

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 19

NEW YORK, NOVEMBER 5, 1910

5 Cents a Copy

## CLEAN JOURNALISM.

### SERIES OF MEETINGS BEGUN BY CHRISTIAN SCIENTISTS OF CHICAGO.

Christian Science Monitor of Boston to Conduct Public Meetings in Big Cities for Educating Taste of Newspaper Readers—Editor McLellan Says Newspaper Has Been Perverted—He Shows How Successful the Monitor Has Been.

On Friday of last week, in the Auditorium Theater in Chicago, was held the first of a series of "clean journalism" meetings which have been planned for the big cities, and which will be conducted by the officers of the Christian Science Monitor, of Boston.

The Chicago meeting was held under the auspices of the Christian Science churches of the city. While the affair directly benefited the Monitor, which is the daily organ of the Christian Science organization and one of the striking financial successes of modern journalism, the effect of the movement has already been felt broadly. The Chicago newspapers reported the meeting with distinct friendliness.

The speakers were Archibald McLellan, editor-in-chief of the Monitor, and John J. Flinn, of the editorial staff of that paper. Both men were formerly Chicago newspaper men. The following report of the meeting is reprinted from the Chicago Record-Herald:

#### BIG AUDIENCE FOR CLEAN JOURNALISM.

Chicago's better newspapers and the men who make them were praised as the most powerful of human agencies by speakers at the "clean journalism" meeting at the Auditorium Theater last night under the auspices of a committee representing the Christian Science Monitor. Moreover, the idea that newspapers are published by unscrupulous men whose only object is the making of money was declared to be absolutely false.

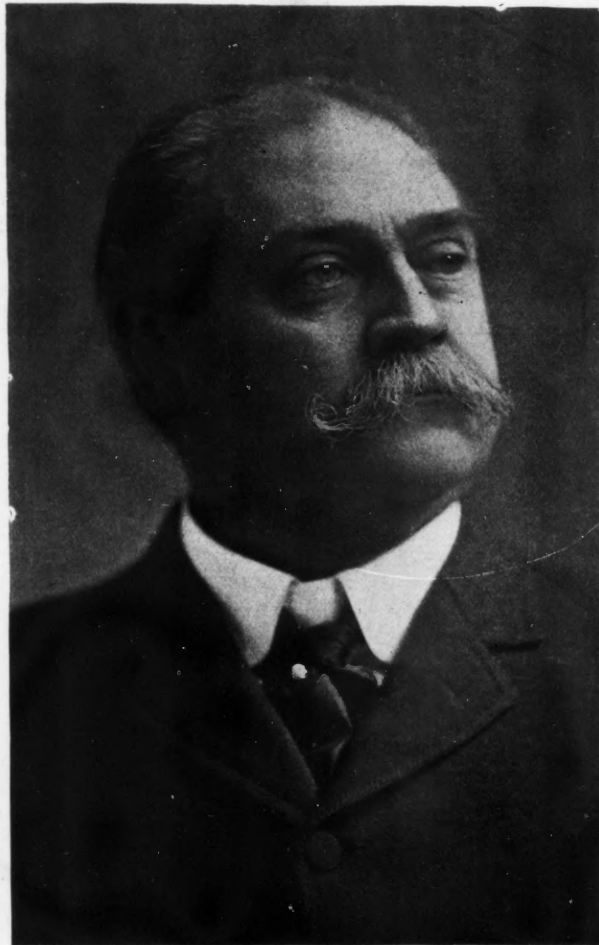
The meeting was remarkable in the unexpected show of interest in "better newspapers" on the part of the men and women who filled the great theater. Every seat in the house from the first rows on the first floor to the seats in the topmost gallery was occupied.

#### DAILY PAPER IS INDISPENSABLE.

"Chief in importance among the institutions of modern living is the daily paper," said Mr. McLellan. "In fact, the newspaper has become practically indispensable to the working out of human problems, and through it human thought has awakened to a growing sense of the unity and community of vital interests which exists among all members of the human family.

"The daily newspaper, in its rightful function, is an established medium for the dissemination of information, and tends to place mankind upon a common plane of knowledge and intelligence. Furthermore it makes for their development toward an ideal status of universal enlightenment and elevation. In this respect, the newspaper is a symbol which points to the ultimate goal toward which

(Continued on page 4.)



EDWARD HUBERT BUTLER

EDITOR AND PROPRIETOR OF THE BUFFALO EVENING NEWS, WHICH RECENTLY CELEBRATED ITS THIRTIETH BIRTHDAY.

## FALSE NEWS.

### Illinois Editors Would Penalize Giving Malicious Reports for Publication.

The Illinois Daily Newspaper Association, at its annual meeting at Decatur last week, directed a committee to draw up a bill to be presented at the next legislature, penalizing the malicious giving of false news to newspapers.

Officers of the association elected were: President, John H. Harrison, Danville; vice-president, F. S. Dodd, Decatur, Ill.; secretary, Vern E. Jov, Centralia, Ill.; treasurer, H. W. Pollard, Rockford; directors, Thomas Rees, Springfield; H. E. Baldwin, Joliet, and E. Bartlett, Rockford.

### Abandons Sunday Field.

The Little Rock Arkansas Democrat has abandoned the Sunday field, and hereafter the paper will be issued weekday afternoons only. The Democrat has issued a Sunday edition for the past four years. The management of the paper believes it can educate advertisers to the use of the Saturday afternoon paper instead of the Sunday morning issue.

## BOSTON HERALD.

### New Management Takes Over Paper Following Four Months' Receivership.

Following a four months' receivership the Boston Herald has passed into new hands, the shareholders having relinquished control to a board of trustees composed of Richard Olney, Major Henry Lee Higginson, John H. Holmes, Robert M. Burnett and Henry S. Howe.

At the first meeting of the new company Robert Lincoln O'Brien was elected president, and J. W. Warley, treasurer. Capt. M. J. DeViney is the manager.

### Dynamite Destroyed "Times."

An investigation of the Los Angeles Times disaster conducted last week by the grand jury established the fact that it was a dynamite explosion. The persons responsible for the crime were not named.

### Town Wants Daily Paper.

The Board of Trade of Phillipsburg, N. J., has started a movement to establish a daily newspaper. The town has a population of 15,000.

## MAGAZINE POSTAGE.

### PRESIDENT TAFT TO RECOMMEND INCREASED RATE ON ADVERTISING PAGES.

New Scheme to Separate Advertisement Pages from Reading Matter Pages and Separately Weigh the Two Parts of the Magazine—Each Issue to Be Weighed and Rated Accordingly—Magazine Men Will Insist on Same Rule for Newspapers.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., Nov. 2.—Postmaster-General Hitchcock has renewed his attack upon the magazines, or rather upon the Government practice of hauling the average magazine across the continent for one cent a pound.

When the Postmaster-General, a year ago, proposed to take away the second-class postage rate privilege from the magazines and make the rate for such periodicals higher, strong opposition was quickly shown, not only by the magazine publishers, but by many of the leading publishers of newspapers. Congress examined Mr. Hitchcock's scheme and apparently dropped it.

#### MR. HITCHCOCK'S NEW SCHEME.

It is given out with highest authority that President Taft and Mr. Hitchcock have agreed upon a modification of Mr. Hitchcock's plan of last year, and Mr. Taft is to recommend this modified scheme to Congress next month. The magazines are to be charged at the rate of one cent a pound for reading matter pages and a variable rate governed by distance and cost of transportation for the advertising pages.

#### EACH ISSUE TO BE DISSECTED.

Each magazine publisher will be required to send a copy of his current issue, weekly, bi-monthly or monthly, to the Post Office Department, where it will be taken to pieces and the advertising separated from the reading. The reading matter and the advertising pages will be weighed separately, and thus the proper rate of postage for each magazine will be computed.

The effect of this scheme, if put into effect, will be to make the Post Office Department self-sustaining, so it is said by Mr. Hitchcock and his experts.

#### MAGAZINE PUBLISHERS WILL OPPOSE.

The strongest argument for an increase of postage on magazines lies in the statement that the average haul of magazines is 1,100 miles, while the average haul of newspapers is 300 miles.

It is expected that the magazine publishers will oppose the new scheme with all their power. They will contend that newspapers should pay extra postage on their advertising, if magazines must do so. It is expected that the hearings before the congressional committee which will have charge of the bill to be introduced will bring together a great array of mathematical sharps to explain how the new postal rates are to be figured out with justice to everybody.

#### Noted War Artist Dead.

Melton Prior, noted British war correspondent and artist, died Tuesday. He witnessed twenty-four campaigns.

## NEWSPAPER RATES.

**Should be Firmly Established and Lived Up to. No Reason Why Foreign Advertiser Should Pay More Than Local Advertiser for Same Amount of Space.**

By GEORGE NOWLAND.

[Mr. Nowland is the advertising and sales manager of Fels & Co., of Philadelphia, manufacturer of Fels naphtha soap.—Ed.]

There is some doubt in the minds of many advertisers about their getting the lowest rates in a number of newspapers. Some advertisers go so far as to say that they get much lower rates than other advertisers using more space.

If all newspapers would establish a rate so that every advertiser could thoroughly understand it and then all newspapers live up to it, newspaper advertising would increase materially. For instance, for foreign advertisers, if they could have a rate for 1,000 lines, 2,500 lines, 5,000 lines, 7,500 lines, 10,000 lines, 15,000 lines, 20,000 lines, 25,000 lines 50,000 lines and upward, and after establishing a scale stick to it.

In my opinion, there is no reason why a foreign advertiser should pay a higher



GEORGE NOWLAND.

rate than a local advertiser, provided he will use the same amount of space. The money from a foreign advertiser ought to be just as good as the money from a local advertiser. The newspapers have no more interest in building up a local concern than they have in a foreign concern, notwithstanding this is frequently given as the reason for giving the local advertiser a rate advantage.

The newspaper advertising field is unlimited, but many of the publishers do not take advantage of their opportunity

**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

because of their not thoroughly studying the situation.

The publisher to-day, who is wide-awake, as many of them are, shows what is possible for getting new advertisers as well as getting old advertisers to increase their expenditure in their paper. It does me good to hear a representative of a newspaper say that nobody can buy space in our paper cheaper than you can for the same amount of space used, particularly when you know that the representative means what he says.

### MANAGING EDITORS MEET.

**Representatives of Southwest Dailies Discuss Matters at Dallas.**

Managing editors of the Southwest met in the office of the Dallas (Tex.) News last week in semi-annual conference with officials of the Associated Press. The visiting editors were the guests at luncheon of the Dallas News, and were taken for an automobile ride about the city. The newly-elected officers of the association are: Harry P. Warner, Houston Post, president; George McQuaid, San Antonio Express, secretary.

Those in attendance were: Paul C. Cowles, superintendent of the Southern division of the Associated Press, with headquarters at Atlanta, Ga.; T. C. Ashcroft, correspondent of the Associated Press, Memphis, Tenn.; Harry P. Warner, managing editor Houston Post, Houston; George McQuaid, managing editor San Antonio Express, San Antonio; Asher G. Smoot, managing editor Austin Statesman, Austin; Hunt McCaleb, managing editor Fort Worth Record, Fort Worth; W. P. Hobby, managing editor Beaumont Enterprise, Beaumont; D. P. Toomey, managing editor of the Dallas News, Dallas.

### DID NOT ADVOCATE OUTRAGE.

**A. B. Kreidler Corrects Statement About Destroying Newspaper Office.**

Albert B. Kreidler, third vice-president of the International Printing Pressmen's and Assistants' Union of North America, made public last Saturday in Chicago the following statement in reference to a dispatch sent recently from Denver:

"I wish to correct a statement which has been given a wide circulation. Press dispatches have quoted me as saying, in a talk before the Trades and Labor Assembly at Denver, that 'the newspaper building would blow up before a statement would be made with the pressmen's union,' leading the public to believe I had been advocating the perpetration of such a dastardly deed. A local publisher made the statement to me that he would 'see the building blow up before he would settle with the pressmen's union.' In my talk I simply quoted the publisher to show his attitude toward the pressmen's union. The incendiary words quoted are those of the publisher, but have been attributed to me."

### Aeronautical Magazine.

The Aeronaut is the name of a new magazine published under the auspices of the General Board of the United States Aeronautical Reserve. The board consists of Cortlandt Field Bishop, Herbert L. Satterlee, Clifford B. Harmon, Wilbur Wright, John Barry Ryan, Chas. H. Allen, Prof. Abbott Lawrence Rotch, Hon. John F. Fitzgerald and Glenn H. Curtiss. The purpose of the publication is to advance the science of aviation to the end that it may serve some practical purpose, offensive and defensive, in time of war.

### A NOVEL DAILY.

**Publisher Birmingham Plans Paper for New York on "Digest" Idea.**

A unique daily newspaper is scheduled to make its appearance in New York about December 1. It is to be known as the News-Letter and will be published by Ernest F. Birmingham, for the past seventeen years editor and publisher of the Fourth Estate. It will be issued about 3.30 in the afternoon, and the price is to be five cents a copy.

The purposes of the News-Letter as stated by Mr. Birmingham are to condense the news of the world for the benefit of the busy man of affairs, supplementing it by the latest news of importance up to the hour of going to press. Secondly, to gather and present the editorial opinions of the leading newspapers and standard periodicals everywhere on all important public questions, without any editorial comments of its own. To expand the news of art, literature, music, the drama in its higher phases, education, religion, civic and economic questions and the like, to an extent greater than is possible in the existing daily publication.

Mr. Birmingham believes that the time has come to carry digest idea into the daily publication field. "The paper will rest," says Mr. Birmingham, "upon the thought that with the multiplication of periodicals the time has come for a daily which will condense and digest not only the reviews of the standard weeklies of the world, but the daily newspapers themselves, and not only for the benefit of the reader day after day, but as a matter of historical reference for public and individual libraries."

Mr. Birmingham announces the appointment of William Henry Beers as general manager of the Fourth Estate.

### J. CLEMENT MURPHY.

**Newspaper Man Appointed Secretary to Governor-Elect Plaisted.**

Governor-Elect Frederick W. Plaisted last Monday announced the appointment as his private secretary J. Clement Murphy, of Augusta, the well-known newspaper correspondent and dean of the 're-creative' reporters.

Mr. Murphy for many years has furnished specials to newspapers in every part of the country. He was also the Augusta correspondent of the Associated Press.

### Publishers Organize.

Publishers of St. Croix and Pierce counties, Wis., met at Hudson last week and organized the West Wisconsin Ben Franklin Club. Charles Lowater, editor of the Spring Valley Sun, was elected president. The purpose of the association is to secure a better understanding between the newspaper men, a better method of determining the costs of doing work and the maintaining of uniform prices of advertising and job printing.

### Model Editors.

At the fall meeting of the Indiana Associated Weeklies, held at Morgantown last week, a census of the thirty-one editors in attendance revealed the fact that several are Sunday-school superintendents, teachers and church officers; three use tobacco, none use intoxicating liquors and all are "dry" voters. The next meeting will be held in Indianapolis, Dec. 9-10.

J. L. Boyd has sold the Northborne (Mo.) Leader to D. W. Graham.

### SPECTACULAR AD CAMPAIGN

**Follows Price Reduction by Four Chicago Newspapers.**

(Special to The Editor and Publisher.)

Chicago, Oct. 31.—Reduction in price from two cents to one cent by three Chicago morning papers, the Tribune, Record-Herald and Inter-Ocean, and by the one afternoon paper that sold at two cents, the Evening Post, has been attended by a most spectacular advertising campaign. The Record-Herald, Tribune and Post have been the chief exponents of newspaper publicity, and the latter paper seems to have reaped the principal benefits in the way of advertising revenues. Both the Tribune and Record Herald have carried quarter and half pages, or full pages, in the Evening Post almost every day since they came down to the one-cent basis. The Tribune, besides boasting of its news service, the number of its employees, the efficiency of its organization, sprang a surprise by engaging Laura Jean Libbey as the star contributor to its woman's page, which now renders daily Red Cross treatment to wounded hearts. The Record Herald retaliated by engaging Goldberg, whose work has been seen in New York in the Evening Mail for several years and is placed out of town by the J. V. Sloan Syndicate of New York, and the Evening Post takes on two cartoonists to do comics for its afternoon sporting and street editions.

If the Record Herald's advertisement of the Goldberg comic feature be true, and there is no reason to doubt it, salaries of comic cartoonists are on the up-grade again after several years of depression. Goldberg, according to the advertisements, is drawing \$15,000 a year through the Evening Mail and the Sloan Syndicate, which places him very near the top-notch figure, the only others in his immediate class being T. E. Powers, Macauley of the New York World, Homer Davenport, when he was with Mr. Hearst's New York American, and Charles Dana Gibson, with the house of Collier.

### Benefits by Reforms He Instituted.

Joe X. Wright, veteran Missouri newspaper man, who achieved prominence in the eighties by his investigation of county poor farms, was admitted to the County Farm at Macon, Mo., last week as a county charge. While a member of the staff of the Sedalia Democrat he conducted an investigation of the County Farm there, which caused a sensation. His story was widely printed and resulted in a number of reforms.

### Old Weekly Changes Hands.

The Virginia City (Mont.) Madisonian, the oldest weekly in the State, has changed hands. Horace B. Elling is the new owner.

J. R. Leonard has purchased the Fairview (Kan.) Enterprise.

**Opening of Pennsylvania Railroad complete tunnel and inauguration of new terminal in New York, in special section of Sunday's New York Times, November 20th, 1910. Forecasts of developments along new routes opened up by great enterprise.**

# BARGAINS

## in Newspaper and Magazine Presses

### Taken in Trade for Improved Hoe Machines

- 3 GOSS 48-plate Sextuple Presses.
- 3 GOSS Four-Roll 32-page Presses.
- 6 GOSS Three-Roll 24-page Presses.
- 2 GOSS 4 and 8-page Clipper Presses.
- 2 GOSS 4 and 8-page Standard Presses.
- 1 SCOTT 48-plate Sextuple Press.
- 2 SCOTT Three-Roll 24-page Presses.
- 2 SCOTT 4 and 8-page Presses.

- 2 POTTER Three-Deck 24-page Presses.
- 1 POTTER Two-Deck 16-page Press.
- 1 CAMPBELL New Model 4 and 8-page Press.
- 1 Angle-Bar DUPLEX Press, printing 4, 6 and 8 pages.
- 1 Columbian Pattern DUPLEX Press, printing 4, 6 and 8 pages.
- 4 COTTRELL 64-page Magazine Web Perfecting Presses.

We also have several excellent reconstructed presses of our own make and a large assortment of stereotyping, electrotyping and photo-engraving machinery, which will be sold at very low prices and on terms to suit customers.

**IF YOU NEED A MACHINE, NOW IS THE TIME TO BUY**

For further particulars apply to

**R. HOE & CO.**  
504-520 Grand Street, New York, N. Y.

7 Water Street, Boston, Mass.

143 Dearborn Street, Chicago, Ill.

160 St. James Street, Montreal, Canada.

8 Rue de Chateaudun, Paris, France.

ALSO AT

109-112 Borough Road, London, S. E., England.

#### BUSINESS BOOMING.

**Additional Letters Showing That the Newspapers of the Country Are Prosperous. Widely Separated Sections Represented.**

The following were received too late to be printed in the issue of the Editor and Publisher of last week.

##### BALTIMORE AMERICAN.

The Baltimore American published 16,157 columns of advertising the first eight months of 1910 as against 15,024 columns for the same period of 1909, or a gain of 1,133 columns. The gain for September alone over the same month last year was 51 columns.

##### CHARLOTTE (N. C.) NEWS.

October 27, 1910.

Editor and Publisher:

I take pleasure in furnishing you a statement of the advertising gains of the Charlotte News as requested.

The News carried during the month of September, 1910, a total of 23,782 inches

of advertising. For the month of September, 1909, the News published a total of 21,994 inches. This shows a gain of 1,788 inches.

The conditions in this territory are good and our people are prosperous.

W. C. Dowd,

President and General Manager.

DETROIT TIMES.

Detroit, Oct. 29, 1910.

Editor and Publisher:

The Times does not keep comparisons in inches of space, believing that actual receipts tell the story of progress more accurately.

By this test the progress of the paper has been as gratifying as a newspaper with a somewhat exacting test of the fitness of copy for its columns could ask for. For the first eight months of 1910 the showing is 32½ per cent. gain over the same period of 1909.

This splendid increase reflects also the healthy business conditions that have obtained in this city of half a million and among the dependable advertisers who use our columns.

JAMES SCHERMERHORN,  
General Manager.

SAN FRANCISCO EXAMINER.

San Francisco, Oct. 26, 1910.

Editor and Publisher:

The San Francisco Examiner printed 4,101,748 lines of display advertising the nine months ending September 30, 1910. This is a gain of 480,172 over the corresponding period of 1909. The number of classified lines printed was 2,839,802, or a gain of 256,536 over 1909. The total number of lines printed for the nine months ending September 30, 1910, was 6,941,550.

W. F. BOGART,  
Business Manager.

O. F. Fugate has sold the Chester (Neb.) Herald to Charles Wood.

#### BETTER NEWS SERVICE.

**Far East Newspapers to Carry More News of the British Isles.**

According to United States Consul-General James T. DuBois, stationed at Singapore, the Eastern and Eastern Extension telegraph companies, acting in conjunction with Reuters Telegram Co., have agreed to supply to the newspapers of India, South Africa and Australia a largely increased amount of British imperial news, it being an essential part of the arrangements that Reuters makes no extra charge to newspapers in India and the Colonies. The plan is as follows:

A special message of general interest to the people in each part of the Empire will be telegraphed each day to Reuters' agent at Aden, which will be the distributing point. From there it is now being telegraphed to the South African papers, and when the necessary negotiations are completed with the Indian and Australian governments and the Australian Press Association the papers in these countries will also be supplied with the news. The news is being dropped at the points touched by the cables—Gibraltar, Malta, Mombasa, Zanzibar, Seychelles and Mauritius, and from Cape Town it is being sent up to the West Coast of Africa.

The Eastern Telegraph Co. some time ago conceded a reduction of rates for press messages between the Straits Settlements and Singapore. The charge was formerly 33 cents a word. It is now reduced to 18 cents.

F. N. Tyler, for the past eight years publisher of the Dodge City (Kan.) Globe-Republican, has sold his paper to W. E. Davis.

#### ON AMERICAN PLAN.

**Evening Times, New British Daily, Imitates American Standards.**

The Evening Times, a new paper run on the American plan, made its appearance in London, Eng., last Monday. It carried many illustrations.

The Times is said to approach nearer to American standards of journalism than any other English newspaper. It consists of eight pages and the price is one halfpenny.

The Champaign (Ill.) Gazette, established in 1852, has been purchased by C. E. Peck, of Chicago.

#### The Only Entry Into Philadelphia's German Circle

is through the consolidated German newspapers. A low combination rate makes this the most desirable advertising buy in that city.

Philadelphia's German population is 350,000, and it represents the best-housed, best-dressed, and best-spending class of old-world people in America.

And that Philadelphia merchants think so highly of German patronage is best expressed in the splendid volume of advertising carried by the German newspapers. Last week's average:

WEEK ENDING OCT. 11TH:

First Newspaper.....	90,745	Agate Lines
Second Newspaper.....	73,580	" "
GAZETTE .....	67,295	" "
Fourth Newspaper.....	63,320	" "
Fifth Newspaper.....	58,325	" "
Sixth Newspaper.....	51,040	" "
<b>The German Gazette Publishing Co. Philadelphia</b>		

#### NOT

all publishers believe that good rollers have anything to do with the attractive appearance of a sheet does.

#### Many Do

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

**BINGHAM BROTHERS CO.**  
ROLLER MAKERS (Established 1848)  
406 Pearl St., 521 Cherry St.,  
N. Y. Philadelphia

Allied with  
**BINGHAM & RUNGE, CLEVELAND**



**CLEAN JOURNALISM.**

(Continued from page 1.)

all right thinkers are working, namely, the reflection by man universally of the one Mind, that Mind which is all-inclusive intelligence, and than which there is no other in truth."

NEWSPAPER MEN HAVE HIGHEST IDEALS. Mr. Flinn described the objects of clean newspapers generally and the one he represents specifically.

"I have worked close to some of the greatest newspaper men in the United States and for many years have been intimately acquainted with most of the newspaper men in Chicago, not only the older, but the younger generation of them," said Mr. Flinn. "I can say that their aspirations are the highest and they are working, just as far as they know how, to give the public what the public wants."

"Newspaper men desire to print good newspapers. I know that the majority of newspaper men dislike to write or see published trivial or worthless matter in their papers. The papers in Chicago have done wonders in the way of improvement and are making strides in the right direction every day."

**COMPLIMENTS FOR CHICAGO PAPERS.**

"I wish to say that I have great respect for the makers of the Chicago papers," said Mr. Cook. "They are courteous, liberal-minded, open-hearted men, and the papers which they produce are, in my opinion, above the average of metropolitan dailies, not only in readability, but in cleanliness."

"It will be generally admitted, I believe, that a greater influence is exerted by the press than by any other form of human activity. For example, while the message of the pulpit reaches hundreds or thousands, that of the press reaches hundreds of thousands or even millions. It may be said that the press is the mighty molder of human opinion, the greatest influence in the affairs of men. This being true, is it not also true that a great responsibility rests upon publishers and editors? It seems to me that no greater responsibility and no greater opportunity can be found than that which now awaits the maker of the modern daily."

SUCCESS OF CHRISTIAN SCIENCE MONITOR. The Chicago Examiner reported Mr. McLellan as follows:

"In many instances," he declared, "the newspaper has become perverted by the reading public through a demand for sordid details of crime and disaster. One of the chief needs of the age is to effect a reform which will bring newspapers back to their natural function."

He declared that in establishing the Christian Science Monitor, Mrs. Eddy had this reform in view. She was certain that if she could show newspaper publishers that a clean newspaper would pay, they would follow the example of the Monitor. He said that within five months from publication, the Monitor was a paying proposition.

H. C. Ashbaugh, formerly editor of the Eau Claire (Wis.) Free Press, has purchased the Luverne (Minn.) Journal.

**PHILADELPHIA PRESS.**

**Will Open New York Office with Louis Gilman in Charge.**

It is announced that the Philadelphia Press, beginning November 7, will open an office in the World building, New York City. Louis Gilman will be in charge as Eastern advertising manager. Mr. Gilman has had wide experience



LOUIS GILMAN.

in the Eastern territory. He was for over five years connected with the Pearsall Advertising Agency, and later served a longer period with Dan A. Carroll, during which time his attentions were entirely devoted to the New York territory.

The Press will have a direct wire service between their home office and the New York office.

**PAPER RETURNED TO OWNER.**

**Receivership of Marion (Ind.), Leader Terminated by Court**

Judge Sturgiss, of the Wells Circuit Court of Indiana, has issued an order terminating the receivership of the Leader Publishing Co., of Marion. The property has been turned over to W. B. Westlake.

A receiver was appointed for the property in January, 1909, and the following July the case was appealed to the Supreme Court. In April, 1910, the lower court was reversed.

**Joins Staff of Mahin Agency.**

The Mahin Advertising Co., of Chicago, announces the engagement of Vernon S. Smith, the well-known copy writer. Mr. Smith returns to Chicago to join the Mahin forces after a very successful experience in the East, where he was the head of the copy department of the Ireland Advertising Agency, of Philadelphia.

Alonzo Melville Doty has accepted the editorship of the Colville (Wash.) Statesman-Index.

**NEW YORK SUNDAY MUSICAL.**

**Press Club Members and Ladies Hear Concert and Dine at Club House.**

The first Sunday afternoon musicale of the winter musical season was given by the New York Press Club last Sunday. The assembly room was well filled with 300 men and women, most of whom remained for the course dinner, which was served from 5 p. m. to 8 p. m. in both dining rooms. The concert was under the direction of Maurice Nitke, the well-known violinist, who is a member of the club. The following program was given:

- Gipsev Melodies.....Sarasate
- Mr. Maurice Nitke.
- Ernani Aria, from Opera Ernani.....Verdi
- Miss Beatrice Bowman.
- Nocturne, Cello.....Chopin-Servais
- Mr. Harry Moskowitz.
- (a) A May Morning.....Danza
- (b) Beauty's Eyes.....Tosti
- Mr. Vincenzo Ferri.
- Trio, D Major.....Mendelssohn
- First Movement.
- Messrs. Nitke, Moskowitz, Falk.
- Anchored.....Watson
- Miss Edna Burchill.
- (a) Berceuse.....Frmlle
- (b) Menuetto.....Beethoven
- (c) Serenade.....Gounod
- Mr. Maurice Nitke.
- Carmona Waltz.....Wilson
- Miss Beatrice Bowman.
- Trio.....Schubert

Dinner was served at \$1. This was the offering:

- MENU.
- Blue Points on Shell.
- Celery, Olives.
- Clear Green Turtle en Tasse.
- Boiled Kennebec Salmon, Sauce Mousselline.
- Filet Mignon Press Club.
- Macedoine, Julienne Potatoes.
- Long Island Duckling, Apple Sauce.
- Mixed Salad.
- Sorbet Press Club.
- Camembert and Crackers.
- Coffee.

**GILBERT E. JONES A SUICIDE.**

**Former Owner of New York Times Shoots Himself Through the Head.**

Gilbert E. Jones, former owner of the New York Times and son of the late George Jones, one of the founders of the paper, committed suicide last Wednesday at his office, in the old Times building, at 41 Park Row, by shooting himself through the head. He was 66 years old. Ill health is thought to have been the cause.

During his connection with the Times Mr. Jones was closely identified with the business management. He was of a mechanical turn of mind, and in his early days perfected many improvements in the presses.

**Two Papers Close Voting Contests.**

The Paterson (N. J.) Press Chronicle has just concluded a successful voting contest. They sent fifteen young ladies on a trip to Bermuda. The Standard, St. John, N. B., has also just completed a successful Bermuda trip contest, sending ten young ladies from St. John, N. B., to Bermuda and return, stopping en route in New York. Both of these contests were conducted by the Publishers' Circulation Service Co. of New York.

**Banquet for Hammond and Curtis.**

A. K. Hammond, the New York special agent, and Frank J. Carlisle, manager of the Los Angeles (Cal.) Express,

old associates on the St. Louis Republic, being in St. Louis at the same time recently, were tendered a banquet at Bellevue Country Club by newspaper and advertising friends. The hosts were Sterling E. Edmunds, E. Lansing Ray, M. P. Linn, C. W. Wesscl, Conrad Budke, E. J. Scholl, E. G. Lewis and Lon Sanders.

John S. Allen has sold the People's Voice, published at Norman, Okla., to J. O. Fox, S. W. Hutchin and Roland Hughes. The name has been changed to the Cleveland County Enterprise.

**NEW YORK HERALD SYNDICATE**

**Roll in the Woods;**

**The Making of a Boy Scout,**  
By Ernest Thompson Seton  
To appear soon. Send for sample proofs and prices.

**The Widow Wise**

**Uncle Mun**

Full-Page Sunday Features

Special Cable and Telegraph Service

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to  
**NEW YORK HERALD SYNDICATE**  
Herald Square, New York  
Canadian Branch:  
Desbarats Building, Montreal.

**PRESS CLIPPINGS**

**BURRELLE**

45 Lafayette Street  
New York

WRITE FOR INFORMATION

Established 25 Years

**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

**WE ISSUE**

DAILY—Comics, Cartoons, Fashions, Puzzles, Patterns, Portraits and Weather Reports.  
WEEKLY—Comic, Fashion, Children's Special Feature and Home Circle pages, Puzzles and Patterns.

All features can be supplied in single matrix or cut form, with copy—electro-types or photographs of half-tones if desired.

Weekly pages issued also in page matrix form—20 to 22 ins. long.  
Underscore service in which you are interested—also form in which desired—and let us tell you more about it.

**THE INTERNATIONAL SYNDICATE, FEATURES FOR NEWSPAPERS** Baltimore, Md.

**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.

**CABLE STOPPED SALES.**

**Little Demand for Coast Papers in Honolulu Since Service Started.**

Just how important the newspaper cable service is to Honolulu in particular and Hawaii in general, may be judged by the sales of all the stationer shops of San Francisco newspaper files, says the Bystander in the Honolulu Sunday Advertiser.

Before the day of the cable service steamships brought great piles of newspaper files. When a mail steamship from San Francisco was sighted, the newsdealers' stores were centers of interest and as many as fifty people would gather before the doors waiting for the files to be brought in from the post office. It kept the clerks busy sorting out the files, addressing them to regular customers, and attending to the wants of people hungry for news of the world. The newsboys were there in droves and many of them earned clear of the original investment for files, anywhere from \$2 to \$3.50.

Then came the cable and almost immediately sales of Coast files dropped off. Old subscribers failed to renew their subscriptions, the newsboys little by little realized that it was all work and no returns to try to sell the Frisco papers on the streets. In spite of the big increase in population, the sales of newspaper files from the Coast have dwindled down until the business amounts to very little.

It costs the three Honolulu English dailies a good many thousands a year to supply even abbreviated cable news, but they keep not only Honolulu but all the islands abreast of the times. The cable news paid for at so much a word by the Honolulu papers is furnished to every town in the Territory for the cost of the wireless.

In this connection a rather amusing thing occurred recently, the newly elevated editor of a country sheet sending to Honolulu a kick to the effect that the news sent him was not what his paper wanted. He wanted something "red hot" every day. As he was paying the wireless company \$10 a month for what the Honolulu papers paid over a thousand dollars a month, his kick was the occasion of some few smiles.

**Pope Blesses Catholic News**

The Catholic News, of New York City, has received a special blessing from the Pope, the occasion being the twenty-fifth anniversary of its birth. The Papal Secretary of State, in a letter conveying the Pope's blessing, said: "His Holiness is consoled to learn of your steadfast and loyal attachment to the interests of the Church, and he specially approves the high ideal which your journal evinces of the mission of the Catholic press."

The Wentworth (S. D.) Enterprise has been sold to G. W. Schlotman, of Courtland, Minn.

"Our European contests will positively increase your circulation over 25% in two months. They finance themselves. Let us tell you about it."

**Publishers Circulation Service Co.**

461 Marbridge Bldg. NEW YORK



**A WEAK-KNEED SOLICITOR.**

**An Example of How Not to Get Business for a Newspaper.**

A well-known special agent told the following to THE EDITOR AND PUBLISHER:

Not long ago I was waiting on the outside of the door leading into the room of one of the biggest advertisers in New York City. A solicitor whom I knew very well, the head of a prominent special agency, was inside plugging for his papers. Here is how he did it:

Advertiser—But the paper's rate is too high for the circulation.

Solicitor—Well, you are the best judge of that.

The solicitor was dumb after that. Not another word about the paper; not a syllable about its quality being worth the price; not a speech in favor of its being the grand old family paper of the town, but merely a weak-kneed, "You are the best judge of that!" His attitude of defeat without an argument was painful. Then there came from his lips this remarkable statement:

"Are you in the \_\_\_\_\_?" (naming the paper).

"I think so. Wait a minute and I will see. Here, Miss 'Susie,' see if we are running in the \_\_\_\_\_."

The girl came back and said:

"Yes, never have been out of it for the past twenty years."

Now, the fact is, this fellow has had this particular paper on his list for fifteen years, yet he coolly sat there and asked the advertiser if he was using it! That was representation!

**WILL NOT BAR REPORTERS.**

**Philadelphia Methodist Ministers Will Admit Newspaper Men to Meetings.**

Newspaper representatives will be admitted to the Monday morning meetings of the ministers of the Philadelphia Methodist Church, according to a decision reached this week. A resolution to the contrary was introduced by the Rev. Roads, of the Cumberland Street Church, but was voted down.

The Rev. Dr. George H. Bickley declared that the newspapers of Philadelphia had always been fair and accurate, and instead of misrepresenting and distorting facts, as Dr. Roads intimated, had served as a great aid to both ministers and churches.

The Rev. Leon K. Willman quoted William I. Ellis, a delegate to the Edinburgh conference and a contributor to the Public Ledger, who said in a speech before the conference that the men who were doing the most good toward the spread of Christianity were conscientious newspaper representatives.

**Samuel W. Bowne Dead.**

Samuel W. Bowne, member of the widely-known firm of Scott & Bowne, manufacturing chemists, died last Saturday at his home in New York City. He was sixty-eight years old and had been ill for more than a year. He was born in Orange County, N. Y., in 1842, and came to New York when a young man and entered the College of the City of New York. Following his graduation he entered the manufacturing business. Three years ago Mr. Bowne gave a hall of chemistry to Syracuse University, of which he was a trustee. He was president of the Cold Process Company, and a director in the Aetna National Bank, the Independent Milk Product Company, R. K. Carter & Co., and the Baldwin Steel Company.

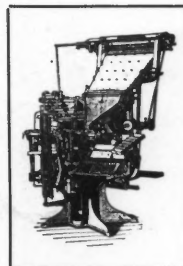
The Altoona (Pa.) Miner will shortly begin the erection of a new four-story fireproof home.

**ARE YOU IN IT?**

NOVEMBER is the month in which to submit specimens in our

**Prize Linotype Ad Work Contest**

in which we offer **\$1,500** 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

If you have not received proclamation giving conditions of contest or sufficient entry forms, write at once to our nearest agency or to our Publicity Department, Tribune Building, New York, and they will be mailed promptly

**Contest Closes Nov. 30, 1910**

**MERGENTHALER LINOTYPE COMPANY**  
TRIBUNE BUILDING, NEW YORK

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

**FRANK E. PERLEY.**

**State Tax Commissioner Going Back to Newspaper Business.**

Albany, N. Y., Nov. 4.—State Tax Commissioner Frank E. Perley has been elected president of the Record Publishing Company, which owns and publishes the White Plains (N. Y.) Daily Record. The Record is the oldest daily newspaper in White Plains, which is the county seat of Westchester. It is a Republican paper, well established, and claims a big circulation. It is now one of the official papers of the county.

Mr. Perley is one of the best known newspaper men in the State. His career as legislative correspondent for the New York Herald and the New York World is full of big things done. His work was characterized always with a fairness and accuracy which won him the confidence of his friends and associates in the newspaper field. He was appointed secretary to the governor by the late Governor Higgins and served with conspicuous ability. His career as a State tax commissioner has been equally as successful.

Mr. Perley will control outright the White Plains Daily Record, and its rapid progress is assured. He will devote all of his time to the paper after his term of office expires at the end of this year.

**Fisher Agency Adds Another.**

The Fisher Special Agency, 118 East Twenty-eighth street, New York, has been appointed foreign advertising representative of the Hutchinson (Kans.) Gazette.

**CHARGED WITH TREASON.**

**Russian Editors Published Particulars of Coast Fortifications.**

The editors of the Novoe Vremya and the Russkoe Znamya, of St. Petersburg, Russia, have been charged with high treason. The charge is based upon the publication of particulars concerning the coast fortifications.

Alexis Souverin, editor of the Novoe Vremya, is one of the best-known journalists and publicists in Russia. He is 76 years old.

M. Souvorin is noted as an author, and has many books to his credit. He has also founded various philanthropic and patriotic institutions.

**West Buys Virginia Daily.**

Harold E. West, for twenty-seven years connected with the Baltimore Sun and for some time past Sunday editor, has secured control of the Staunton (Va.) Dispatch and News.

**THE UNITED PRESS**

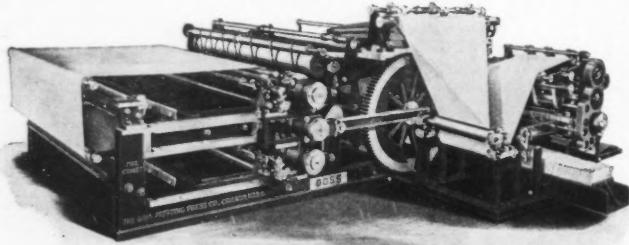
BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: World Building, New York

## THE GOSS "COMET."

**New Flat Bed Web Perfecting Press. Designed to Meet Requirements of Publishers of Smaller Dailies and Others. Requires but Five Horse Power.**

The Goss Printing Press Company has placed upon the market a new press designed especially for the needs of the small publisher. It is a flat bed, web perfecting press, printing four, six or eight pages of a six or seven column newspaper, from type forms and roll paper. A representative of the Goss company describes the press as follows:



GOSS COMET.

This little machine is the outcome of many patient years of constant thought of men who had in mind the publishers of small daily papers, publishers who are anxious to keep abreast with the times, producing a well-printed paper at more than double the speed of their hand-fed press, perfecting the sheet and folding the same in one operation.

Such a press to be successful must be simple, durable, light running, reliable and above all cheap to maintain.

The "Comet" has all of the above qualities and many new points heretofore lacking in flat bed, web perfecting presses of this class.

To print and perfect a seven-column

newspaper by the use of but six composition rollers is something new. Yet the "Comet" has double inking vibrators, which insures a more liberal cutting of the color, while all six composition rollers are interchangeable. In addition to these facts it may be stated that the inking fountains are of the thumb screw pattern.

This should enlighten the printer and those familiar with flat bed web presses that something highly important has been accomplished by the introduction of this new inking system in the "Comet" press.

The press has stationary beds and traveling cylinders and is operated by crank stroke movement, which has been

proven in the past to be by far the best movement for reciprocating parts.

The cylinders, printing upon the forward stroke only, allows the entire time of the return stroke to transfer a blank portion of the paper. This with the automatic paper roll governor reduces the liability of web breaking to a minimum.

The folder is of the angle bar and former type and will deliver the papers either one-half or quarter-page size.

The highest point of the "Comet" stands 57 inches. The length of the press, including the paper roll, is 12 feet. The width, including the drive and folder, is 13 feet 3 inches.

### NEWSPAPER ONLY MEDIUM.

**Reaches All Classes All the Time Expert Tells Business Men.**

Speaking before the Watertown (N. Y.) Chamber of Commerce last week, L. B. Elliott, an advertising specialist, of Rochester, N. Y., said concerning the newspapers:

When you advertise you want to reach the people, all the people, the oldest inhabitant, the man who moved to town yesterday, the young couple just married, the young man or woman who has just earned the first dollar and is itching to spend it; you want them all, the rich, the poor, from the cradle to the grave, and the only advertising medium that reaches them all, all the time, is the daily newspaper.

A copyrighted article on the value of

#### EVENING NEWSPAPERS

will be mailed to any evening newspapers in America, with the privilege of publication, upon receipt of 4 cents for postage. Address:

H. E. RHOADS, Gen. Mgr.

**The Los Angeles Record**  
LOS ANGELES, CALIF.

### J. A. ROUNTREE

**Re-Elected Secretary of Alabama Good Roads Association.**

At the recent meeting of the Alabama Good Roads Association, held in Birmingham, J. A. Rountree, editor of the Dixie Manufacturer and first vice-president International League of Press Clubs, was unanimously re-elected secretary of the Alabama Good Roads Association, which he helped found and organize fourteen years ago. He has been secretary of the organization for the past fourteen years. He is a life member as well as a member of the executive and also Executive Committees.

Mr. Rountree has always taken an active interest in the cause of good roads in Alabama and the South. He has devoted much space in his own industrial journal, The Dixie Manufacturer, and has written and prepared much copy for the dailies and weeklies of Alabama and other Southern States. He was recently honored by being elected a member of the Board of Directors of the National Good Roads Association.

#### San Jose Times Sold.

The San Jose (Cal.) Times has changed hands, the controlling interest in the Times Company having been purchased by Percival R. Milnes and G. E. Milnes. Clifford J. Owen, who has successfully conducted the paper for the past year and a half, still retains an interest.

### NEWSBOY FOR A NIGHT.

**Millionaire Banker Tells "Newsies" How He Climbed Ladder.**

Bernard F. O'Neil, millionaire banker of Idaho, and former Park Row newsboy, paid a visit to the Newsboys' Home Club at 74 East Fourth street, last Wednesday evening and became a "newsy" again for a night. Following an entertainment given by the boys, Mr. O'Neil addressed them as follows:

"I was born in Valley Stream, Long Island, about forty-five years ago," he said. "My parents died and I was left to shift for myself. I was then about seven years old, and came to New York and started selling papers on Park row. "I lived in Goerck street, right here where you boys are now living. During the months when it was cold and many of us boys had no place to lay our heads we applied to the Children's Aid Society and they would furnish us with lodgings.

"I knew Horace Greeley very well in those days and he often advised me to go West. With seventy other boys I started for Northern Iowa. Here I made my first start in life. I became deputy secretary of a little banking house in Osceola County, Ia.

"From that on I followed banking very carefully and to-day I control interests in Wallace, Idaho; I am a director of the Carnegie Trust Company, First Bank of Kellogg and First Bank of Harrison. Boys, your future lies in your own hands. I have dedicated this little verse to you, and if you follow it as I did you will know one of the first rudiments of business life, and that is being on the square."

"We may have a thousand drawbacks  
That we all must meet in life,  
We may say it's all a battle  
And a never-ending strife.

Then resolve to meet it bravely,  
To stand the test to do and dare,  
For the secret of a true victory  
Is the one word, be on the 'SQUARE.'"

Mr. O'Neil was the guest of the newsboys for the night.

#### Miller Now Advertising Manager.

C. H. Miller, formerly office manager of the S. C. Beckwith Special Agency, is now advertising manager of The Home, a new monthly magazine devoted to fiction, fashion, grammar, domestic science, house building and sports. The headquarters of this new magazine is 200 Fifth avenue, New York. Theodore Sheldon is the editor.

#### La Follette's Magazine Enlarges

La Follette's Weekly Magazine, published at Madison, Wis., has been increased from a sixteen-page to a twenty-four page publication. The magazine

is less than two years old, but its publishers claim that it is now doing well and that the increase was necessary to accommodate its needs.

#### Breaks All Records.

The New York World during the first ten months of 1910 breaks all advertising records.

## 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 Encyclopedia 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 WILLSDON**

Newspaper Premium Specialist  
151-153 Wabash Ave. CHICAGO

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**

#### Three Generations of Type Metal Experts

Do you appreciate what this means? Years of careful, diligent experimenting with the one idea of improving and perfecting our goods, have kept

**WILDES' REFINED METALS The Standard**  
We were the first in this business and WILDES' METALS have always been first as to quality.

We use nothing but new metals and subject our mixtures to a most perfect method of refining (in which Oxidite, our metal preservative, figures very prominently), which results in a thoroughly amalgamated and uniform metal. In using Wildes' Refined Metals you know you are obtaining the best you could possibly buy. You are absolutely insured against metal troubles and get perfect results. Think this over—What does this mean to you?

*Thomas Wildes' Son*  
METALS

NEW YORK

## Don't Answer This Advertisement

unless you are in need of a *wide-awake up-to-date business manager, one who can and will do things.* I am thoroughly equipped for handling the most difficult proposition and will accept a moderate salary. It is not necessary to ask why I am not employed, I will explain to your entire satisfaction. Address W. F., care of THE EDITOR AND PUBLISHER.

**NEWSPAPER TRAINING**

**Its Value as an Asset in the Public Service. Habit of Weighing Men and Measures Enables Newspaper Man to Grapple Successfully with Problems.**

The value of newspaper training for officeholders is set forth by John Talman, newspaper librarian of the Minnesota Historical Society, in the Duluth Herald, advocating the election of James Gray, late editorial writer of the Minneapolis Journal, the Democratic nominee for Governor. The four newspaper men referred to in connection with the gubernatorial campaign of 1904 were:

Candidates—John Albert Johnson, Democrat, of the St. Peter Herald; Robert C. Dunn, Republican, of the Princeton Union.

State Committee Chairmen—Former Lieut. Gov. Frank A. Day, Democrat, of the Fairmont Sentinel, who has retained the chairmanship ever since, and Conde Hamlin, Republican, of the St. Paul Pioneer Press, now business manager of the New York Tribune.

Mr. Talman says: It would be hard to overestimate the value and importance of newspaper training as an asset in public service.

To begin with, the judicial faculty is as necessary at the editorial desk as upon the bench of the Supreme Court of the United States. The matured habit of weighing carefully men, measures and events enables the newspaper writer to grapple sanely and successfully with the vexatious problems of life.

The spirit of the representative journalist is above all pettiness, his mind as unwarping by bias as is possible to the frailty of human clay, and his heart and soul are eternally at war with sham, injustice, wrong and uncharity.

He can say, too, with Bismarck: "I fear nobody but God."

No calling like the newspaper business, it seems to me, breeds quite such width of view, such penetration into the motives of men, such sympathetic discernment, such accuracy of appraisal, such deftness in winnowing the grain of merit from the chaff of profession.

All this fits the country editor as well as the editorial director of the big metropolitan daily. The difference is in degree, not in kind.

Observe how material for exalted political and business station is recruited from the ranks of journalism. John Hay, the slave of newspaper office routine, becomes Secretary of State and one of the strongest diplomats of the age. White-law Reid, war correspondent, is Ambassador to the Court of St. James. From the post of reporter for a Chicago daily Frank Vanderlip rises to Assistant Secretary of the Treasury and president of the most powerful national bank in the United States. Such instances might be multiplied.

Minnesota has had a taste of the newspaper man in office, likes the idea because it really pays, and is determined to have more and more of it. In the gubernatorial campaign of 1904 we had a situation here never paralleled by another State. The candidates of both the great parties for Governor and the chairmen of both State committees were newspaper men. That condition evolved the epochal regime of the late Governor John Albert Johnson, whose amazing cleverness as administrator was derived no less from newspaper training than from inherent excellencies of mind and heart.

It is only fair to say that much, very much, of the credit accorded to the administration of Johnson was due to his brother newspaper worker and secretary, Frank A. Day.

Stick a pin right here before you forget it: Governor Eberhart, worthy man as he is, owes more than the general public is aware of to his secretary, that capable journalist and high-minded gentleman, Ralph W. Wheelock.

For myself alone do I speak. A somewhat strenuous newspaper career of over thirty-five years, with the incidental educative advantages of participation in dozens of furious political campaigns, landed me upon the supreme height of perhaps as thoroughgoing a brand of non-partisanship as the average citizen can attain. To me party labels are nothing, but good government is everything.

James Gray, if elected, will not be found wanting. Of this we may be sure. He could not be cajoled or clubbed into a wrongful act. In secondary matters he might at times find it advisable (and who has not?) to yield to demands of expediency; but to swerve a hair's breadth from the narrow path of official rectitude, to be guilty of aught that smacks of disloyalty to principle, to raise the tenuous shield of cowardice between his face and the menacing front of Duty's dangers—this is not in him, nor can be.

**Buys Marshfield, Wis., News.**

E. S. Bailey, formerly connected with the Marshfield (Wis.) Times, and late a member of the firm of L. A. Hofmeister Company of Milwaukee, has purchased the controlling stock in the Marshfield News Company and takes possession of the plant at once. Mr. Bailey will succeed the firm of J. H. White & Son, present lessees of the paper.

**Brooklyn Editor Killed.**

John R. Henchey, exchange editor of the Brooklyn Standard Union, was instantly killed last Sunday by being run over by a Ridgewood elevated train. While waiting at the Adams street station, Mr. Henchey slipped and fell to the tracks and the first car of the train passed over his body. He was forty-eight years old and was born in England.

J. J. Fitzpatrick, a real estate man, has taken over the Delaware (Kan.) Register and will continue it.

**CINCINNATI AD CLUB.**

**New President Names Standing Committees at Monthly Meeting.**

The Cincinnati Advertisers' Club held its first monthly meeting under the new administration last week. Standing committees for the year were announced by President Morton and new members were elected as follows: Walter McDonald, McDonald Printing Company; James Hofer, Norwood Gazette; John W. McCreary, Mabley & Carew; Melville Snowden, P. H. Morton Company; Maurice B. Herman, advertising manager Smith-Kasson Company; W. D. Baker, of the McAlpin store, and C. L. Smith, of the Andrews building.

Standing committees for the year are: Publicity—W. L. Finch, chairman; Edw. Flicker, Ren Mulford, Jr., F. C. Zumstein and H. E. Hall.

Membership—F. O. Stone, chairman; Simon Hubig, C. O. Daller, J. C. Schaefer and H. W. Greife.

House—Harry Lockwood, chairman; Myer Lesser, Joseph Schmidt, C. A. Culbertson and W. E. Kreidler.

Legislation—W. F. Chambers, chairman; W. P. Metzdorf, J. C. Kelley and W. H. Kauffman.

Entertainment—Allen Collier, chairman; L. H. Martin, E. R. Blaine, David B. Gibson and John W. Irvine.

It was announced that the club had leased the entire third floor of the Ogden building, 118 East Fourth street. The new quarters will be remodeled and it is probable that the club will take possession within a month.

**TO BOYCOTT SUNDAY PAPERS.**

**Ministers Would Prevent Issuance of Papers on Sabbath.**

The Ministers' Alliance of Sedalia, Mo., in session last week, practically decided to boycott Sunday newspapers. A committee was appointed to visit local newspaper publishers, asking that the church announcements be printed on Friday afternoons and Saturday mornings, instead of Sunday mornings. The divines say they are opposed to manual labor on Sunday, and by furnishing the papers news and announcements they are furthering the cause.

**Held as Hotel Beat.**

A man giving the name of Clarence D. Holden, and claiming to be the secretary of the American Press Association, Ltd., of London, England, was arrested in Philadelphia last week on a charge of being a hotel beat. The charge was preferred by the New Grand Hotel of New York, on which he passed checks alleged to be bogus.

**Now All Home Print.**

The Richmond (Mich.) Review celebrated its thirty-fifth birthday with the issue of Friday, October 28. In honor of the occasion the Review discarded the "patent inside" feature and printed the entire paper at home. It announces that it will follow this policy in the future.

**Minister Becomes Reporter.**

The Rev. Hazen Conklin, of Brookline, Mass., has resigned his pastorate to engage in newspaper work. Rev. Conklin's charities were so extensive that he found himself forced into bankruptcy, and it is with the expectation of placing himself upon a sound financial footing that he takes up writing for the press.

The Daily Eagle is the name of a new paper at Macomb, Ill.

**INCORPORATIONS.**

The General Publishing Company, Cleveland, O. F. Butke, G. M. Potter, A. J. Halle, J. S. Kohn, S. J. Kohn; capital, \$10,000.

Northwestern Orange Judd Company, Minneapolis; capital, \$1,000,000. Incorporators: H. M. Myrick, Springfield, Mass.; C. F. Keyes, A. L. Helliwell, Minneapolis.

The American Architect, Manhattan; print and publish magazines, etc.; capital, \$100,000. Incorporators: E. Rosencrans, G. E. Sly, C. J. Stevenson, New York City.

Dallas Dispatch Company, of Dallas, Tex.; capital stock, \$10,000. Incorporators: Alfred O. Anderson, Ross Beaumont, Paul C. Edwards.

The Acorn Publishing Company, of Rockville Centre, L. I.; capital, \$15,000. Directors: Andrew J. MacElroy and Lewis A. Abrams, of Rockville Centre, and Clarence L. Ballinger, of Collingwood, N. J.

**CHANGES IN INTEREST.**

Albert Nelson has purchased the Hastings (N. D.) Times from L. M. Oppgaard.

The Mebonne (Ia.) Record, for some time past owned and edited by G. W. Triplett, has passed into the control of O. A. Wiesley and Henry Wiesley.

Charles B. Fousek has purchased the Pukwana (S. D.) Press Reporter from Harry Wentzy, who has published it for the past twelve years.

E. M. and Arthur Pribble have taken over the Plattsmouth (Neb.) News. A. E. Quinn was the former owner.

James A. Greer, editor and founder of the Stamford (Tex.) Tribune, has assumed control of the Haskell (Tex.) Herald.

A. W. Jordan and Vance Smith have purchased the plant of the Lockhart (Tex.) Courier, which went into the hands of a receiver a year ago.

The Sundance (Wyo.) Weekly Monitor has been sold to T. J. Vore and S. D. Perry.

**Caddy Starts Golf Publication.**

William W. C. Griffin, a twelve-year-old caddy of the Chicago Golf Club, has launched the American Golfer. He is probably the youngest editor and publisher in the world.

**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. FREELY, Flatiron Bldg., New York City  
JUSTIN E. BROWN, Hartford Bldg., Chicago

**The Evening Wisconsin**

**Prosperous Milwaukee**

Population .....	380,000
Number of manufacturing plants .....	3,989
Number of employes .....	105,919
Amount of Wages paid 1909 .....	\$62,057,934
Capital invested .....	\$229,564,362
Value of year's production .....	\$323,354,823
Bank clearings .....	\$602,880,459.44
Post office receipts .....	\$1,500,000.00
Building expenditures .....	\$16,488,440.00

If you wish to secure your share of this prosperity, use

**The Evening Wisconsin Milwaukee's Leading Home Paper**

It daily enters the HOMES of over 40,000 of these prosperous, well-paid people. It reaches the class that have the money to buy.

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

JOHN W. CAMPSIE, Business Manager.

CHAS. H. EDDY, Foreign Representative.  
NEW YORK OFFICE, 1 Madison Ave.  
CHICAGO OFFICE, 150 Michigan Ave.  
(Robt. J. Virtue, Mgr.)

# THE 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, NOVEMBER 5, 1910

### THE AVIATION TOURNAMENT WHICH WAS NOT ADVERTISED.

The Aero Club of America held what it called an "International Aviation Tournament," lasting nine days, from October 22 to 31. The field of the tournament was Belmont Park, a running horse race track and inclosure in Long Island, about twenty miles from the City Hall in Manhattan.

The Aero Club is in all kinds of trouble. The tournament was to have furnished glory for everybody, and, in fact, the actual flying up in the physical atmosphere was glorious. Still, there seems to be no unanimous glory for anybody, and the affair wound up in a big row.

We have not been asked to decide questions of sportsmanship which are agitating all the aviation editors of the country. It is our particular business in this article to call attention to the remarkable attitude of this aero club which DID NOT ADVERTISE its "international aviation tournament."

The club management says it did advertise. We have in hand samples of the advertising—a one-inch reading notice in each of the New York daily papers!

Here was the most sensationally spectacular sporting event of this century, planned to take place just outside the metropolis of America. It did take place. Five thousand people were present on the opening day. The first four days had an average attendance of less than seven thousand persons—and a million people in the city were ready waiting to be aroused so they would gladly go to Belmont Park and pay the price of admission!

Think of it: An average attendance of less than seven thousand for four days, at New York!

Then the newspapers took pity on the amateurish management, and on Wednesday of last week the editors published in their editorial columns an appeal to the public. The editors assured the public that the show was worth while and urged people to go out to Belmont Park. Next day the attendance jumped to

16,000. But still this amazing management neglected to tell the public what events it planned, or where Belmont Park was located and how to get there, or what price was charged for admission.

Imagine P. T. Barnum with a show like this, and six millions of people nearby, ready to be aroused. Would not every man, woman and child of the six millions know all that could be told in advance about the great show? Wouldn't he have had fifty thousand people a day paying a dollar to see the wonderful flying ships?

The stupendous neglect of the Aero Club may be partly explained by the statement that the members are mostly society men. But it is difficult to account for the neglect of the Long Island Railroad Company, which might have carried several hundred thousands more people to Belmont Park had it advertised the meeting and told the public about its special trains which ran from and to the new Pennsylvania station.

Let other cities take warning by this New York fiasco. If society amateurs are to be in charge of the aviation tournaments in other cities, newspaper men should warn them against the mistake of the New York club.

And, if there be any within reach of this editorial who desire to have another direct answer to the question, "Does advertising pay?" let them write to the Aero Club of America and to the management of the Long Island Railroad.

### "DON'T WRITE FICTION."

One day last week the New York newspapers, and others, printed a thrilling story of the sea, in which Captain E. E. Walls, of the schooner Holliswood, was hero. The schooner was sinking in the Gulf of Mexico. Along came the steamship Harold and offered to take off the crew.

"Go, boys, and save yourselves. I'll stick to the ship!" said stout-hearted Captain Walls. And he did, while seven sailors left him and went aboard the steamer.

Then, according to the yarn related by the ship news reporter who wrote the story, the ship somewhat rapidly sank. Aloft in the rigging climbed Captain Walls. Up came the hungry water after him—up and up, until he reached the very top of the mast. With a gurgle and other sounds, according to the story as first printed, the ship went down and down into the angry deep went brave Captain Walls. It was as dramatic a finale as any in recent fiction literature.

But there is a sequel, and there's the rub in writing fiction for the news columns of a newspaper.

On October 25 the tramp steamship Parkwood made the harbor of Galveston, Tex., towing the schooner Holliswood, laden with 815,000 feet of cypress wood. On board the steamer was Captain Walls, sound as any skipper that ever sailed out of Bath.

It was not true that he had gone down to Davy Jones' locker. He had pleaded with his crew to stick with him; he had told them that the schooner could not sink with her load of lumber. But they abandoned him and went with the steamer to Perth Amboy, N. J., where the dramatic tale of the death of Skipper Walls was written.

Whether it was a sailor spokesman of the rescued crew that invented the tale of the captain's death, or whether it was the reporter who wrote the story, the public blames the newspapers that printed it, and there is no mistake about the public's attitude toward such newspaper blunders; the public does not laugh at them, but on the contrary, is resentful.

We suggest that publishers post conspicuously in the editorial rooms this rule:

### DON'T WRITE FICTION!

The names of John S. Huyler and Samuel W. Bowne, among those who lately have passed away, will long be an inspiration to many who received help from them in the hour of need. Shrewd, successful business men, both of them, and quaintly enough, rivals in charity giving, they stimulated each other to beneficent giving. It is, indeed, a comfort to feel that the good which these men did is not interred with them.

### THIRTY YEARS OLD.

#### Buffalo Evening News Marks Passing Birthday by Modest Greeting.

The Buffalo Evening News recently passed its thirtieth birthday. No special edition was issued, and the occasion was marked only by a modest editorial greeting to its many readers.

The Evening News was founded in 1880 by Edward Hubert Butler, the present editor and proprietor. Since the beginning it has marched steadily forward, and to-day enjoys a wide sphere of influence. That the business men of Buffalo and the big National advertisers generally, believe in the News and the value of its constituency is shown by the large amount of advertising carried in its columns. During the first nine months of this year the News gained 1,264 columns of advertising over the corresponding period of 1909.

## BOOKS

"Tales from the Frozen North," by Deltus M. Edwards. (Henry Holt & Co.)

This is an interesting book by a well-known newspaper man. He relates many heretofore unpublished incidents of live human interest in connection with the Greely and Peary expeditions. Mr. Edwards is a native of Washington, D. C. His first journalistic experience was in 1893 on the Washington Post.

In 1895 he joined the staff of the Associated Press in New York City, remaining with that organization until 1901, when he accepted a position on the New York American. Later he was on the staff of the New York Evening Mail for a time before accepting his present position on the New York Herald. He has received letters from Captain Peary and other Arctic experts complimenting him upon his book.

### AERO FLIGHT FROM STEAMER.

#### New York World to Conduct Interesting Test at Sea To-Day.

Providing weather conditions are suitable, an interesting aeroplane test will be conducted to-day under the direction of the New York World. An aeroplane will attempt to rise from the deck of an ocean liner, fifty miles out at sea, and fly to the shore. A bag of mail will be carried.

The World has secured the services of Aviator A. D. McCurdy, and arrangements have been made with the Hamburg-American line, whereby the Kaiserin Auguste Victoria will be available for the experiment. A 50-foot runway has been built on the forward deck of the vessel, from which McCurdy will rise in his Curtis biplane. The landing place will be on Governor's Island.

The World has secured a number of swift boats to accompany McCurdy in case of accident. The test will be witnessed by many naval officers, as the experiment will be of great importance in determining the value of the aeroplane as an auxiliary to the navy.

### CHARGED WITH LIBEL.

#### Editors of Philadelphia North American Placed Under Arrest.

Frank L. Smart, printer of the National Public Utilities Corporation, of Philadelphia, swore out warrants last Monday for the arrest of Edward A. Van Valkenberg, editor and publisher of the Philadelphia North American; Hugh Sutherland, associate editor, and James S. Benn, city editor, on the charge of criminal libel.

Previous to swearing out the warrants, Smart, through his attorney, filed a suit to recover \$100,000 damages for libel. He alleges that recent publications in the North American were made to bring him into public scandal, infamy and disgrace.

Editor Van Valkenberg was arrested last week on charges of criminal libel growing out of accusations made against John K. Tener, Republican candidate for Governor. Following the preliminary hearing Mr. Valkenberg was held in \$5,000 bail.

### Macon Telegraph Burned Out.

The Macon (Ga.) Telegraph building was practically destroyed by fire Thursday night. Raymond Clay, a printer, was burned to death. The building of the Macon Evening News, which adjoins the Telegraph building, was endangered.



**PERSONAL.**

Robert L. Conn, for several years editor and publisher of the Mt. Pulaski (Ill.) Times and well known among the newspaper men of the State, has been appointed chief deputy in the office of J. McCan Davis, clerk of the Illinois Supreme Court. Mr. Conn entered upon his new duties November 1.

Major Charles A. Simmons, who was recently appointed Assistant Adjutant General of the New York National Guard, is a former newspaper man.

Fred W. Wise, Albany correspondent of the New York World, is ill with typhoid fever at Syracuse.

F. W. R. Hinman, business manager of the Jacksonville (Fla.) Times-Union, has returned to that city after a trip to New York and Chicago.

Roy W. Howard, general news manager of the United Press Association, has returned to the New York office after a tour of inspection of the Western bureaus.

Ashmun N. Brown, Washington correspondent of the Seattle Post-Intelligencer has been appointed private secretary to Secretary Ballinger. Mr. Brown was private secretary to Governor Head, of the State of Washington, for two years and a half.

Charles R. Kurtz, editor and proprietor of the Bellefonte (Pa.) Centre Democrat, was married last Monday to Miss Lois Virginia Calderwood, superintendent of the Bellefonte Hospital.

Addison C. Dickinson, proprietor of the New Castle (Pa.) Herald, has returned home after a visit to California and Pacific Coast towns. He was accompanied by his wife.

James C. Dalton, for some time past city editor of the Elizabeth (N. J.) Daily Journal, has accepted a similar position with the Syracuse (N. Y.) Post-Standard. Previous to his departure from Elizabeth his newspaper associates tendered him a farewell dinner.

L. B. McMurtry has resigned as advertising manager of the Waterloo (Ia.) Times-Tribune to become district manager for the Union Accident and Health Benefit Association of Wisconsin.

Frank A. Adams, advertising manager of the New York Commercial, was one of the speakers at a dinner tendered last week to L. H. Mory, manager of the Business Show.

Charles E. Sherlock, formerly editor of the Syracuse (N. Y.) Standard, and now advertising manager of the United Cigar Stores Co., was married at Sound Beach, Conn., last week to Mrs. Louise Taylor Bingham.

Victor Short has resigned from the San Francisco Call to become assistant city editor of the Oakland Tribune.

**OBITUARY.**

George C. Naylor, business manager of the Little Rock Arkansas Democrat, died at his office last week following a second stroke of paralysis. He received the first stroke three years ago. Mr. Naylor was connected with the Arkansas Democrat for more than twenty years. For a number of years he was city editor and later associate editor under the late Col. James Mitchell. After Col. Mitchell's death he became editor-

in-chief. Two years ago he assumed the position of business manager of the paper. Mr. Naylor was forty-six years of age and is survived by his widow and two sons.

Mrs. Ethel Grebrook Greaves, a retired actress and widow of the late Tracey Greaves, at one time editor of the New York Times, died last week at the Edwin Forrest home, in Philadelphia, following a long illness.

O. T. Letcher, founder and for many years editor of the Lafayette (Ind.) Call, died last week at the home of his son, Frederick Letcher, in Tulsa, Okla. He had been engaged in the oil business in Oklahoma for many years.

S. C. Aylesworth, correspondent of the Memphis Commercial Appeal, died last Tuesday at Jackson, Tenn. He was taken suddenly while campaigning with Senator Taylor. He was at one time managing editor of the old Memphis Scimitar.

Mrs. Alice Eva McCardell, wife of Capt. Thomas F. McCardell, managing editor of the Cumberland (Md.) Evening Times, died last week after an illness of more than a year. She was sixty-five years old. She was a contributor to magazines and other periodicals.

The Rev. Morton Dexter, widely known as a writer of history and formerly editor and proprietor of the Congregationalist, died suddenly last Saturday at Edgartown, Mass., where he had been spending some time. He was sixty-four years old.

**Invented Royal Baking Powder.**

Thomas M. Biddle, widely known as the inventor of Royal Baking Powder and for many years engaged in the manufacture of perfumery, died at his home in Fort Wayne, Ind., last Monday. He was 70 years old and was born in Ohio. Following the close of the Civil War, during which he served as a member of the 147th Ohio Volunteers, he went to Chicago and began the manufacture of the brand of baking powder which is now known all over the world. He moved to Fort Wayne in 1868, and conducted a drug store under the firm name of Hoagland & Biddle until 1882. At this time the firm retired from the drug business, Mr. Biddle selling his interest in the baking powder to Mr. Hoagland.

**Press Club for Youngstown, O.**

With the adoption of a constitution and by-laws, the Youngstown (O.) Press Club was formally organized at a meeting held last week. Officers for the ensuing year were elected as follows: President, William L. Rook; first vice-president, Albert A. Reilley; second vice-president, Howard Walcott Smith; recording secretary, Will Lewis; corresponding secretary, Frederick H. Deibel; treasurer, William H. Harris. Members of the Advisory Board—LeRoy Stafford, Robert McGowan and Michael McHale.

**Served as Deputy Sheriffs.**

Arthur Petty, city editor of the Peru (Ind.) Chronicle, and Thomas Walsh, city editor of the Peru Journal, served as deputy sheriffs last week and took two prisoners to the State penitentiary at Michigan City, where they are to serve life terms for assaulting young girls.

**Successful Foreign Language Paper.**

The Decorah (Ia.) Posten is said to have the largest circulation of any Norwegian newspaper in the world. It is

published by B. Amundsen and was established in 1874. The sworn circulation is 39,000 per issue. The paper is independent, both politically and religiously.

**The Reading Notice.**

The advertising solicitor who says "I'll give you a reading notice" to an advertiser always creates the impression that his newspaper is too cheap to be of any value as an advertising medium.—William C. Freeman.

**\$22,000<sup>00</sup> Buys**

only evening daily newspaper property in city of 28,500. 1909 cash receipts over \$36,000. The profit after paying manager's salary and maintaining efficiency of equipment was \$3,120.89.

But \$15,000 cash necessary, balance can be deferred. Equipment adequate and in good condition. An unusual value. Proposition No. 63.

**C. M. PALMER,**  
Newspaper Broker, 277 Broadway, New York.

**CHRISTIAN NATION**

Oldest and now the only weekly in the Reformed Presbyterian (Covenanter) Church in America.

**26th Year Under Same Management**

Officially endorsed by the denomination; the only religious weekly of national importance covering in itself alone an entire denomination—that wealthy, cultured, sterling people, the Scotch and Scotch-Irish Presbyterians in America.

**Circulation Not Duplicated by Any Other Denominational Paper**

Rate 10c. Business accepted direct or through any authorized and reliable agency.  
**Tribune Building New York**

**The Mobile Register**  
MOBILE, ALABAMA

"We have advertised in The Register for over forty years."

E. O. Zadek Jewelry Company.  
**C. F. KELLY & CO.**  
Publishers Representatives  
New York Chicago

**SPORTING PHOTOGRAPHS**

We cover all amateur and professional sporting events. Sporting Editors will be interested in a special proposition we can make them. Our Matrix Service mailed daily is also the best in the world. Write for free specimens.

**GEORGE GRANTHAM BAIN**  
32 Union Square, E., 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.

**"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.

**WILBERDING**

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**A VALUABLE MAN**

For any newspaper, wishes to work in a medium size city, as WORKING MECHANICAL SUPERINTENDENT, understands the running of a newspaper press room and stereotype department from A to Z. Knows every part on a web press, and with his NEW METHOD OF STEROTYPING will make your paper show up much better than at present, consequently increasing your advertising patronage and circulation. Object, permanent position rather than high salary. Will go anywhere. Address "Pressman," care THE EDITOR AND PUBLISHER.

**EXPERIENCED REPORTER**

and desk man—Five years on Eastern and Western dailies—is open for engagement offering permanency and advancement. Age 30. Facile writer; widely traveled. Details on request. "ENERGY," care EDITOR AND PUBLISHER.

**EDITORIAL POSITION**

on trade journal or house organ wanted by experienced newspaper man who can write virile, terse and good English. "XX," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**LINOTYPE INSTRUCTION;**  
SPECIAL RATE.—Twelve weeks through operator-machinist course, \$50. Write for prospectus. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First Ave., New York.

**MISCELLANEOUS**

**DAILY NEWS**

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

**OFFICES TO RENT.**

**NEW YORK OFFICE TO LET.**

One-half of furnished New York office, suitable for literary or advertising man, in new modern building near Metropolitan Tower, good light, telephone, \$10 a month. Good opportunity for out-of-town man who wants New York office. "D. N. L.," 122 East 25th St., Room 510.

**FOR SALE**

**13x19** O. S. GORDON \$85.00; 11x16 Globe with throw off \$65.00 f.o.b. Box 53, Richland, Pa.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

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

**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.

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

Nelson Chesman & Co., St. Louis, is placing orders for Dr. J. W. Kidd, Fort Wayne, Ind., in Texas papers.

The Read Advertising Agency, Los Angeles, Calif., is placing 5,000-line contracts in Middle West papers for the West Electropode Company, same city.

Charles H. Fuller Advertising Agency, Chicago, is placing 2,500-line contracts in Western papers for the Abbott Motor Car Company, Chicago.

The E. P. Remington Advertising Agency, Pittsburg, is placing 2,000-line contracts in Middle West papers for the Peruna Drug Company, Columbus, Ohio.

The Long-Critchfield Corporation, 156 Wabash avenue, Chicago, is placing orders in weekly papers for the Chicago, Rock Island & Pacific Railroad Company. This agency is also placing 6,875 lines in Southern papers for the Pinus Medicine Company.

Nelson Chesman & Co., St. Louis, is placing 3,000-line contracts in Pacific Coast papers for the Paris Medicine Company, Bromo Laxative Tablets, same city. This agency is also placing 1 f. orders in Sunday papers for the advertising of Dr. A. E. Robinson.

The Willis Sharpe Kilmer Agency, Binghamton, N. Y., is placing new orders for the Swamp Root advertising.

The McFarland Publicity Service, Harrisburg, Pa., is placing new orders for the Glen St. Mary Nursery Company, Glen St. Mary, Fla.

N. W. Ayer & Son, Philadelphia, is placing 1,250 inches, to be used in seventy insertions, for Penick & Ford, Shreveport, La.

The Centaut Company, Murray street, New York, is placing renewal contracts in Texas papers for the Castoria advertising.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing 3,000-line contracts in Pacific Coast papers for the advertising of Sorose.

The F. Wallace Armstrong Advertising Agency, Philadelphia, is placing new contracts for 10,000 lines in Middle West papers for the Victor Talking Machine Company, Camden, N. J.

The Gardner Advertising Company, Kinloch Building, St. Louis, is placing fall orders for Fownes Bros. & Co., Fownes Gloves, 119 East 23d street, New York city, in cities where they have

agents. This agency is placing generally orders for the Sanitol Chemical Laboratory, Sanitol Tooth Powder, St. Louis.

Carleton & Hovey Company, Lowell, Mass., are placing 1,000-inch contracts in Eastern papers for the Father John's Medicine direct.

The M. Volkman Advertising Agency, Temple Court, N. Y., is placing orders for G. & C. Merriam, Webster's Dictionary, Springfield, Mass.

A. W. Ellis, 10 High street, Boston, is placing orders for the advertising of the Robin Hood Ammunition Company, Swanton, Vt.

The Foster-Debevoise Company, 15 West 38th street, New York, is placing orders for the advertising of the London Feather Company.

P. B. Bromfield, Fifth Avenue Building, New York, is placing in a selected list of papers east of Pittsburg, and a few in Canada, orders for Seaboard Air Line Railway, Portsmouth, Va.

Calkins & Holden, 250 Fifth avenue, New York, are making 5,000-line contracts generally for the Century Company, Century Magazine, 33 East 17th street, New York.

Wendell P. Colton, 220 Broadway, New York, is placing orders in usual list of papers for the United Fruit Company, 17 Battery place, same city.

R. A. Foley Advertising Agency, Bulletin Building, Philadelphia, is placing orders for four inches thirty-nine times in New York State papers for the Berry Hotel & Commercial Agency, same city.

Albert Frank & Co., 26 Beaver street, New York, is placing orders in same list as last year for the Royal Mail Steam Packet Company, 22 State street, New York.

Percival K. Frowert, Stephen Girard Building, Philadelphia, is placing orders for twenty lines eight times in large cities for the Breakwater Company, same city.

Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making 5,000-line contracts with Western papers for Robinson Manufacturing Company, same city.

R. Guenther, 115 Broadway, New York, is placing orders in New York State papers for Bertron, Griscom & Jenks, Colorado Springs Light & Power Company, 40 Wall street, New York.

Horn-Baker Advertising Company, Commerce Building, Kansas City, Mo., is placing orders in Western weekly editions of dailies for the Missouri Water and Steam Supply Company, Kansas City, Mo.

W. H. H. Hull & Co., New York, is placing orders in New York City papers only for the Remington Typewriter Company, 327 Broadway, New York. J. P. Storm, Marbridge Building, New York, will place the out-of-town advertising.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, is placing orders for one inch, t. a. w. seventy-eight times, in Pennsylvania papers for the Keeley Institute, 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:

<p><b>ALABAMA.</b> ITEM ..... Mobile</p> <p><b>ARIZONA.</b> GAZETTE ..... Phoenix</p> <p><b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco</p> <p><b>FLORIDA.</b> METROPOLIS ..... Jacksonville</p> <p><b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE ..... Augusta HERALD ..... Augusta ENQUIRER-SUN ..... Columbus LEDGER ..... Columbus</p> <p><b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria</p> <p><b>INDIANA.</b> JOURNAL-GAZETTE ..... Ft. Wayne NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame</p> <p><b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER &amp; LEADER Des Moines THE TIMES-JOURNAL ..... Dubuque</p> <p><b>KANSAS.</b> GAZETTE ..... Hutchinson CAPITAL ..... Topeka</p> <p><b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville</p> <p><b>LOUISIANA.</b> ITEM ..... New Orleans STATES ..... New Orleans TIMES DEMOCRAT ..... New Orleans</p> <p><b>MAINE.</b> JOURNAL ..... Lewiston</p> <p><b>MASSACHUSETTS.</b> FARM and HOME ..... Springfield</p> <p><b>MICHIGAN.</b> PATRIOT, Aug. 10, 740; S. 11,858.. Jackson</p> <p><b>MINNESOTA.</b> TRIBUNE.....Morn. and Eve.....Minneapolis</p> <p><b>MISSOURI.</b> DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH ..... St. Louis</p> <p><b>MONTANA.</b> MINER ..... Butte</p> <p><b>NEBRASKA.</b> FREE PRESSE ..(Cir. 142,440) .. Lincoln</p> <p><b>NEW JERSEY.</b> JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield</p> <p><b>NEW MEXICO.</b> MORNING JOURNAL ..Albuquerque</p> <p><b>NEW YORK.</b> BUFFALO EVENING NEWS ..Buffalo LESLIE'S WEEKLY (Cir. 275,000) .. New York MESSENGER OF THE SACRED HEART ..New York RECORD ..... Troy</p>	<p><b>NORTH DAKOTA.</b> NEWS ..... Fargo NORMANDEN ..(Cir. 9,450) .. Grand Forks</p> <p><b>OHIO.</b> PLAIN DEALER ..... Cleveland (August, D., 91,999-S., 118,505) VINDICATOR ..... Youngstown</p> <p><b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Pittsburg GERMAN GAZETTE ..... Philadelphia PRESS ..... Pittsburg TIMES-LEADER ..... Wilkes-Barre DISPATCH AND DAILY ..... York GAZETTE ..... York</p> <p><b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir., D. 14,047-S. 14,163) DAILY PIEDMONT ..... Greenville</p> <p><b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville</p> <p><b>TEXAS.</b> CHRONICLE ..... Houston SEMI-WEEKLY TRIBUNE ..... Waco TIMES-HERALD ..... Waco</p> <p><b>WASHINGTON.</b> MORNING TRIBUNE ..... Everett</p> <p><b>WISCONSIN.</b> EVENING WISCONSIN... Milwaukee</p> <p><b>CANADA</b></p> <p><b>ALBERTA.</b> HERALD ..... Calgary</p> <p><b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria</p> <p><b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London</p> <p><b>QUEBEC.</b> LA PRESSE ..... Montreal LA PATRIE ..... Montreal</p>
---	---

## The Special Advertising Representatives

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

### THE ITEM

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

ELMER E. CLARKE, Business Manager.  
**SMITH & BUDD**  
Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

## GET THE BEST ALWAYS!

### The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

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

## NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.

Average to July 1, 1910  
**Evening, 7,840      Sunday, 13,756**  
ALFRED B. LUKENS      Tribune Bldg.  
New York Representative      New York  
FRANK W. HENKELL      150 Michigan Ave.  
Western Representative      Chicago

## JORNAL DO COMMERCIO OF RIO DE JANEIRO, BRAZIL

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

VASCO ABREU, Representative  
Tribune Building - New York

# DIRECTORY OF ADVERTISING AGENTS

## General Agents

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

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

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

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

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

**DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235

**FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Bryant 4770

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745

**GUENTHER, RUDOLPH**  
116 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

**PROWERT, PERCIVAL K.**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5137

## MEXICO

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

### ADDITIONAL AD TIPS.

H. W. Kastor & Sons Advertising Company, Equitable Building, St. Louis, is placing 5,000-line contracts in Southwestern papers for the Maycliff Distilling Company, Mellow Spring Whiskey, same city.

Frank Kiernan & Co., 156 Broadway,

NO ADVERTISER can overlook the clientele 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

**AUGUSTA HERALD**  
Augusta, Ga.

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

**Benjamin & Kentnor Co.**  
Foreign Representatives  
CHICAGO and NEW YORK

## Publishers' Representatives

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

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

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

**NORTHRUP, 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 CO.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187

**THE FISHER AGENCY**  
118 East 28th St., New York  
806 Boyce Bldg., Chicago  
Tel. Madison Sq. 3556

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

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

New York City, will place the advertising of the Dr. Pratt Institute, 1122 Broadway, New York.

H. H. Levey, 45 West 34th street, New York, is making trade deals for the Longacre Hotel, 157 West 47th street, New York, and Hotel Raymond, 42 East 28th street, New York.

Long-Critchfield Corporation, Corn Exchange National Bank Building, Chicago, is placing 500 inches in Southern papers for the Alabama-Georgia Syrup Company, Alga Syrup, Montgomery, Ala.

Lord & Thomas, 250 Fifth avenue, New York, is placing orders for thirty-five lines fifteen times orders in a few New York State papers for the Kulux Manufacturing Company, Kulux, Rochester, N. Y. The Wyckoff Advertising Company, Buffalo, N. Y., is placing some of this advertising in Texas.

The Mahin Advertising Company, 125 Monroe street, Chicago, is placing new orders in Southwestern papers for Dr. W. O. Coffey, 213 Tenth street, Des Moines, Ia.

Herbert M. Morris, Provident Building, Philadelphia, is asking for rates on 5,000 lines in New Jersey papers.

Nolley Advertising Agency, Knabe Building, New York, and Baltimore, is placing orders in New York City and vicinity for William Knabe & Co., College Pianos, Fifth avenue and 39th street, same city.

Irving Rosenbaum, 1123 Broadway, New York, is placing advertisements in Baltimore papers for the Hudson Bay Company, Furs, 26 West 23d street, same city.

Frank Seaman Agency, 30 West 23d street, New York, is placing orders in Indiana papers for the American Tobacco Company, Permit Cigar, 111 Fifth avenue, New York. This agency is also making new contracts for the Rock Island Railroad, 401 Broadway, New York. It is also placing orders for forty-two lines two t. a. w. thirteen times in Texas papers for the Havana-American Tobacco Company, La Preferencia Cigars, 111 Fifth avenue, New York.

Sherman & Bryan, 79 Fifth avenue, New York, have secured the account of the Young Safety Razor Company, Philadelphia, but no advertising will be placed until next spring.

The Siegfried Company, 30 Church street, New York, is placing orders in Pennsylvania papers for the National Hardwood Company, 30 Church street, New York.

W. F. Simpson Advertising Agency, 38 Park Row, New York, is placing a few orders for twenty-eight lines eight times for James P. Smith, Robinson Patent Barley, 90 Hudson street, same city.

The Snitzler Advertising Company, Hunter Building, Chicago, is making contracts for 3,000 lines with Southern papers for Cooper's Pharnacol Company, 119 East Lake street, same city.

J. L. Stack Advertising Agency, Heyworth Building, Chicago, is making contracts for 3,000 lines with Western papers for the Illinois Central Railroad Company, same city. This agency is also making contracts for 5,000 lines generally for Swift & Co., Swift's pride Cleanser, same city.

J. P. Storm, Marbridge Building, New York, is placing orders in large cities except New York City, for the Remington Typewriter Company, 327 Broadway, same city. W. H. H. Hull & Co., Tribune Building, New York, will place the New York City advertising.

J. Walter Thompson Company, 44 East 23d street, New York City, is placing in a selected list of papers orders for Sir Hiram Maxim, Tribune Building, New York.

James Van Dyke Company, Teas & Coffee, 307 Water street, New York, is making up list of newspapers in cities where they have stores. The advertising will be charged direct.

The Wyckoff Advertising Company, 79 Milk street, Boston, is placing 3,000-line contracts for the Boston Varnish Company, Kyanize Floor Finish, Everett Station, Boston, in Southern cities where agents can make arrangements for distribution.

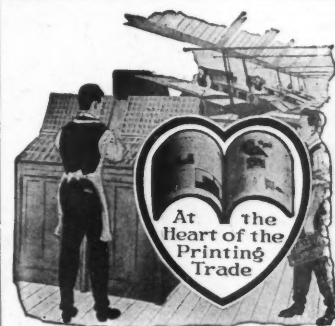
The Philadelphia Advertising Bureau, Bulletin building, Philadelphia,

is figuring on list of papers for the Nulfrey Remedy Company, Rheumatism Cure, same city. This agency has also secured and is placing generally orders for D. Mauer & Son Company, Mauer's Rat and Roach Paste, 329 North Eighth street, same city.

### Head of London "Punch" Dead.

Sir William Agnew, chairman of Bradbury, Agnew & Co., of London, publishers of Punch, died Monday. He was eighty-two years old and for many years was head of the firm of Thomas Agnew & Sons, publishers and art dealers. He was prominent in literary and art circles of the British capital and was much interested in philanthropic work.

A paper will be launched at Woodburn, Ind., called the News.



Every phase of the printer's activities is treated in a practical way in the pages of

### THE AMERICAN PRINTER

Regular departments in Typography, Presswork, Commercial Art, Designing, Photo-Engraving, Lithography, Office Accounting and Bookbinding are conducted by masters of these subjects. The best work of the best printers, illustrators and engravers is reproduced—often in full size and color. New processes are described—new ways of doing old things suggested. The subscription price of THE AMERICAN PRINTER is \$2.00 a year. Advertising rates will be furnished on application. Subscribe for it—study it—advertise in it.  
Oswald Publishing Co., 25 City Hall Place, N.Y.

**We make Special SUPPLEMENT PAGES**

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"

The Chestnut Street Engraving Co.

PHILA., PA. 702 CHESTNUT ST.

See 114 21st St. Prop.

TAKE IT TO

**POWERS**

OPEN THE FASTEST  
24 HOURS ENGRAVERS  
OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

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

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



## The Garwood Electric System

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

### Garwood Electric Company

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



Send Today 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

ALL PREVIOUS NEWSPAPER  
RECORDS FOR THE NUMBER OF  
ADVERTISEMENTS PRINTED  
HAVE BEEN BROKEN BY  
**The World**

The World Printed During the First 10 Months of This Year— **1,332,168 Ads.**

Gain Over Corresponding 10 Months Last Year— **134,571 Ads.**

**Over 500,000 More Than Any Other  
New York Morning and Sunday Newspaper**

This Is Not Only a New High 10 Months' Record,  
But Embodies DAILY, WEEKLY and MONTHLY  
Records Never Before Equalled by ANY OTHER  
Newspaper on Earth—Not Even by The World Itself.

**“First in Numbers Because First in Results”**

