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THE EDITOR AND PUBLISHER

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LOS ANGELES TIMES

BUILDING AND PLANT DESTROYED BY EXPLOSION OF DYNAMITE OR GAS.

Twenty-one Men Killed—Generally Believed Crime Was Committed by Enemies of General Otis—Labor Unions Directly Accused by General Manager of the Times—Officers of Unions Make Denials.

The building and plant of the Los Angeles Times were destroyed by an explosion and fire shortly after 1 o'clock on Saturday morning, Oct. 1. The property is owned by Gen. Harrison Gray Otis, who was in Mexico at the time of the catastrophe.

Twenty-one men were killed, the majority of whom were linotype operators. Of the staff, Churchill Harvey, Elder, the assistant city editor, and Harry L. Crane, assistant telegraph editor, are among the dead.

The property loss is estimated at \$500,000.

PAPER WENT TO PRESS AS USUAL.

Two hours after the explosion, Manager Chandler was telegraphing to New York for a new plant. An issue of the paper was got out the same day from the composing and press rooms of the Los Angeles Herald and from an auxiliary of the Times office in another part of the city, which had been established two years ago to anticipate the result of just such a catastrophe as occurred. Mr. Chandler says an attempt to blow up this auxiliary was made a few minutes before the main office was destroyed.

It is generally believed that dynamite was used maliciously to blow up the building. Also the theory has been advanced that the explosion was caused by escaped illuminating gas. This theory has not received much credence.

LONG WAR AGAINST UNIONS.

About twenty years ago the Los Angeles Times was changed to a non-union "shop." Since then General Otis has been regarded by labor unions as one of their arch enemies. Often he had been threatened. It was generally known that a portion of the Times building was fitted as an arsenal, holding weapons with which the employes were to defend themselves against attack from outside, which was always expected.

A total of \$100,000 has been offered as reward for the arrest and conviction of the criminals. Three arrests have been made, including that of Martin Eagan, an alleged Anarchist. The police have not stated what evidence they have against these men.

The following statements have been published by authority of the persons quoted:

GENERAL OTIS AND HIS CHIEF EMPLOYEE.

GENERAL HARRISON GRAY OTIS.—"More than all else do I deplore the sad loss of life. I, with my co-owners in the Times property, can endure the physical loss which the destruction of the building involved, with its expensive plant of modern printing machinery. We can stand this loss with

(Continued on page 7.)



JAMES GRAY,

EDITORIAL WRITER ON THE MINNEAPOLIS JOURNAL, WHO HAS BEEN NOMINATED BY THE DEMOCRATS AS THEIR CANDIDATE FOR GOVERNOR.

VENDING MACHINES

Sell Newspapers on Cars of United Railways in St. Louis.

Automatic newspaper vending machines were installed on the cars of the United Railways in St. Louis last week.

Each machine holds eight papers, and the boxes will be replenished at each end of the line. The automatic vender will sell a newspaper and make change up to a nickel. When the machines are loaded on Sundays, the slot will only work with nickels.

It is not the intention of the promoters of these machines to interfere with the sales of newsboys, the devices being placed in the cars for patrons who are unable to purchase their newspapers from the "newsies," who are not allowed on the cars.

A Record Advertisement.

The Cedar Rapids (Ia.) Times in a recent issue carried a ten-page advertisement of the People's Department Store, of Cedar Rapids. This is said to break the record for Iowa. The ad was designed and prepared by M. E. Maggart, business and advertising manager of the Times.

CALIFORNIA WRITERS

Celebrate the Organization of the Alameda County Press Club.

The Alameda (Cal.) County Press Club, organized a year ago, celebrated its first anniversary last Monday. The chief speaker of the evening was Ernest S. Simpson, managing editor of the San Francisco Call, who delivered an address on "Writing for the Press."

The organization is said to be the only one of its kind in the United States to which writers of both sexes are admitted, and since its establishment has made phenomenal progress.

Cuban Editor Here.

Senor Joaquin M. Gali, a member of the editorial staff of Diaro de la Marina of Havana, Cuba, arrived in New York last Sunday. He was accompanied by his wife, and will spend the greater portion of the winter in this country making a study of newspaper plants.

Frank M. Lupton a Suicide.

Frank M. Lupton, well-known New York publisher, committed suicide Thursday morning by cutting his throat with a razor. He was fifty years old.

AD. CONVENTION.

CLUBS OF FOUR CITIES MEET IN ANNUAL SESSION AT ROCHESTER TO-DAY.

Detroit, Cleveland, Buffalo and Rochester Represented—Affiliation Buys Over Fifty Million Dollars Worth of Newspaper Space Annually—Many Topics Will Be Discussed by Speakers of Note.

The Advertising Affiliation, composed of the advertising clubs of Detroit, Cleveland, Buffalo and Rochester, holds its annual meeting in Rochester to-day. The attendance is expected to number over three hundred, and the Rochester Club has made elaborate plans for the entertainment of the visiting ad men.

The membership of the various clubs is made up not only of the writers of advertising, but of many who pay the bills, and it is roughly estimated the members affiliated buy and fill over \$50,000,000 worth of newspaper space annually. Included in the membership of the organization are largest business concerns in Detroit, Cleveland, Buffalo and Rochester.

OFFICERS OF THE AFFILIATION.

The officers and directors of the Advertising Affiliation are: President, W. R. Orr, publisher The Detroit Saturday Night, Detroit; secretary, W. W. Reed, sales manager of the Niagara Lithograph Co., Buffalo; treasurer, Harland J. Wright, sales and advertising manager of the J. Ainsfield Co., Cleveland; directors, Guy W. Ellis, of the C. F. Garfield Real Estate Co., Rochester; H. W. Bramley, of Sibley, Lindsay & Curr Co., Rochester; DeForest Porter, advertising manager of the Sweeney Co., Buffalo; Will S. Gilbert, secretary of the Cleveland Ad Club, and J. W. T. Knox, advertising manager of Frederick Stearns Co., Detroit.

THE MORNING SESSION.

All the sessions will be held in the banquet hall of the Hotel Seneca. The programme, as arranged, is as follows: Morning session, 9.30, W. W. Reed, of Buffalo, presiding; address by L. B. Jones, advertising manager of the Eastman Kodak Co., "The Place the Picture Takes in Copy;" "Conservation," M. L. Wilkinson, president of the William Hengerer Co., Buffalo; "Gospel of Advertising," Edward F. Trefze.

A feature of this session will be the reading of the report of the research committee of the Cleveland Club. This report has been a long time in preparation, and is awaited with great interest.

THE AFTERNOON SESSION.

The following papers will be read at the afternoon session: Harland J. Wright, president Cleveland Advertising Club, presiding; "Advertising and Selling," by N. A. Hawkins, of the Ford Motor Car Co., Detroit; "Some Copy I Have Met," DeForest Porter, advertising manager of the Sweeney Co., Buffalo; "Equipment for Success," John C. Rahmig, advertising manager of the A. J. Deer Co., Hornell; "The Preparation of Copy," C. C. Winningham, ad-

vertising manager of the Hudson Motor Car Co., Detroit.

THE BANQUET.

The banquet, which promises to be the star session of the day, will be presided over by Guy W. Ellis, president of the Rochester Ad Club. Addresses are scheduled as follows: "Character Back of Business and Advertising," W. C. Freeman, advertising manager of the Evening Mail, New York; "The Editor as a Business Man," Isaac Marcasson of the Saturday Evening Post; "The Realignment of the Advertising Man's Place in the Selling Organization," J. Smith Fredericks, editor of Printer's Ink; "Organization," Walter D. Moody, general manager of the Chicago Association of Commerce; "Trade Possibilities to the South of Us," Hon. John Barrett, secretary Bureau of South American Republics, Washington, D. C.

HEARST NOMINATED

For Lieutenant-Governor of New York on Independent Ticket.

William Randolph Hearst, the well-known New York newspaper publisher, who has been abroad for the past two months, returned to New York Friday to find himself nominated for Lieutenant-Governor of New York on the Independence League ticket.

The Independents held their convention on Thursday, and the sentiment of the large body of delegates was practically unanimous in favor of Mr. Hearst heading the ticket. Reminded, however, that Mr. Hearst in a statement made some time ago refused to be a candidate for the governorship they contented themselves in naming him for second place. As the Editor and Publisher goes to press it is not known as to whether Mr. Hearst will accept or not.

RUMOR UNFOUNDED.

Don. C. Seitz and Herbert Gunnison Deny Purchase of Brooklyn Times.

It was reported early in the week that Don C. Seitz, business manager of the New York World, and Herbert F. Gunnison would take over a half interest in the ownership of the Brooklyn Times.

Both Mr. Seitz and Mr. Gunnison declared that the rumor was untrue. It is understood, however, that an interest in the Times is for sale, and that up-state parties are negotiating for its acquirement.

The Wisconsin Democratic Press Association has been organized with the election of the following officers: President, C. E. Broughton, Sheboygan; secretary, Leo Sommers, Madison; treasurer, E. L. Luckow, Baraboo.

The Pittsburg Press

HAS THE LARGEST

Daily and Sunday

CIRCULATION

IN PITTSBURG

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

NEWSPAPERS PRAISED.

Chicago Divine Declares Press Is the Latter-Day Autocrat.

The power of the newspaper is greater than that of the clergy and even greater than that wielded by legislative bodies, declared the Rev. Joseph A. Milburn, pastor of Plymouth Congregational Church, Chicago, in an address last Saturday before the Hawkeye Fellowship Club.

While the speaker picked many flaws in the newspapers, he approved of the Sunday papers which kept young men at home through interest in the pictures or reading columns who otherwise would spend the Sabbath on the streets with bad companions.

"Had I given a little more thought to my subject before announcing it I would have changed it to 'The Latter-Day Autocrat,'" said Dr. Milburn; "for, after all, that is what the newspaper is. It is not properly called the 'Fourth Estate'; it is the 'First Estate.' Its power is greater than the clergy, even greater than that of legislative bodies. I believe that the papers of England could jeopardize the throne.

"We owe a great debt to the newspaper as a distributor of light. It uses a clear, strong English; a pedestrian English, so to speak; one that walks upon its feet. Its influence in drawing men to athletics and away from other forms of amusement is powerful. I believe in the Sunday newspaper because it affords something for the young man to do on Sunday. He wouldn't go to church, anyway.

"The newspaper stands for religious liberty. So do I. I like to go to mass. I believe that mass is the most wonderfully acted worship ever conceived by the human mind.

"But the newspaper has its faults," continued the speaker. "It capitulates to the public taste, giving it what it wants rather than what it needs. The reporter is liable to change some little item in your interview to suit his purposes and so make your statement ridiculous instead of what you intended it."

"I preached a sermon in which I said that the commercial interests were driving the churches from the business to the resident districts. I mentioned garages in the talk, and the next morning the papers said that I stated the honk honk of automobiles was driving the people from my church.

"The press is guilty of a want of fine feeling or delicacy. It invades the privacy of the home. It enters the death chamber relentlessly and asks for the facts regardless of the circumstances; it tries the banker or railroad man suspected of wrongdoing before he has a hearing in the court; it photographs the young girl and flashes her picture through the streets, adding to the passion she already has for such things."

New Trade Publication.

Former Governor George W. Peck, of Wisconsin, is one of the incorporators of the Manufacturer and Dealer, a publication for which incorporation papers have been secured in Madison, Wis. It will be conducted in the interests of manufacturing enterprises in Milwaukee and the State. The first issuance will deal largely with the leather industry. The incorporators are George W. Peck, Claude and Royal Tupper, and Roy W. Peck. The former governor, who is just 70 years old, will be president.

The Schenectady (N. Y.) Press Club will tender a smoker or a reception to new members on Saturday, October 15.

ADVERTISING PAYS.

Iowa Methodist Church Convinced After a Seven-Months' Campaign.

A Methodist Church located at Eagle Grove, Ia., has just concluded a seven months' advertising campaign that aside from being novel has made good in a financial way.

The plan was evolved by a society composed of the men in the church, and was carried out in a systematic way. It was figured out, by the amount of money ordinarily contributed, just what the collections ordinarily might be expected to amount to during the seven months' period of advertising. The success of the advertising plan was to be judged by the amount of increase in collections due to increased attendance on account of the advertising.

One of the local papers was selected and display space bought running across the front page. The advertising space was used for the purpose of announcing the subjects to be spoken on by the pastor.

The matter was prepared in a unique and attractive way, so that the advertisement made a genuine appeal for increased attendance. Results came from the very first. The church was filled. The minister made good the promise of the ads and collections picked up at once. The net results have greatly exceeded anything the pastor and the men's society had expected. The increase in collections has paid the advertising bill and left the society a neat sum in its treasury.

But more than this, the church has gained in the interest taken by the people in its announcements and in its services. It is announced that collections have been almost doubled and that the attendance has increased in the same ratio. Rev. Chapler is pastor of the Eagle Grove Church and J. J. Brown and L. N. Archerd have acted as his advertising committee.

PRESS DAY A SUCCESS.

Visiting Newspaper Men Have Good Time at Appalachian Exposition.

The press of Tennessee and adjacent States was well represented at the Appalachian Exposition last Friday week. The occasion was press day, and the many attractions were thrown open to the visiting editors.

In the evening the newspaper men and their wives and daughters were the guests of the exposition management at dinner. President W. J. Oliver presided, and at his left was C. F. Milton, president of the Tennessee Press Association. Among those who made addresses were:

W. B. Romine, Pulaski Citizen; Rob Roby, Alexandria Times; D. L. Smith, Sweetwater Telephone; D. B. MacGowan, Knoxville Sentinel; Major Lee, of Charlotte, N. C.; J. B. Chriswell, chairman of the publicity department; C. B. Johnson, Knoxville Sentinel; David C. Chapman, board of directors; Mrs. Herbert W. Hall, chairman of woman's board; G. F. Milton, Tennessee Press Association; Sanford H. Conhen, assistant to president; Allan Rogers, of the publicity department.

Ninety-Nine-Year Subscriber.

The Baster Springs (Kan.) News has the longest paid-in-advance subscriber in the State, it is said. The subscriber paid up ninety-nine years in advance last week, the occasion being a voting contest which the News has just closed. The News has another subscriber who is paid up to 1966.

VANCOUVER PRESS CLUB

Organizes with Active Membership of Thirty and Elects Officers.

Vancouver, B. C., Oct. 3.—Representing the three leading newspapers of this city, with an active membership of thirty, the Vancouver Press Club has been formed, and will move into its quarters in the Empire building, located on the main business street of Vancouver, on Oct. 15. The following comprise the officers and executive board of the club:

President, R. H. Hill, Vancouver World; first vice-president, Roy Brown, Daily Province; second vice-president, R. B. Bennett, News-Advertiser; treasurer, W. R. Gordon, Province; secretary, R. J. McDougall, Province; trustees, R. P. Mulvane and W. F. Findlay, World; G. L. Gordon and J. T. Hewitt, Province; A. P. Gervoy and James Morton, News-Advertiser.

The club has been organized on purely independent lines, with an active membership confined only to the actual working newspaper fraternity and press correspondents. The quarters selected are centrally located, and will be fitted up with a reading, smoking and general lounging room, poolroom, theatre and lunch room.

Although the club will move into its rooms on the 15th the formal opening will be reserved until the night of Oct. 24, when James K. Hackett will be asked to be the guest of honor, together with Mayor L. D. Taylor, who is also editor of the Vancouver World.

PRINTERS' REPORT

Shows Gratifying Increase for the Fiscal Year Ending Last May.

The report of Secretary-Treasurer John W. Hays, of the International Typographical Union, which was up to the expiration of the fiscal year May 31 last, shows a total of receipts from all sources of \$518,419.18 and expenditures of \$417,998.76. The balance on hand at the date of the report was \$359,149.69, of which \$81,553 was in the general fund and \$277,596.69 in the old age pension fund.

Special assistance and benefit expenditures for the year amounted to \$28,728.43. There was paid toward the support of the home, at 15 cents a month for each member, \$86,051.90, and donations to the home library fund amounted to \$2,616.66.

There were 574 death benefits paid, the largest but one since the establishment of the fund. The death rate was 1.19 per cent., or a trifle over 11 for each thousand members, the average age of those dying being 47.7 years.

In the war on tuberculosis \$2,169.43 was spent with satisfactory results.

In this matter of growth the secretary reports 52 new subordinate unions and 21 suspended and surrendered.

Forty Thousand Lines Gained.

In September this year The New York Times published 741,285 lines of advertisements compared with 700,811 lines in September, 1909, a gain of 40,474 lines. The New York Times excludes fraudulent and offensive advertising.

ASSOCIATED PRESS.

Directors Hold Semi-Annual Meeting in New York.

The semi-annual meeting of the board of directors of the Associated Press was held at the headquarters of the association in New York last Wednesday. Only routine business was transacted.

Those present included President Frank B. Noyes, Washington Star; first vice-president, R. M. Johnston, Houston Post; Frank P. MacLennan, Topeka State Journal; General Manager Melville E. Stone; Thomas G. Rapier, New Orleans Picayune; Herman Ridder, New York Staats Zeitung; Victor F. Lawson, Chicago Daily News; Albert J. Barr, Pittsburg Post; Clark Howell, Atlanta Constitution; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; Charles H. Taylor, Boston Globe; W. R. Nelson, Kansas City Star; V. S. McClatchy, Sacramento Bee; A. C. Weiss, Duluth Herald; Charles H. Clark, Hartford Courant.

The following telegram was sent to General Harrison Gray Otis:

The board of directors of the Associated Press now in session extends to you an expression of its deepest sympathy in the dreadful loss of life incident to the recent attack on your property. We feel sure that your splendid energy and executive ability and a loyal and brave American community will enable you to meet and overcome the difficulties of the situation, and in your work of restoration you have our best wishes and our cordial Godspeed. We join in the universal popular condemnation of the horrible manner in which you have been made the victim of methods employed by the worst enemies of civilized society, and we hope the perpetrators may be apprehended and punished.

The following resolution concerning the death of Colonel Harvey W. Scott was adopted:

The board of directors of the Associated Press records with sincere and heartfelt regret the death of Colonel Harvey W. Scott, for ten years one of its most faithful and efficient members. Colonel Scott's rugged manhood and strength of character commanded the respect and admiration of all who followed his career, but only intimate association for a period of years could give full appreciation of the more lovable side of his nature. To those still nearer and dearer to him in life the board extends its deep sympathy.

Editor Fatally Shot by Son.

Joshua Nolan, editor of the Shabbona (Ill.) Express and Lee Times, was shot and fatally wounded by his eight-year-old son last Tuesday while playing "Indian" with the child.

NEW PUBLISHING HOUSE.

Boston Company Will Publish Magazines Dealing with Graphic Arts.

The National Arts Publishing Company has been organized in Boston for the purpose of publishing a group of magazines dealing with the graphic and industrial arts. The company has been incorporated under the laws of Massachusetts.

The men associated with the new organization have all been prominently connected with the printing and publishing business of New England and New York.

The president of the company is Henry Lewis Johnson, founder of the magazine the Printing Art, the editorship of which he has just resigned to engage in this larger undertaking. Mr. Johnson has been closely connected with the progress of the arts and crafts movement in America. In 1897 he personally organized the great arts and crafts exhibition held at Copley Hall, Boston, the first affair of its kind in this country and one that led to the formation of the Society of Arts and Crafts, of which Mr. Johnson has been a director during the past twelve years. Mr. Johnson is a member of the advisory board which has secured the establishment of courses in printing in Harvard University. He is also on the printing committee of the newly created apprenticeship course in the Boston public school system. He is president of the Society of Printers and a member of various business and professional clubs in Boston and New York.

J. Albert Briggs, treasurer of the National Arts Publishing Company, is well known to the printing and publishing interests as treasurer of the Southgate Press and the Southgate Machinery Company, Boston.

As art director and vice-president, the company will have William B. Brown, formerly of the Youth's Companion and more recently art director of the Matthews-Northrup Works, Buffalo.

The company's photographic work, which will constitute a very important department, will be in charge of William H. Kunz, for several years secretary of the Buffalo Camera Club and internationally prominent through his pictorial work and successes in color photography; he has received awards in London, Dresden and Berlin exhibitions.

The secretary is George E. Twitmyer, recently of the executive staff of the Matthews-Northrup Works, Buffalo.

The advertising director will be E. Parker Archibald, until lately of the University Press, Cambridge.

CINCINNATI AD CLUB.

Phil. Morton Elected President at the Annual Meeting.

Phil Morton was elected to the presidency of the Advertisers' Club of Cincinnati at the annual election held at the Business Men's Club last week.

William Kriedler was elected first vice-president; J. C. Schaefer, second vice-president, and H. E. Hall and F. R. Tomlin were elected to the offices of recording secretary and financial treasurer, respectively. A. S. Crawford was elected treasurer.

For members of the board of governors, John W. Irvine, Blue; J. C. Kelley, Blue; Joseph Schmidt, Blue; W. H. Krehbiel, Red, and L. H. Martin were elected.

The Detroit (Mich.) News Co. has been incorporated with a capital of \$100,000.

THE COPY CLUB.

Interesting Program Announced for Fall and Winter Meetings.

A number of prominent editors, advertising and circulation men will address the Copy Club of New York at the coming fall and winter meetings. The club was organized early in the present year by a number of young men connected with several of the periodical publishing houses, and meetings were held on the first Friday of each month up to the heated term. At the various dinners the club was favored with interesting and valuable talks by such well-known experts as Dr. I. K. Funk, Manly M. Gillam, Edward J. Wheeler, George Frank Lord, William S. Woods, LeRoy Fairman, Dr. Alexander Harvey and Eugene Thwing.

For the coming season the executive committee has again secured as speakers men who are leaders in the fields they represent. S. S. McClure will talk on "The Art of Editing"; George Havens Putnam will discuss "The Evolution of the Book"; J. George Frederick will take the subject, "The Advertising Man and the Distribution Problem," and Wm. H. Ingersoll will talk about the true place of advertising in commerce, its future development and present needs. Ernest Elmo Calkins has promised a talk, and Henry D. Wilson will say something about "Yesterday, To-day and Tomorrow in National Advertising."

Of the circulation men, Frederick L. Collins, of the Butterick Company, will take as a topic "Woman," and B. A. McKinnon will discuss "Opportunity in the Circulation Department."

Others who will be heard from on various subjects are Ingalls Kimball, John Clyde Oswald, Robt. H. Davis, of Munsey's; Edward E. Higgins, of Success Magazine; Norman Hapgood, of Collier's; Emerson P. Harris, of Advertising and Selling; Wm. C. Freeman, New York Mail; B. T. Butterworth, Brooklyn Daily Eagle, and J. T. Wood, the "subscription getter."

The officers of the Copy Club are: President, A. H. Payne, 44 East Twenty-third street; vice-president, F. W. Nye, 1 Madison avenue; secretary and treasurer, M. H. Van Cise, 14 Park place.

OMAHA AD CLUB.

A Big Increase in Membership Announced at Semi-Monthly Meeting.

The membership of the Omaha Ad Club has increased 340 per cent. since it was launched in February, 1909. The club when organized numbered seventy-three members and now claims 322.

At the semi-monthly meeting, held last week, President Ralph Sunderland outlined the program for the coming year and announced the names of several new officers appointed since the last meeting. A. J. Cree was made recording secretary, and Penn P. Fodrea will head the press bureau.

As the club is in good shape financially it was decided to invite a number of men of national reputation to talk on live topics the coming winter.

New Paper for Appleton, Wis.

Henry Bruins and William Feuerphel, of Manitowish, Wis., will be the owners and publishers of The Daily Independent, which is soon to be started at Appleton. The newspaper will be backed by the labor union organizations of Appleton and the Society of Equity, the farmers' union of Outagamie county, and has been guaranteed a subscription list for the first year,

The Los Angeles RECORD

for the 1st 8 months of 1910 gained 1,236,886 agate lines of paid advertising over the same period of 1909.

A World's Record

as it is the largest gain made for this period by any afternoon newspaper in America.

Los Angeles is now an Afternoon Newspaper Field

In July the Evening Record gained 10,409 inches. In July the Morning Times lost 2,421 inches. In August the Evening Record gained 9,660 inches. In August the Morning Times lost 1,028 inches.

W. H. PORTERFIELD

EDITOR-IN-CHIEF

HORACE E. RHOADS

GENERAL MANAGER

REDUCE TO ONE CENT.

Three Chicago Dailies Join Evening Post in Cutting Price.

The Chicago Tribune, the Inter Ocean and the Record-Herald have reduced their price to one cent a copy in Chicago and suburbs. This marks the passing of the 2-cent daily newspaper in Chicago.

The Chicago Evening Post reduced its price 1 cent three weeks ago.

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

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


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

WEEK ENDING SEPT. 27TH.

First Newspaper.....	79,430	Agate Lines
Second Newspaper.....	69,715	" "
GAZETTE	62,130	" "
Fourth Newspaper.....	57,060	" "
Fifth Newspaper.....	52,725	" "
Sixth Newspaper.....	47,445	" "

The German Gazette Publishing Co., Philadelphia

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 Koller 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., N. Y. 521 Cherry St., Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND

TO STUDY PAPER MAKING.

Miniature Mill Will be Established at University of Wisconsin.

How paper may be made from new kinds of wood pulp, and how wood products now wasted may be utilized in paper manufacture, will be studied by University of Wisconsin engineering students this year under the direction of the college of engineering and the staff of the United States Forest Service laboratory at Madison.

A miniature pulp and paper mill, equipped with the latest machinery for grinding, beating and pressing paper pulp, is one of the features of the forest products laboratory. A paper machine which manufactures a continuous sheet of paper fifteen inches wide has also been installed.

The practicability of securing by-products of commercial value from various forms of wood waste has led to the establishment of a series of courses in wood distillation. Slabs, sawdust, stumps, and other forms of mill and forest wastes offer the student abundant opportunity for original research in this field.

To study problems of wood preservation the forest products laboratory is provided with a fungus pit containing various wood-destroying fungi, whose growth are fostered by scientific regulation of the moisture and temperature. Woods treated with different preservatives are being placed in the pit and their ability to ward off the attacks of the fungi studied.

The strength, stiffness, hardness and other mechanical properties of different woods are being investigated in a course in timber-testing, for which a 200,000-pound testing machine is used.

NEWSPAPER SPECTRUM.

Chicago University Professor Classes Dailies by Colors.

Professor Charles Zueblin, of Chicago University, famous for original thinking upon economics and psychology, has written a new book, "Democracy and the Overman," published this month. In a chapter headed "The Overtaxed Credulity of Newspaper Readers," Professor Zueblin writes as follows:

Employing descriptive terms, suggested by the popular use of "yellow," the spectrum of typical daily papers of the United States, passed through the prism of truth, may be said to emerge as follows:

WHITE (clear and clean)—Springfield Republican, Kansas City Star.

GRAY (when in doubt, tell the truth)—Indianapolis News, New York Times.

COLORLESS (anemic)—Philadelphia Ledger, Chicago Evening Post.

YELLOW (lemon, touched with gold)—Hearst's papers, New York World, Chicago Tribune.

GREEN (never set anything on fire)—St. Louis, Pittsburg, Cleveland, Buffalo, San Francisco, Detroit, Washington, Twin-City papers.

INDIGO (blue-stocking temperament)—New York Evening Post, Boston Transcript.

"A DASH OF VIOLET"—Louisville Courier-Journal.

RED (inflamed, not luminous)—New York Sun.

BLACK (but not opaque)—Los Angeles Times, Cincinnati Enquirer.

These typical instances represent every range of devotion to the truth, from the serious endeavor to tell the truth all the time to the utterly unscrupulous disregard of truth all the time.

PAPER AND PULP.

John Norris Confers with Tariff Board at Washington.

John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, spent some time in Washington this week conferring with members of the tariff board concerning the investigation preceding revision of the pulp wood and print paper schedule. The board has a great deal of information on hand gathered by the Mann committee, and much progress has been made.

The Commissioner of Corporations made public this week the August report of the American Paper and Pulp Association. It shows a substantial increase in production during the month, and an increase of stocks of news paper on hand.

The month's production, 102,930 tons, represents the output of all the mills but one in the United States. The production for the first seven months of 1910 averages 88,000 tons, the largest ever reported to the commissioner. The August production was 94 per cent. of the so-called normal.

Stocks on hand increased from 28,220 tons to 42,420, the largest total since September, 1909. A representative of the association, however, says the increase of stocks in August is largely by a few companies, and that it represents chiefly paper for specific customers.

OFFER REWARD.

Texas Printers Would Aid in Discovery of Dynamiters.

Seventeen locals of the Typographical Association of America in Texas have voted an assessment which will aggregate \$10,000 to be offered as a reward for the arrest and conviction of those who wrecked the building of the Los Angeles Times. The printers declare union labor is not responsible for this crime, and are willing to assist in every way possible to run down the dynamiters.

Resolutions indorsing the action of the typographical union of Los Angeles in sending printers to assist the publishers of the Times have been passed by the locals. The reward will be placed in the hands of the Los Angeles union.

Circulation Managers Meet.

Circulation managers of Salt Lake City (Utah) papers met in the Tribune building last week to discuss various problems. There were present: James Dunbar, of The News; George Weaver and Chris Neilson, of The Telegram; Rufus Johnson, A. J. Kelly and G. Stokke, of The Herald; J. W. Musgrove and James McKee, of The Tribune.

Conducted an Advertising Week.

The Salt Lake Ad Club conducted an Advertising Week recently. The purpose of the campaign was to interest business men in cleaner, better and more effective advertising. Aside from the work carried on in the daily newspapers, advertising talks were flashed on screens at the various theaters of the city during the intermissions.

Illinois Press Women.

The Illinois Women's Press Association will hold its regular monthly meeting in Chicago, Saturday, October 24, instead of the third Saturday of the month, as is customary. The meeting will be held in the John Crerar Library room, Marshall Field building.

TO PUBLISH NEWSPAPER.

Journalism Class Will Try Hand at Practical Work.

The new course in Newspaper Practice at the New York University School of Commerce, Accounts and Finance, which held its first session last Monday, has adopted a novel method of giving practical instruction.

The class will first be given practice in copy reading, head-line writing, proofreading and the like, and then as soon as practicable be organized as a regular newspaper staff. Each student will be assigned the task for which he proves himself best fitted. The class will then be taken through the regular routine work of a newspaper.

In order to lend this method greater effectiveness the class will have charge of a monthly paper to be issued by the school. Conklin Mann, a practical newspaper man on the desk of one of the evening dailies, has charge of the work. Many of the students have had some newspaper experience on country papers; others took preliminary work in News Writing in the School of Commerce last fall.

The new class in Magazine Writing under the direction of J. Melvin Lee, editor of Judge, will hold its first session Tuesday evening. An effort will be made in the latter part of the year to find a market for acceptable articles written by students in the class.

Ad Club Reorganized.

The Charleston (S. C.) Advertising Club was reorganized last week and will be made the publicity branch of the Chamber of Commerce. A constitution and by-laws were adopted, and the present officers were asked to hold over until the regular annual meeting on the third Tuesday in October, when new officers will be elected.

Democratic Editors Elect Officers.

Members of the Democratic Editorial Association of New York State held their annual meeting in Rochester last week. They elected the following officers: President, Luke McHenry, of Oneida; vice-presidents, L. W. Ferenbraugh, of Waterloo; M. H. Hoover, of Lockport; E. S. Moore, of Norwich; G. H. Corley, of Cooperstown;

Charles Delaney, of Amityville; secretary, John U. Underhill, of Warsaw; treasurer, A. R. Kessinger, of Rome; executive committee, F. C. C. Parsons, of Cortland; D. D. Frisbie, of Schoharie; M. A. Brown, of Medina; G. E. Briggs, of Peekskill; J. A. Zeckler, of Carmel; Albert A. Hoyt, of Albany; Dr. J. W. O'Brien, of New York City.

Brooklyn Daily Eagle

BROOKLYN, N. Y., Jan. 31, 1910.

Thomas Wildes' Son, 14 Dover St., N.Y.:

Gentlemen—In reply to yours of the 22d inst., as to why we use OXODIO, would say—OXODIO cleans our metal and lessens the dross, two efficient recommendations for its being in our office.



Very truly,
(Signed) HUGH C. CURRY,
Foreman Comp. Room.

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building
25 East 26th St. NEW YORK

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

YOU DO NOT NEED ME?

And your receipts from advertising were less during September 1910 than they were during September 1909.

Your circulation is standing still, although the population of your City is increasing and you find it difficult to make collections.

YOU DO NEED ME

And can procure my services if the population of your City is at least 100,000 and you are willing to pay me (or rather let me earn) a fair salary. I have energy and ability, backed by experience, and know how to increase advertising patronage and circulation without increasing expenses. Address.

E. E. A., care THE EDITOR AND PUBLISHER.

CLOSED FOREVER

Is the Gap Between the Business and the Editorial Office.

In an address to the advertising staff of the New York Times recently, A. H. Ballard, president of Ballard & Alvord, advertising agents of New York, declared that one of the most striking changes that have occurred in the publishing field in the past twenty-five years is the altered attitude of the editorial room toward the counting room.

"The ancient conception of the business office entertained by the reporter or editor of 1885 is a scream to-day. I remember that the crowning disgrace of my early reportorial career was my being called in just before the holidays and made by the business office to write paragraph puffs for Lord & Taylor and a few other commercial patrons of the paper, whom I held in lofty reportorial disdain. Those were the first ads I ever wrote; and I am proud to say now that I was in demand for that sort of thing after the first installment produced. At that remote period, with my journalistic ambitions, I thought it beneath me.

"This illustrates the different conditions prevailing then as compared with what rules to-day. In fact, one of the most important and remarkable changes that has taken place in the making and issuing of publications is the improvement in the personnel of the business department.

"During the last twenty years a steadily increasing number of high-grade men have entered the lists of employees at the business end of the newspapers and the magazines, and the quality of the men has just as steadily risen higher and higher, so that to-day the gap between the intellectual status of the editorial staff and the business or advertising staff is practically closed forever by an intelligent system of co-operation and mutual respect.

"The strides in advance made by the publications themselves could not have been accomplished without the increased revenue brought in by the practical miracles of advertising genius as exemplified by this wonderful set of brainy Americans—the whole-souled, working, advertising scouts of this country."

Texas Daily Incorporates.

The Eagle Printing Co., publishers of the Bryan (Tex.) Daily and Weekly Eagle, has been changed from a private partnership to an incorporation. The following officers have been elected: J. N. Cole, president; A. J. Buchanan, vice-president; M. E. Wallace, manager, and George A. Adam, secretary-treasurer.

Meridian (Miss.) Star Sold.

The Meridian (Miss.) Star, one of the best known papers in the South, has been purchased by R. R. Buvinger. The sale was negotiated by C. M. Palmer, newspaper broker of New York.

"OLD-FASHIONED EDITOR"

Survives in General Felix Agnus, Declares Arthur Brisbane.

Arthur Brisbane in the New York Evening Journal of this week expresses his opinion of General Felix Agnus, editor of the Baltimore American and the Baltimore Star. Mr. Brisbane says: Sometimes men ask whether all the fine "old-fashioned editors" are gone.

This newspaper begs to say that there is at least one of them left. And he is a good deal better than a majority of the old-fashioned great editors that we hear talked about.

General Agnus, who runs the Baltimore American in the morning and the Baltimore Star in the evening, is the best type of an old-fashioned editor, and also the best type of a new-fashioned editor.

Now, when Baltimore wants a great exhibition—Agnus is the man fighting for it, talking for it, and the man that will get it, if anybody can get it.

Whether it be a question of new canals, new industries, new developments of his native city, the rebuilding of a greater and better Baltimore, the protection of the interests of the average small individual, or fighting the selfishness of a big individual, Mr. Agnus, the old-fashioned and the new-fashioned editor, is always on the spot.

He recognizes the newest thing and gives it to his readers. He remembers the good old solid American principles, and very often makes his readers remember them.

Felix Agnus was a fighting soldier many years ago, and he is a fighting soldier to-day, with his white hair and fine courage. He is a man of French blood, American achievements and cosmopolitan thought.

Baltimore ought to be proud of him and grateful to France that sent him.

If they ask you where the good old-fashioned editor is, you can say that he lives in Baltimore, in the office of Felix Agnus, and that in the same office lives the good, modern, up-to-date, new-fashioned editor.

MANN APPEALS.

Town Topics Editor Carries Judgment to the Supreme Court.

William D. Mann, editor of Town Topics and the Town Topics Publishing Co. have applied to the United States Supreme Court to review the judgment of the New York Federal Court awarding to Samuel Dempster, of Pittsburg, \$20,000 damages against them as the result of an alleged libel.

It was contended to-day that the judgment was excessive and that the questions involved were highly important to all newspaper publishers.

Twenty-one Years Old.

The Cleveland (O.) Jewish Review and Observer celebrated its twenty-first anniversary recently with a thirty-six-page issue. The Jewish Review and Observer was founded in 1899, when Dan S. Wertheimer purchased the Hebrew Observer, which was started in 1889, and consolidated with the Jewish Review, established in 1893 and purchased by Mr. Wertheimer in 1896.

Pulp Experimental Station.

The government pulp experimental station now in course of construction at Wausau, Wis., is expected to be ready for testing operations January 1, 1911.

EASY MONEY

Every Daily and Weekly Newspaper using Standard Linotypes has a chance to secure one of the awards in our

PRIZE

LINOTYPE AD WORK CONTEST

in which we offer

\$1500 in Cash

and

Three Duplex Equipments

(A Duplex Equipment consists of a Magazine, one font of Matrices, a pair of Liners, and an Ejector Blade)

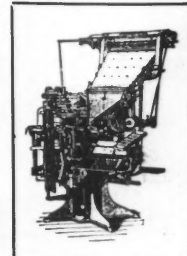
A single Linotype has an equal chance with a battery of 50

Contest Closes Nov. 30, 1910

Write to our Publicity Department, Tribune Building, New York, or nearest agency for full particulars

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

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



TERRE HAUTE TRIBUNE.

Prosperous Indiana Daily Now Under Management of C. E. Lambertson.

C. E. Lambertson has taken over the management of the Terre Haute (Ind.) Tribune, succeeding R. S. Carver, who resigned to engage in newspaper work in Peoria.

Mr. Lambertson took over the old Terre Haute Express in 1903 and started the Terre Haute Star for the Star League. The Express at that time had, it is said, 3,300 circulation, and the Star in three years had a claimed circulation of more than 20,000. About that time the Star League purchased the Tribune and Mr. Lambertson was transferred to New York to represent the League in the Eastern field. The Tribune was later sold to Crawford Fairbanks. It was managed by Mr. Lambertson and made phenomenal gains, both in circulation and advertising. It is now one of the best newspaper properties in the State, and enjoys a wide sphere of influence.

Dined Parliamentary Leaders.

The New York Press Club tendered a dinner to John E. Redmond, of the Irish Parliamentary party, and his colleagues, John Devlin and Daniel Boyle, last Monday evening. John A. Hennessey, president of the club, presided at the dinner, which was attended by more than ninety members.

O. E. Smith has disposed of his interest in the Hardin County (Ia.) Beacon to his partner, I. A. Nichols, and has purchased the Spirit Lake Beacon.

AID FOR STRICKEN.

Pittsburg Press Club Sends Contribution to Families of Slain.

Immediately following the destruction of the Los Angeles Times building last week the Pittsburg Press Club called a meeting to take action on the matter. The following telegram was sent:

Harrison Grey Otis, Los Angeles, Cal.: The Pittsburg Press Club extends sympathy. Club offers donation of \$100 to help families of your slain and injured. Answer if acceptable. D. O. HOLBROOK, President.

The following reply was received: D. O. Holbrook, President: Grateful thanks for sympathy and for donation to help families of the slain, which we accept. HARRISON GREY OTIS.

It is expected that the International League of Press Clubs will take similar action.

The Butte (Mont.) Inter Mountain has been elected to membership in the American Newspaper Publishers' Association.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: **World Building, New York**

"The majority of newspaper publishers agree that we are the leaders in the contest business—others follow."

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



RECOGNIZED AGENTS.

List as Compiled by American Newspaper Publishers' Association. Revised and Corrected Down to Date. Numbers Two Hundred and Sixteen Agents.

The list of advertising agents recognized by the American Newspaper Publishers' Association, revised and corrected practically down to date is as follows:

- Alden, Edwin Co., 131 E. 4th St., Cincinnati, Ohio.
Allen Adv. Agency (Inc.), 45 West 34th St., N. Y. City.
American Sports Public Co. (Inc.), 21 Warren St., N. Y. City.
Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City.
Armstrong, Collin, Adv. Co. (Inc.), 25 Broad St., N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
Ayers, H. E., & Co., 164 Federal St., Boston, Mass.
Ballard & Alvord (Inc.), 1328 Broadway, N. Y. City.
Bankers and Merchants Agency Co. (Inc.), 6 Wall St., N. Y. City.
Barber, J. W., Adv. Agency (Inc.), 258 Washington St., Boston, Mass.
Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
Batten, Geo., Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
Benson & Easton, Corn Exchange Bank Bldg., Chicago, Ill.
Blackman-Ross Co. (Inc.), 10 E. 33d St., N. Y. City.
Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, Ohio.
Blum, Charles, 807 Chestnut St., Philadelphia, Pa.
Bond, Arthur T., 16 Central St., Boston, Mass.
Boston Financial News Adv. Agency, 109 State St., Boston, Mass.
Boston News Bureau, 17 Exchange Pl., Boston, Mass.
Bromfield, P. B., Fifth Ave. Bldg., N. Y. City.
Burt International Adv. Agency, White Bldg., Buffalo, N. Y.
Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
Carpenter & Corcoran, 26 Cortlandt St., N. Y. City.
Chambers Agency, Godchaux Bldg., New Orleans, La.
Chapman Adv. Co. (Inc.), Third and Oak Sts., Portland, Ore.
Cheltenham Adv. Service, 150 Fifth Ave., N. Y. City.
Chessman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Trude Bldg., Chicago, Ill.; Brunswick Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
Clague-Painter-Jones Co. (Inc.), First Nat. Bank Bldg., Chicago, Ill.
Clark, Geo. K., 927 Chestnut St., Philadelphia, Pa.
Clark, E. H., Adv. Agency (Inc.), 112 Dearborn St., Chicago, Ill.
Cochrane, Witt K., Adv. Agency, Boyce Bldg., Chicago, Ill.
Colton, Wendell P., 220 Broadway, N. Y. City.
Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
Cooper Adv. Co. (Inc.), Umben Bldg., San Francisco, Cal.
Corning Adv. Agency, 633 Ryan Bldg., St. Paul, Minn.
Cowan Co. (Inc.), John Hancock Bldg., Boston, Mass.
Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
Crockett Agency, Maison-Blanche Bldg., New Orleans, La.
Crosby-Chicago, Pullman Bldg., Chicago, Ill.

MR. ADVERTISER DO YOU KNOW

that in quality and quantity of circulation, the Dayton Journal stands head and shoulders above all other Dayton newspapers; that the Journal is doing things all the time; that the Journal is the only Dayton newspaper using more than one news gathering service; that the Journal has three complete press reports; that the Journal is the only Ohio newspaper with a permanent wireless equipment; that the Journal is the only morning paper and Sunday paper published in Dayton; that the Journal has recently moved into a magnificent new building equipped with new and modern printing machinery in every department; that the Journal carries more local display advertising than any other Dayton newspaper; that the Journal will stand comparison with other Dayton papers from every possible point of view.

There must be a reason for all this and you don't have to go far to find it.

- Curtiss, L. Roy, Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Dake Adv. Agency (Inc.), 12 Geary St., San Francisco, Cal.
Darlow Adv. Agency (Inc.), Bee Bldg., Omaha, Neb.
Danielson & Son, 96 Westminster St., Providence, R. I.
D'Arcy Adv. Co. (Inc.), Fullerton Bldg., St. Louis, Mo.
Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
Deimel, Adolph, 735 Bushwick Ave., Brooklyn, N. Y.
Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
Deboise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City.
Desharats Adv. Agency, Ltd., 42 Victoria Sq., Montreal, P. Q.
Dilig, Will H., 12 State St., Chicago, Ill.
Dobbs, William F., Danbury, Conn.
Dollenmayer Adv. Agency (Inc.), Tribune Bldg., Minneapolis, Minn.
Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
Doremus, H. W., Adv. Agency, 50 Pine St., N. Y. City.
Dorland Adv. Agency, Atlantic City, N. J.
Dougherty, Chas. L., 519 Main St., Cincinnati, Ohio.
Dukelow & Walker, 246 Washington St., Boston, Mass.
Dunne, Desmond, Co. (Inc.), 176 Montague St., Brooklyn, N. Y.
Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City.
Ellis, A. W., Agency, 10 High St., Boston, Mass.
Erickson, A. W., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City.
Erickson, E. N., Adv. Agency, 24 Park Row, N. Y. City.
Fairfax, H. W., World Bldg., N. Y. City.
Finch, L. J., 1304 Broadway, N. Y. City.
Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa.; Temple Court, N. Y. City.
Fowler-Simpson Co. (Inc.), 500 Schofield Bldg., Cleveland, Ohio.
Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.
Frowert, Percival K., 1115 Stephen Girard Bldg., Philadelphia, Pa.
Fuller, Chas. H., Co. (Inc.), 378-88 Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
Fuller & Smith, Williamson Bldg., Cleveland, Ohio.
Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
Gould, M. P., Co., 31 E. 22d St., N. Y. City.
Goulston, Ernest J., 17 Milk St., Boston, Mass.
Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa.
Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
Guenther-Bradford Co. (Inc.), 109 Randolph St., Chicago, Ill.
Guenther, R., 115 Broadway, N. Y. City.
Gundlach Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill.
Greve, S., Adv. Agency, Sixth and Minnesota Sts., St. Paul, Minn.
Hamblin, W. F., & Co. (Inc.), Fifth Ave. Bldg., N. Y. City.
Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa.
Haulenbeck, G. H., Adv. Agency (Inc.), 31 Union Sq., N. Y. City.
Hays Adv. Agency, 196 Main St., Burlington, Vt.
Hedge, Homer W., Co. (Inc.), 366 Fifth Ave., N. Y. City.
Hibson & Bro., 229 Broadway, N. Y. City.
Hicks Newspaper Adv. Agency (Inc.), 132 Nassau St., N. Y. City.

- Hill Adv. Agency, Forsythe Bldg., Fresno, Cal.
Hill & Stocking, May Bldg., Pittsburgh, Pa.
Hill, W. S., Co. (Inc.), 323 Fourth Ave., Pittsburgh, Pa.
Honig Adv. Service, 177 Post St., San Francisco, Cal.
Hoope, E. M., 516 Market St., Wilmington, Del.
Horn-Baker Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Hornherger, H. L., Adv. Agency, Fidelity Mutual Life Bldg., Philadelphia, Pa.
Houghton, Walter L., 828 Broad St., Newark, N. J., and 225 Fifth Ave., N. Y. City.
Howard, E. T., Tribune Bldg., N. Y. City.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa.
Ironmonger, C., 18-20 Vesey St., N. Y. City.
Johnson-Dallas Adv. Co., Empire Bldg., Atlanta, Ga.
Jones, Wylie B., Adv. Agency (Inc.), Birmingham, N. Y.
Kastor, H. W., & Sons, Adv. Co. (Inc.), Laclede Bldg., St. Louis, Mo.; First Nat. Bank Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.
Keane, N. W., 99 Nassau St., N. Y. City.
Kiernan, Frank, & Co., 156 Broadway, N. Y. City.
Klein, Chas. T., 151 W. 96th St., N. Y. City.
Knopf, Samuel, Co. (Inc.), 32 Union Sq., N. Y. City.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lawyers' Adv. Co. (Inc.), 128 Broadway, N. Y. City.
Lesan, H. E., Adv. Agency (Inc.), 527 Fifth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
Levin, Charles D., 1269 Broadway, N. Y. City.
Lewis, Louis, Adv. Agency, 220 Broadway, N. Y. City.
Lewis, Walter C., Co., Equitable Bldg., Boston, Mass.
Long-Critchfield Corp. (Inc.), Corn Exchange Nat. Bank Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
Lord & Thomas (Inc.), Trude Bldg., Chicago, Ill.; 250 Fifth Ave., N. Y. City.
Lyndon & Hanford Co. (Inc.), Granite Bldg., Main and St. Paul Sts., Rochester, N. Y.
McFarland Publicity Service (Inc.), Crescent and Mulberry Sts., Harrisburg, Pa.
Melunkin, Wm. D., Adv. Agency, 167 Dearborn St., Chicago, Ill.
McKim, A., Ltd., Star Bldg., Montreal, P. Q.
McMullen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
MacInyre Adv. Co. (Inc.), Times Bldg., Los Angeles, Cal.
MacManus-Kelley Co. (Inc.), Ford Bldg., Detroit, Mich.; Nicholas Bldg., Toledo, O.
Mahin Adv. Co. (Inc.), 125 Monroe St., Chicago, Ill.
Mallory & Mitchell (Inc.), 160 Washington St., Chicago, Ill.
Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City.
Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
Mathews, R. A., Agency, 134 Monroe St., Chicago, Ill.
Meal, Geo. H., Marquette Bldg., Chicago, Ill.
Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
Meyen & Co., Tribune Bldg., N. Y. City.
Miller Adv. Co. (Inc.), Nicholas Bldg., Toledo, O.
Mitchell, Geo. L., & Co., 421 Chestnut St., Philadelphia, Pa.
Morgan, I. W., Adv. Agency, 44 E. 23d St., N. Y. City.
Morris, Herbert M., Provident Bldg., Philadelphia, Pa.

- Morse Adv. Agency, 35 Milwaukee Ave., West Detroit, Mich.
Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
Monessohn Adv. Agency (Inc.), Portland, Ore.
Moss, J. C., Adv. Agency (Inc.), 110 Franklin St., Buffalo, N. Y.
Muller, J. P., & Co. (Inc.), 1570 Broadway, N. Y. City.
Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
Murray Hill Advertising Agency, 650 Third Ave., N. Y. City.
National Adv. Co. (Inc.), 423 Quincy Bldg., Denver, Colo.
Newitt Adv. Co., 314 W. First St., Los Angeles, Cal.
Nichols-Finn Adv. Co. (Inc.), Heyworth Bldg., Chicago, Ill.
Noble Adv. Agency, Ltd., Molson's Bank Bldg., Vancouver, B. C.
Nolley Adv. Agency (Inc.), Light and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City.
Northwestern Adv. Agency, Dispatch Bldg., St. Paul, Minn.
O'Keefe, P. F., 48 Tremont St., Boston, Mass.
Omara & Bub Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
Pearsall, W. Montague, 203 Broadway, N. Y. City.
Philadelphia Adv. Bureau, Harrison Bldg., Philadelphia, Pa.
Plattner, M., 93 Nassau St., N. Y. City.
Pomeroy, Persis M., Brunswick Bldg., N. Y. City.
Powning, Geo. G., New Haven, Conn.
Presbrey, Frank Co. (Inc.), 3 West 29th St., N. Y. City; 120 Boylston St., Boston, Mass.
Proctor & Collier Co. (Inc.), 15 W. 6th St., Cincinnati, O.
Remington, E. P., Jenkins Bldg., Pittsburgh, Pa.; N. Y. Life Bldg., N. Y. City.
Richards, J. A., Tribune Bldg., N. Y. City.
Roberts & MacAvinchie, 114 Dearborn St., Chicago, Ill.
Ruland, O. W., 90 Bible House, N. Y. City.
Rosenbaum, Irving (Advertisers' Publicity Service), 1128 Broadway, N. Y. City.
Rubincam Adv. Agency (Inc.), Drexel Bldg., Philadelphia, Pa.
St. Clair-Edwards Co. (Inc.), 774-76 Drexel Bldg., Philadelphia, Pa.
Sandliss, L. A., 205 Clay St., Baltimore, Md.
Savage, Geo. M., Newberry Bldg., Detroit, Mich.
Seaman, Frank (Inc.), 30 W. 33d St., N. Y. City.
Securities Adv. Agency (Inc.), 44 Broad St., N. Y. City.
Seeds, Russell M., Co. (Inc.), Claypool Bldg., Indianapolis, Ind.
Shaffer, J. Albert, Star Bldg., Washington, D. C.
Sharpe, W. W., & Co., 99 Nassau St., N. Y. City.
Shaughnessy, M. J., Temple Court, N. Y. City.
Sherin, C. E., Co. (Inc.), 452 Fifth Ave., N. Y. City.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
Shunway, F. P., Co. (Inc.), 373 Washington St., Boston, Mass.
Siegfried Co., 50 Church St., N. Y. City.
Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City.
Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
Smith, E. Everett, Mutual Life Bldg., Philadelphia, Pa.
Smuler Adv. Co. (Inc.), Hunter Bldg., Chicago, Ill.
Sommer, Fred, N., 794 Broad St., Newark, N. J.
Spafford Adv. Agency, John Hancock Bldg., Boston, Mass.
Stack, J. L., Adv. Contractor (Inc.), Heyworth Bldg., Chicago, Ill.
Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.
Sternberg, H., Summer, Adv. Service, 12-14 W. 32d St., N. Y. City.
Stevens, Herman W., Agency, Globe Bldg., Boston, Mass.
Stiles, William A., 303 Dearborn St., Chicago, Ill.

(Continued on page 8.)

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 postoffice in Kansas, and is the only Kansas daily with state-wide circulation: the only Topeka daily which gives definite circulation statement.

Arthur Capper Publisher

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

The Evening Wisconsin

MILWAUKEE'S LEADING HOME PAPER

Has the largest Home Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend more money with them for advertising than with any other paper."

I you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is the one to select.

JOHN W. CAMPSIE, Business Manager

CHAS. H. EDDY, Foreign Representative. New York Office, 1 Madison Avenue. Chicago Office, 150 Michigan Avenue (Robert J. Virtue, Manager).

LOS ANGELES TIMES.

(Continued from page 1.)

comparative complacency and courage and endurance of men who know what it is to meet the ordinary disasters of business.

"But we are overcome with sadness by the fact that so many of our loyal and faithful workmen were slain by the hands of conspirators and assassins, for this infamous deed was, in fact, an act of assassination. We can repair the physical damage done and restore the great property destroyed, but we cannot restore the life taken away. And this is the great burden which weighs on our hearts in the face of this frightful calamity.

"The work of physically rehabilitating the Times, already set under way before my arrival home yesterday afternoon by my brave, efficient and faithful associate, Harry Chandler, will be continued until the establishment is once more complete, full fledged and panoplied for the war which we are determined to prosecute so long as life lasts in defense of the great principles for which the Los Angeles Times and its responsible owners stand, and will continue to stand."

GENERAL MANAGER HARRY CHANDLER.—"There is no doubt that this outrage can be laid at the doors of the labor unions. They have destroyed the building and plant and have killed a number of our men, we do not know how many, but they can't kill the Times.

"There is no doubt that the explosion was caused by a charge of dynamite placed apparently in the little blind alley in the center of the building. No other agency could have caused it. There was no oil in the building. We had no boilers to explode. There was no gasoline in the place except a small can or two in the composing room. The building was equipped with gas, but no explosion of gas could have caused it.

"For years we have been receiving threatening letters from persons who said that the paper ought to be blown up."

LABOR LEADERS RESENT CHARGE.

JAMES M. LYNCH, President of the International Typographical Union, at Indianapolis.—"The Los Angeles Times has for many years been a bitter, unrelenting and unreasoning enemy of trade unionism, and it is characteristic of the Times management that, immediately after the explosion which wrecked its plant, and without awaiting any investigation as to the cause of the catastrophe, it should charge the disaster to the trades unions. The Typographical Union resents and refutes this charge. We have defended ourselves against the attacks made by the Times as best we could, but we have always fought fairly."

CHARLES B. CROWLEY, Secretary and Treasurer of the International



Courtesy American Press Association.

GENERAL HARRISON GRAY OTIS AND THE LOS ANGELES TIMES BUILDING.

Printing Pressmen and Assistants' Union, at Cincinnati.—"The Los Angeles Times and Assistant General Manager Harry Chandler, who makes the absurd charge that the unions did it, are as much responsible for the explosion which wrecked and set fire to their building as I am standing here in my own shoes.

"It is inconceivable for any thinking person who has studied the history of the International Typographical Union, which, in years gone by, through studied effort, inspired by a humanitarian worth, built an institution for the care of their members afflicted with the dread tuberculosis, to believe other than that they would at least endeavor to prolong life. Let me ask, is it reasonable to suppose that the same people would adopt a policy that meant the destruction of life?"

SAMUEL GOMPERS, President of the American Federation of Labor, at St. Louis.—"I regret the loss of life and destruction of property, but I see no reason for thinking that union members had anything to do with it."

SECRETARY MORRISON of the American Federation of Labor, at Washington, D. C.—"It is indeed to be regretted that the management should, immediately and without investigation, give to the press a statement placing the responsibility for the catastrophe upon a great body of law-abiding citizens, when every decent impulse would demand that an investigation should take place before an endeavor should be made to prejudice the minds of the public

along lines which the Times paper has been working assiduously to produce."

SYMPATHY FOR GENERAL OTIS.

Instant practical sympathy for General Otis was shown by the merchants of Los Angeles. Money for subscriptions and advertisements began to roll in early Saturday forenoon, while the ruins were still smoking. It is stated that \$25,000 worth of business was done by the business staff of the Times in the first four hours of the day.

Last Sunday the Times printed the following editorial statement:

"The Times expresses its thanks to its many friends who have made offers of financial assistance to the families of the victims of the horror in the Times building. The Times will, however, see to it that the families of its employees who perished in the disaster are cared for."

Dr. J. T. Bell has purchased the interest of R. M. Stovall in the Stockdale (Tex.) Times.

BURGLARY.

Country Newspaper in Colonel Roosevelt's Town Ravaged at Night.

The Oyster Bay (N. Y.) Guardian, a weekly published in the home town of Col. Roosevelt, in its last issue contained the following report of the burglarious violation of the Guardian office:

"Leslie Disbrow was greatly surprised on entering the Guardian office Monday morning to find everything in the way of paper scattered over the floor, and the back door wide open. Investigation showed that the intruders had cut through the panel and reaching through had unlocked the door and walked in. The desk was rifled and every drawer which could be thought to hold any papers or other valuables was pulled out, and the contents were dumped out on the floor and hauled over. Two cigars were missed from a drawer where we put them when we get them faster than we can smoke them. What could have been the thought of the intruders, cannot be imagined.

"Any man who would break into a country newspaper office in the hope of gaining anything valuable cannot be familiar with social and economic conditions in the country. We have pored over those old papers in the hopes of finding something that could be converted into bread winnings until our heads ached, but in every instance we have been forced to replace them with a sigh. Anyone acquainted with us knows we have no money. If we had, we would have bought a safe which would make such an entrance more sensational, because then there would be an apparent motive.

"We place all our coupon-bearing bonds in the safe deposit vault in the North Shore Bank, and should the perpetrator have called upon us we would have given the key to him, rather than to have been compelled to put a new panel in the door. We are at a loss to account for it. If the gentleman who did the act will please explain what he thought he would find and thus furnish us, perhaps, with an inspiration, we will agree to call it quits, after admonishing him of the futility of hunting for anything in a country newspaper office."

Luncheon for British Manufacturer.

Joseph Beecham, the well-known English pill manufacturer, who recently arrived in America for a short visit, was the guest of honor at a luncheon last week given by E. J. Preston, general manager of the Daily Newspaper Club. Other guests included E. Glover, of London; James Potter, of Philadelphia; Don C. Seitz, Herbert F. Gunnison and H. Henry Douglas.

Nashville to Have New Daily.

It is reported that another paper, probably an afternoon daily, will be started in Nashville, Tenn., in the near future. According to the report it will be in charge of Milton B. Ochs, formerly of the Nashville American.

MR. PUBLISHER!

Your greatest opportunity in ten years to easily increase your circulation.

Book your order early for the New Home Library Census Wall Chart, which will be the greatest circulation getter for the season of 1910-11.

I will give you the best Census Cyclo-pedia of your State, United States and World published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write to-day for sample and special terms.

S. BLAKE WILLSDEN

Newspaper Premium Specialist
151-153 Wabash Ave. CHICAGO

919

This is the number of a good Black News Ink we recommend to small publishers who use a flat bed Press. 6c. F.O.B. New York City.

American Ink Co.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, OCTOBER 8, 1910

THE LOS ANGELES DISASTER.

Mere words cannot express what we feel in condemnation of any wretch or body of demons disguised as men, who would plan and consummate such an inhuman act as was the destruction of the Los Angeles Times building and the death of twenty-one men who were buried in the ruins.

Much has been written editorially during the week in newspapers of every section condemning the act. In many of these editorials responsibility for the crime—admitting that a crime was committed—is thrown upon the labor unions and in bitter language that cool-balanced judgment would not warrant.

The Editor and Publisher does not believe that the labor unions directly had any hand in the crime. As to the degree of indirect responsibility which they must bear, there will always be differences of opinion among the public, and this public, is the final judge of the matter. Of course the action of the regular courts of law will influence this judgment by the public.

The most conservative editors or publishers, even those colloquially classed "reactionaries," must realize that the labor unions would inevitably be the greatest sufferers because of such an act as the blowing up of the Times building. It seems to us palpably plain that only a small amount of brains and common sense needs be possessed by a labor union leader, even local leader, to cause him to strongly discountenance any planned crime such as this. The labor leader who would let class vengeance take such complete possession of him is rare indeed. It is doubtful whether his existence could be guarded against in even an Altruria.

The State of California will do everything that may be done to find these murderous enemies of all society. In our opinion, the wise publisher will not arbitrarily deliver judgment in this case pending the outcome of the regular process of law now in course of action.

For surely the reputation of conservative journalists, who now condemn the unions, would be much harmed if it transpired that influences or persons en-

tirely separate from labor unionism were responsible for the Times catastrophe.

In the meantime, it is known to all that the life of the Los Angeles Times cannot be terminated by dynamite. On the contrary, this great newspaper was never so great as to-day, when all the nation looks kindly upon it, and all its regular readers and advertisers have a livelier, stronger confidence in it than ever before.

The New York Evening Post, by common consent the most typical anti-thesis of a yellow newspaper in the country, printed the following striking editorial on the Los Angeles Times' affair:

"The most bitter enemy of labor organizations would hate to believe them directly responsible for the awful crime of blowing up the building of the Los Angeles Times. That the terrible destruction, with the loss of a score of lives, was due to an explosion of dynamite from the outside, appears to be conclusively established. Murderous assault by bombs was also planned at the same time, it is evident, against individuals in the city. But, although the Times itself had long been a non-union office, and had taken a strong position against the tyrannies of labor organizations, we are very reluctant to believe that there was anything like official sanction by labor leaders for the terrible deed. The work may have been that of some miscreant who acted on his own motion. But granting the possibility of this, and being unwilling to bring an indictment against trades unions as a whole for the crimes of a few members, we yet cannot emphasize too strongly the duty which this frightful assassination places upon the men responsible for labor organizations. It is for them not only to disavow and denounce the crime, as they are doing, but to bend every energy to catch the criminal and make an example of him. But further than this, the appalling tragedy at Los Angeles should bite it into the minds of labor leaders that they cannot afford even to dally with talk about violence, or getting what they imagine to be their rights by force, when they see the fearful lengths to which such notions may be carried by desperate and criminally-minded men among their followers."

UNIFORM SCHEDULE

Has Been Adopted by the Association of American Advertisers.

The Association of American Advertisers has adopted a uniform schedule of charges for certificates issued to publications examined. Previously the distance traveled and time consumed in the examination were elements in the fixing of the charge. The association makes it clear that the taking of certificates is in no wise compulsory, and they are issued only at the request of the publisher and for his benefit. The schedule covering newspapers, based on circulation, is as follows:

Under ... 5,000\$25.00
5,000 to 10,000 30.00
10,000 to 20,000 40.00
20,000 to 30,000 45.00
30,000 to 40,000 50.00
40,000 to 50,000 55.00
50,000 to 75,000 60.00
75,000 to 100,000 65.00
Over ... 100,000 75.00

Newspapers with Sunday edition 20 per cent. additional may be charged.

Examinations will be made in all cases without charge.

All examinations are made without reference to the publisher taking a certificate.

When publishers ask for certificates covering the result of examinations the above is the scale of charges where examinations are made in the course of routine work.

The schedule also covers charges for certificates in case of examinations of weekly and monthly publications.

The Burroughs Adding Machine Co., of Detroit, and the Glidden Varnish Co., of Cleveland, have just joined the association.

The examiners of the association are at work in Milwaukee and Montreal, in each of which cities all of the papers are being examined, and it is expected a third examiner will be sent to the Southwest at an early date.

THE USELESS HYPHEN.

Although the general tendency is to do away with unnecessary marks of punctuation, the hyphen is still uselessly retained in "to-day," "to-night" and "to-morrow." That the retaining of the hyphen in these words is not only useless but absolutely criminal is easily demonstrated by a bit of simple mathematics.

There are 178,236,592 English speaking people. The words "to-day," "to-night" and "to-morrow" are together used forty-eight times daily by each person—five of these being written out in long hand. Thus the daily output of hyphens in these words totals 891,182,460. Taking the average of a written hyphen to be one-quarter of an inch, you have a straight line 3,864 miles long. At the usual rate of writing it would take one man seventy-six years to insert the hyphens in these words, and his salary would amount to \$78,436.

But, avoiding all theory, "to-day," "to-night" and "to-morrow" are daily hyphenated four times each on typewriters, and three times daily on 184,212 linotype machines. Remembering that a pressure of one ounce is required to strike a typewriter key and two and one-half ounces to depress a linotype, we see that in writing these hyphens a total of 352,974 foot-pounds of energy is expended, or enough to draw a passenger train across the United States.

To avoid appearing picayunish, no mention has been made of the waste of ink and paper, but this would approximate in value the daily bread supply of the State of New York.

The hyphens in "to-day," "to-night" and "to-morrow" should be discontinued.—John E. Rosser.

Guy F. and Joseph B. Agney have purchased the plant of the Alexandria (S. D.) Journal.

RECOGNIZED AGENTS.

(Continued from page 6.)

Storm, J. P., Marbridge Bldg., N. Y. City.
Street & Finney (Inc.), 43 West 34th St., N. Y. City.
Thompson, J. Walter, Co. (Inc.), 44 East 23d St., N. Y. City; The Kookery, Chicago, Ill.; 201 Devonshire St., Boston, Mass.
Thorne Adv. Service (Inc.), American Bank Bldg., Seattle, Wash.
Tobias Bros., 258 Broadway, N. Y. City.
Traxler, Joseph, Co., Provident Bank Bldg., Cincinnati, O.
Urmy, Louis V., 41 Park Row, N. Y. City.
Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
Van Loon, W. C., 5th and Vine St., Cincinnati, O.
Volkmann, M., Adv. Agency, 5 Beekman St., N. Y. City.
Vreeland, E. E. (Inc.), 113 West 31st St., N. Y. City.
Wade, Albert G., Manhattan Bldg., Chicago, Ill.
Wagner-Field Co., 1780 Broadway, N. Y. City.
Walker Adv. Agency (Inc.), Claus Spreckels Bldg., San Francisco, Cal.
Wallace Adv. Agency, Atlantic City, N. J.
Walton Adv. and Ptg. Co., 15 Exchange St., Boston, Mass.
Webb, Henry, U. B. Bldg., Dayton, O.
Wetherald, Jas. T., 221 Columbia Ave., Boston, Mass.
White Adv. Bureau (Inc.), Hancock Bldg., Seattle, Wash.
Williams, Fred. C., 108 Fulton St., N. Y. City.
Williams & Cunyngnam (Inc.), Heyworth Bldg., Chicago, Ill.
Wineburgh, M. & Co., 576 Fifth Ave., N. Y. City.
Wood, Putnam & Wood, 161 Devonshire St., Boston, Mass.; 399 Broadway, N. Y. City.
Woods-Norris, Ltd., Mail Bldg., Toronto, Can.
Wycokoff Adv. Co. (Inc.), 14 Ellicott St., Buffalo, N. Y.; 79 Milk St., Boston, Mass.

EXPRESSES REGRET.

Germany Apologizes for Attack on Newspaper Correspondents.

The German Chancellor, Dr. Von Bethmann-Hollweg, has sent a letter to the Foreign Correspondents' Association of Berlin, expressing regret at the incident during the labor riots in which several American and British correspondents were assaulted by the police. The letter states that the matter is under investigation by the Minister of the Interior. The Chancellor also invited suggestions for special measures to prevent a recurrence of such incidents.

The president of the police, Herr Von Jagew, also sent a letter to the association reasserting his position that the laws make no provision to protect reporters in mobs. He intimates that badges for newspaper workers may be introduced in order to save reporters from mistakes by the police.

Seek Special Telephone Rates.

The Western Canada Press Association and the Western Associated Press are negotiating with the Provincial Governments of Manitoba, Saskatchewan and Alberta for special telephone rates for the newspapers of the three provinces. The telephone systems in these provinces are owned by the Provincial Governments.

Chicago Ad Association.

The Chicago Advertising Association tendered a luncheon to Col. Bill Thompson, manager of the American Music Hall, last Thursday. Colonel Thompson addressed the members on "Theater Advertising as I Have Found It in Twenty-six Years' Experience."

Athletic Meet for Charity.

The Hudson County (N. J.) Newspaper Men's Athletic Carnival will be held at the Jersey City baseball park on October 8 for the benefit of the Home of the Homeless and the S. P. C. C.

Will Revive Tennessee Daily.

The Jackson (Tenn.) Daily Democrat, which ceased publication some time ago, will be revived. J. M. Simmons will be the editor and publisher.

PERSONAL.

C. D. Lee, president of the United Press Association, has returned to the New York office after an extended trip in the interest of that organization.

Samuel F. Cary, political editor of the Cincinnati Enquirer, is a candidate for State Senator and has the distinction of being the first Cincinnati newspaper man ever nominated for the Senate.

J. C. Mecklin, editor and proprietor of the Hubbard City (Tex.) News and one of the best-known newspaper men in the State, was married recently to Miss Berta Morgan, of Hubbard City.

The retirement of Carl W. Riddick from the editorship of the Winnamac (Ind.) Republican is announced. He will engage in the ranch business in Montana. Mr. Riddick was secretary of the Indiana State Republican Central Committee.

Paul P. Browne, formerly city editor of the Aberdeen (S. D.) Daily News, has purchased a half interest in an automobile agency controlling a large portion of the State of Texas.

Colonel A. W. Brown, assistant business manager of the New Orleans (La.) Daily States, is in New York this week calling on the general advertisers. Mr. Brown will visit all the larger cities in the East before going to Chicago to visit the foreign advertisers in the Western field.

John J. Siegman, of the editorial staff of the Cincinnati Enquirer, was married recently in Hamilton, O., to Miss Catherine Grisby, of that city.

George Schubel, editor of the Ridgewood Times, was tendered a banquet last Tuesday evening by the members of the various civic associations of Ridgewood.

W. O. Millinger, manager of foreign advertising of the Scripps-McRae League, was in New York this week in the interest of the papers in that organization.

Marcus A. Rose, a member of the New Orleans Times-Democrat staff, was married recently to Miss Bernice Allen, of Whiting, Ind.

E. F. Baldwin, editor of the Peoria (Ill.) Star, addressed the John Knox Brotherhood of Calvary Presbyterian Church, Peoria, last week on "The History of the Newspaper."

Walter Pulitzer, the son of Albert Pulitzer, formerly proprietor of the New York American, announces that he will take up his father's Memoirs where the latter left off and incorporate them in a biography of the journalist and an account of the progress of journalism in his day.

John C. Shaffer, owner of the Chicago Evening Post, has returned from a trip abroad. He was the guest for a time of Andrew Carnegie at his castle in Scotland. He was also a guest of Sir Thomas Lipton.

George F. Vigouroux, editor of the New York Mining Age, has written an interesting little book telling of his experience during twelve years in mining.

John Lewis Kahler, Jr., editor and owner of the Greenport (L. I.) Suffolk

Weekly Times, will be married on October 12 to Grace Evelyn Hallock, of Orient, L. I.

R. H. McKinney, of the J. P. McKinney Special Agency, is on a two weeks' trip through New York, Pennsylvania and Ohio.

Nick W. Wood, editor and manager of the Dickinson (N. D.) Post, was married last week to Miss Inga Johnson.

J. P. McKinney, the New York special agent, has returned home from a three weeks' business trip in the Western field.

OBITUARY.

Albert J. Bleyer, veteran Milwaukee newspaper man, died last week at his home following a long illness. He was sixty-eight years old. In the early sixties Mr. Bleyer was foreman of the composing room of the Evening Wisconsin. He afterward entered the editorial department as commercial and marine editor, and later joined the reportorial staff of the Milwaukee Sentinel. After a brief term of service in this capacity he entered the circulation department, where he remained until his retirement several years ago.

Joseph Abner Harper, son of one of the founders of Harper & Brothers, publishers of New York, died at his home in New Windsor, N. Y., last Sunday morning. He was born in New York in 1833. Mr. Harper was for many years associated with his brothers in the publishing business under the corporate name of Harper & Brothers. He retired from active business life a score of years ago, and since that time had lived at his villa, Ingleside, in the town of New Windsor. He had been in declining health for some time.

William T. Ebeling, vice-president of Menominee (Wis.) Herald-Leader Co., died last week. He was general manager of the John H. Ebeling Milling Co., of Green Bay, Wis., and prominent in Masonic circles.

Charles E. Elliott, well-known newspaper man and musician, died at Cooperstown, N. Y., last week. He was sixty-four years old and a graduate of Yale in the class of 1867.

Mrs. Anna J. B. Adams, wife of Charles H. Adams, of the Boston Advertiser, and one of the most prominent club women in the State, died at Melrose, Mass., last week after a brief illness. She was a native of Claremont, N. H., and was about fifty years old.

Witten McDonald, former owner of the Kansas City Times, died suddenly last week. He was sixty-four years old.

Mrs. Rebecca Harding Davis, a well-known writer and mother of Richard Harding Davis, former newspaper man and novelist, died at Mount Kisco, N. Y., last week of heart disease. She was seventy years old. She was the author of fourteen novels and in addition contributed to many magazines.

INCORPORATIONS.

North Shore Breeze Co., Manchester, Mass.; publishers; \$25,000. James Alexander Lodge, Alfred E. McCleary, Richard O'Neill, Jr.

The Catholic Publication Society of America, Manhattan; printing and publishing, etc.; capital, \$25,000. Incorporators: Edward C. Jamieson, 2573 Bed-

ford avenue, Brooklyn; Alexander I. Rorke, 147 West Ninety-sixth street, and Edmund C. Howard, 14 West Ninetieth street, both of New York City.

Daily Newspaper
property paid \$81,000.00 in dividends in past eleven years after paying expenses of operation, owner's salary, maintaining efficiency of equipment and purchasing new equipment. Annual cash receipts now about \$70,000.00 will be sold for \$75,000.00. Substantial cash payment necessary. Proposition No. 51.
C. M. PALMER
Newspaper Broker, 277 Broadway, New York

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 Street New York City
Telephone 5922 Barclay
Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same.
DISCOUNTS ON APPLICATION

The Mobile Register
MOBILE, ALABAMA
The Mobile Register for nearly one hundred years the pre-eminent newspaper of its state.
C. F. KELLY & CO.
Publishers Representatives Chicago
New York

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

"Illustrate Today's News Today"
That's our motto. We keep your morgue systematically filled with the men and women who are going to do big things—not has been, but will be's. And we illustrate all current happenings, too. Someone is outclassing you unless you take the Daily Illustrated News Service.
GEORGE GRANTHAM BAIN,
32 Union Sq., E., N. Y. City.

"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
Special Cable and Telegraph Matrix and Photo Service. Address
Herald Square, Canadian Branch
New York City Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE
FEATURES FOR NEWSPAPERS
NO CONTRACT—Our subscribers may come and go on notice.
Baltimore Maryland

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

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

EXPERIENCED NEWSPAPERMAN
Desires managing editorship of daily in thriving town. Aged 37. Employed 15 years on eastern and western metropolitan papers as political writer and in other responsible editorial positions. Forceful writer, energetic and thoroughly reliable. Holds permanent position at good salary but willing to change if something better is offered. Address **BARKIS,** care **THE EDITOR AND PUBLISHER.**

MISCELLANEOUS

THREE DOLLARS PER MONTH.
Pays for bright, snappy, up-to-date News Thought department of 2,000 words each week, consisting of original stories, special papers, poems, helpful essays, etc., for old and young; also practical instruction showing how to keep health and happiness; exclusive territory given. **HAWKINS BUREAU,** **THE EDITOR AND PUBLISHER** Office, 21 Park Row, New York.

DAILY NEWS
Reports for evening papers, league ball scores daily, special and Chicago news. **Yard's News Bureau,** 166 Washington st., Chicago, Ill.

IN THE MARKET
for good daily or weekly in live city of 5,000 to 50,000. Address "G," 510 Baltimore Bldg., Chicago.

BUS. OPPORTUNITIES

FINE LIST
of prosperous daily and weekly papers. Exceptional chance for buyers. **BARRYMORE,** Newspaper Brokers, 21 Quincy St., Chicago.

NEWSPAPER MEN

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

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.

WILBERDING

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The United Liquor Stores Co., Cincinnati, O., is placing 5,000 inch contracts in Southern papers direct.

The Gundlach Agency, Chicago, is placing 10,000-line contracts in Pacific Coast papers for Bondy & Lederer, Tom Keene cigar, 1298 First avenue, New York.

Lord & Thomas, Chicago, are placing 100 lines four times in Sunday papers on the Pacific Coast for the Michigan Stove Co., Garland stoves and ranges, Detroit, Mich. This agency is also placing 10,000-line contracts in Western papers for the Hudson Motor Car Co., Detroit, Mich.

Will H. Dilg, 12 State street, Chicago, is placing 5,000-line contracts in Western papers for the Sunny Brook Distillery Co., Louisville, Ky.

Nelson Chesman & Co., St. Louis, is placing 10,000-line contracts in Western papers for the advertising of Johann Hofmeister.

The E. H. Clarke Agency, Chicago, is placing 5,000-line contracts in Western and Southern papers for the M. I. S. T. Co., Toledo, O. This agency is also placing 1,000 lines in Western weeklies for the Yonkerman Consumption Cur Co., Kalamazoo, Mich.

The Johnson-Dallas Advertising Co., Atlanta, Ga., is placing 10,000-line contracts in Southwestern papers for the Southern Cotton Oil Co., 24 Broad street, New York.

The Wyckoff Advertising Co., 14 Ellicott Square, Buffalo, is placing 1,000-line contracts in Eastern papers for the Booth Hyomei Co., Hyomei, Mi-O-Na Dyspepsia Remedy, Buffalo.

Wood, Putnam & Wood, Boston, are placing 5,000-line contracts in Southwestern papers for F. T. Parks & Co.

The Standard Paint Co., 190 William street, New York, is making new contracts for 4,000 lines in Western and Southern papers direct.

It is said that the Electro-Silicon Co., 30 Cliff street, New York, will not do any newspaper advertising this fall.

Coupe & Wilcox, 261 Broadway, New York, are placing 1,000-line contracts for the American Lead Pencil Co., Venus perfect pencil, 43 West Fourth street, New York. This agency is also placing 300 lines thirteen times for C. Feigen-span, Feigenspan heer, Newark, N. J., in New Jersey papers.

The Special Advertising Representatives

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

THE ITEM

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

ELMER E. CLARKE, Business Manager.

SMITH & BUDD
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

The H. E. Lesan Agency, 547 Fifth avenue, New York, is asking for rates for the advertising of the United Motor Car Co.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is placing extra page copy in the larger city dailies for the advertising of the New York and Kentucky Co.'s Duffy's Malt Whiskey.

The Columbia Phonograph Co., Tribune building, New York, will take up the matter of newspaper advertising in the latter part of October or the first of November.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing 2,000 lines special copy for the American Tobacco Co., Turkey Red cigarettes, 111 Fifth avenue, New York.

The Standard Oil Co., 26 Broadway, New York, is making renewals and new contracts.

The Huntington Advertising Agency, 550 Lenox avenue, New York, is putting out orders for the American Suffragette Magazine. They are also asking rates from woman's mail order papers for the Reliance Hair Co., 33 Union square, New York. This business will be placed in the very near future.

Collin Armstrong Advertising Co., 25 Broad street, New York, is placing three inches three-time orders in New York State papers for the Fidelity & Deposit Co., Maryland.

The George Batten Co., Fourth Avenue building, New York, is placing orders in a few Eastern cities for the Peerless Motor Car Co., Cleveland, O.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is making 5,000-line contracts for the D. M. F. Medicine Co., D. M. F. Rheumatism Cure, Lincoln avenue, Chicago.

The Otto J. Koch Agency, University building, Milwaukee, Wis., is making 5,000-line contracts with Western papers for David Adler & Sons, clothing, same city.

Lord & Thomas, Trade building, Chicago, are making 5,000-line contracts with Western papers for the Stafford-Miller Co., Carmen's Powder, St. Louis.

Philadelphia Advertising Bureau, Bulletin building, Philadelphia, has secured the Eastern advertising of Electropodes Co., electropodes, Lima, O.

Lord & Thomas, 250 Fifth avenue, New York, are placing 5,000-line contracts in New York State papers for Rathbone, Sard & Co., Acorn stoves and ranges, North Ferry street, Albany, N. Y. This agency is also making contracts with New England papers for Carreras, Ltd., Baron's Pipe Filler, London, England.

Frank Presbrey Co., 3 West Twenty-ninth street, New York, is placing copy on contracts for Michelin Tire Co., Michelin tires, Milltown, N. J.

Philadelphia Advertising Bureau, Bulletin building, Philadelphia, is placing two inches, e. o. d. for six months in Pennsylvania for Smith, Kline & French Co., Cholas, 429 Arch street, same city.

ROLL OF HONOR

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

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NEWS Fargo
ARIZONA.	NORMANDEN .. (Cir. 9,450) .. Grand Forks
GAZETTE Phoenix	OHIO.
CALIFORNIA.	PLAIN DEALER Cleveland
INDEPENDENT Santa Barbara	(August, D. 92,231-S. 115,307)
BULLETIN San Francisco	VINDICATOR Youngstown
CALL San Francisco	PENNSYLVANIA.
EXAMINER San Francisco	TIMES Chester
FLORIDA.	DAILY DEMOCRAT Johnstown
METROPOLIS Jacksonville	JOURNAL Johnstown
GEORGIA.	DISPATCH Pittsburg
ATLANTA JOURNAL (Cir. 53,163) Atlanta	GERMAN GAZETTE .. Philadelphia
CHRONICLE Augusta	PRESS Pittsburg
HERALD Augusta	TIMES-LEADER Wilkes-Barre
ENQUIRER-SUN Columbus	DISPATCH AND DAILY York
LEDGER Columbus	GAZETTE York
ILLINOIS.	SOUTH CAROLINA.
POLISH DAILY ZGODA.... Chicago	DAILY MAIL Anderson
SKANDINAVEN Chicago	DAILY RECORD Columbia
WOMAN'S WORLD Chicago	THE STATE Columbia
HERALD Joliet	(Cir. D. 14,047-S. 14,163)
HERALD-TRANSCRIPT Peoria	DAILY PIEDMONT Greenville
JOURNAL Peoria	TENNESSEE.
INDIANA.	NEWS-SCIMITAR Memphis
JOURNAL-GAZETTE Ft. Wayne	BANNER Nashville
NEWS-TRIBUNE Marion	TEXAS.
TRIBUNE Terre Haute	RECORD Fort Worth
THE AVE MARIA Notre Dame	CHRONICLE Houston
IOWA.	SEMI-WEEKLY TRIBUNE ... Waco
EVENING GAZETTE Burlington	TIMES-HERALD Waco
CAPITAL Des Moines	WASHINGTON.
REGISTER & LEADER Des Moines	MORNING TRIBUNE Everett
THE TIMES-JOURNAL ... Dubuque	WISCONSIN.
KANSAS.	EVENING WISCONSIN... Milwaukee
GAZETTE Hutchinson	CANADA
CAPITAL Topeka	ALBERTA.
KENTUCKY.	HERALD Calgary
COURIER-JOURNAL Louisville	BRITISH COLUMBIA.
TIMES Louisville	WORLD Vancouver
LOUISIANA.	TIMES Victoria
ITEM New Orleans	ONTARIO.
STATES New Orleans	EXAMINER Peterborough
TIMES DEMOCRAT... New Orleans	FREE PRESS London
MAINE.	QUEBEC.
JOURNAL Lewiston	LA PRESSE Montreal
MICHIGAN.	LA PATRIE Montreal
PATRIOT..Aug. 10,740; S. 11,858..Jackson	GET THE BEST ALWAYS!
MINNESOTA.	The Pittsburg Dispatch
TRIBUNE....Morn. and Eve....Minneapolis	Greater Pittsburg's Greatest Newspaper
MISSOURI.	WALLACE G. BROOKE HORACE M. FORD
DAILY AND SUNDAY GLOBE, Joplin	Biunswick Bldg. Peoples Gas Bldg.
MONTANA.	New York Chicago
MINER Butte	NEW BEDFORD TIMES
NEBRASKA.	The paper that has made New Bedford, Mass., the fastest growing city in the world.
FREIE PRESSE .. (Cir. 142,440) .. Lincoln	Average to July 1, 1910
NEW JERSEY.	Evening, 7,840 Sunday, 13,756
JOURNAL Elizabeth	ALFRED B. LUKENS Tribune Bldg.
TIMES Elizabeth	New York Representative New York
COURIER-NEWS Plainfield	FRANK W. HENKELL 150 Michigan Ave.
NEW MEXICO.	Western Representative Chicago
MORNING JOURNAL ..Albuquerque	JORNAL DO COMMERCIO
NEW YORK.	OF RIO DE JANEIRO, BRAZIL
BUFFALO EVENING NEWS ..Buffalo	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
LESLIE'S WEEKLY (Cir. 275,000) New York	VASCO ABREU, Representative
MESSENGER OF THE SACRED HEART..New York	Tribune Building - New York
RECORD Troy	

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
3 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warco St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Bldg., New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Rector 4388
- KIERNAN, FRANK, & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FROWT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 3137

MEXICO

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

NO ADVERTISER can overlook the clintage of
"THE PANHELLENIC"
New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people.
For rates, etc., address
"THE PANHELLENIC"
50 Church Street, New York, N. Y.
Phone 7623 Cortlandt

American Home Monthly
A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.
HENRY RIDDER, Publisher
27 Spruce Street. New York.

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

Publishers' Representatives

- ALCORN, FRANKLIN P.**
Flatiron Bldg., New York
Tel. Gramercy 666
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- KELLY, C. F. & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
30 W. 33d St., New York
Tel. Madison Sq. 3613
- SMITH & BUDD O**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- THE FISHER AGENCY**
118 East 28th St., New York
306 Boyce Bldg., Chicago
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL AD TIPS.

Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for Regal Shoe Co., Regal shoes, East Whitman, Mass., in cities where they have stores.

F. P. Shumway Co., 373 Washington street, Boston, will shortly send out orders to a selected list of Southern papers for the Ranchest Fairney Co., Jericho auto horn, same city.

E. Everett Smith, Mutual Life building, Philadelphia, will shortly place orders for Angus Watson & Co., Skippers' sardines, 1011 Chestnut street, same city.

J. P. Storm, Marbridge building, New York, is placing orders generally for James Buchanan & Co., Black & White Scotch whiskey, 29 Broadway, New York.

J. Walter Thompson Co., 44 East Twenty-third street, New York, is now sending out copy on contracts for Stewart Hartshorn Co., Hartshorn Self-Acting Shade Rollers, East Newark, N. J. This agency is also making new contracts for Apollinaris Agency Co., Apollinaris and Apenta Water, 503 Fifth avenue, New York.

M. Wineburgh & Co., 576 Fifth avenue, New York, it is said, will shortly make new contracts for the Omega Chemical Co., Omega Oil, 576 Fifth avenue, New York.

The Frank Presbrey Co. is placing a considerable number of new accounts this autumn; several of them being entirely new advertisers. Among the more prominent ones is the Encyclopaedia Britannica, eleventh edition, which will

use four-page insets three times in all of the leading magazines of the country, together with large space in the national weeklies. This is one of the largest accounts placed during the current year. Another account is Burch, Bailey & Co., 10 Thomas street, New York, proprietors of "Linaire," the popular dress goods. This concern will use women's publications of large circulation. A very general campaign in the national weeklies and trade papers has just been started for the National Fireproofing Co., of Pittsburg, the largest concern of its kind in the world. Another advertiser, and a new one, is the Dahlstrom Metallic Door Co., of Jamestown, N. Y., for whom a considerable magazine campaign has been devised. Also the Wood Mosaic Co., of Rochester, whose campaign will be confined to the magazines in larger space than has been heretofore used. This agency is also placing this autumn the advertising of Reed & Barton, silversmiths, of Taunton, Mass., and New York. It will also place all of the advertising of the magnificent new Ritz-Carlton Hotel being erected by the English company at Forty-sixth street and Madison avenue, and which is to be opened Dec. 15. Also the advertising of J. M. Gidding & Co., which is opening a high-class store for ladies' wearing apparel on Fifth avenue at Forty-sixth street.

Wood, Putnam & Wood, 161 Devonshire street, Boston, are placing 48 lines, d. c., six-time orders in New York State papers for the Foster Rubber Co., Cats' Paw rubber heels, Boston. Other Eastern cities will be taken up later.

Atlas Club Dined.

The Atlas Club, composed of Chicago newspaper and magazine advertising men, dined at the Hotel La Salle, September 30, and attended the performance of "Jumping Jupiter" at the Cort Theater afterward. Three hundred seats and most of the lower floor boxes had been reserved. The club gives a minstrel show annually and its choristers sat in the boxes and joined in Richard Carle's refrains. After the show Mr. Carle and the company held a reception on the stage.

Times-Democrat Burned Out.

The plant of the New Orleans Times-Democrat was destroyed by fire early Friday morning of last week. The loss is estimated at more than \$125,000, partly covered by insurance. Many of the employes had narrow escapes. The blaze started in the paper warehouse on the first floor of the building. All the other papers placed their plants at the disposal of the Times-Democrat immediately.

New York Woman's Press Club.

The New York Woman's Press Club will hold a business meeting at the Waldorf-Astoria this afternoon. Plans for the season will be presented by the president and the programme committee. Mme. Evans von Klenner, the president of the club, will preside.

Charles E. Hughes, Jr., son of Governor Hughes of New York, has been selected as one of the six editors of the Harvard Law Review.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.


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 Shnidewend & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.
Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.
Send for sample copy.

A Mine



The American Printer is a mine of authentic reference and information for producers and publishers of most printing. Every issue handles in a practical way the progress and problems of pressman, compositor, artist, engraver, designer, stationer and office manager. Its pages are replete with handsome engravings and artistic insets showing the latest achievements of the printer's craft.

It's a live journal—edited by live men—who treat of live topics in a way that every ambitious man or woman who has anything to do with a printing office will appreciate. Its advertising columns furnish a mine of information to subscribers—and its subscribers are a mine of richest prospects to the manufacturer who makes and sells things printers use in their business. It's a business bringer.

Send 20 cents for a copy of **The American Printer**. None free. \$2.00 is all twelve issues will cost you. Work the mine.

Canadian subscription \$2.50. Foreign \$3.

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25 City Hall Place, New York City

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OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

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154 Nassau ST. N.Y. Tel. 4200-4 Beekman

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

The Black Printing Co., of Tulsa, Okla., has been incorporated with a capital of \$12,000.



The Garwood Electric System
Permits the press to be run constantly and economically at any point in the speed range. These are only a few reasons why the GARWOOD ELECTRIC SYSTEM leads all others.
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New York. Philadelphia. Chicago. St. Louis. Pittsburg



Send To-day for the "The Kohler System" List of Users of
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
Manufactured and Sold by the
CUTLER-HAMMER MFG. CO.
MILWAUKEE, WISCONSIN
Philadelphia Cleveland San Francisco
New York Boston Pittsburg Chicago

WEEK DAY RECORD:

Tuesday, Sept. 13, 1910, THE WORLD printed **6,407** Ads.—**548** MORE than The World or ANY OTHER newspaper ever before printed on any week day.

Five New, High Advertising Records

Were Established by

THE WORLD

In September, 1910

SUNDAY RECORD:

Sunday, Sept. 19, 1910, THE WORLD printed **10,107** Ads.—**493** more than ever before on any Sunday.

THE WORLD not only prints a far greater number of advertisements every week, month and year than ANY OTHER Morning and Sunday newspaper on earth, but is **MAKING REMARKABLE GAINS** especially on Sundays.

WEEKLY RECORD:

During week ending Sept. 24, 1910, THE WORLD printed **40,048** Ads.—over **16,000** MORE than ANY OTHER American newspaper and **330** MORE than The WORLD or any other newspaper ever printed before in any one week.

FOR EXAMPLE: During the **FOUR SUNDAYS** in September, 1910, The World printed **37,445** Ads., a gain of **5,595** over the corresponding four Sundays in 1909.

This was an average gain of **1,398** Advertisements per Sunday.

MONTHLY RECORD:

During September, 1910, THE WORLD printed **160,368** Ads.—**MORE THAN ANY TWO OTHER** New York morning and Sunday newspapers **COMBINED**, and **11,498** more than THE WORLD or any other newspaper ever printed before in any one month.

NINE MONTHS' RECORD:

During the first nine months of 1910 THE WORLD printed **1,177,799** Ads.—**129,072** MORE than same period last year, and **OVER 450,000** MORE THAN ANY OTHER **NEW YORK MORNING AND SUNDAY NEWSPAPER.**

Note—The net paid circulation of the Morning World exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

