now—still on the job—still working for the good of the advertising profession, and deserving, if possible, the esteem of both the business community and the advertising profession.

Do not forget that I'm a youngster yet and that this occasion will not keep me from working even harder than I have.

You have flattered me immensely by this dinner. It is great to be greeted by so many earnest men who stand for something. You have made me very proud by giving me a testimonial of your good will, but I am not going to permit you to put me on the shelf—self-satisfied, or even partially contented, with my career.

A "BULLY SEND-OFF."

Why, I'm just beginning, but it is bully to get a send-off like this at the threshold of my life's real work. It will be a constant inspiration to go forward with greater enthusiasm and greater energy.

If I could paint word pictures, I would paint them tonight, because the occasion really calls for them. But you know that my vocabulary is limited to the use of plain words, so all I can say is—"Thank you"—two simple words, but a world of meaning in them when sincerely spoken. There is a heap of meaning in what one says.

I do not believe that you folks

would be here tonight unless you wanted to be here. It is the sincerity back of all of this that pleases me most.

I would be mightily unappreciative if I did not feel highly honored by the personal compliment you pay me tonight. At the same time I prefer to think that, down deep in your hearts, you are here because you want to show me that you believe in the policy of business religion that we are all doing our best to carry out.

Honest advertising is business religion—so is the printing of clean, wholesome, reliable news in all publications. It is just as important as following the teachings of that religion which governs our private lives.

Men cannot be publicly honest and privately dishonest or publicly dishonest and privately honest if they are to succeed.

"PEOPLE ARE INHERENTLY HONEST."

Honest publishers and honest advertisers are inherently honest. They are honest both publicly and privately simply because they cannot help it.

I hold that almost all people are inherently honest. The worst of us, down deep in our hearts, despite deception. It sometimes takes a long while to discover that we are being deceived, because all right-intentioned people dislike to believe evil of their fellow beings, but when we do learn that we have been fooled—which we all do, sooner or later—then we rise up in our might and let the whole world know how we feel about it.

We have passed through a long period of deception and have now entered an era of faith and confidence. We now accept only the sincere things and reject the untrue.

We are awakened to the necessity of branding a lie as a lie, and truth as truth.

Publisher and advertisers now feel that they must render an accounting to the public. They know that never again will the people pin faith to the printed words that are not absolutely founded on truth.

Thirty-three years ago on this very date—although the night was Friday instead of Tuesday—I delivered a school-boy's essay entitled "The Whirligig of Time," when my class graduated from the Phillipsburg (N. J.) High School.

It is a coincidence that on this date, thirty-three years afterward, we are celebrating the whirligig of time—the passing of a quarter of a century of work in a profession that has made greater strides during that period than any other profession.

The following is a list of those present at the banquet:

- C. A. Abell, New York American; John Anderson, Evening Mail; Collin Armstrong, Collin Armstrong Advertising Co.; Wallis F. Armstrong, Powers & Armstrong, Philadelphia; Chas. Aronstein, Theatrical; F. W. Ayer, N. W. Ayer & Son, Philadelphia; Finley Acker, merchant, Philadelphia; Bedford Allison, Allison & Lamson; Joseph P. Appel, John Wanamaker, Philadelphia; G. F. Bailey, Evening Globe; Col. F. N. Barksdale, advertising manager Pennsylvania R. R., Philadelphia; Chas. Austin Bates, promoter, New York; Geo. Batten, George Batten Co.; E. C. Beers, London Carpet Mills, Bristol, Pa.; C. H. Bellows, Evening Mail; Geo. C. Benjamin, Manufacturing Tailor, New York; W. J. Beaulieu, H. A. Bills, Frank Seaman Agency; E. F. Birmingham, Fourth Estate; Mr. A. Bissell, Evening Mail; Paul Block, Paul Block Special Agency; S. J. Bloomingdale, Bloomingdale Bros.; Robt. Bridgeman, Evening Mail; Geo. S. Brown, Hutchinson, Pierce & Co.; Ray Brown, Everybody's Magazine; B. A. Bullock, Botany Club; Harry Bunce, New York Telegraph; W. E. Bonnell, W. H. H. Hull & Co.; Gay Bradt, New York American; Dr. G. C. Batcheller, Frank Buckhout, Evening Mail; Matthew Bernheim, clothier; Frank Boyle, Evening Telegram; W. T. Blaine, Samuel Brill, Brill Brothers, Clothiers; Jerome Buck, New York American; E. J. Bell, New York Herald; Mr. Bleeth, Brooklyn Eagle; W. H. Bagley, advertising manager, Smith, Gray & Co.; William J. Barrett, Brooklyn Times; H. A. Cochrane, International Show Co.; Philip A. Conne, Sacks & Co.; J. C. Cook, Evening Mail; W. B. Cowperthwait, Cowperthwait & Sons; H. E. Crall, special agent; Martin S. Cohen, lawyer; Dr. T. J. Carney, physician; Mr. J. A. S. Carpenter, general agent; Hugh Chalmers, Chalmers Automobile Co.; Newcomb

- Cleveland, A. W. Erickson Agency; W. J. Cobb, Evening Mail; H. S. Collins, United Cigar Stores Co.; W. E. Conklyn, Seaboard Air Line; Thos. Cleary, Staats-Zeitung; Clarkson Cowl, Jos. H. Hearn & Son; A. A. Christian, advertising manager, Gimbel Bros., Philadelphia; J. E. Bonon; Sylvan Dalsimer, Philadelphia; Howard Davis, advertising manager, New York American; R. H. Davis, Munsey's; Jos. P. Day, real estate; Elmer Dupue, Louis B. De Veau, McClure's; W. W. Douglas, Morse International Agency; Special Dickinson; John F. Duggan, superintendent, Gimbel Bros. New York Store; James R. Day, real estate; H. A. Dickie, Wolsztan Dixey, advertising agent, Philadelphia; John H. Eggers, A. R. Elliott, A. L. Elliott Advertising Agency; E. W. Emery, tailor; A. W. Erickson, Gow, Erickson Agency; Geo. Ethridge, The Ethridge Co.; S. Keith Evans, advertising manager, Woman's Home Companion; E. D. Edmondson, Philadelphia North American; J. D. Ellsworth, B. F. Einstein, lawyer; J. H. Emery, Lord & Taylor; A. E. Fairchild, Men's Wear Magazine; A. M. Fechheimer, advertising manager, Young's Hats; Gerrit Fort, G. P. A., New York Central Line; Alvan P. French, William C. Freeman, Evening Mail; Edwin Freeman, son of Wm. C. Freeman; W. R. Fairfield, Philadelphia Times; Edg. D. Farrar, H. S. Fisk, Root Newspaper Agency; Harrington S. Fitzgerald, Philadelphia Item; Richard Foley, R. A. Foley Advertising Agency, Philadelphia; Geo. L. Foote, Jr., W. H. H. Hall Agency; L. M. Frahier, Campbell's Sons Co.; Jos. Frankel, Philadelphia; David Froelich, Ludwig Bauman & Co.; Harry Fromm, Evening Mail; Robt. Frothingham, Everybody's Magazine; John Flanigan, dry goods; A. E. Gans, O. J. Lude Co.; S. W. Goldberg, American Hebrew; Chas. H. Grasty, Baltimore Sun; W. W. Griffith, Lord & Thomas; Lloyd C. Griswold, President Republican County Committee of New York; O. J. Gude, Bill Boards; W. E. Gude, O. J. Gude Co.; M. M. Gillam, New York Herald; Louis S. Gimbel, Gimbel Bros., Philadelphia; G. K. Glenn, Illustrated Milliner; Louis Gilman, J. C. Galt, Special Agency; J. P. Gilroy, O. J. Gude Co.; Mr. Milton Gossdorfer, theatrical; Bernard F. Gimbel, Gimbel Bros., Philadelphia; Conde Hamlin, N. Y. Tribune; Harold C. Hansen, Draper, Hansen Agency; Louis M. Hart, Cammeyer advertising manager; Dr. Alton H. Hawley, Reman, milliner; John H. Hawley, Associated Sunday Magazines; Geo. H. Hazen; Arthur H. Hears, Jas. A. Hearn & Son; Samuel Hecht, New York American; Elmer Helms, New York American; W. R. Hine, Frank Seaman, Inc.; H. L. Hornberg, advertising agent, Philadelphia; H. S. Howland, advertising agent, New York; H. B. Humphrey, advertising agent, Boston; R. F. R. Huntsman, advertising manager, Brooklyn Standard-Union; Allan C. Hoffman; M. F. Hansen, Leslie's Weekly; Geo. A. Hearn, Jas. A. Hearn & Son; E. F. Hooper, New York American; Max Held, waist manufacturer; G. G. Halstead, Paul Block Special Agency; C. F. Hedington; Frank Hock, Evening Mail; J. M. Hopkins, Printer's Ink; Wm. H. Ingersoll, R. H. Ingersoll & Co.; Wm. H. Johns, Geo. Batten Co.; Wm. H. Johnson, Sunday Magazines; J. H. Jones, advertising manager Macy's; Mr. Joseph Samuel Knopf, general agent; J. G. Ketchell, The Ethridge Co.; Ingalls Kimball, Cheltenham Press; Jos. T. Knapp, American Lithograph; Otto Koenig, Christian Herald; Gilbert Kiloak, advertising agent, Philadelphia; E. M. Lawrence, Georgia Batten Co.; C. D. Levin, advertising agent, Sacks & Co.; W. A. Lewis, Evening Mail; Harry Lissauer; J. H. Little, furniture; Stephen B. Lowe, Boston; J. J. Lutge, Evening Mail; Preston P. Lynn, general manager, John Wanamaker; Geo. W. Langer, advertising agent, O. J. Gude Co.; Geo. P. Leffler, The Editor and Publisher; Chas. R. Long; C. A. Leidv, New York American; H. M. Lasker, Paul Block Special Agency; Justin McCarthy, advertising manager, Abraham & Strauss; A. C. McGowin, John Wanamaker; Andrew McLean, Brooklyn Citizen; Hugh McAtamney, real estate; H. J. Mahin, O. J. Gude Co.; John Lee Mahin, Mahin Advertising Agency, Chicago; R. R. Mamlock, vogue; H. T. Meany, advertising agent; A. J. Meister, advertising manager, Simpson-Crawford; A. J. Meston, advertising manager, James B. Moyer, H. Moyer; Walter Thompson Co.; H. D. Miller, Evening Mail; W. W. Mills, Evening Mail; Henry Modery, Evening Mail; Chas. Molephini, New York Evening Post; Thos. Moore, John Wanamaker's; M. P. Moseley, New York Commercial; W. L. McLean, Philadelphia Bulletin; P. F. Murphy, Mark Cross Co.; M. G. McHie, New York Press; A. E. McBea, Street Railways Advertising Co.; Prof. Chas. Munter, shoulder braces; Jos. R. Munter, shoulder braces; I. A. Mack, Cleveland Leader; W. H. Mann, Munsey's; L. Moss, advertising manager, 4th St. Store; Harry C. Michaels, advertising agent; T. D. MacGregor, Siegfried Agency; N. R. Maas, Paul Block Special Agency; Isaac Nichols, Senator, New Jersey Legislature; T. E. Niles, Evening Mail; R. F. Nolley, advertising agent, Baltimore; W. D. Nugent, Philadelphia Record; A. T. Nicholson, New York Press; Roger O'Donnell, Brooklyn Times; Jas. O'Flaherty, O'Flaherty's Suburban Lists; W. M. Ostrander, real estate; Hugh A. O'Donnell, Philadelphia Press; W. J. O'Meara, New York American; Jos. Oppenheim, Max Field Waists; Don M. Parsner, McClure's; Rav T. Parker; Ralph B. Peck, Greenhut & Co.; W. M. Pearsall, advertising agent; A. H. Pogson, banker; P. W. Pogson, banker; E. Maury Posey; Chas. Powell, German Herald; Frank Freshrey, Frank Freshrey Agency; F. E. Powelson, Carl H. Perry, Chalmers Motor Car Co.; George H. Perry, advertising manager, Gimbel Bros., New York; George H. Priest, advertising manager, Singer Sewing Machine Co.; E. J. Preston, O. J. Gude Co.; Martin C. Ready, New York Tribune; C. S. Reed, Anticor Sales Co.; Louis Renard, milliner; Maurice Renard, milliner; Victor

- Ridder, Staats-Zeitung; E. J. Ridgway, Everybody's; Wm. Ronayne, Evening Mail; Louis Rosenberg, advertising manager, Siegel-Cooper; C. A. Regan, Paul Block Special Agency; F. J. Ross, advertising agent; Channing Rudd, advertising agent; F. G. Russell, Hicks' Advertising Agency; A. M. Ryan, Evening Mail; Chas. D. Reohr; C. F. Reischer, D.D., Grace Methodist Church; George Davidson Rogers, banker; W. J. Ryan, Literary Digest; J. V. Ranc; Frank H. Reeve, real estate; Raymond P. Roberts, New York Globe; Bernard Ridder, Staats-Zeitung; W. F. Sanborn, Evening Mail; John Schroers, Hearst Organization; Mr. Schulhoff, Renard, milliner; W. P. Scott, Jr., Homer W. Hedge Co.; T. Scowcroft, Evening Mail; W. W. Sharpe, advertising agent; Chas. T. Shearer, advertising manager, Bloomingdale Bros.; Wm. Sidelbotham, John Wanamaker, New York; Wm. F. Simpson, general advertising agent; W. F. Smith, Boston; A. E. Sproul, advertising agent, Boston; H. L. Stoddard, Evening Mail; E. G. Sutherland, Mail & Express Job Press; A. M. Slaughter, New York Tribune; C. D. Spaulding; M. F. Smith, Fox Hills Golf Club; Jos. B. Sheffield, John Wanamaker, Philadelphia; E. J. Stowers, J. A. Richards Advertising Agency; John Tobin, New York American; L. H. Townsend, Hicks' Advertising Agency; H. S. Thalheimer, Cleveland Leader; W. H. Tripp; Vincent Tobin, Journal of Commerce; Mr. Van Valkenburg, Philadelphia North American; Howard Vogel, clothier; Jacob Vogel, advertising agent; I. W. D. Walker, advertising manager, Brill Brothers; Dr. Waterbury, dentist; Eugene P. Weed; E. Westfall, advertising manager, New York Globe; I. C. Wetmore, Evening Mail; Marshall Whitlatch, Standard Milling Co.; George Williams; C. W. Wolfe, general manager, Smith, Gray & Co.; W. F. Wentz, O. J. Gude Co.; C. M. Wessels; James White, O'Neill-Adams Co., advertising manager; P. Walsh, New York Commercial; Louis Wiley, New York Times, business manager; Kurtz Wilson, Philadelphia North American; Jesse Winburgh, street car advertising; John E. Webber, Webber & Heilbronner; S. F. Wall, Greenhut & Co.; Richard H. Waldo; W. J. Yeoell, Philadelphia Press; Geo. Young, Frank Seaman, Inc.

RICHARD WHITE DEAD.

Part Owner of Montreal Gazette Succumbs After Long Illness.

Richard White, one of the owners of the Montreal Gazette and one of Canada's best-known citizens, died Wednesday following a long illness. He was sixty-seven years old.

Mr. White was a conspicuous figure in Canadian journalism for nearly forty years. In connection with his brother, Thomas, he conducted the Hamilton Spectator prior to 1871, when they secured control of the Montreal Gazette. The paper prospered under Mr. White's management, and in 1878 the firm name was changed to the Gazette Printing Company, with Mr. White as president. He retired from active work some years ago.

An Ad That Pulled.

Concerning a recent advertisement in the San Antonio (Tex.) Light-Gazette, Joske Brothers Company of that city writes to that paper in part as follows: "Friday, June 3, we ran in your paper about four and one-half pages of advertising for our semi-annual clearance sale and Great White Fair. On the following day, Saturday, June 4, this store broke every sale record in its history. As we had used the Light and Gazette exclusively for advertising this sale, we feel that you are entitled to warm congratulations upon the pulling power of the paper."

NOT all publishers believe that good Rollers have anything to do with the attractive appearance of a sheet Many Do That is the reason why some are better printed than others. Running a Roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks, nobody else does. BINGHAM BROTHERS CO. ROLLER MAKERS (Established 1849) 406 Pearl St., 521 Cherry St., N. Y. Allied with BINGHAM & RUNGE, CLEVELAND

350,000 Germans in Philadelphia The German Daily Gazette COVERS THIS FIELD THOROUGHLY A Home Paper for a Home People

MONTREAL.

Record Attendance at Annual Convention of Circulation Managers—
Harry E. First, of Cincinnati
Enquirer, the New President
—Program Covered Wide
Range of Topics.

The National Association Managers Newspaper Circulation met in Montreal last week in annual convention with the largest attendance in the history of the organization. The following officers were elected:

President, Henry E. First, Cincinnati Enquirer; first vice-president, John D. Simmons, Atlanta (Ga.) Journal; second vice-president, W. J. Little, Montreal Star; secretary and treasurer, John R. Taylor, Grand Rapids Press.

Board of Directors—E. A. McKinnon, Philadelphia Press; J. N. Chevrier, Montreal La Patrie; J. L. Russell, Cleveland Leader; James R. Henderson, Montreal Gazette; C. F. Stout, Plainfield (N. J.) Courier-News; E. C. Jackson, Springfield (Mass.) Republican.

Wednesday morning was devoted to regular business of the association. The afternoon session was given over to the discussion of the following subjects:

"The best method whereby permanent representation and street sales may be developed and improved." By Thos. Downey, Boston Globe, Boston, Mass.

"The Comic Supplement. Is it worth the expense as a circulator?" G. F. Munday, The Inquirer, Philadelphia, Pa.

"How to secure the best help; securing college students; promotion of assistants; employing men from other newspaper offices." O. D. Wolf, The Journal, Topeka, Kan.

"Circulation value of the Woman's Page." W. L. Argue, The Star, Toronto, Ont.

"Circulation value of Serial Stories." Discussed by the members generally.

Between the morning and afternoon sessions the members were the guests of the City of Montreal and were tendered a luncheon on Mount Royal. They were welcomed to the city by Mayor Guerin and Alderman Dandurand. The addresses were most cordial and were responded to by President McLean of the association, who acknowledged with much gratitude their generous hospitality. In the evening the committee took the members on a trip through the Lachine Rapids or about the harbor of Montreal, as they preferred. Both outings were enjoyed immensely.

Hon. George W. Stevens, president of the Harbor Commission, very carefully explained the great advantages of the fine harbor and the immense amount of tonnage handled. The members taking the trip about the harbor were the guests of the Harbor Commission.

The Thursday morning session was given over to regular business of the association and changes in by-laws,

the principal of which was the change in name of the organization from the National Association of Managers of Newspaper Circulation to International Association of Managers of Newspaper Circulation.

The convention was also addressed during this session by L. J. Tarte, managing director of the Montreal La Patrie. Mr. Tarte remarked on the great interest manifested by the members, the large number present and their fine appearance. He spoke of circulation and its relation to other departments of the paper and of its supreme importance to a successful newspaper.

He was followed by F. R. Dougal, of the Montreal Witness, who likewise welcomed the members. His subject was the character of the newspaper, briefly outlining the policies of his paper.

Thursday afternoon's session was given over to the discussion of the following subjects:

"Are sporting and other extra editions conducive to permanent circulation gains?" W. J. Argue, The Star, Toronto, Ont.

"Want Ads." Their value to the Circulation Department. W. Wilder, Telegram, Toronto, Ont., and J. B. Cox.

"Unaccounted for Papers." "What is a reasonable percentage of unaccounted out of total printed and how to reduce it?" General discussion led by the president.

"Should the Circulation Dept. of a newspaper show a surplus on the year's business?" H. E. First, The Enquirer, Cincinnati, Ohio. In a very able paper on this subject Mr. First stated that he did not think the revenues could be properly separated, as to their particular departments.

"The best method of working R. D. Routes and Country Postmasters." A very interesting paper was read on this subject by S. D. Long, The Eagle, Wichita, Kan.

"Prices secured by the various papers from subscribers, agents and news companies." General discussion.

"Is it to the advantage or disadvantage of newspaper offices to make up small separation of newspaper mail in accordance with the wishes of the P. O. Dept.?" H. E. First, The Enquirer, Cincinnati, Ohio., led the discussion.

"Premiums." Their advantages and disadvantages. W. J. Darby, The Mail, Toronto, Ont.

Friday morning was given over to unfinished business. The following topics were also discussed:

"Circulation from the standpoint of the man who buys it." W. H. Goodwin, manager of The John Murphy Co., Limited, Montreal.

"Big Sunday Issues." J. L. Russell, Cleveland Leader.

"The Return Privilege." J. M. McKernan, New York World.

"Newsboys' strikes." W. Elder, Toronto, Ont.

Discussing quality as applied to circulation, Mr. Goodwin said, among other things:

"I can't understand what you mean by quality. I can understand extent and activity, but not quality. I can understand locality of circulation, and that is what I would like to know. Where is the circulation going? The streets may be littered with advertising; there may be great activity, but where is it going? The circulation that we appreciate is the circulation that circulates through the brains of the people. Tell us why your subscribers buy your paper, and we will tell you where it is going."

By a close vote the convention decided that theatrical criticisms and reading notices were worth the space they are receiving in the press. D. B. Rose, of the Louisville Evening Post, supported the theatrical department with the argument that what fifty thousand people would pay to see was worth some space.

The following members were in attendance:

- J. R. Taylor, Evening Press, Grand Rapids, Mich.; J. W. Nolan, Union, Springfield, Mass.; J. E. Bourgeois, La Presse, Montreal, Can.; E. F. McIntyre, Register, New Haven, Conn.; E. L. Tucker, Post-Express, Rochester, N. Y.; W. S. Mitchell, Evening Express, Portland, Me.; Geo. A. Rohn, Evening Star, Schen-

At the Head of the Lakes

The Duluth News-Tribune



Sets all its display advertising up to and including 14 point, on

THE LINOTYPE

They estimate the cost of composition per page at \$6 to \$9. Other papers have tried to entice away their men, and in one instance have succeeded—but they cannot take away their method—

The Linotype Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

ctady, N. Y.; G. E. Johnson, Courier-Journal, Louisville, Ky.; E. S. Dobson, News-Tribune, Detroit, Mich.

John D. Jackson, Register, New Haven, Conn.; R. S. Hamilton, The Telegram, Winnipeg, Can.; P. B. McGlynn, The Post, Denver, Col.; Ray Williams, Erie Zeitung, Newark, N. J.; Geo. S. Pitchforth, The Journal, Muscatine, Ia.; L. F. Minneman, The Republican, Waterbury, Conn.; W. S. Deniston, Star-Telegram, Fort Worth, Tex.; R. D. M. Decker, Advertiser, London, Can.

Robt. L. McLean, Bulletin, Philadelphia, Pa.; H. F. Norton, News-Bee, Toledo, O.; W. F. Herron, Gazette-Times, Pittsburg, Pa.; H. A. Akin, Citizen, Columbus, O.; M. W. Florer, The News, Dallas, Tex.; C. C. Burns, The News, Galveston, Tex.; R. S. Weir, Journal, Detroit, Mich.; Jno. D. Walker, John, Johnston, Wm. A. Geddes, Free Press, Ottawa, Ont.; S. D. Long, Eagle, Wichita, Kan.; J. L. Russell, The Leader, Cleveland, O.; Hugo Dietrich, Germania-Herald, Milwaukee, Wis.

G. B. Williams, Times, Geneva, N. Y.; J. W. Aldred, Mirror, Manchester, N. H.; Geo. M. Rogers, Plain Dealer, Cleveland, O.; L. L. Ricketts, Capital, Des Moines, Ia.; H. Solomon, Free Press, Milwaukee, Wis.; Clarence Eyster, Star, Peoria, Ill.; J. R. Henderson, Gazette, Montreal, Can.; John D. Simmons, Journal, Atlanta, Ga.; John B. Cox, The News, Calgary, Alberta; W. H. Adams, Evening Record, Windsor, Ont.

R. M. Glover, Examiner, Peterboro, Ont.; Chas. H. Congdon, Times, Watertown, N. Y.; W. J. Darby, Mail and Empire, Toronto, Can.; W. L. Argue, The Star, Toronto, Can.; J. H. Miller, Jr., Chronicle-Telegraph, Pittsburg, Pa.; C. S. Stout, Courier-News, Plainfield, N. J.; Frank L. Frugone, Belletino Del Sera, New York City; H. V. Bomar, The Times, Louisville, Ky.

Alfred Zimmerman, The World, New York City; E. A. Elcock, Evening Post, New York City; H. E. First, The Enquirer, Cincinnati, O.; A. J. Gerber, Journal, Syracuse, N. Y.; John F. Kelly, Review, New York City; Peter A. Galdon, Edw. C. Johnson, Republican, Springfield, Mass.; D. B. Rose, Evening Post, Toledo, O.; Thomas Downey, Globe, Boston, Mass.; V. N. Dorgan, Democrat and Leader, Davenport, Ia.

Chas. Patterson, Daily World, Tulsa, Okla.; Geo. R. Munday, Inquirer, Philadelphia, Pa.; J. C. Wilmarth, Herald, El Paso, Tex.; I. N. Sears, Times, Davenport, Ia.; Emil M. Scholz, Chicago, Ill.; D. B. Rose, Evening Post, Louisville, Ky.; M. D. Treble, The Times, Buffalo, N. Y.; Fred. M. McClure, Plain Dealer, Cleveland, O.; C. H. Most, Times-Star, Cincinnati, O.

Jas. H. Allison, The National Stockman and Farmer, Pittsburg, Pa.; J. M. McKernan, The World, New York; W. J. Irwin, Globe, Toronto, Can.; W. J. Little, The Star, Montreal, Can.; H. E. Dill, Times-Democrat, Muskogee,

Okla.; D. C. Frame, The News, Cleveland, O.; Daniel Nicoll, Mail, New York; Geo. H. Reynolds, Standard, New Bedford, Mass.

California Scribes Organize.

The Newswriters' Association of Alameda county, Cal., was permanently organized last week with forty charter members. The constitution provides for an organization which eventually is to be national in its scope. Officers were elected as follows: William S. Cox, president; Hale Shields, vice-president; Frank H. Bartlett, secretary; J. C. Laney, treasurer. These officers, with George Pypier and W. K. Bassett, compose the board of directors.

McClure Improving.

S. S. McClure, the well-known New York publisher, who recently underwent a severe surgical operation in Paris, is reported as much improved. He plans to sail for New York the last of July.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,
 225 Fifth Ave., Marquette Bldg.,
 New York. Chicago.

The Evening Wisconsin.

Milwaukee's Leading Home Paper.

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

- Its average daily circulation is over 40,000 copies.
- It regularly carries the advertisements of every leading Milwaukee Merchant—they have proved its value.
- The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

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



PHOTOGRAPH OF THE CROWD AT THE THIRD ANNUAL ATHLETIC MEET OF THE PITTSBURG PRESS.

ATHLETIC CARNIVAL

Conducted by the Pittsburg Press a Huge Success.

The greatest amateur athletic carnival ever held in America was the verdict of those who attended the third annual Free Track and Field Meet held by the Pittsburg Press at Forbes Field last Saturday. That all of the sport-loving population of Pittsburg was there was evidenced by the fact that the attendance numbered more than 25,000.

With but few exceptions all the well-known amateur athletes in the country competed, and the long program of events was carried through from beginning to end without a single hitch.

Seldom has an affair of such magnitude been so ably managed. No details looking to the comfort of athlete or spectator was overlooked, and all confusion and disorder was avoided by proper policing of the grounds. Only those with proper badges were allowed on the field. One of the many excellent features of the meet was Nirella's band, which rendered a specially prepared program.

In addition to the representatives of the press, there was a full quota of starters, scorers, clerks of the course, assistants and other necessary officials. The meet was run under the auspices of the A. A. U and officers of that body were in charge.

Martin Sheridan, "Mat" McGrath and John J. Flannagan, three well-known athletes, while entered in the meet, were unable to reach Pittsburg by reason of the fact that they are all members of the New York police force and were unable to obtain leave of absence.

The Eastern and Canadian contingent was personally escorted to Pittsburg by I. A. Klein, of the Metropolitan Tower, New York, foreign representative of the Press, who did much toward the success of the meet.

The prizes awarded to the winners of the various events were as follows:

In all Western Pennsylvania, Eastern Ohio and West Virginia events

except the relays there were three prizes:

Gold medal for first.
Silver medal for second.
Bronze medal for third.

In the relays gold and silver medals were given the first and second teams respectively.

In the Special or Olympic events there were three prizes to each event except the relays:

Gold mounted diamond medal for first.
Silver medal for second.
Bronze medal for third.

In the relay race, gold and silver medals were given first and second teams respectively.

The prizes for the special two-mile relay were gold medals to the winners. The following were the special prizes:

A handsome silver cup given the club, school or organization from Western Pennsylvania, Eastern Ohio or West Virginia which scored the most points. This cup was won by the Cleveland Athletic Club.

For this cup all points made counted. Another splendid silver cup was given to the athlete who scored the most points in the Olympic or open events. Only points scored in Olympic or special events counted for this cup. This cup was won by Lee J. Talbot, of the Kansas City A. C.

Thomas Hitchcock Dead.

Thomas Hitchcock, for many years connected with the editorial staff of the New York Sun, died at his home in New York Monday from Bright's disease. He was born in New York in 1831 and was a graduate of the University of the City of New York and the Harvard Law School. He wrote social, literary and financial articles for the Sun under the name of Matthew Marshall.

Printing Plants Consolidated.

The Western Newspaper Union has taken over the Chicago Newspaper Union and the business of the two institutions will be consolidated July 2. More than a year ago the Western Newspaper Union absorbed the A. N. Kellogg Newspaper Company's various houses, and shortly afterwards the Northwestern Newspaper Union.

Beach Conger Home.

Beach Conger, chief of the Associated Press Bureau in Russia and for the last four years stationed at St. Petersburg, is enjoying a visit at his old home in Grand Rapids, Mich. Mr. Conger arrived in New York last Saturday with the Roosevelt party.

The Pittsford (N. Y.) Advance is a new weekly recently established.

JEROME WILBUR RESIGNS.

Quits A. P. as Result of Ship Subsidy Inquiry.

In a speech dealing with combinations among foreign steamship lines touching at American ports, Representative Humphrey of Washington, introducer of the Ship Subsidy bill, charged that certain steamship lines were represented in Washington by Jerome J. Wilbur of the Associated Press. He said, in part:

"The hired representative of Herr Ballin and his interests is here in Washington to-day on the staff of the Associated Press, the greatest news gathering agency in the world. This gentleman's name is Mr. Jerome J. Wilbur, and when you remember how close the German merchant marine is to the German navy it is at least suggestive that this representative of this giant foreign steamship trust should also be the representative of the Associated Press assigned to our State, War and Navy Departments.

"When he was on the witness stand the other day he refused to testify as to the amount of money that he was being paid for this service. The next day after that Mr. Boas of New York (American general manager of the Hamburg-American Packet Company) was on the witness stand, and he testified that Mr. Wilbur's compensation was \$3,000 a year. What does he do? What are the services that he renders this company?"

In connection with the matter the Associated Press issued the following statement:

"It having come to the knowledge of the executive officers of the Associated Press that an employee in the Washington office has been engaged under salary by two steamship lines to furnish them with certain classes of information, an investigation has been made. It has been disclosed that, while such employment did not at any time involve any act on the part of the employee which could in any way affect the integrity of the service, nor even interfere with his legitimate and proper work for the Associated Press, nevertheless such employment is so subject to misconception as seriously to impair his usefulness, and his relation to the Associated Press has in consequence ceased by the acceptance of his resignation.

"The termination of his long, useful and honorable service does not justify any assumption that he has been consciously guilty of any misconduct, nor that in the work he has performed for the steamship companies he has done anything which one not connected with the Associated Press might not have done with perfect propriety."

Damaged by Fire.

The plant of the Niagara Falls Cataract Journal was damaged by fire last Saturday. The blaze started from a motor in the press room.

MAGAZINE MERGER.

Paris Modes Combined with Every Woman's Magazine.

Paris Modes will be merged with Every Woman's Magazine with the August issue.

The fashion features of Paris Modes and the general magazine features of Every Woman's will be retained. The aim of the editorial department will be toward high class fiction, special timely articles, fashions, and practical helps for the woman interested in household affairs.

Joins Staff of Moline (Ill.) Mail.

Oscar Rundquist, for six years circulation manager of the Moline (Ill.) Dispatch, has taken charge of the circulation of the Moline Mail.

Will You Spend 1c. to Cut Expense in Two?

You can practically cut your paste bills in half simply by mailing us a postal. Just write—"Ship us a 50-lb. box of JELLITAC (at 7c a lb.)." JELLITAC costs much less than flour paste in the first place; is used without a particle of waste; cannot deteriorate and cannot spoil even in the hottest weather. Consequently it is the cheapest paste you can use—and the best. We ship JELLITAC "on suspicion." You can lose nothing and gain a lot by simply trying it out in your own plant. WILL you spend 1c to cut expense in two?

ARTHUR S. HOYT—NEW YORK
90-A. West Broadway

Headquarters for
TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market.

The S. T. Smith Company
11 Barclay St. New York City
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same. **DISCOUNTS ON APPLICATION.**

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 Matthew Adams
2013 Peoples Gas Building, CHICAGO

In eight week's time we can increase your circulation by means of one of our contests from 25% to 100%—Paid-in-advance. Our contests finance themselves. Write or wire for details.

Publishers Circulation Service Co.
Marbridge Building
Herald Square
NEW YORK CITY



HORACE M. GODDARD.

Head of the Retail Advertisers' Service of New York.

Few men in the advertising and newspaper world have had a more varied and interesting experience than Horace M. Goddard, head of the Retail Advertisers' Service of New York City.

He began his career when but a mere boy, setting pi and washing rollers on the Sioux Falls (S. D.) Argus-Leader, at that time owned by his father, T. S. Goddard. In his last two years at high school he became the publisher of the Educational Echo, a five-column four-page paper that looked after the interests of the colleges and schools of Sioux Falls.

After graduation, the finishing touches were put on to make him a journeyman printer, with a practical knowledge of the making of a newspaper. During this period he chased local news, edited telegraph, wrote editorials, and solicited and collected subscription accounts. In later years, in a bigger field, this practical experience made him a valuable man in every newspaper office in which he worked.

During the last Indian outbreak on the Sioux Reservation, Mr. Goddard, who was only sixteen years old, was in Pierre, S. D., as a newspaper correspondent representing the press associations.

From Pierre he went to Minneapolis and Chicago, working at his trade, later entering the business office of the Chicago Evening Post, owned at that time by James W. Scott. Upon the establishment of the Chicago Chronicle by J. R. Walsh he became connected with that paper as assistant to John C. Eastman and Lester Jones.

Leaving the newspaper business, Mr. Goddard established the Art Printing Company in Chicago, which produced the first window transparencies ever printed in this country. Through the sale of these signs, lithographed steel signs, etc., he became interested in the Advance Sign Company, making painted bulletin store signs and wood agency signs. Later he joined Frank J. Carlisle, now of the Los Angeles Express, in the work of the Scripps-McRae League in the Chicago office as special agent.

Leaving Chicago, he joined the staff of the New Orleans Item, and later, as an advertising agent, he became a factor in the development of advertising sentiment in the South among retailers and manufacturers. Joining forces with Barron G. Collier, he sold street car space in Washington, D. C., later working in the national street car field after Thomas Balmer became advertising director of the Street Railways Advertising Company.

Mr. Goddard has sold advertising in nearly every city of the United States



HORACE M. GODDARD

HEAD OF THE RETAIL ADVERTISERS SERVICE OF NEW YORK WHO HAS SPENT TWENTY-FOUR YEARS IN THE NEWSPAPER AND ADVERTISING FIELD.

and believes there is no advertising medium which approaches the daily paper in efficiency at an equal cost. Asked as to what he considers the field for greatest development of advertising in the future, Mr. Goddard replied emphatically:

"What is needed is to put retail advertising on as high a plane as that now occupied by our best national advertisers. In the first place, the retailer must be taught to think of advertising not as an expense but as an investment. He must be shown the wisdom of making definite yearly appropriations based on a certain percentage of his gross sales. He must be taught the one fundamental principle of retail advertising—that it must be solely of the nature of store news, truthfully told, interestingly told, reflecting the motives, aims and principles of the store. When the retailers of the country have reached this position, retail advertising will have a value five times greater than at present, and will be the greatest force in the business world."

Progressive Southern Paper.

The Greenville (S. C.) Daily Piedmont has just installed a web perfecting press and increased its news facilities by securing the Associated Press service in addition to the service of the United Press. It is the only daily in the city and is represented in the foreign field by the Fisher Agency, of New York and Chicago.

RETURNED WITH ROOSEVELT.

George Grantham Bain Back After Extensive European Trip.

George Grantham Bain was on the bridge of the Kaiserin Auguste Victoria with Theodore Roosevelt when that ship arrived at Quarantine, New York. Mr. Bain ended a trip not so varied and interesting as Mr. Roosevelt's, but full of experience and profit.

Sailing from New York March 19, Mr. Bain arrived in Naples in time to greet Mr. Roosevelt and journey to Rome on his train. After the Rome experience, which was full of interest, Mr. Bain went to Florence, Monte Carlo and Toulon, being the guest at the last-named city of F. M. Mansfield ("Francis Miltoun"), the well-known writer. Mr. Mansfield is American Consul at Toulon. After motoring to Hyroes, Cassis, Marseilles and Martigues, Mr. Bain went to Paris in time for the reception to Mr. Roosevelt at the Elysee Palace.

From Paris he went with Mr. Roosevelt to Brussels The Hague, Copenhagen, Christiania, Berlin, London and Cambridge. Mr. Bain sent back fourteen letters and more than a hundred photographs illustrating Theodore's Adventures in Wonderland to the Cincinnati Times-Star, Louisville Courier-Journal, Chicago Record-Herald, Portland Oregonian, Cleveland Plain Dealer, Indianapolis Star and other papers. During his absence the Daily Illustrated News Service was in charge of H. W. Sierichs.

Hamilton Marshall Dead.

Hamilton A. Marshall, well known as an editor and sporting writer, died at his home in Sheephead Bay last Saturday from a complication of diseases. He had been ill some time. Mr. Marshall was born at Flushing, L. I., in 1865, and was a graduate of Columbia University. He was identified with newspaper work for more than twenty-five years. He had been city editor of the World, city editor of the New York Herald, city editor of the New York American, editor of the Morning Telegraph, city editor of the Philadelphia North American and night city editor of the San Francisco Examiner.

H. C. Wills has consolidated the South Dayton (N. Y.) News with the Cherry Creek News.

ART WORK

We have perhaps the most competent and best equipped establishment for illustrative work of every character and description.

Night and Day Art Staffs.

The Ethridge Company

Madison Square Building
25 East 26th Street NEW YORK

HOUSTON CHRONICLE.

General Readjustment of Staff Following Resignation.

Several changes have been made in the staff of the Houston (Tex.) Chronicle, due to the resignation of W. N. Meyfield, Jr., as commercial editor. W. S. Gard has been placed in charge of the commercial and industrial departments, and G. E. Kepple takes active charge of the city desk.

John L. Dolan, long identified with Houston papers, has been added to the general staff, and Miss Eudochia Bell, for five years editor of the women's department of the San Antonio Express, has been secured to write on subjects of interest to women.

Editor Appointed to Office.

Conde B. Patten, editor of the Catholic Encyclopedia, was last Monday appointed a commissioner of appraisal in the New York water sheds proceedings by Justice Keogh.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

A rooster thinks his crow makes the sun rise.

Business managers of successful newspapers say our "4c guaranteed news" makes their profits rise—ask us the why

AMERICAN INK CO. - 12 DUANE STREET

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.

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NEW YORK, SATURDAY, JUNE 25, 1910.

HORSE RACING AND NEW YORK "PROVINCIALISM."

We have heretofore felt that the charge of "provincialism" made against New York newspapers by so many Western and Southern publishers was inexact in describing the metropolitan editorial and reportorial habit of mind. There were good reasons, we believed, for the seeming self-sufficiency of the New Yorkers. If the New York news editor chooses to print his paper full of local New York news and ignore happenings beyond the Bronx River, he is not necessarily "provincial"; that is to say, philologists may debate about the word as applied to the New Yorkers.

But the New Yorker sometimes exhibits worse than "provincialism."

Here is a paragraph from the New York Evening Sun report of the Suburban Handicap horse race at Sheepshead Bay on Friday of last week:

"To-day's is the twenty-seventh Suburban, and this may be its swan song. What the Yale-Harvard game is to football, the America's Cup race to yachting and the Epsom Derby to the British sporting world, the Suburban is to American horse racing, and of the comparatively few thousand survivors of the devotees of the sport that made the trip to Sheepshead Bay this afternoon there were few that had not made up their minds that this was their last."

This was part of the introduction to the leading news story of the day. The Sun reporter evidently lacked perspective, and to lack perspective is often to be ignorant.

There are several millions of people outside of New York who know something about horse racing. They have good cause to feel some contempt for the narrowness and lack of knowledge shown by writers of horse racing news in the New York papers.

The "game" of horse racing is nearly dead in New York, because of recent anti-gambling laws. The Sun says that this Suburban may be the last. Does it follow that the sport of horse racing is dead, or will shortly die in all the United States of America? A stranger from abroad, who gets no farther into the country than

New York and who reads the horse race stuff in the New York papers, would he like to conclude that horse racing was dead, or nearly dead, in all America. And all because it is dead or nearly dead at Sheepshead Bay, Coney Island and the several other running tracks in and near the metropolis.

There are about a million horsemen in the country who doubt that the Suburban is to American horse racing what the Derby is to Great Britain. There are several hundreds of thousands who are much interested in the annual "Merchants and Manufacturers' stake at Detroit, the "Transylvania" and the "Futurity" of Kentucky, the \$35,000 stake at Readville, who have but a small negative interest in the Suburban.

Last year, under the supervision of the National and American Trotting Associations, racing meets were held in 903 cities and towns.

The total amount of purses and stakes given at these meetings aggregated \$3,000,000. And this is but a minor item among the hundreds of millions invested in light harness racing—in breeding, training, real estate, manufacturing, and all the paraphernalia of the sport, outside of New York.

The New York publisher who sells his paper to thousands who have watched the trotters and pacers come down for the "word," ought to know that the break-down of the running horse game at Sheepshead, Coney Island, Saratoga and a few other tracks, does not mean that horse racing will die out in all the United States.

If New York newspaper men care to disprove the charge of "provincialism" or worse against them, they might well begin by reading up on the sport of horse racing in these United States.

BRIGHT STUFF FROM THE CONGRESSIONAL RECORD.

Again we call attention to the Congressional Record, a source of copy for editors who want to select good miscellaneous matter for reprinting.

Last week, in the Senate, while debating the question of the conservation of our national resources, Senator Lodge of Massachusetts, Senator Bacon of Georgia and Senator Burton of Ohio, all scholarly men and historians, discussed the subordinate question, What was the name of the first steamship that crossed the Atlantic?

Senator Bacon claimed it was the *Savannah*, which sailed from the port of Savannah in 1819. But the matter was disputed, and there was a wealth of data shown which would keenly interest newspaper readers, as any editor might quickly see upon reading the Record.

WHAT SHALL WE CALL THEM?

Who will coin the living word to name, generically, the men who go up in the air in ships?

The New York World considers this a question of moment, a timely question, and prints the following editorial, as a sort of feeler:

"While the philologists are busy devising learned words to fit the needs of air navigation, 'man-bird' and 'bird-man' have cropped out in the popular vocabulary as designations of aeroplane operators. As it is the people who finally pass on the adoption of new words, their preference for these terms and rejection of the word 'air-man,' previously suggested, deserve notice.

"But which is the more desirable term? 'Man-bird' follows the precedent of 'man-milliner' and 'man-ape,' the ape that looks like a man. Yet when women take to flying shall they be called 'lady-birds'?

"The same question will arise in connection with the other term. 'Bird-ladies' will hardly do, nor will 'air-ladies' suffice for the feminine of 'airmen.' Lady-aviator may prove acceptable in England, but it is unlikely to become current with us. Apparently the etymology of the new science must go through a course of experimentation like the aeroplane itself before suitable popular terms for human flying are found."

British Misquote Lowell.

Lowell's immortal quatrain on "the right to be a cussed fool" is printed by The London Morning Post with at least two major and various minor misquotations, and attributed—oh, shades of Hosea Biglow!—to "one Josh Billings!" Now, if only some American writer would credit "To be or not to be" to Martin Farquhar Tupper!—*New York Tribune*.

Retires from Newspaper Work.

John D. Rerick has retired from the Kendallville (Ind.) Daily Sun and Weekly Standard, and is succeeded by the Sun Publishing Company, with J. F. Robinson as manager.

Ad Association to Protect Merchants.

Business men of Knoxville, Tenn., have organized an advertisers' association to protect themselves from "fake" advertising schemes. The association will be merged with the Merchants' Protective Association. In the future all new advertising propositions will be laid aside until they have been passed on by a committee from the association, which will thoroughly investigate them.

TEN COMMANDMENTS

Proposed for Advertisers by Joseph H. Appel of Philadelphia.

In the course of an address at the Freeman dinner last Tuesday evening, Joseph H. Appel, advertising manager of Wanamaker's Philadelphia store, urged the formation of a Democracy of Advertisers: He said, in part:

"This testimonial to our guest tonight I think could not take a better form than to make it mark the formation of a Democracy of Advertisers, untrammelled in its actions, unbound by any boss except the Truth, free to do the Right without regard to policy, or custom, or tradition, a body of men that will fight for what he is fighting for—honor in business, accuracy and intelligence in statement, good manners in advertising, and fairness to competitors—and I am going to take the liberty of proposing for this new Democracy of Advertisers these Ten Commandments of Advertising, which shall be its only laws, and to which I believe we can all subscribe:

"I. Thou shalt have no other gods in advertising but Truth.

"II. Thou shalt not make any graven image of Wealth, or Power, or Station, and thou shalt not bow down thyself to them nor serve them except with Honor.

"III. Thou shalt not use the power of advertising in an unworthy cause or in behalf of unworthy goods.

"IV. Remember the working day to keep it holy.

"V. Honor thy business and thy advertising, that they may honor thee, and thy days of usefulness may be long upon the land.

"VI. Thou shalt not kill fair competition from without nor ambition from within your organization.

"VII. Thou shalt not permit adulteration nor substitution in advertised goods.

"VIII. Thou shalt not steal by false pretense in statements, spoken, written or printed.

"IX. Thou shalt not lie, misstate, exaggerate, misrepresent nor conceal in thy advertising; thou shalt not bear false witness to the public, but thou shalt be fair to thy Merchandise.

"X. Thou shalt not covet, nor imitate, nor run down thy neighbor's name; nor his fame; nor his wares; nor his trade-mark; nor anything that is thy neighbor's."

CLUBS AND ASSOCIATIONS.

The Southern California Editorial Association is in session this week at Coronado Tent City. More than two hundred editors and their families are in attendance.

President A. S. Hardy of the Georgia Weekly Press Association, has announced the program for the twenty-fourth annual session of that body which meets at Americus July 12 and 13.

The South Carolina Press Association, in session at Glen Springs last week, elected the following officers: President, August Kohn of Columbia; first vice-president, William Banks of Columbia; second vice-president, J. L. Mims of Edgefield; secretary, R. L. Freeman of Bennettsville; chaplain, W. P. Jacobs of Clinton. The executive committee, consisting of E. H. Aull, E. H. DeCamp and W. E. Gonzales, was re-elected.

J. R. Moses has purchased the Hartford (S. D.) Herald.

PERSONAL.

F. B. Robertson, of the Waco (Tex.) Times-Herald, was in New York last week.

"Sid" Greene, cartoonist for the Providence (R. I.) Tribune, entertained the Men's Club of the Broadway Baptist Church of that city last week with a chalk talk.

L. H. Kimball, pioneer Wisconsin newspaper man and former editor of the Neenah Daily News, was married recently to Mrs. Emma Dummock, of Hiawatha, Kan.

S. A. Brewster, formerly of the Joliet (Ill.) News, has accepted a position as editorial writer on the Chicago Examiner. He has also been made associate editor of the new commercial section of the paper.

Percy B. Scott, for the past years connected with the Hudson (N. Y.) Register, has been made city editor of the Chatham (N. Y.) Republican.

A. F. Conlin, editor of the Belvidere (Ill.) Republican, will be a candidate for nomination for the office of county superintendent of schools at the primaries in September.

Terry Simmons, editor of the Marseilles (Ind.) Plaindealer for thirty-four years, has been appointed postmaster of Marseilles.

Charles H. Everett, of Racine, Wis., editor of the Wisconsin Agriculturist, is a candidate for State Senator from his district.

Anthony Czarnecki, a well-known Chicago newspaper man, now a banker, was married last week to Miss Sabina Hahn in the Holy Trinity Church in the presence of a large company of guests. Archbishop Quigley was the celebrant.

Hamilton B. Clark, chairman of the board of directors of the United Press Associations, who was in New York to attend the annual meeting of that association, has returned to San Diego, Cal.

Milton A. McRae, of the Scripps-McRae League, will arrive in New York July 2 on the steamer America from Southampton, completing a trip around the world.

H. L. Steele, associate publisher of the San Antonio Light and Gazette, is in New York this week in the interest of his paper.

Lafayette Young, Jr., business manager of the Des Moines (Ia.) Capital, who was recently married to Miss Virginia MacArthur of Des Moines, sailed from New York this week on a six weeks' wedding trip to Europe.

Frank S. Baker, business manager of the Boston Traveller, was in New York this week on business.

E. O. Eshelby, publisher of the Cincinnati (O.) Commercial Tribune, accompanied by his family, arrived in New York last Saturday from Europe, completing a trip around the world which began last January.

C. H. Motz, circulation manager of the Cincinnati Times-Star, was in New York this week en route to his home from Montreal, where he attended the circulation managers' convention.

W. G. Bryan, business manager of the St. Louis (Mo.) Star, is in New

York this week in the interest of that paper. Mr. Bryan was formerly advertising manager of the Kansas City Post, and has an extensive acquaintance among the general advertisers.

George M. Rogers, business manager of the Cleveland Plain Dealer, was in New York this week on a business trip.

T. H. Rodman, sales manager of the Kohler System Department of the Cutler-Hammer Manufacturing Company, Milwaukee, Wis., attended the pressmen's convention which was held at Columbus this week.

Fred B. Robinson, vice-president of the Waco (Tex.) Times-Herald, was in New York this week in the interest of his paper. Mr. Robinson was accompanied by his wife, who is actively identified with the Women's Press Association of Texas.

H. C. Adler, business manager of the Chattanooga Times, spent several days in New York last week.

Hal Gaylord, business manager of the Kansas City (Mo.) Journal, was in New York this week looking after business matters.

Alexander Dodge, managing editor of the Christian Scientist Monitor, was in New York this week.

OBITUARY.

Edward G. Hollis, veteran Virginia newspaper man and Civil War veteran, died last week at his home in Frederick county. He was seventy years old. After the war he was for years connected with the mechanical department of the New York Tribune under Horace Greeley. Later he edited a paper in Winchester, Va.

Samuel B. McDonnell, for many years editor of the Maritime Journal of Philadelphia, died last week at his summer home at North Wales, Pa. He was fifty-two years old.

Daniel Shaw, at one time one of the best known newspaper men in Albany, N. Y., died last week at the home of his daughter in Lansingburg. He was eighty-five years old and was actively identified with journalism for more than fifty years. He had lived in retirement since 1890. He was born in Albany and became editor of the Cooperstown (N. Y.) Journal in 1849, later going to Milwaukee as editorial writer on the News. Subsequently he returned to Albany as a writer on the editorial staff of the Albany Evening Times, and later became connected with the Press and Knickerbocker as chief editorial writer.

Frank Buford, editor of the Lawrenceville (Va.) Brunswick Gazette, died at the Memorial Hospital in Richmond last week from a complication of diseases. He was forty-two years old.

Arthur Johnson, veteran newspaper man of Boston, Mass., died last week. He was seventy-seven years old. He was connected with the Boston Daily Advertiser for thirty years, retiring ten years ago.

A. Harvey Shimp, editor of the Hughesville (N. Y.) Mail, died suddenly last week from heart trouble. He was one of the best known newspaper men and printers in that section of the State.

\$2,973.59 WAS
 the cash return to owner for personal work on and investment in county seat, middle west, Republican, weekly newspaper property in the twelve months ending April 30, 1910. Town of approximately 2,500 population. Original net cost of equipment \$4,715.00. Owner desiring to get into a larger business will sell for \$5,500.00 cash. Price includes subscription accounts but not advertising and job accounts. Proposition No. 14.
C. M. PALMER
 Newspaper Broker
 277 BROADWAY - NEW YORK

Daily Newspaper for Sale IN CANADA
 ¶ In thriving factory city (population 11,000) in the western part of Province of Ontario. Good circulation; splendid advertising patronage. Also issuing a weekly paper with large circulation.
 ¶ Property making splendid profit, but owner has to go away on account of health.
 ¶ Property will be sold at a bargain for cash or part cash if desired.
Apply Box 672, The Editor & Publisher

"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.

NEW YORK HERALD SYNDICATE
 Cable and Feature Service
 Address
 Herald Square New York City
 Canadian Branch
 Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE
 WEEKLY—Five Pages (20 to 22 inches). Puzzles and Patterns.
 DAILY—Cartoons, Comics, Puzzles, Portraits, Fashions, Patterns, "Heart and Home Talks," Weather Reports.
 Features for Newspapers. Baltimore

HAND, KNOX & CO.
 PUBLISHERS' REPRESENTATIVES
 Brunswick Building, New York City.
 WESTERN: Boyce Building, Chicago.
 OFFICES: Victoria Building, St. Louis.
 Journal Building, Kansas City.

WILBERDING

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.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

Managing or City Editor
 ¶ I want to take a paper in a BIG CITY—outside of New York or Philadelphia—and make records for it as a news-getter; to produce a paper that is a splendid example of well displayed typography. I have held important editorial positions on aggressive journals, have tremendous energy and resources and knowledge of all editorial and news branches.
 ¶ If there is a publisher with a big paper that isn't as live as he wishes it to be, I would like to hear from him. I want a good-sized salary and am worth it. I am now employed in New York at a good salary.
VIGOROUS
 Care of EDITOR AND PUBLISHER

NEWSPAPER PRESSMAN.
 Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

FOR SALE

CALENDAR BARGAINS
 For Printers and Publishers. We want to close out all calendar backs which we have accumulated from last two seasons, (about 300,000) all sizes from 3x6 to 15x20. They are without calendar pads, and can therefore be used for this or any other season. We want printers who will buy them outright (not merely sell from samples), as we will sacrifice them at about 50 cents on the dollar. If you can use 10,000 to 100 M. write us, giving quantity desired. P. O. 2815 A, Philadelphia.

LINOTYPE MAGAZINES
 For Model 1, 2 or 3 rebuilt and guaranteed. Very cheap for cash. THE TYPESETTING MACHINERY COMPANY, 1241-3 State Street, Chicago, Ill.

LINOTYPES
 Standard, Double Decker, or Pica Machine rebuilt, Mergenthaler parts only used. Cash deal very low. Model 1, \$1,750.00. Everything guaranteed. THE TYPESETTING MACHINERY COMPANY, 1241-3 State Street, Chicago, Ill.

CAMPBELL CYLINDER
 36x52, Country Campbell 24x30 Potters Press, 40x60, all at exceptional bargains to immediate buyers. MOGII, 20 N. 6th Street, Philadelphia.

FOR SALE.
 Democratic Daily and Weekly with job office in two-paper city of 22,000 in north central State. County seat and only Democrat paper in county. Circulation: daily, 3,400; weekly, 1,000. Both circulation and advertising can be greatly increased. Fullest investigation will be given. Price, \$40,000 with terms, or will sell half interest to right man. Address E. E., c/o EDITOR AND PUBLISHER.

MISCELLANEOUS

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

DAILY NEWS
 Reports for evening papers, league hall scores daily, special and Chicago news. Yarn's NEWS BUREAU, 166 Washington st., Chicago, Ill.

BUS. OPPORTUNITIES

STATE CAPITAL PAPER FOR SALE
 Only evening paper in Eastern State Capital with double the circulation of any other paper in the field. Gross receipts in 1909 over \$37,000; netted approximately \$5,000. Accurate financial exhibit furnished responsible buyers. City and paper growing rapidly. Long established and safe. Price, \$27,500; \$75,000 cash required. Proposition No. 537c. H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

BAIN NEWS SERVICE
 sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.
GEORGE GRANTHAM BAIN
 32 UNION SQUARE EAST, NEW YORK

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

The Long Island Railroad Company, New York, is placing some rest advertising direct.

J. Walter Thompson Company, Chicago office, is placing new orders in Western and Southwestern papers for the Hudson Motor Car Company.

The Gardner Advertising Agency, St. Louis, is placing orders in Western papers for Cottey College, Nevada, Mo.

The Johnson-Dallas Company, Atlanta, Ga., is placing 5,000-line contracts for the Charles Reif interests, Chattanooga, Tenn.

The Peruna Drug Manufacturing Company, Columbus, O., is placing new contracts for 10,000 lines in Southern papers.

Lord & Thomas, Chicago, are placing 400-inch contracts in Southern papers for the Pennsylvania lines. This agency is also placing 1,000 lines of reading notices in Western papers for the Chicago and Northwestern Railway; also 1,000 lines in Western and Pacific Coast papers for the F. B. Stearns Company.

The Leven-Nichols Agency, Chicago, is placing 10,000-line contracts in Western papers for the Santhez-Y-Haya Cigar Company, Chicago.

The Gardner Advertising Agency, St. Louis, is placing 5,000-line contracts in Middle West papers for the Sanitol Chemical Laboratory Company, St. Louis. This agency is also placing contracts for the Hamilton-Brown Shoe Company, St. Louis.

The Blaine-Thompson Agency, Cincinnati, is placing two inches sixty-eight times for the Evans Chemical Company, same city.

The Darlow Advertising Agency, Omaha, Neb., is placing fourteen lines twenty-four times in Western papers for Brownell Hall, same city.

N. W. Ayer & Son, Philadelphia, are placing twelve inches seventy-eight times for the Craddock-Terry Shoe Company, Lynchburg, Va. This agency is also asking for rates on 1,005 inches in Pennsylvania papers.

The Southern Manufacturing Company, Richmond, Va., is placing 1,000-line contracts in Southern papers.

The Massengale Advertising Agency, Atlanta, Ga., is placing two inches double column t. f. orders in Southern papers for the J. P. Stevens Engine Company, Atlanta, Ga. This agency

is also placing one inch double column eighteen times for the Agnes Scott College, Taylor, Ga.; also one and one-half inches twenty times for the Bessie Tift College, Forsythe, Ga.

J. Walter Thompson Company, New York, is placing 5,000-line contracts in Western papers for the Regald Motor Company.

The Morse International Agency, Dodd-Mead Building, New York, is placing 1,000-inch renewal contracts in Western papers for the Potter Drug and Chemical Company, Cuticura, Boston. This agency is also placing 312-inch orders in New York State papers for A. S. Hines, Hines' Almond Cream, Portland, Me.

Cluett, Peabody & Co., Collars and Cuffs, Troy, N. Y., are placing 2,362 lines in a few California cities; also new copy on contracts now running through Calkins & Holden, New York.

The Fill-O Manufacturing Company, Newark, N. J., is asking for rates.

The Morse International Agency, Dodd-Mead Building, New York, is placing new contracts for Thomas Beecham, St. Helens, Lancashire, England. Copy will start July 1.

The Frank Seaman Agency, 30 West Thirty-third street, is placing 1,960 lines in Pacific Coast papers for the American Tobacco Company, Turkey Red Cigarettes.

John Muir & Co., 71 Broadway, New York, are sending out a small line of copy generally. A. W. Erickson, New York, will place the business.

Albert Frank & Co., 26 Beaver street, New York, are placing orders in metropolitan dailies for Goldman, Sachs & Co., Brokers, 60 Wall street, New York.

Percival K. Frowert, Philadelphia, is placing orders in Pennsylvania papers for Smith, Kline & French Co., Sisto Powder, Philadelphia.

H. W. Kastor & Sons, St. Louis, are placing 5,000-line contracts in Southwestern Sunday papers for the Clarita Town-Site Company, Dallas, Tex. This agency is also placing orders in Pennsylvania papers for the Manhattan Soap Company, 550 West Thirty-sixth street, New York; also making contracts for 10,000 lines in Southwestern papers for R. L. Biles & Co., Memphis, Tenn.

Charles D. Levin, 1269 Broadway, New York, is placing twenty-nine lines three times a week t. f. for S. M. Frank & Co., Frank's Pipes, 20 East Seventeenth street, New York.

Lord & Thomas, Chicago, are placing five inches double column three times a week for one year in Pacific Coast papers for the Royal Milling Company, Rex Flour, Great Falls, Mont. This agency is also placing 104 lines double column in Missouri papers for the Goetz Brewing Company, St. Joseph, Mo.

MacManus-Kelley Company, Detroit, Mich., is making 5,000-line contracts in Western papers for the Laximent Company, Lima, O. This agency is also placing three inches double column three times in Southwestern papers for the Tingree Shoes, Detroit, Mich.

ROLL OF HONOR

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

ALABAMA.	NORTH CAROLINA.
ITEM Mobile	NEWS (Av. cir. mo. of Aug., 7,609).....Charlotte
ARIZONA.	NORTH DAKOTA.
GAZETTE Phoenix	NEWS Fargo
ARKANSAS.	OHIO.
SOUTHWEST AMERICAN.....Fort Smith	PLAIN DEALERCleveland (May D. 85,901-S. 112,707.)
CALIFORNIA.	VINDICATORYoungstown
INDEPENDENT.....Santa Barbara	OKLAHOMA.
BULLETINSan Francisco	OKLAHOMANOklahoma City
CALLSan Francisco	PENNSYLVANIA.
EXAMINERSan Francisco	TIMESChester
FLORIDA.	DAILY DEMOCRAT.....Johnstown
METROPOLISJacksonville	JOURNALJohnstown
GEORGIA.	DISPATCHPittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	GERMAN GAZETTE.....Philadelphia
CHRONICLEAugusta	PRESSPittsburg
HERALDAugusta	TIMES-LEADERWilkes-Barre
ENQUIRER-SUNColumbus	DISPATCH AND DAILY.....York
LEDGERColumbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL.....Anderson
POLISH DAILY ZGODA.....Chicago	DAILY RECORD.....Columbia
SKANDINAVENChicago	DAILY PIEDMONT.....Greenville
HERALDJoliet	TENNESSEE.
HERALD-TRANSCRIPTPeoria	NEWS-SCIMITARMemphis
JOURNALPeoria	BANNERNashville
INDIANA.	TEXAS.
JOURNAL-GAZETTEFt. Wayne	RECORDFort Worth
NEWS-TRIBUNEMarion	CHRONICLEHouston
TRIBUNETorre Haute	SEMI-WEEKLY TRIBUNE.....Waco
THE AVE MARIA.....Notre Dame	TIMES-HERALD.....Waco
IOWA.	WASHINGTON.
EVENING GAZETTE.....Burlington	MORNING TRIBUNE.....Evoret
CAPITALDes Moines	WISCONSIN.
REGISTER AND LEADER.....Des Moines	EVENING WISCONSIN.....Milwaukee
THE TIMES-JOURNALDubuque	CANADA.
KANSAS.	ALBERTA.
GLOBEAtchison	HERALDCalgary
GAZETTEHutchinson	BRITISH COLUMBIA.
CAPITALTopeka	WORLDVancouver
KENTUCKY.	TIMESVictoria
COURIER-JOURNALLouisville	ONTARIO.
TIMESLouisville	EXAMINERPotorborough
LOUISIANA.	FREE PRESS.....London
ITEMNew Orleans	QUEBEC.
STATESNew Orleans	LA PATRIE.....Montreal
TIMES DEMOCRAT.....New Orleans	LA PRESSE.....Montreal
MAINE.	JORNAL DO COMMERCIO
JOURNALLewiston	OF RIO DE JANEIRO, BRAZIL
MICHIGAN.	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
PATRIOT-(May, D. 10,982-S. 11978)-Jackson	VASCO ABREU, Representative Tribune Building - New York
MINNESOTA.	NEW BEDFORD TIMES
TRIBUNE (Morning and Evening)...Minneapolis	The paper that has made New Bedford, Mass., the fastest growing city in the world. Average to May 1, 1910 Evening, 7,803 Sunday, 13,990
MISSOURI.	ALFRED B. LUKENS Tribune Bldg. New York Representative New York
DAILY AND SUNDAY GLOBE.....Joplin	FRANK W. HENKELL Tribune Bldg. Western Representative Chicago
MONTANA.	Anderson (S.C.) Mail
MINERButte	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
NEBRASKA.	MacQuoid-Alcorn Special Agency Tribune Building, N. Y. Boice Building, Chicago
FREE PRESSE (aver. circ. 142,440)...Lincoln	
NEW JERSEY.	
PRESSAsbury Park	
JOURNALElizabeth	
TIMESElizabeth	
COURIER-NEWSPlainfield	
NEW MEXICO.	
MORNING JOURNALAlbuquerque	
NEW YORK.	
BUFFALO EVENING NEWS.....Buffalo	
LESLIE'S WEEKLY (Cir. 225,000)...New York	
MESSENGER OF THE SACRED HEART New York	
RECORDTroy	

THE New Orleans Item

Largest Total Circulation by Thousands

Greater CITY Circulation Than Any Two COMBINED

SMITH & BUDD

Foreign Advertising Representatives
Brunswick Bldg New York 3d Nat. Bank Bldg St. Louis Tribune Bldg Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3153

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7093

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

BALLARD & ALVORD
1328 Broadway, New York
Tel. 38th 2246

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

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

DEBEVOISE, FOSTER CO.
45 West 34th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
231 West 39th St., New York
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HOWLAND, HENRY S., Adv. Agency
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Tel. Beekman 1914

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THE SIEGFRIED COMPANY
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506 Boyce Bldg., Chicago
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VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL AD TIPS.

The Mahin Advertising Company, Chicago, is placing fifteen lines twenty-six times for W. R. Frame, Waukesha, Wis.

L. A. Sandlass, Baltimore, Md., is placing extra copy for William Lananah & Son, Hunter Maryland Rye, same city.

The Wallace Advertising Agency, Atlantic City, N. J., is placing ten lines twenty-six times in Western papers for the Dunlap Hotel, same city.

Harvard (Ill.) Herald to Be Enlarged.
Beginning with the first issue in July, the Harvard (Ill.) Herald will be enlarged to a seven-column quarto, the present size being a six-column quarto. With the plans under consideration and partially perfected, it is safe to say that the paper will be improved in many ways.

A Record Ad.

The Atlanta Georgian on June 10 carried a thirty-one-page advertisement for Daniel Brothers of that city. This is claimed to be the biggest single advertisement that has ever appeared in a daily newspaper.

School of Journalism.

The faculty and trustees of the University of Arkansas plan to establish a school of journalism.

The Asbury Park Press

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

ADVERTISING NOTES.

Fred Kimball, of the New York office of the Smith & Budd Company, has returned home from a trip to New England in the interest of the papers represented by that agency.

George B. David, of the New York office of Smith & Budd, was in Philadelphia this week on business for that agency.

Ed. S. Cone, of the Chicago office of the S. C. Beckwith Special Agency, was in New York this week calling on his old friends in the Eastern field.

John Woodward, Eastern representative of the Chicago Daily News, was in New England last week in the interest of that paper.

Thomas Conklin, of the New York office of Verree & Conklin, has returned home from a trip through Northern New York in the interest of the papers represented by that agency.

Thomas Flynn, of the S. C. Beckwith Special Agency, New York, was in Philadelphia this week in the interest of that agency.

Sherman & Byan's Western Office.

W. G. Watrous, for the past ten years advertising manager of Kuh, Nathan & Fischer Company of Chicago, has become manager of the Western office of Sherman & Byan, Inc., advertising agents of New York. The Chicago office covers the territory from the Alleghenies to the Western coast. Mr. Watrous has been retained by Kuh, Nathan & Fischer as advertising counsel, and in addition carries several important accounts to Sherman & Byan.

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

Best Work at Lowest Price
Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO. Established 1853
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134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
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Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

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Established 1878. Every Thursday.
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A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription (52 issues), post free, \$3.00.

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

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shmiedewend & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Hion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

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

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

Rates on application to **ALBERT O. DONOGHUE, 534 W. 125th St., New York.**

Send for sample copy.

THE AMERICAN PRINTER

A magazine that epitomizes American Printing Progress. The foremost journal in its field—edited by experts in every branch of the "Art Preservative," its own pages an object lesson in correct typography, illustration and presswork—each number containing inserts and extracts from America's most gifted commercial artists, engravers, and printers.

Read It—Advertise in It

The AMERICAN PRINTER should be on the desk of every man who appreciates the value of good printing. It will mold the shoeman's taste, show him new kinds and short cuts, help him to perfect himself in the mastery of his craft. Men who buy printing find its pages fascinating—men who sell printing profit by its wealth of practical suggestions on their own peculiar problems.

To manufacturers and dealers in printers' supplies: The AMERICAN PRINTER is an indispensable advertising medium—let it be read by the men who have the "key" to your business prospects, and on every page carries weight. The central attraction paid for by the advertiser is the advertising space sold in the printing press of this splendid publication. Advertisers' rates on application.

Send \$2.00 for one year trial subscription and find out how much good you can get out of THE AMERICAN PRINTER. Canadian subscription \$2.50. Foreign \$3.00.
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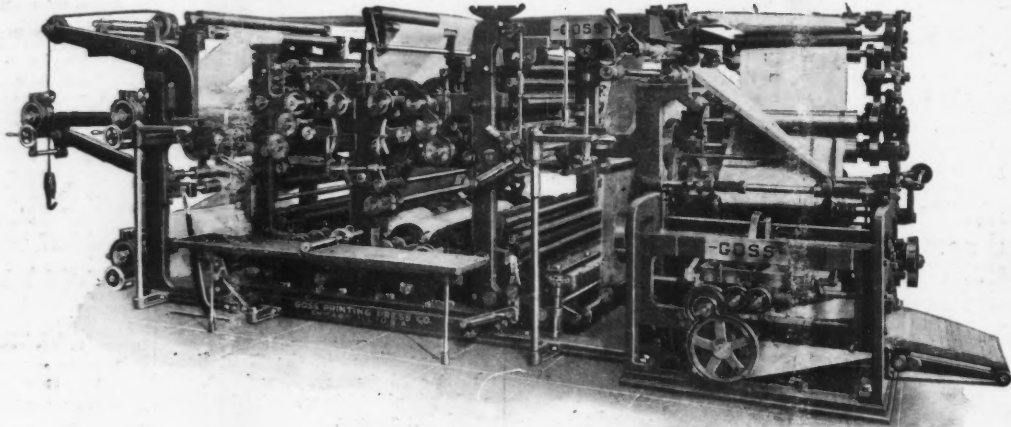
"The Kohler System"

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

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THE NEW GOSS "ACME"

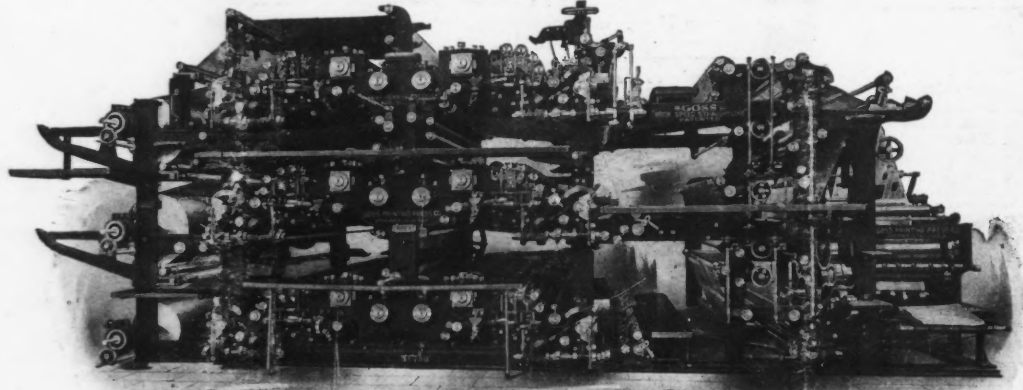
Straightline Two Roll Rotary Perfecting Press, No. 3-D



Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form
 Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
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 Plates are cast from our regular standard stereotype machinery

The New GOSS High Speed Sextuple Press No. 160

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



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 All products up to 24 pages can be made in one section (book form)

SPECIAL FEATURES:

Plates can be put on without removing ink rollers
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