

Newspapermen Had Their Troubles Following the Movements of the Baseball Magnates at the Waldorf

R. L. GOLDBERG, IN NEW YORK EVENING MAIL



ONE NEWSPAPER-MAN TRIED TO BREAK INTO THE BIG MEETING BY HIDING IN A PITCHER OF ICE WATER

The Paris, Texas, Precedent

PARIS, TEX., December 11, 1909.

To the Editor of Newspaperdom:

Referring to the enclosed clipping from your December number, on the subject of the new transmitting system established between Columbia, S. C., and Augusta, Ga., I beg to say that the idea of the Georgia man is not a new one in this State. The enclosed clipping from the Paris Daily Advocate of April 28, 1903, shows how that paper handled the baseball games during the season.

The ball park was a mile and a half away from the Advocate office, but the idea would work just as easily on a line many miles away.

We had a special wire from the ball park to the operator in the Advocate office, and the game was reported just as it happened. The papers were offered for sale on the streets before the grand stand was emptied and long before the cars reached town from the park. I enclose a copy of an old paper showing a sample report of the game. You will note that the last stickful was not proved, the operator turning in his last few lines as soon as finished. In later reports, when there was a lull in the game, the operator inserted the remarks made by the rooters, which he heard very plainly. Quarrels with the umpire were faithfully reported.

The operator at the linotype, an enthusiastic fan, claimed that he really saw the game, he heard the ball as it was struck, and occasionally when a home man "swatted the ball" a wild yell from the linotype told us that we had made a hit.

I would like to tell you that this little stroke of enterprise paid the management of the paper, but it did not in dollars and cents. "Ted" Sullivan was kind enough to say that "it beats hell," but the net receipts did not justify us in continuing the special report beyond one season.

Yours truly,

W. N. FUREY, Proprietor.

It is much easier to go to law than to get back.

Critics of Advertising Typography

Those who place the great advertising contracts, and those intelligent advertisers on a lesser scale, are becoming very expert critics of typographic display. When a sloppily printed newspaper, filled with typographic indigestions, obsolete faces, raggedly displayed and worse printed, reaches one of this rapidly increasing army of critics it is condemned on sight. It seems to advertise the unprosperity of the publisher, and the logical argument is that if the paper is not profitable to the owner it cannot be profitable to those who advertise in it.

The publisher who neglects the study of good typographic style is not onto his job. He is advertising himself adversely. He is advertising the fact (or what is as bad for him, if it is not a fact—the inference) that his interest in the advertiser ceases when the space contract is signed. To such a publisher the judicious purchase of a dozen cases full of the latest type faces, bought by weight at the current low prices established by the American Type Founders Company, will be an immediately profitable investment.

There was a man named Janus Richardson, publisher of the Davenport (Ia.) Democrat, who away back in the seventies made himself a millionaire by strict attention to pleasing the advertisers. He was a convincing advertising solicitor—the best of his day. Few could outtalk him and few escaped his talk; yet the writer well remembers how careful that great man was to have his paper make a striking typographical impression on the advertiser he had marked out to sign a contract. He knew that half the battle is to please the advertiser and that it can be done easiest and least expensively and most effectively with well selected, stylish type display.

There has been a wonderful improvement in this respect since we were printers' devils, and especially since the wisdom of buying those full case fonts, called weight fonts, of display types at the same prices charged for ordinary body types has been demonstrated by so many. The American Type Founders Company did the publishers a mighty good turn when it put the prices down conditionally upon the customer buying a worthwhile businesslike font. The typographic critics are increasing fast. Keep your eye on them. They are going to have what they pay for or go to some other advertising shop.

Another Record in Advertising

In the publication of a 10-page advertisement, which is a part of the regular issue of the Findlay (Ohio) Republican, December 9, we believe it has been left to an enterprising Ohio firm to break all records in the magnitude of advertising in a single issue in any one newspaper. The C. F. Jackson Company, owners of the Glass Block Department Store, Findlay, Ohio, engaging, as they do, ten full pages, have faith in printer's ink, the influence and circulation of the Morning Republican, and also in themselves.

We believe that no other firm in the world has had the business sagacity to invest in this amount of newspaper space at one time.

Problems of Love and Marriage

Barbara Boyd is handling this subject in a charming series for the International Syndicate of Baltimore.

"Are second marriages as a rule happy?"
"If an engagement is broken, what about the gifts?"

"Does the demonstrative lover make a good husband?"

The editor is always looking for the things which will make his newspaper a strong home circle necessity, and these are good subjects, subjects which are in every woman's mind. The service is now running.

Liebler & Co. gave a special performance of "The Fourth Estate" on December 16 for the benefit of Riverside Day Nursery. Copies of *The Advance*, the newspaper issued by Liebler & Co. to exploit the play, were on sale in the lobby of Wallack's Theater on that date, also for the benefit of the Day Nursery.

Where-to-Buy Guide

Buy, Sell, Exchange

A. F. WANNER & Co., CHICAGO, ILL.—REBUILT PRESSES, CUTTERS, PRINTING MACHINERY. BUY, SELL, EXCHANGE.

Electric Motors

PEERLESS ELECTRIC Co.—Warren, Ohio. Widest range of special electric equipments for printing machinery. New York office, 130 West 25th Street.

Engravers

GLOBE ENGRAVING & CO.
ELECTROTYPE CO.
407-427 Dearborn Street, CHICAGO.

Features for Newspapers

THE INTERNATIONAL SYNDICATE, BALTIMORE, MD.



WEEKLY PAGES: Comic, Fashion, Children's, Special Feature and Home Circle pages; Puzzles and Pattern services.

DAILY—Cartoons, Puzzles, Comics, Portraits, Line and Half-tone Fashions, Pattern and Weather Report Series.

Six, seven and eight-column page matrices, 20 to 22 inches, as well as single mats, stereos, etc. We particularly want to send samples.

Folding and Feeding Machinery

THE ECLIPSE FOLDING MACHINE Co., Sidney, Ohio, Manufacturers Newspaper, Job, Periodical and Book Folding Machines.

Paper Cutters

OSWEGO MACHINE WORKS—Oswego, N. Y. Makers of the best in Cutting Machines. The Brown & Carver and Oswego complete line.

Rebuilt Linotypes

GUTENBERG MACHINE Co.—545-549 Wabash Avenue, Chicago, Ill. REBUILT LINOTYPES FOR SALE. Write for prices and terms.

Type Founders

AMERICAN TYPE FOUNDERS Co.—Original designs, greatest output, most complete selection. Send to nearest house for latest type specimens.

Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburg, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Minneapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROS. & SPINDLER. Type Founders. Manufacture and sell Type and all Printers' Supplies of Best Quality. 183 Monroe Street, Chicago, Ill. 1299

MISCELLANEOUS FOR SALE

One Cent a Word—Cash with Order

NEURNBERGER-RETTIG FOR SALE—One Neurnberger-Rettig Type Caster. Only reason for selling, have installed a Monotype. Address Robert L. Stillson Company, 122 Centre Street, New York City.

SITUATIONS WANTED

One Cent a Word—Cash with Order

WANTED—Position as advertising manager or solicitor; held position on one paper ten years as business and advertising manager, and built up phenomenal patronage. Now employed but wish to make change January 1. Thoroughly capable; strictly sober and a hustler; thirty-three years old and married. Splendid references furnished. L19 NEWSPAPERDOM.

WANTED—Managing, city or telegraph editorship on afternoon paper by married man of twenty-seven. Three years' best experience. Also qualified for Sunday or magazine editorship. Am now news editor leading paper in town forty-five thousand, but want change position to get promotion. \$35 week. Best references, personal and professional. Address Change Position, care NEWSPAPERDOM.

SPORTING EDITOR who has had experience in building a sport page, editing sport extras and can write live sport news on any sport, would like to take entire charge of a sport page or edition in a live city. Married and of good habits. Now writing editorials on daily paper. Address Sporting Editor, care NEWSPAPERDOM.

WANTED by young man of reportorial, advertisement-soliciting and general circulation work experience in the Carolinas and Georgia, some position, preferably reportorial, with good Southern daily. Twenty-five years old, neat address. Strong on Sunday features, including photography. Frank Rellim, Abbeville, S. C.

SITUATION WANTED by competent city circulator now employed in same department on daily and Sunday paper in city of 70,000 population. Can give references. L20 NEWSPAPERDOM.

TO WESTERN OWNERS—Wish to return West to settle as editorial writer or managing editor. A.B. and A.M. Western college; A.M. East. Assistant city editor paper 40,000 circulation; editor paper 17,000; editor telegraph 200,000. Do not drink. Distance no bar. Address Reliable, NEWSPAPERDOM.