

UNIV. OF MICHIGAN  
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PRA

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 25

NEW YORK, DECEMBER 17, 1910

5 Cents a Copy

## GRIDIRON CLUB.

### ANNUAL ELECTION OF OFFICERS AND FIRST DINNER OF THE SEASON.

**Publisher R. V. Oulahan, of New York Sun, Elected President—One of the Largest Lists of Dinner Guests in the Club's History—Club Rule, "Reporters Never Present and Ladies Always Present"—Musical Skit Feature of Program.**

(Special to The Editor and Publisher.)

WASHINGTON, Dec. 12.—Last Saturday morning the annual meeting of the Gridiron Club was held in the New Willard Hotel. The following officers were elected for the coming year:

President, Richard V. Oulahan, of the New York Sun; vice-president, Louis Garthe, of the Baltimore American; secretary, John S. Shriner, of the Baltimore American; treasurer, Louis H. Strayer, of the Pittsburg Dispatch. J. Harry Cunningham, Leroy T. Vernon and P. C. Johnson were appointed on the executive committee.

The first Gridiron dinner of the season was given at the New Willard on Saturday evening last. This dinner was reported in the usual way by the telegraphic press associations and the Sunday papers. It is notoriously true that the assignment to write the report of a Gridiron dinner is not eagerly sought. Here were reporters, men whose very subliminal consciousness was built on the news instinct, who listened to the gingeriest speeches by President Taft, Vice-President Sherman, former Vice-President Fairbanks, Speaker Cannon, Champ Clark, Governor Harmon, Governor Stubbs and Governor-elect Johnson, and every one of these speeches would make the liveliest kind of reading, yet never a word is any reporter allowed to write!

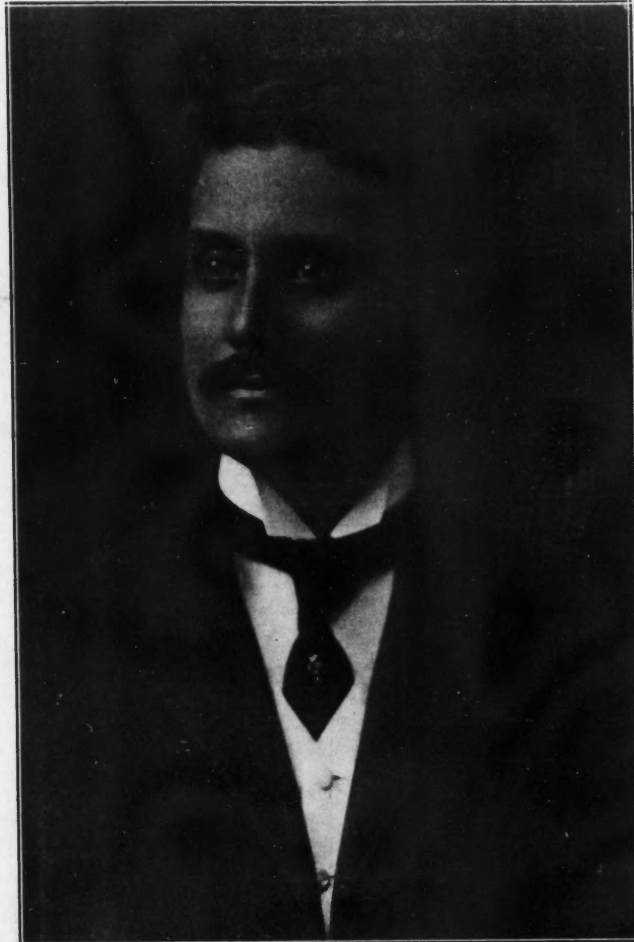
A salient rule of the club is expressed in this fine paradox: "Reporters are never present at Gridiron dinners, and ladies are always present." Experience has proved the wisdom of the fathers of the club.

It goes without saying that the guests at these Gridiron dinners, who are men of distinction and often men of millions of dollars, do not travel long distances and make extraordinary efforts to be present just to look on at amateur burlesques and vaudevillian skits, no matter how clever. No Gridiron diner, so far as is known, was ever disappointed in the character of the "entertainment." Some guests have money enough to buy a theater and the exclusive services of top-line actors, but no guest ever had money enough to buy the delivery of a "Gridiron" speech by the President of the United States.

The chief part of the program fun was a skit after the opera, "The Mikado." "Nanki Jo" opened with a verse of "A Wandering Speaker, I," to the tune of "A Wandering Minstrel, I," thus:

A wandering Speaker, I, a champion stand-patter,  
With parliamentary chatter in the good old days gone by—  
But I've struck out and they have put up another batter,  
And all in vain I try, my hopes they seem to shatter,  
To catch the Speaker's eye

(Continued on page 4.)



SAMUEL C. DOBBS.

ADVERTISING AND SALES MANAGER OF THE COCA-COLA COMPANY, OF ATLANTA, GA., AND PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA, WHO ADDRESSED THE SIX-POINT LEAGUE OF NEW YORK THIS WEEK.

### RECEIVER APPOINTED.

#### J. T. Nevin in Charge of Pittsburg Morning Post and Evening Sun.

The Pittsburg (Pa.) Morning Post and the Evening Sun, both owned and published by the same company, have been placed in the hands of a receiver. J. T. Nevin has been named as receiver by the court, and is now in charge.

The Farmers' Deposit National Bank of Pittsburg, one of the heavy creditors, filed the bills which resulted in the receivership, alleging that both papers have not been able to meet obligations already matured nor would they be able to meet those now maturing.

#### Gov. Haskell Plans Daily Paper.

It is reported that if the plans of Governor Haskell of Oklahoma, to locate the permanent State capital in Oklahoma City, materialize he will immediately launch a daily issue of his New State Tribune, a weekly paper. It is said that the citizens of Oklahoma City gave him \$20,000 several months ago to move the plant from Muskogee to their city.

### BUY THE HOUSEKEEPER.

#### Collier and Nast Buy Woman's Magazine Published in Minneapolis.

Robert J. Collier, publisher of Collier's Weekly and Conde Nast, publisher of Vogue and one of the publishers of House and Garden and Travel, announced on last Monday that they had purchased the Housekeeper, a monthly magazine for women, heretofore published at Minneapolis.

Commencing with the March issue, the Housekeeper will be published from New York under the firm name of Collier & Nast. It will conform to the editorial and advertising policies of Collier's.

#### Believe Newspapers Best Medium.

The Associated Charities of Milwaukee will use newspaper publicity to assist in raising the \$25,000 which will be necessary to carry on the year's work. This is following the example set by several Chicago charitable institutions, and officers of the Milwaukee association believe that no better or cheaper means of making known the needs of the charities could be devised.

## CLEVELAND LEADER

### PASSES TO CONTROL OF DAN R. HANNA, SON OF LATE U. S. SENATOR.

**N. C. Wright Will Continue as Editor and H. S. Thalheimer as Business Manager — New Sixteen-Story Building to Be Erected in Spring — In Addition to A. P. Service the Leader Will Have New York Times and Chicago Tribune Service.**

(Special to The Editor and Publisher.)

CLEVELAND, Dec. 15.—D. R. Hanna, son of the late United States Senator Marcus A. Hanna, has acquired complete control of the Cleveland Leader stock, both common and preferred. In addition Mr. Hanna has purchased the operating lease on the paper held by C. E. Kennedy, N. C. Wright and H. S. Thalheimer.

It is announced that Mr. Kennedy, much to the regret of his associates, will retire and devote his entire time to his increasing private interests. Mr. Wright will continue as editor-in-chief and Mr. Thalheimer as business manager. With them as managing editor will be associated Frank E. Rowley, former managing editor of the Chicago Chronicle and later of the St. Louis Post-Dispatch. George Somerindyck, formerly of the Memphis Scimitar, has also joined the Leader as assistant business manager.

The Leader has secured the New York Times and Chicago Tribune news services and will add leased wire and other greatly increased news facilities.

In addition to the present site of the Leader building Mr. Hanna has purchased the adjoining corner property previously held by Messrs. Thalheimer and Wright, and will begin in the spring the erection of a sixteen-story Leader building with a frontage of 147 feet on Superior avenue and 214 feet on Bond street.

This office building will have more floor space than any other in Cleveland. The basement will contain the Leader's press, stereotyping, mailing and engine rooms, and other floors in the building will be devoted to linotype, editorial and business departments with a magnificent counting room facing Superior avenue on the street level.

It is announced that Messrs. Thalheimer and Wright will of course continue their management of the Toledo Blade.

Paul Block, Inc., of New York, will as before represent the Leader and the Blade in the foreign field.

#### Wisconsin Papers Consolidate.

The Oconomowoc (Wis.) Free Press, one of the oldest newspapers in the State, has consolidated with The Enterprise, G. E. Palmer having purchased the Free Press subscription list.

#### Post to Establish New Daily.

It is reported that C. W. Post, the well-known cereal manufacturer, will establish another newspaper at Battle Creek, Mich., shortly after Jan. 1. This will give Battle Creek four dailies, three of them being evening papers.

## HONESTY.

**Keynote of Address Delivered Before Six Point League by S. C. Dobbs. Declares Misleading and Untruthful Advertising Will Not Bring Returns.**

More than forty members of the Six Point League, of New York, attended the second fall luncheon of the association last Tuesday afternoon. The chief speaker was S. C. Dobbs, general advertising and sales manager of the Coca-Cola Co., of Atlanta, Ga., who discussed the responsibility of the newspaper to its readers and advertisers. He said among other things:

"To those of us who are watching the trend of newspaper publications it is inspiring to note the efforts that are being made towards giving advertisers and the public that confidence which guarantees a full measure of integrity. In virtually every city of this country one or more papers are bending their efforts to the giving of a square deal; publishers who say that no unclean thing can be advertised in their columns, who will not print wildcat mining and land schemes. The standard magazines are even in advance of the daily papers, and are eliminating from their pages every advertisement of a questionable nature. Many of our best publications to-day stand back of and guarantee the statements in their advertising columns.

"Men who would not stoop to tell a personal lie have not hesitated to perpetrate unspeakable frauds in the name of publicity, so that many have been led to regard advertising as a gross exaggeration.

"The 'survival of the fittest' influence has been bringing about a radical change in this condition. It did not take long to realize that misleading and untruthful advertising would not bring returns—that the dishonest advertisers could not achieve a permanent success any more than a dishonest merchant or manufacturer. There is a moral responsibility in advertising an untruth."

Among those who attended the dinner were:

Dan A. Carroll.  
George B. David, the John Budd Co.  
J. J. W. Earnshaw, E. P. Remington Agency.  
M. D. Hutton, Hearst's Morning Examiners.  
W. A. Tice, Wm. J. Morton Co.  
J. Clyde Oswald, American Printer.  
Charles Seasted, Kansas City Star.  
Louis Klebahn.  
R. J. Shannon.  
J. P. McKinney.  
E. H. Gane.  
Nathan Maas, Paul Block, Inc.  
J. B. Woodward, Chicago Daily News.  
T. F. Flynn, S. C. Beckwith Special Agency.  
George P. Leflter, THE EDITOR AND PUBLISHER.  
LISHIER.  
Charles W. Mears, advertising manager, Winton Automobile Co.  
T. E. Conklin, Verree & Conklin.  
Frank T. Carroll, Dan A. Carroll's office.  
Charles T. Logan, S. C. Beckwith Special Agency.  
A. M. Knox, Hand, Knox & Co.  
R. R. Mulligan.  
F. St. John Richards, St. Louis Globe-Democrat.  
Robert Tomes.  
I. A. Klein.  
M. C. Watson.

**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

J. C. Feeley, Capper publications.  
Stacey Bender and C. A. Regan, Paul Block, Inc.  
W. A. Baker, Jr.  
A. Eugene Bolles, Advertising and Selling.  
J. George Frederick, Printers' Ink.  
Frank Duffy and Mr. Kimball, The John Budd Co.  
S. W. DuBois, Hand, Knox & Co.  
James F. Antisdel.  
H. E. Crall.  
G. L. Payne, Payne & Young.  
Charles H. Eddy.  
F. P. Motz, Barnard & Branham.  
Paul Block, Gilbert Kinney and H. G. Halsted, Paul Block, Inc.  
Charles Nobbe, Henry Deiker, Ltd.

## ORGANIZE AD CLUB.

**Advertising and Business Men of Fargo, N. D., Get Together.**

Believing in the benefits to be obtained by concerted action, about 100 of the advertising and business men of Fargo, N. D., have organized the Town Crier's Club. Practically every line of advertised business in Fargo is represented by one or more members.

The purpose and aim of the club, as set forth in the constitution, is "to promote interest in advertising and kindred subjects; to encourage and countenance only truthful, upright and clean advertising and advertising methods and to maintain and improve, so far as may be in its power, the standard of advertising done in this community."

The officers elected at the first meeting were: President, A. M. Baker, advertising manager of The Forum; vice-president, S. D. Adams, secretary of the Northern Immigration Association; secretary, M. G. Boecher, advertising manager of Wheelock & Wheelock; treasurer, J. A. Pierce, of the Porte Printing Co., and a board of governors consisting of the above and in addition J. S. Killion, of the Fargo Bond and Trust Co.; F. L. Watkins, of the Dakota Business College, and C. E. Nugent, of the Magill Coal Co.

## IN RECEIVER'S HANDS.

**Greenville (S. C.) Daily Piedmont Said to Be in Financial Straits.**

The Greenville (S. C.) Daily Piedmont was placed in the hands of a receiver last week at the request of Attorney William G. Sirrine, representing several creditors. It is understood that the proceeding is entirely a friendly one and suggested by the directors of the company in order to protect the interests of the creditors. L. A. Mills, business manager of the paper for some time past, was appointed receiver, with a bond of \$5,000.

The Daily Piedmont will not suspend publication, and plans are already under way looking to a reorganization of the company.

## Florida Daily Reorganized.

The name of the Miami (Fla.) News-Record has been changed to the Miami Herald. The La Salle Stoneman Co., the publisher, has been reorganized and is now composed of Frank B. Shutts, president; Frank B. Stoneman, vice-president and editor; Miss Julia Carmen, secretary and treasurer, and Oscar Conklin, general manager. In the initial number of the Herald the publishers state that the plans for the improvement of the paper have been laid on broad lines and that the publication, backed by ample capital, will be kept in the forefront of the State's daily papers.

## Holland Paper on Grand Rapids.

Eigen Haard, a weekly magazine published in Amsterdam, devoted five pages in the issue of Nov. 12 to "Hollanders in Grand Rapids, Mich." The article was illustrated with numerous photographs.

## LINOTYPE AD WORK CONTEST

**Closed November 30 with Entries from 117 Different Offices.**

The Mergenthaler linotype ad work contest closed on November 30 with a total of 174 entries.

The entries in class "A" (offices using from one to five linotypes) were ninety-seven; entries in class "B" (offices using from six to eleven linotypes) thirty-five, and entries in class "C" (offices using twelve or more linotypes), forty-two.

The total number of offices represented by these entries is 117: Class "A," sixty-nine; class "B," twenty-two, and class "C," twenty-six.

The 117 offices are located in 109 different cities in thirty-eight different States. Six entries were received from Canada. One of the entries is a full-page ad set in German.

The contest was for full-page department store ads only, and the showing made is said to be phenomenal when the limited number of offices eligible to compete is considered.

The judges met in New York City on December 16, and the prize winners will be announced about January 12, 1911.

There are in all nine cash prizes. Five hundred dollars is to be distributed in each of the three classes. In addition, the office winning the first prize in each class will be presented with a duplex equipment, consisting of a magazine, a font of matrices, a pair of liners and an ejector blade. In addition to the cash prizes there will be five honorable mentions in each class. To each one of the offices winning honorable mention will be sent a handsomely engraved certificate attesting that fact.

## BRITISH LABEL SUITS.

**Plaintiffs in Two Actions Against Newspapers Awarded Damages.**

P. C. Simons, Unionist candidate for member of Parliament for St. George's division of Tower Hamlet, was awarded \$25,000 damages Monday in an action he had filed against the London Daily Chronicle, in which he alleged that the paper by false statements had caused his defeat in the January election.

Just previous to the polling the Chronicle charged that he had helped to throw 3,000 men out of work and had voted against a proposition to feed poor children from the public funds.

On the same day a jury awarded Miss Alexandra Louvisna Knollys, daughter of Lord Knollys, King George's private secretary, \$2,500 damages in her libel suit against John Bull, a newspaper owned by Horatio Bottemley, M. P., for publishing a statement that she had eloped with an officer of the Household Cavalry.

## Milwaukee Press Club Nominations.

The Milwaukee Press Club at its regular monthly meeting last week nominated the following officers to be voted on January 4: President, George C. Nuesse, W. F. Hooker, G. F. Lounsbury, Fred W. Luening; vice-president, A. B. Cargill, John Pallange, H. F. Tyrrell, Oscar H. Morris; secretary, L. E. Meyer; treasurer, Frank Markle; directors to succeed Claude Ellis, Ashley E. Patton, G. C. Nuesse, R. O. Jaspersen, W. F. Streit, J. L. Meyer; to succeed O. H. Morris, M. C. Hanna, W. F. Hooker, J. A. Fetterly, John Barry, W. A. Bowdish, F. B. Rodger, B. F. Steinel.

If you are looking for a position you will do well to place an ad in the classified columns of the Christmas number of THE EDITOR AND PUBLISHER.

## QUEBEC CONSUL ACCUSED.

**Has Suppressed Facts About Pulp Supply Declare Publishers.**

The Committee on Paper of the American Newspaper Publishers' Association in a letter to the Government Tariff Board, declares that the United States Consul at Quebec, "has suppressed data that had been furnished to the Consul by the highest official authority in that province, and the Consul has misrepresented the situation," in reporting upon the available pulp supply for American paper mills from private forests in Quebec.

The Consul's report said that the recent prohibitions "will not have the effect of reducing the quantity of pulp wood for export for some years to come, and perhaps never," implying that all the present needs of the American market, viz., 1,000,000 cords of pulp wood a year, could be obtained from private forests; but according to the committee the suppressed data from official sources showed that only 330,000 cords a year could, under present restrictions, be available for the American market.

The letter charges that the countervailing and retaliatory duties which the Payne-Aldrich tariff imposed have put a premium of \$1.92 per cord upon the cutting of wood from private lands in Quebec, and that the supply is so inadequate that the Canadian manufacturers paid \$180,000 last year in additional duties to the United States because they were forced to use wood cut from public lands.

On behalf of those who pay \$60,000,000 a year for newsprint paper, the committee "protests against one-sided and colored reports."

## SLEICHER DINES DIX.

**Invites Editors to Meet Governor-Elect of New York.**

John A. Sleicher, editor of Leslie's Weekly, tendered a dinner to Governor-elect Dix of New York at the Holland House last Wednesday evening. Among those invited to meet the Governor-elect were Major J. C. Hemphill, of the Richmond Times; Col. Clark Howell, of the Atlanta Constitution; Chester S. Lord, Darwin P. Kingsley, of the New York Life; S. S. McClure, and others. Mr. Sleicher has for a number of years invited Democratic editors to meet incoming Republican Governors.

At such a dinner tendered to Governor Hughes two years ago a Democratic guest jokingly asked Mr. Sleicher if he would give a dinner in 1910 when the Governor-elect would be a Democrat. Mr. Sleicher declared that he would, but had no idea at the time that his guest of honor would be a Democrat.

A. S. Godfrey, editor of the Anatone (Wash.) Times, announces that the paper will be suspended.

**Reliable  
Advertisements only  
appear in  
The New York Times**

Announcements of a questionable character and those that decoy and deceive are rigidly excluded.



**PREACHERS CRITICIZE.**

**PROMINENT CLERGYMEN IN SERMONS POINT OUT EVILS OF NEWSPAPERS.**

**New York Minister Finds 39 Per Cent. of News Items are "Worth While"—Massachusetts Preacher Closes Newspaper Managers with Ananias and Sapphira—Methodist Clergyman from Sweden Admires American Newspapers.**

Rev. Percy Stickney Grant, Episcopalian clergyman and rector of the Church of the Ascension, of New York City, delivered a sermon in his church last Sunday on "Newspapers and Crime." He stated that "an educator had for three months classified items in one of the leading newspapers of New York, with the following result: Demoralizing, 2,285 items; unwholesome, 1,684; trivial, 2,100; worth while, 3,900, or 39 per cent."

39 PER CENT. GOOD.

Mr. Grant began his sermon by declaring that he "did not wish to be sensational," and that his "facts were derived from magazine articles."

The figures classifying the newspaper items for three months were read to the congregation in order to show how badly the newspapers use their enormous power. Said Mr. Grant: "The newspapers, in reality an educational agency, have become a mercantile agency, and we have got to uncommercialize them."

Notwithstanding the expressed wish of the minister to be "not sensational," the New York newspapers gave considerable space to his sermon. The New York World commented editorially as follows: "The Rev. Percy Stickney Grant in a sermon on 'Newspapers and Crime' cited the conclusions of an 'educator' who read a New York paper systematically for three months with an eye to the character of its news, as follows: Demoralizing, 2,285 items; unwholesome, 1,684; trivial, 2,100; worth while, 3,900, or 39 per cent."

"This makes out a fairly good case for the newspapers. If 39 per cent. of their news is 'worth while' it is up to the average quality of achievement in most human activities. Is the percentage of sermons worth while any larger, or of plays, lectures, music, art, literature, legislation or philanthropy? A President or a private citizen who can feel that 39 per cent. of his effort is not wasted has reason for satisfaction."

"Peradventure ten righteous shall be found" to save Sodom. Lo! here is

found nearly four times ten, a 'saving remnant' surely large enough to ransom the press."

ANANIAS CLUB OF NEWSPAPER MEN.

Rev. C. C. P. Hiller, preaching in Springfield, Mass., on "The Power of the Newspapers," said:

"The newspaper is a mighty power. It fulfills the mission of giving the news of the world in a marvelous way, but we cannot without grievous wrong to ourselves overlook its great moral defects, even while we recognize its wonderful possibilities. It counts 'news' as that which is abnormal, unnatural, especially if it is bad. Ten thousand homes go on year after year and the paper never notices them. One of them catches fire and the Associated Press reports it across the continent. A thousand families behave themselves quietly and are never considered by the paper. One had a quarrel and it appears as the morning news. Ten thousand men go to work, pay bills, die quietly and the paper gives them three lines for fifty cents. That isn't news. But let one go into bankruptcy or commit a crime, and a dozen reporters haunt his funeral. That's news."

"The average paper gives eighty times as much space to sports, amusements and crimes as to education and religion combined. When Ingersoll died the papers gave generally from three to twenty times as much space to notices of death as they did when Moody died. Ordinarily a prize fight of any importance will get more space than a Presidential inauguration. Some papers don't tell the truth; there are a few journals which strive to give the news and tell the truth. They are, I am sorry to say, exceptions in our American journalism. So nearly universal is the tendency to come short of the truth or to garble it that one is forced to believe that if God dealt with managers as He did with Ananias and Sapphira there would be a dearth of dailies in America. Anything to sell papers, and news is manufactured to be discredited the next day!

"Newspapers are the product of pure imagination. Most prominent men are kept busy denying fictitious and often malicious reports of interviews. You say, 'But my paper doesn't do such things.' Possibly not, but how do you know? Has it no liquor advertisements? Too many of our daily papers are run from the counting room, and almost every one is absolutely at the dictation of the liquor traffic."

PEOPLE WANT LIVE READING.

Rev. Dr. Clayton Albert Schmucker delivered a sermon last week in the Smithfield Street Methodist Episcopal Church in Pittsburg on "Our Times and the Paper That Talks." He said in part: "There are ten thousand newspapers and magazines read in this country every day. They are devoured like bread.

"The American people want live literature. They want a 'paper that talks.' They will have it. If they cannot get it pure, clean-cut and burning they will take the impure and unwholesome. The literature flooding the country is causing as great revolutions as the swords of mighty warriors in the past. The writings of some men are to be feared more than a poisoned sword.

"Powerful is the pen of the upright wielded in defense of truth, every stroke sharp and pointed.

"The times demand sound sense and practical thought. Not so much the how as the what. Not so much that which addresses itself to the imaginative and speculative faculties only, as that which speaks of every-day life right to the popular heart.

"People have hearts, feelings and sym-

pathies, and they wish to have them recognized and appealed to. They want the paper to talk to them."

Rev. C. P. Carlson, of the Methodist Episcopal Church of Sweden, has been for a number of years superintendent of the largest conference district in Europe. He has been granted a year's vacation and is now touring the United States addressing the Swedish-Americans. In an interview in the Aurora (Ill.) Beacon he is reported as saying:

FOREIGN CLERGYMAN ADMIRES US.

"Nothing has pleased me so much as the American newspaper. It was a happy surprise to see the newspapers of this country so generally interested in moral and spiritual matters, and supporting the people's cause. The moral tone of the American press is very high, and your papers constitute a tremendous force for reform. Now, in our country, unfortunately, very many of our papers, and especially our most powerful papers, are opponents of Christianity, and oppose our church work. This is due somewhat to the great strength of socialism in Sweden, which makes it popular for a paper to attack religion. Socialism is a great force in Sweden."

**CHARLES J. BELLAMY DEAD.**

**Founded the Springfield News and Well Known as Writer.**

Charles J. Bellamy, founder and publisher of the Springfield (Mass.) Daily News, died at his home in that city last Monday after a short illness of Bright's disease. He was fifty-nine years old. He was born at Chicopee Falls, was graduated from Williston Seminary and after a brief course at Harvard was admitted to the bar in 1876. In 1880 he founded the Daily News, which he has published ever since. Mr. Bellamy was the author of many books.

He is survived by a widow, who, before her marriage, was Miss Imogene Cooper, and by two children; a brother, Frederick Bellamy, an attorney of Brooklyn, N. Y., also survives him. The late Edward Bellamy, author of "Looking Backward," was also a brother.

**NEWS PRINT.**

**October Shipments of Print Paper Breaks All Records.**

According to the report of the Commissioner of Corporations, shipments of news print during October last were greater than in any previous month since such statistics have been gathered.

The October shipments totaled 102,878 tons, the previous maximum, in June last, having been 96,667 tons. The result was a decrease to 46,743 tons of stock on hand at the end of October, compared with 48,846 at the end of September.

**A Holiday Remembrance.**

The business office of the Editor and Publisher has received from the Washington Star, through its New York special representative, Dan A. Carroll, a handsomely bound diary for 1911. The diary, which is of generous size and exceedingly useful, is mailed to advertisers and advertising agents generally, at the close of each year, with the holiday greetings of the management of the Star.

**New Paper for Boise, Idaho.**

Announcement has been made through the State president of the Taxpayers and Municipal Unit League that a new daily called the Examiner will be launched at Boise, Idaho, in the near future. The plans call for an eight or ten page paper,

**WEEKLY 'LOONYTIC'**

**Makes Its First Appearance This Week at Matteawan Asylum.**

A novel newspaper was launched at Matteawan State Hospital this week called the Weekly Loonytic. The paper is printed by hand and the plant consists of foolscap paper and a fountain pen. The editor is John Detiere, a former Albany newspaper man, who killed his brother because he imagined the latter held part of his father's fortune. Concerning the reason for its existence the Loonytic says editorially:

"Every profession, trade or business has a journal to voice its wants, kicks and benefits except the bugs. In the State of New York thirty thousand of us are now restrained, fed, housed and clothed at an annual expense of \$6,000,000—a mere trifle. Outside of insane asylums thousands are being incubated in the hatcheries of so-called civilized and Christian society, preparing to make one of these palaces their final roosting place. It is to put them and the taxpayers who ante the freight wise to the inside of their future home that we launch this long felt want. In time of peace prepare for war—or a bughouse."

Salient paragraphs in the initial number read:

"Alienists are not as wise as they look. Their 'science' is not exact. Some have a conscience, but their business is conscience."

"Dr. R. B. Lamb, superintendent of the Matteawan Asylum, says some high-grade imbeciles are in the building. We rise to ask if any are located in the administration end of this gorgeous pile?"

"Since one of us roared a protest we get soap on bathing day. Visitors only see the show part of big institutions."

"The profits from this family journal will be spent for the bugs' entertainment. It's the same old thing here day after day. Give us a chance to help ourselves."

"Subscribe at once so you will not miss any of the good things of life. You are going to get our side of the story. The 'experts' have been doing all the talking. Here is where we hot air."

"The price of the weekly is \$1 in a distance. All money and assays should be sent to John Detiere, Matteawan State Hum Bugery, box 773, Fishkill-on-Hudson, New York."

The Mount Vernon (Ill.) Daily and Weekly Centralia Democrat has been incorporated with a capital of \$10,000.

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

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

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

The following table shows the volume of display advertising printed in each of the morning newspapers from November 1 to November 30, 1910:

First Newspaper.....	394,415 Lines
Second Newspaper.....	338,265 "
GAZETTE.....	300,791 "
Fourth Newspaper.....	275,745 "
Fifth Newspaper.....	250,840 "
Sixth Newspaper.....	239,550 "
The German Gazette Publishing Co. Philadelphia	

**Wholesale Bookbinders, Publishers, Librarians, &c.**

**Under the Title of THE BRITISH & COLONIAL BOOKBINDER**

A special illustrated trade section will be commenced in the BRITISH & COLONIAL PRINTER & STATIONER (established 1878) in the issue for November 3, and continued thereafter in the first issue of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

ADVERTISEMENTS—The BRITISH & COLONIAL BOOKBINDER will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers.

**W. JOHN STONHILL & CO.**  
56, Shoe Lane, London, E. C.

## GRIDIRON CLUB.

(Continued from page 1.)

"Mikado Taft" sang "My Smile Is Still Serene" to the tune of "The Punishment Fits the Crime."

A more urbane Executive never did in this land exist;  
To nobody second I'm certainly reckoned a true philanthropist;  
It is my very humane endeavor to bring to some extent  
My grand old party, more hale and hearty, back to its usual bent.  
My smile is still serene, as plainly may be seen.  
No matter how they may jump the track and batter the old machine;  
For I am quite content to do the work that's meant  
For a big American President—American President.

The prosy and dull Congressional talkers I heed with greatest care;  
I hear each oration without consternation, although they're hard to bear;  
When they seek the White House and ask for pie I will treat them fine as silk;  
If the pastry's shy, there's Pauline near by, who will give them a glass of milk.  
The man who's teeming with information on all things 'neath the sun,  
To Norton I send him, advice to extend him, on how the place should be run.  
The bold standpatter, likewise the progressive, who comes to make a call,  
Likewise the insurgent, so eagerly urgent, I welcome them, one and all.

The Gridiron quartet complimented the "bunch of new-made Governors" and some others to the tune of "What's the Matter With Father?" The song began:

A bunch of new-made governors is in our midst to-night;  
We welcome them with loud applause and evident delight.  
There's Tener, Stubbs, Osborne and Foss, with Johnson from the Coast,  
While Harmon of Ohio leads the Democratic host.

Chorus:

What's the matter with Harmon? He's all right!  
He's not an easy one to shelve,  
He'll make the race in 1912.  
What's the matter with Harmon? He's all right!

The chorus asserted the correctness of each of the Governors, and added this about Secretary Norton:

He says it takes a husky gent  
To be Assistant President.  
What's the matter with Norton? He's all right!

The souvenir books were in the form of a playbill of "The Gridiron Playhouse." Unlike the conventional theater program, some space was given to "classified" ads like these:

**YOUNG MAN** seeks position as railroad president, director in corporations, ambassador or after-dinner orator; a supply of old stories always on hand. Address CHAUNCEY.

**WANTED**—Position as campaign manager of forlorn hopes; refers to 1890 and 1892 and two Senatorial elections; best whisker attachment in the business; further information to be obtained in Montana. THOMAS H. CARTER.

**A QUIET LITTLE MAN**, who has gathered information for Nelson W. Aldrich during the past twelve years, will soon be ready for anything good outside of politics; "John is a useful fellow." JOHN KEAN, N. J.

**WANTED**—By a modest, unassuming and uncommunicative young man, situation where there shall be no talking; leader of the Busy E's and other factions; refers by permission to Gif Pinchot. A. J. BEVERIDGE.

The following is a complete list of the guests:

### THE GUESTS.

The President of the United States.  
The Vice-President of the United States.  
The Mexican Ambassador.  
Guy Adams, Chicago, Rock Island & Pacific Railway.  
Felix Agnus, Baltimore American.

## The Los Angeles Record

has made a bigger gain in both advertising and circulation during this year, than any paper in Los Angeles, proved by figures.

Put your advertising in The Record if you want results.

ESTABLISHED 16 YEARS

Nelson W. Aldrich, Senator from Rhode Island.  
H. G. B. Alexander, Chicago, Ill.  
Milton E. Ailes, Washington, D. C.  
Richard Achilles Ballinger, Secretary of the Interior.  
John Barrett, director Bureau American Republics.

Robert O. Bailey, Washington, D. C.  
David S. Barry, Jr., second lieutenant, U. S. Army.  
Thomas H. Barry, major general, U. S. A.  
W. G. Beale, Chicago, Ill.  
Dr. Edward Bedloe, Washington, D. C.  
Charles G. Bennett, secretary of the Senate.  
Albert J. Beveridge, Senator from Indiana.  
Charles E. Berry, Washington, D. C.  
Arthur Blanchard, Washington, D. C.  
Jonathan Bourne, Jr., Senator from Oregon.  
George W. Boyd, Pennsylvania Railroad.  
Charles H. Bradley, Boston, Mass.  
Joseph A. Breckons, Cheyenne, Wyo.  
George G. Booth, Detroit News.  
Ralph H. Booth, Detroit News.  
Walter A. Brown, Washington, D. C.  
George W. Brown, Boston, Mass.  
E. F. Burns, Philadelphia, Pa.  
Forrest F. Dryden, Newark, U. S. A.  
Joseph G. Cannon, Speaker of House of Representatives.

C. C. Carlin, Representative from Virginia.  
Henry M. Clabaugh Chief Justice, D. C. Supreme Court.  
Thomas H. Carter, Senator from Montana.  
Merritt O. Chance, Washington, D. C.  
Champ Clark, Representative from Missouri.  
W. Benton Crisp, New York.  
Robert Crain, Baltimore, Md.  
W. Murray Crane, Senator from Massachusetts.

George B. Cortelyou, New York.  
C. Fred Cook, Washington Star.  
Harry Cutler, Providence, R. I.  
James B. Curtis, New York.  
John Dalzell, Representative from Pennsylvania.  
M. H. deYoung, San Francisco Chronicle.  
Edward J. Dooner, Philadelphia, Pa.  
Carl Dreyfus, Boston, Mass.  
Forrest F. Dryden, Newark, N. J.  
Clarence R. Edwards, brigadier general, U. S. A.

Robert W. Egan, Pittsburg Dispatch.  
J. F. Ellison, Cincinnati, O.  
Henry C. Emery, chairman Tariff Board.  
Arthur E. Evans, Chicago.  
Charles W. Fairbanks, Indianapolis, Ind.  
Eugene N. Foss, Governor-elect of Massachusetts.

J. W. Faulkner, Columbus, O.  
Henry H. Fletcher, Washington, D. C.  
Frank P. Flint, Senator from California.  
H. A. French, San Francisco.  
Elting A. Fowler, New York Sun.  
John P. Gavitt, Associated Press.  
Henry S. Graves, Chief of Forest Service.  
Dr. W. S. Hoar, Washington, D. C.  
Frank W. Hackett, Washington, D. C.  
R. B. Hale, San Francisco.  
Judson Harmon, Governor of Ohio.  
Wills F. Harvey, The Press, Grand Rapids, Mich.

Dr. Albion K. Parris Harvey, Washington, D. C.  
George E. Hamilton, Washington, D. C.  
August Hermann, Cincinnati, O.  
Henry DeWitt Hamilton, New York.  
Frank H. Hitchcock, Postmaster-General.  
Louis Howland, Indianapolis News.  
William B. Howland, The Outlook, New York.

James F. Hood, Washington, D. C.  
Alexander J. Hemphill, New York.  
John C. Hemphill, Richmond Times Dispatch.  
James A. Hemenway, Indianapolis, Ind.  
Charles D. Hilles, Assistant Secretary of the Treasury.

William B. Hibbs, Washington, D. C.  
W. W. Hawkins, Washington, D. C.  
Woodward Hudon, Concord, Mass.  
William H. Hurst, Financial America.  
Hiram W. Johnson, Governor-elect of California.

Joseph F. Johnston, Senator from Alabama.  
Dr. H. L. E. Johnson, Washington, D. C.  
J. Knox Taylor, supervising architect of the Treasury.

D. J. Kaufman, Washington, D. C.  
Max Kaufman, Washington Star.  
W. J. Kellogg, Washington, D. C.  
Frank R. Kent, Baltimore Sun.  
J. J. Knapp, captain, U. S. N.  
Martin A. Knapp, Interstate Commerce Commission.

Clarence F. King, Washington, D. C.  
Dr. Richard Kingsman, Washington, D. C.  
Samuel R. Kirkpatrick, Philadelphia, Pa.  
Franklin K. Lane, Interstate Commerce Commission.

Victor F. Lawson, Chicago Daily News.  
B. F. Lawrence, Indianapolis Star.  
William Loeb, Collector of the Port of New York.

Charles Linkins, Washington, D. C.  
James R. Mann, Representative from Illinois.

Frederick Townsend Martin, New York.  
Dr. Thomas L. Macdonald, Washington, D. C.  
Frank W. Mondell, Representative from Wyoming.

W. A. Mearns, Washington, D. C.  
W. B. McKinley, Representative from Illinois.  
Lynn R. Meekins, Baltimore Star.

Charles E. Monroe, George Washington University.

Lee B. Mosher, Washington, D. C.  
E. W. Moore, Commissioner of Patents.  
J. Hampton Moore, Representative from Pennsylvania.

Franklin MacVeagh, Secretary of the Treasury.  
Charles Nagel, Secretary of Commerce and Labor.

Clarence Norment, Washington, D. C.  
Charles D. Norton, secretary to the President.

Frank B. Noyes, Washington Evening Star.  
George T. Oliver, Senator from Pennsylvania.  
Chase S. Osborn, Governor-elect of Michigan.  
Serenio E. Payne, Representative from New York.

George A. Pearre, Representative from Maryland.  
Lafe Pence, Denver, Col.  
Frank Pierce, Assistant Secretary of the Interior.

John Poole, Washington, D. C.  
Chester D. Potter, Pittsburg Dispatch.  
Dr. John H. Quayle, Cleveland, O.  
Gilbert D. Raine, Memphis News-Scimitar.  
James Rascovar, Financial America.  
Joseph E. Kamsdell, Representative from Louisiana.

W. Harryman Rapley, Washington, D. C.  
W. C. Reick, New York Times.  
L. Lourey Reamey, captain, U. S. N.  
Heinrich Retzmann, commander, I. G. N., German embassy.

W. F. Roberts, Washington, D. C.  
W. A. Rogers, New York Herald.  
Victor Rosewater, Omaha Bee.  
Charles A. Rook, Pittsburg Dispatch.

Ray, W. T. Russell, St. Patrick's Church, Washington, D. C.  
Joseph I. Saks, New York.

J. Alexis Shriver, Wilna, Md.  
W. R. Stubbs, Governor of Kansas.  
Albert Shaw, Review of Reviews, New York.

Oscar W. Tamm, Boston, Mass.  
Nathan Bay Scott, Senator from West Virginia.  
Rabbi Abram Simon, Washington Hebrew Congregation.

Robert Simpson, Pittsburg Gazette-Times.  
James S. Simmons, Representative from New York.

Frederick L. Siddons, Washington, D. C.  
James Speyer, New York.  
Edward J. Stellwagen, Washington, D. C.

J. O. Staples, Washington, D. C.  
F. E. Stevens, Representative from Minnesota.  
Pierre C. Stevens, major, U. S. A.

J. William Stoddard, Baltimore American.  
John A. Sleicher, Leslie's Weekly, New York.  
Richard Smith, Indianapolis News.

James Speyer, New York.  
Watson C. Squire, Seattle, Wash.  
John K. Tener, Governor-elect of Pennsylvania.

Tong Kaison, Peking, China.  
L. Stoddard Taylor, Belasco Theater, Washington, D. C.

Charles A. Towne, New York.  
Frank B. Tracy, Boston Transcript.  
Oscar W. Underwood, Representative from Alabama.

C. V. Van Anda, New York Times.  
Cyrus P. Walbridge, St. Louis, Mo.  
Hugh C. Wallace, Tacoma, Wash.

Francis E. Warren, Senator from Wyoming.  
Frank E. Wattrous, St. Paul, Minn.  
John W. Weeks, Representative from Massachusetts.

William R. Wheeler, San Francisco.  
Dr. William H. Wilmer, Washington, D. C.  
Sidney W. Winslow, Boston, Mass.

C. A. Weed, Binghamton, N. Y.  
George W. White, Washington, D. C.  
George W. Wickersham, Attorney-General of United States.

Turner A. Wickersham, Washington, D. C.  
T. Edward Wilder, Chicago, Ill.  
William W. Wilson, Representative from Illinois.

John E. Wilkie, Chief Secret Service.  
Huntington Wilson, Assistant Secretary of State.  
Daniel G. Wing, Boston, Mass.

Robert F. Wolfe, Columbus (O.) State Journal.  
Leonard Wood, major-general, chief of staff, U. S. A.  
Horace Wylie, Washington, D. C.

Lafayette Young, Senator from Iowa.  
J. W. Zevely, Muskogee, Okla.

### Pioneer Press Closes Contest.

The St. Paul (Minn.) Pioneer Press recently closed a very successful "gitt enterprise," in which the grand prize was a ten-acre fruit ranch located in the Bitter Root Valley and valued to-day at \$5,000. Other prizes distributed to the successful contestants included three Haliday autos, round-trip tickets to Los Angeles, Cal., fur overcoats, sets of furs, diamond rings and a piano. A novel feature about the contest was the manner in which it was conducted. Instead of the regular display advertising, all reference to the contest was run on a feature page and handled as such. This change is said to have added much to the success of the contest. It was conducted by John B. Cox, the "contest man."

### Old Presamen Have Reunion.

The Old-Time Printing Pressmen's Association of Chicago held a banquet and reunion at Masonic Temple last Tuesday. The association is composed of men who for almost a half century have been identified with presses and presswork in Chicago. It embraces about 150 members. The officers are: President, William Moran; vice-president, Garnett Burns; secretary, Charles A. Faust; treasurer, Anton Swanson.

The Upper Darby (Pa.) Times is the name of a new weekly.

### PRESS AGENT HOAX.

#### "Stage Struck Girl" Trick Foola People of Washington, N. J.

A dispatch to the New York Times last Monday related how the press agent of a theatrical company hoaxed the police justice and one of the constables of Washington, N. J., and filled the "Opera House" in that town on last Saturday night. The trick was not discovered until the company had got safely out of town.

"One of the young women of the cast posed as a runaway stage-struck lass. Another member of the cast posed as her brother, and applied to the law, as represented by Justice of the Peace J. R. Lindaberry, for aid in rescuing his sister from a life on the stage. The brother was corroborated in his story by two other members of the cast, who posed as detectives from a private agency, and declared they had traced the girl to Washington.

"The justice sent for Constable Charles Carling to serve the warrant for the girl's arrest and the arrest of the manager of the show. All appeared at his office in due time and patched up the affair under an agreement that the girl should be allowed to play just one more engagement and then go home with her brother.

"Everybody in town heard of the case by the time the box office opened, and the house was jammed. The manager of the show told the truth about it just as he boarded the train with his troupe to-day."

### EFFICIENT WRITERS.

#### Colleges Not Producing Their Share, Declares Noted Editor.

Dr. Walter H. Page, editor of the World's Work, lectured before the University of Cincinnati last week on "The Writers' Place in American Life." Among other things he said:

"A very small portion of magazine or newspaper writers are college men. Universities give more time to the study of engineering, mathematics and other sciences, but the production of efficient writers is neglected in most cases. College life should be in closer relation with the men who are actually writing and less with the old masters, as they are called.

### New Paper for Frederick, Md.

The Frederick (Md.) Post Publishing Co. has taken over the Frederick Evening Press, which was established last August, and has launched the Frederick Evening Post. Fabian Posey, general manager of the Press, will continue the publication of the Frederick Weekly Examiner, which he has published for a number of years. The Evening Post starts as an eight-page independent paper. J. Clarke Kieffer, who is president of the company, is the editor.

## THE EUREKA HERALD

OF EUREKA, CALIFORNIA

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

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD  
EUREKA, CALIFORNIA  
A. K. STONE, Editor and Gen'l Mgr.



**RAILROAD PAID ADS.**

**Remarkable Table Showing Amounts Paid by Leading Railroads for Newspaper Advertising.**

WILLIAM C. FREEMAN in New York Evening Mail.

I am indebted to Mr. Charles F. Speare, financial editor of the New York Evening Mail, for the following letter, which shows the importance that is attached to paid publicity by the railroad corporations, and which should be attached to it by all other corporations dealing with the public:

In going over the annual reports of railroad companies for the fiscal year ended June 30, 1910, I have been impressed with the increase in the amount which most of them are appropriating for advertising, which is classified under the head of "traffic expenses."

Thinking it might be of interest to you, I have made up a list of the advertising expense of thirty-five to forty of the leading roads of the country for last year, which I herein present.

The total expended by these roads is about \$5,500,000, and this includes only a portion of the total mileage of the country, although the biggest portion from the standpoint of earnings.

You will notice that the Western roads very greatly outrank those in the East in the amount which they spend for advertising.

None, for instance, approaches the Union Pacific, with \$805,000. In 1909 this same road spent less than \$450,000.

The St. Paul increased its advertising appropriation nearly \$200,000 and the Atchison about \$50,000.

The New York Central lines, including the "Big Four," Michigan Central and Lake Shore, have spent about \$680,000, as against \$365,000 for Pennsylvania lines east and west of Pittsburg.

The advanced position of the Western roads over the Eastern ones, in respect to publicity, is a topic that I should think might be worth while developing.

I have always been struck with the large percentage to total advertising in Western papers absorbed by railroad advertising, and I am sure that the railroads, more and more APPRECIATING THE NECESSITY OF LETTING THE PUBLIC KNOW WHAT THEY HAVE TO SELL, will be increasingly liberal in their advertising account.

The advertising account for individual roads follows:

Atchison .....	\$415,768
Atlantic Coast Line.....	48,000
Baltimore & Ohio.....	198,000
Boston & Maine.....	155,000
Chesapeake & Ohio.....	43,764
Chicago & Alton.....	83,280
Rock Island.....	342,149
Omaha .....	85,000
Queen & Crescent.....	21,500
Big Four .....	123,000
Delaware & Hudson.....	28,000
Delaware, Lack. & Western....	111,000
Denver & Rio Grande.....	138,000
Erie .....	98,000

Illinois Central.....	*150,000
Kansas City Southern.....	85,000
Lake Shore.....	153,000
Long Island.....	53,170
Lehigh Valley.....	148,000
Louisville & Nashville.....	143,000
Michigan Central.....	77,359
Missouri Pacific.....	88,876
Soo Line.....	26,000
New York Central.....	333,192
Northwestern .....	330,000
Pennsylvania .....	365,000
Reading .....	67,000
Seaboard Air Line.....	48,500
Southern Pacific.....	414,008
Southern Railway.....	76,000
St. Paul.....	274,000
St. Louis-San Francisco.....	124,000
St. Louis Southwestern.....	54,000
Texas Pacific.....	26,400
Union Pacific.....	805,000
Wabash .....	67,000

\*Approximated.

**JAMES M. BUTT DEAD.**

**Well Known to Publishers as Auditor of the Centaur Company.**

The special agents of New York City and publishers everywhere will regret to learn of the death of James Middleton Butt, the auditor of The Centaur Co. His willingness to meet their views in the settlement of accounts was proverbial; no disputed claim, let it be however trivial, failed to receive his personal attention.

In March, 1887, he joined the forces of the Castoria people, and on the death of Demas B. Dewey, then the president of the company, he succeeded to his desk as auditor, and at that desk he held the confidence of his employers and the respect of the publishers.

**Municipal Advertising Fund.**

Indiana Harbor, Ind., is raising a fund for municipal advertising and will hold a "pencil day" soon. In order that interest in the approaching "pencil day" may receive the needed impetus, the Commercial Club has offered a reception and entertainment to the woman bringing in the largest returns from the sale of pencils bearing the newly adopted slogan of Indiana Harbor and East Chicago, "Some City, Believe Me."

**Michigan Newspaper Changes.**

In the last few months newspaper properties in northern Michigan have been making some changes in ownership, four consolidations having occurred and seven going out of business. The two papers at Gaylord were consolidated, as were those at Boyne City and Traverse City. Kalkaska's two papers combined. Two papers at Alden, one each at Rapid City, Harrietta, South Boardman, Fife Lake and Kingsley have ceased publication.

**Minnesota Papers Consolidate.**

The Albert Lea Publishing Co. has been formed at Albert Lea, Minn., being a consolidation of the interests of the Daily Tribune and the weekly Times-Enterprise. This includes the large job printing, binding and blank-book establishment of the Simonson, Whitcomb & Hurley Co., publishers of the Tribune.

**Sporting Writer Missing.**

Maurice Deshong, a sporting writer connected with a New York morning paper, has been missing since November 2 from his home in Brooklyn. Mr. Deshong is sixty-four years old and well known as a writer of baseball news. Mrs. Deshong is unable to account for her husband's absence.

**A HIT IN OHIO**

TWO QUICK CHANGE MODEL 5 LINOTYPES WERE SHIPPED TO THE

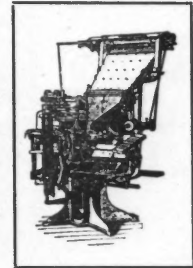
**BELLEFONTAINE (OHIO) EXAMINER**

last June. In October we received a letter from the publishers, from which we quote:

"If all publishers knew half as much as we do about the possibilities of the Linotype you could never supply the demand.

"If the bank does not 'bust' you will get all your money for both machines before the first notes fall due, and we will pay it over as cheerfully as we ever paid for a good cigar.

"Send you by this mail a copy of last issue. See for yourself if we are not doing something occasionally. Job printers here for whom we have done work say they never saw slugs work so absolutely perfect as those from our machines."



It didn't take long to convince Hubbard Bros. that "The Linotype Way Is the Only Way."

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

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

**WILL FIGHT FAKE ADS.**

**Grocers' Association of Spokane to Petition State Legislature.**

The Spokane (Wash.) Retail Grocers' Association has decided to urge the State Legislature to enact a law prohibiting false, fraudulent or misleading, objectionable or pernicious advertising in newspapers, magazines, billboards or by any other means. The following kinds of advertisements shall be deemed to come within the meaning of the act:

Advertisements of sales of "damaged goods," of "fire sales," of "bankrupt sales," of "wreck sales," and the like, where merchandise not a part of such "damaged" stock represented in the advertisement is offered, represented or sold as a part of such stock.

**Collier to Buy Aeroplanes.**

It is reported that Robert J. Collier, the publisher and newly elected chairman of the national council of the Aero Club of America, has placed an order for two Wright aeroplanes to be delivered in the spring. It is understood that he will make particular effort to encourage amateurship in the sport.

**H. E. MURRAY**

**Appointed Publisher and General Manager of Morgen-Journal.**

H. E. Murray has been appointed publisher and general manager of the New York Morgen-Journal to succeed John Schroers.

Mr. Murray has been associated with the Hearst papers for many years, occupying various positions. He was for two years assistant general manager of Hearst's Los Angeles Examiner.

B. Liehenstein, who has been connected with the Morgen-Journal for the past ten years, has been appointed business manager of this paper.

**Davenport Has Ad Club.**

Davenport, Ia., now has an Admen's Club. At a meeting of the Davenport Advertising Association, T. W. LeQuatte, of Des Moines, completed the reorganization of that association and everything is ready for a big boost campaign. The Admen's Club is expected to assist materially in helping the city grow.

The Pioneer News has been established at House, N. M.

**THE UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: World Building, New York

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.

**919**

## BANK ADVERTISING.

## Local Newspapers Should be Used First, Says Magazine Expert.

"When the Banker Advertises" was the subject of an address delivered before the Bankers' Ad Association of Pittsburg, Pa., last week by Charles E. Jones, of the Cosmopolitan Magazine. Mr. Jones said in part:

"I believe that the greatest increase in advertising in newspapers and magazines in the United States in the next five years will be made by institutions of a financial nature. Just as automobile dealers suddenly awakened to the value of established publications, so financial men are even now beginning to understand what may be done in a dignified way.

"I have often been asked to advise financial men how to advertise, and I give you now my main ideas for what they may be worth. The banker goes to his trade paper for his publicity, he goes to the magazines for prestige, and he goes to the newspaper for money. No banker should attempt to advertise outside of his own city until he is conducting an intelligent and forceful campaign in the newspapers of his own town. Then, when he has laid a solid foundation he can bring to his bank by means of national advertising a prestige which is of incalculable value."

## Printed Objectionable Advertising

Max Paruch, manager of the Nowy Polskie, a Milwaukee Polish daily, who was charged with violating the State law by accepting objectionable advertising, pleaded guilty in three cases in District Court last week. Sentence was suspended. This was the first arrest under the new law. Warrants were issued upon complaint of Dr. J. M. Befe, State Board of Medical Examiners. Paruch said he was unaware of the existence of the law.

## Will Have New Home.

The Akron (O.) Beacon-Journal has commenced the construction of what, it is said, will be one of the finest newspaper structures in the State. The new building will be 50 by 100 feet in size, two stories in height, and as thoroughly fireproof as modern construction can make it.

The Crosswell (Mich.) Sanilac County Overseer is a new paper.

## The Evening Wisconsin

## Prosperous Milwaukee

Population .....	880,000
Number of manufacturing plants .....	8,989
Number of employees .....	105,919
Amount of Wages paid 1909 .....	\$62,057,934
Capital invested .....	\$229,564,302
Value of year's production .....	\$329,354,323
Bank clearings .....	\$602,880,459.44
Post office receipts .....	\$1,500,300.00
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 Association of American Advertisers, Oct. 3, 1910.

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

## SPHINX CLUB DINNER.

## Dr. Butler Urges Advertising Men to Help Reduce the Cost of Living.

Dr. Nicholas Murray Butler, president of Columbia University, and Dr. Walter Page, editor of World's Work, and S. C. Dobbs, general advertising and sales manager of the Coca Cola Co., were the speakers at the monthly dinner of the Sphinx Club, held in the Astor Gallery of the Waldorf last Tuesday night.

"Mine is the only occupation in the world," said Dr. Butler, "which can be ruined by advertising. In a university success is sometimes measured by the number of students, but every new student we get costs us \$140 a year, so that if we get enough students we shall eventually be ruined.

"You advertising men who direct the growth of business must restore the cost of living to a normal plane," he said. "You must restore our happiness and the stability of our government by your brains, your application, ability and a close study of the situation. Get at the basic principle and force good results."

Dr. Page discussed "Advertising and Editing on the Level."

William Hotchkiss, president of the club, presided.

## FOREIGN NEWSPAPERS.

## Journalism Laboratory at University of Wisconsin Has Large Collection

Amos P. Wilder, United States consul at Shanghai, China, former editor of the Wisconsin State Journal at Madison, Wis., has presented the newspaper laboratory of the University of Wisconsin an interesting collection of Chinese newspapers. The museum of foreign newspapers in the journalism laboratory contains several hundred foreign papers from twenty-eight countries of all parts of the world.

Among the students in the course in journalism at the University of Wisconsin is an East Indian from Calcutta and an Armenian from Harpott, Turkey, both of whom are preparing to engage in newspaper work in their native countries after completing their studies at Madison.

## New Paper for Dartmouth.

A new weekly paper has been established at Dartmouth College which is said to be different from any other college paper in existence. The publishers and editors are to be undergraduates, while there will be an advisory board of faculty members, and the paper will be devoted entirely to criticism of existing conditions in all departments of the college and discussions as to how improvements can best be made.

## Observes Fiftieth Anniversary.

The fiftieth anniversary of the Troy (N. Y.) Typographical Union was observed last week with a banquet at the Windsor Hotel. More than 125 attended. John F. McKenna, president of Troy Typographical Union No. 52, delivered the welcoming address. The chief speaker of the evening was James M. Lynch, president of the International Typographical Union.

## Former Editor a Suicide.

John W. Schaum, formerly part owner of the Milwaukee (Wis.) Journal, committed suicide last week by shooting himself through the head. Business troubles are said to have been the cause.

The Pinckneyville (Ill.) Democrat has been sold to Joseph Bray.

## NEED OF CONSERVATIVE PRESS.

## Emphasized by Noted Speakers at National Press Club.

The longevity of this nation's form of government is largely dependent on the intelligence and consecrated effort of the press of America, declared Executive-President Charles W. Fairbanks before the National Press Club last Sunday.

Continuing, Mr. Fairbanks emphasized the need for conservation in the press as well as in public life in the promulgation of views that are fundamentally right and will ultimately endure.

He closed with a tribute to the "high character of the representatives of the American press in the Far East and Near East," emphasizing the importance of an efficient press in international as well as national affairs.

Governor Harmon, of Ohio, who was also the guest of the club, made a short speech in which he lauded the courtesy of the press.

## A BOWERY NEWSGIRL.

## Sings Her Way to Fame in New York Vaudeville.

Belle Baker was a newsgirl in the Bowery, New York. Several months ago the manager of a Bowery vaudeville house heard her crying out her papers and was struck by the timbre of her voice. He asked if she could sing. He engaged her for his theater. She made a hit, and news of her success reached to the aristocratic vaudeville houses uptown.

This week she is billed at the Manhattan Opera House, the Hammerstein theater now devoted to vaudeville. She sings four songs—"Mother's Child," "I Love It," "When Mariola Does the Cubanola" and "Lovie Joe." New York newspaper critics say she is "the newest find in vaudeville." She is yet in her teens.

## Savadel Writes Book.

J. A. Savadel, business manager of the Fourth Estate, has just issued a copyrighted pamphlet entitled, "How to Win in Newspaper Voting Contests." The work deals with the circulation contest from the side of the contestant and is possibly the first of its kind that has ever been published. It is causing much favorable comment in the circulation field.

## Will Install Hoe Press.

The Eugene (Ore.) Daily Guard is preparing to install what will be, it is said, the only stereotyping press in the State outside of Portland. The new press is a Hoe perfecting press, which will print 12,000 eight-page papers an hour. It will be installed and in operation by the first of January.

## Huh!

Some of the newspaper paragraphs of the country are writing better stuff every day than Solomon could have ground out in a week.—*Atchison Globe.*

## DISCONTINUES EASTERN OFFICE.

## Lord &amp; Thomas Service to Come from Chicago After Jan. 1.

On January 1 Lord & Thomas, advertising agents, of New York and Chicago, will give up their Eastern office. Concerning its discontinuance, the company sends out the following announcement:

"On January 1 we shall cease to render merchandising copy or advisory service in our New York office.

"That office will become but a detail branch for the convenience of Eastern clients. The service will come from Chicago.

"Two years of experience with two well-equipped concerns have convinced us that the principle is wrong. Lord & Thomas cannot be divided.

"An advertising brokerage business may be conducted in separate shops. Not so a personal service business of the class we render.

"Neither in advertising, architecture, medicine nor law can men create two equal institutions a thousand miles apart.

"Having learned this, we now cease to attempt it. The step involves the immediate loss of a million dollars' worth of business.

"It bounds the ambitions we once had about size.

"But this concentration aids our greater ambition—to have Lord & Thomas service, wherever rendered, the ablest of its kind."

## Key West Citizen Boosts City.

A "Booster Edition" edition that really boosts was recently issued by the Key West (Fla.) Citizen. It contained thirty-two pages and had a circulation of 15,000 copies. The entire work was printed in the Citizen office, and reflects great credit upon Marcy B. Darnall, the editor and publisher. It was well gotten up, profusely illustrated and brimful of interesting facts concerning the present and future Key West. It will prove splendid advertisement for the city.

## Mexican Editors Imprisoned.

Ricardo Arenales, director, and Oswaldo Sanchez, editor, of El Espectador, of Monterey, Mexico, have been found guilty of publishing libelous articles against the management of the hospital of the National Railways of Mexico in Monterey. Arenales was sentenced to two years and eight months' imprisonment and a fine of \$750, and Sanchez to eleven months' imprisonment and a fine of \$500.

## In the Book Store.

The man behind the bookstore counter was watching the fellow next to the magazine stand. As the latter started out, the clerk went after him.

"See here, sir; you'll have to pay for that magazine or put it back," he said.

"I'm committing no theft," said the person accused; "can't you see I am only taking an *outing*?"

"Well, just let me tell you, my man," answered the dealer, "Success in Life depends a lot on *Work*, and if I am any *Judge*, *Everybody's* apt to hold the *Mirror* up to you and let you reflect on your peculiar manner of taking an *Outing*."

Whereupon, musing that the *Outlook* was dark as a *Black Cat*, if he didn't pay up, the culprit forked over.—*St. Louis Star.*

## Greensburg, Pennsylvania,

"The City With the Cash"

## Is A One Newspaper Town

Advertisers Cover Greensburg and Vicinity at One Cost.

Flat Display Rate—Set Matter 16c. per Inch; Plate 12c. per Inch.



**THE PRESS GALLERY.**

**Washington Correspondents During the Coming Session—John Boyle Still Dean and Colonel Stealey Keeps on, but Other Old Faces Will Be Missed—Gus Karger Closest to the President.**

[The following is part of an article entitled "Men of the Press Gallery," by Frank B. Lord, in the December number of the National Monthly.—Ed.]

During the coming session of Congress there will be listed in the Senate and the House press galleries, about 175 duly accredited telegraphic correspondents, representing upward of 400 daily newspapers in all sections of the country, in Canada and in the larger capitals, such as London, Berlin, Paris, Madrid and Tokio, for each man represents as special correspondent from one to a half dozen different newspapers. \* \* \*

The personnel of the Press Gallery is, of course, constantly changing, and its efficiency is attested by the fact that many of its members have been called into the public service. It has furnished at least one member of the President's Cabinet, the Hon. Robert J. Wynne, who succeeded to the head of the Post Office Department upon the death of Postmaster General Payne; an Assistant Secretary of State, John Callan O'Laughlin, of the Chicago Tribune; an Assistant Postmaster General, Perry S. Heath; an Assistant Secretary of the Treasury, Louis E. Coolidge, of the Boston Journal; a Civil Service Commissioner, James T. Williams, Jr., of the Boston Transcript, and scores of consuls and chiefs of bureaus and divisions, as well as occupants of other important governmental posts.

**TWO NOTABLE MEMBERS.**

It was a member of the Press Gallery, William Wolff Smith, who discovered and called attention to what all of the great lawyers of Congress and even Mr. Taft himself, great jurist that he is, had overlooked, namely, that Senator P. C. Knox was not constitutionally eligible to appointment as Secretary of State, because as Senator he had voted for an increase in the salary of that office, and in order that he might be nominated it was necessary for Congress to pass a special act reducing the salary to its former figure before Mr. Knox could accept the premiership.

It was a member of the Press Gallery, Richard V. Oulahan, of the New York Sun, who, while traveling with Mr. Bryan in his first campaign, in one of his dispatches conferred upon the Presidential candidate the title of "our peerless leader," which has ever since adhered to him. This, too, notwithstanding the fact that Mr. Oulahan is a Republican, and during the last Presidential campaign was at the head of the Republican National Committee's publicity bureau. The political affiliations

of Washington correspondents, in so far as they may have any, have little effect upon their writings. They take the measure of public men as they are, without regard to politics, and of legislation as it is, and are influenced from their judgment only to the extent that it is necessary to conform to the particular policy of the paper they represent.

**JOHN BOYLE, LEAN OF CORPUS.**

A notable illustration of this fact is found in the case of John Boyle, correspondent of the Wall Street Journal, the dean of the corps and the financial expert of the gallery. There was no more ardent champion of Mr. Bryan and silver than John Boyle, and no more steadfast opponent of both than the Wall Street Journal, yet that paper has long regarded his services as so valuable that it has refused to dispense with them, notwithstanding his political beliefs.

As a great deal of Washington correspondence has to do more or less with politics, the task is not so difficult when a correspondent's political faith coincides with that of the paper he represents. Hence, such correspondents as Col. O. O. Stealey, who for more than twenty-five years has represented the Louisville Courier-Journal, and who some time ago wrote his reminiscences of "Twenty Years in the Press Gallery"; Thomas Jones Pence, who looks out for Josephus Daniels' News and Observer, of Raleigh; Zach McGhee, who represents a line of Southern Democratic papers, and Angus McSween, of the insurgent Philadelphia North American, find it comparatively easy to keep in sympathy with their papers and readers.

**NO "CUT THROAT" POLICY.**

While there is always manifest a spirit of friendly rivalry among Washington correspondents, there is almost entirely an absence of the "cut throat" policy. They have long since learned that "scooping" a rival does not pay in the long run, and hence there is generally a liberal exchange of news. The Washington correspondent has acquired knowledge through experience that, although he may beat his contemporary six days in the week, if he is in turn beaten on the seventh day, his managing editor forgets all about the six days' record and calls him to account for his failure on the seventh. Instead, the effort made by each is more or less toward individuality and originality, which makes more for the success of a paper than any other feature of its news. Pick up a copy of the New York Sun, and under a Washington date line you will see almost any day some particularly striking and clever paragraph from the typewriter of John E. Monk or Jerry Matthews, two of the Sun's bright young men on the Washington bureau. John comes from Cohoes, but he has long since lived that down.

He also represents the St. Paul Dispatch and ex-Boss Barnes' Albany Journal. He furthermore has the distinction of being the only correspondent in Washington who is able to get close enough to Postmaster General Hitchcock to converse with him without the use of a megaphone.

While other correspondents find the P. M. G. as difficult to get an audience with as the Sultan of Turkey, the door of Mr. Hitchcock's private office always swings open wide and the menial salaams a deep salaam whenever John approaches. Jerry, who knows every politician in Indiana, and that means almost every voter in the State, was once secretary to Vice-President Fairbanks, but as he is trying to have his

friends forget that fact, perhaps it ought not to have been mentioned here.

**THE IOWA CONTINGENT.**

A correspondent's capital in trade is largely his personal acquaintance with public men and the confidence which he enjoys with them. To the credit of the corps it should be said that these confidences, although they would often make "mighty readin'," are seldom violated, and public men have come to recognize that fact. To know Senator Aldrich and what he thinks, is to know what the Senate thinks and what the Senate is going to do.

No correspondent enjoys the confidence of the Senate leader to a greater extent than Jackson S. Elliott, the head of the Associated Press' Capitol force. Wall Street would be greatly agitated and often an incipient panic precipitated by the premature publication of these confidences, but they are never revealed until the proper time comes. Elliott is one of the Iowa contingent, which State has furnished a large number of the ablest men in the gallery. Among them are: John Snure, of the Munsey papers; Judson C. Welliver, the Brothers Patchin, of the New York Herald and the New York Sun; O. P. Newman, of the Washington Times, and others.

**CLOSE TO THE PRESIDENT.**

Colonel Roosevelt, while President, recognized to a greater degree than any other public man the value of newspaper publicity (for that matter, he does yet), and he utilized it to the fullest extent. Much of his reputation was built up by it, as he should himself admit. While generally he courted the favor of all correspondents, he nevertheless had his favorites, his press cabinet, sometimes good naturedly referred to by correspondents as the "brain trust." President Taft has few, if any, favorites, and, while he is personally popular with the correspondents, news does not come from the White House in the same volume as it did during the Roosevelt regime.

Among those who may be regarded as closest to the President are: Gus J. Karger, who represents Brother Charles' Cincinnati Times-Star and a string of Ohio papers; Fred Starek, of the Cincinnati Enquirer, another home paper of the President, and the Louisville Herald; also O. K. Davis, of the New York Times and Philadelphia Public Ledger, whose friendship and acquaintance with the President dates back to the time that Mr. Taft was Governor General of the Philippines and O. K. was the Manila and Far East correspondent of the New York Sun.

**William McIntosh Dead.**

William McIntosh, managing editor of the Buffalo News, died at his home in Alden, N. Y., last Monday night after a brief illness. He was born in New York City in 1852 and had been with the Buffalo News for thirty years.

**Bill Affecting Newspapers.**

Senator Owen of Oklahoma has introduced a bill in the Senate requiring newspapers and magazines to mark plainly as "advertisements" all advertising matter published. A heavy penalty is prescribed.

**Ad Agency Changes Name.**

The J. O. Ball Advertising Agency, of Chicago, has changed its name to the J. O. Ball Advertising Co. The capital stock has been increased from \$10,000 to \$20,000.

**Whether to Repudiate.**

"Was that interview published as coming directly from you authentic?" "I haven't decided yet," replied Senator Sorghum. "I am waiting to see what effect it has on my constituents."—Washington Star.

**AGENCIES CONSOLIDATE.**

**Foster Debevoise Company Absorbed the Stanley Agency.**

The Foster Debevoise Advertising Agency, of 15-17 West 38th street, New York, has recently been strengthened by the merging of the Stanley Agency, of which A. S. Stanley, a man well known in New York advertising circles, is the head. This, it is said, gives the enlarged agency 250 active accounts.

Among the campaigns now being handled are the Cushman & Denison Capital ink stand, Velvete carbon paper, Ideal paper clamps, U. S. Automatic pencil sharpener, Spengler Specialties Co., Montague Mailing Machinery Co. and American Aeroplane Manufacturing Co. The accounts of the Palmer-Singer Co. and the French China Co. are also handled by this agency. The organization now occupies 5,000 square feet floor space.

J. M. Eppstein, the president, will give his annual dinner on December 22 to the force of the company and their wives.

**INCORPORATIONS.**

News, Inc., Jersey City, printers, publishers, etc.; capital, \$100,000; incorporators, W. W. Bender, D. C. Munson, New York City; G. W. Flaacke, Jersey City.

The Forecast Publishing Co., Manhattan, printing and publishing magazines, newspapers, etc.; capital, \$50,000; incorporators, H. D. Hooper, R. B. Henry, S. Pierson, New York City.

The Candlestick Publishing Co., Kennebec County, Me., advertising, publishing, bookselling, binding, etc.; capital, \$1,000,000; president and treasurer, E. M. Leavitt, Winthrop.

**THE PRESS AGENT.**

Jack Reynolds dropped in for a visit. Jack Reynolds is leading a show. His grammar is something exquisite. Remarkable, too, is its flow. His manner, I swear, is the blandest. That ever I've yet seen unfurled. As he said: "We've the highest and grandest and shapeliest show in the world."


Oh, what do you think of the tariff. And what are your views on T. R.? And think you the people would care if Joe Cannon continued as czar? He sat like an image of marble. While at him these queries I hurled, Then said—his reply I don't garble—"It's the highest, best show in the world."

Then he rose to his feet, hand extended, And said: "I must hurry from thee. The Shuberts on me have depended For years for their publicity. We've one hundred girls in the chorus— It's splendidly, buxomly girl'd, Their voices are rich and sonorous, It's the highest, best show in the world." —Detroit Free Press.

**High-Priced Verb.**

New Reporter—"The auto turned terrapin, and—" City Editor—"Yon mean turned turtle." New Reporter—"Well, it was a high-priced machine."—Judge.

**Winfield, Kans., March 29, 1910.**  
**THOS. WILDES' SON,**  
**14 Dover St., New York.**  
 Gentlemen:  
 We used "Oxodio" with excellent results. We find it does all you claim for it and has put our metal in good condition.  
 Yours very truly,  
**THE COURIER.**



**PRESS CLIPPINGS**  
**BURRELLE**  
**45 Lafayette Street**  
**New York**  
 WRITE FOR INFORMATION  
 Established 25 Years

# 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.

113 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, DECEMBER 17, 1910

### VALUE OF NEWSPAPER "GOOD WILL."

The following inquiry was directed to the editor of THE EDITOR AND PUBLISHER by a well-known New England publisher:

"What is the meaning of the phrase 'good will' as applied to a newspaper? Has 'good will' any tangible value, and, if so, how shall it be measured?"

This question has been informally referred to THE EDITOR AND PUBLISHER a number of times. We believe the subject is of interest to the very large majority of our readers.

The Standard Dictionary thus defines the phrase: "GOOD WILL—The established popularity of a business house, tending to maintain its custom; the value that a business has over and above the stock in trade and the money invested in it; often figuring as one of the assets of a business, and sometimes as the principal asset."

The above can well be applied to the definition of newspaper "good will."

J. E. T. Rogers in "Adam Smith's 'Wealth of Nations'" asserts: "Now, this GOOD WILL is practically as much a part of the capital invested in a business as the plant and goods in a manufactory or a shop."

Therefore "good will" has a tangible value. The following example illustrates the method of estimating this value:

A newspaper property was purchased for \$100,000. Visible assets, including linotype machines, printing press and usual equipment, were estimated at \$50,000. The books of the concern showed the net receipts from the business averaged \$10,000 a year, or 10 per cent. of a total value of \$100,000. It is manifest that in this case the difference between the visible assets, \$50,000, and the total value, \$100,000, was the value of the "good will," which was \$50,000.

For many years it has been the general custom in newspaper finance to consider the net annual earning capacity of a publication as 10 per cent. of its total value.

In transactions of purchase and sale of newspaper properties the main item to be considered is the earning power

of the newspaper. It is the earning power that regulates the value.

We have in mind a certain newspaper with visible assets slightly under \$100,000. The paper earns \$100,000 a year; therefore its "good will" has a value of \$900,000.

For the purpose of appraising the money value of a newspaper as a going concern, it is only necessary to know the net annual earning power; that is ten per cent. of the minimum value in the public market.

Of course other things, subtle and intangible, enter into the ownership of a newspaper, and these things nearly always operate to increase its value to the possessor above the minimum market value based on a regular 10 per cent. annual profit.

### NEW LIBEL LAW FOR FLORIDA.

We have received from the editor of the Pensacola (Fla.) Journal a letter which we reprint below:

PENSACOLA, Fla., Dec. 9, 1910.

THE EDITOR AND PUBLISHER,  
New York City.

Can you give me any information regarding the best libel law which publishers have either secured or attempted to secure in any State? We have a very unsatisfactory libel law in Florida, and at the next session of the Legislature I am going to make an effort to secure a new law. Perhaps you have a copy of a desirable bill or know where one can be secured. If you can give me any information in the matter it will be greatly appreciated.

Thanking you in advance for the courtesy, and with best wishes, I am,

Very truly yours,

FRANK L. MAYES,

Editor of the Pensacola Journal.

We are not prepared to point out the "best" libel law among the many in the United States. We are inclined to look upon the fact that there is a diversity approaching chaos in the statutory provisions of the various States on the subject of newspaper libel as an evil that blankets any "best" law.

Sporadic movements have been started by various newspaper associations to bring about a uniform libel law for all the country. The American Newspaper Publishers' Association has gathered

data and outlined a course of procedure. The annual meetings of the "House of Governors" are obviously well adapted to consider this subject of a uniform libel law.

We urge those of our readers who are familiar with the subject and can conveniently devote time to the matter to communicate with Mr. Mayes. A new libel law for Florida is of interest to publishers in the other States, and the subject needs to be stimulated just now.

### JEWISH NEWSPAPER MORALITY.

The Jewish Daily News, of New York, addresses the public as follows:

"This is the great pride of the Jewish Daily News—that during the twenty-five years of its existence it has worked incessantly for and gained and holds the confidence of its readers. During all of the years of its existence it has been the organ of the observing Jew—the Jew who is proud of his people and of his faith, and who lived up to it rigidly.

"The slightest deviation from truth in its columns would affect the Jewish Daily News disastrously, and it must ever be on the alert not to permit the least thing to creep into either its news or editorial columns which would in the slightest way mislead its readers. And so it is with its advertisements. They must be honest advertisements and they must be clean advertisements. The readers of the Jewish Daily News know that its advertisements are honest and clean."

Whether or not it be a coincidence that the leading Jewish daily utters such thoughts at the time of the great Christian feast, surely this Jewish style of morality can well be adopted by Christian publishers and indorsed at this time.

### OBITUARY.

George B. Tzschuck, treasurer of the Omaha (Neb.) Bee Publishing Co. for more than thirty years, died of heart disease at his home in that city last week. He was fifty-five years old and was a descendant of a noted German family.

Thomas Dudley Wells, of the editorial staff of the Hartford (Conn.) Evening Times, died last week of heart trouble. He was forty-eight years old and was born in Belmont, N. H. Following his graduation from Wesleyan University in 1888 he entered the employ of the Waterbury Reporter and became one of its editors in 1890, remaining with the paper for ten years. He then went to Hartford as an editorial writer for the Times and in 1904 became a member of the editorial staff of the Times.

Henry Guy Carleton, playwright and former newspaper man, died at Hot Springs, Ark., last Saturday, of paralysis. He was sixty-five years old and was born at Fort Union, N. M. He first engaged in newspaper work in 1876 as associate editor of the New Orleans Times. Following that, he was at various times connected with the Chicago Tribune, the New York Times and the New York World. From 1883 to 1885 he was literary editor of Life. He wrote his first play, "Memnon," while on the Chicago Tribune in 1881.

William H. H. Ely, owner of the Tarrytown (N. Y.) Press Record and a lawyer of note, died at his home in Windle Park last week from apoplexy and kidney trouble. He was fifty-nine years old and a graduate of New York University class of 1875.

### RECOMMENDS HIGHER RATE.

#### Postmaster-General Declares Magazines Should Pay for Advertising.

In his annual message, made public last Saturday, Postmaster-General Hitchcock points to the rapid growth of second-class matter, which is carried at a loss, and recommends as a remedy that the magazines be charged a higher rate. He says in part:

"In levying the higher rate it is believed that a distinction should be made between advertising matter and what is termed legitimate reading matter.

"Under present conditions an increase in the postage on reading matter is not recommended. Such an increase would place a special burden on a large number of second-class publications, including educational and religious periodicals that derive little or no profit from advertising.

"It is the circulation of this type of publications, which aid so effectively in the educational and moral advancement of the people, that the Government can best afford to encourage.

"For these publications, and also for any other legitimate reading matter in periodical form, the department favors a continuation of the present low postage rate of 1 cent a pound, and recommends that the proposed increase in rate be applied only to magazine advertising matter.

"In view of the vanishing postal deficit it is believed that if the magazines could be required to pay what it costs the Government to carry their advertising pages the department's revenues would soon grow large enough to warrant 1-cent postage on first-class mail.

"Newspapers are not included in the plan for a higher rate on advertising matter; being chiefly of local distribution, they do not employ the mails to any such extent as the widely circulating magazines."

While the loss resulting from the low postage rate on second-class mail is the greatest in the postal service, the loss on rural delivery is very large.

#### Mrs. E. Floyd Ingraham Dead.

Mrs. Ingraham, wife of the widely known advertising agent, Edgar Floyd Ingraham, of 116 Nassau street, New York, died in their home in New York last Tuesday, after a lingering illness. Mrs. Ingraham's girlhood home was in Coshocton, O.

#### Women Writer Killed by Gas.

Mrs. Anna Hemmings, a well-known newspaper woman, was killed by gas at her home in Brooklyn last Saturday night. She was a sister of the late Victor Beddingfield, formerly publisher of the Flatbush Weekly.

#### Seventy Years Old.

The Muscatine (Ia.) Journal was seventy years old last week. To commemorate the event the Journal issued the biggest edition in its history.

#### Magazine Plant Destroyed.

Fire last Sunday damaged the home of the Nautilus, a new thought magazine published at Holyoke, Mass., to the extent of \$20,000.

There is no other way to present your claims for patronage before such a large audience at so small a cost as through the columns of THE EDITOR AND PUBLISHER AND JOURNALIST. Do not fail to have your ad appear in our Christmas number.

The Warroad (Minn.) Commonwealth has been sold to W. T. Noonan.



**PERSONAL.**

Robert W. Ruhl, managing editor of the Spokane (Wash.) Spokesman-Review will be married on December 29 to Miss Mabel Jane Works, of Rockford, Ill. The ceremony will take place at the home of the bride.

Elbert Hubbard, lecturer, writer and editor of the Philistine, addressed the Omaha (Neb.) Ad Club last week.

After being connected with the Moulton (Ala.) Advertiser for more than a half century, J. White has announced his retirement from active work and has turned over the management of the paper to his son Paul White.

W. F. Davidson, editor of the Lewiston (Ill) Fulton County Democrat, recently delivered an address on "Lincoln and Douglas," at the Normal University, Bloomington, Ill. Mr. Davidson, who is seventy-three years old, is said to be the oldest newspaper man in the State, and knew Lincoln when he conducted a small store at New Salem. He was also well acquainted with Stephen A. Douglas.

William Taylor, president of the Oklahoma City Advertising Club, discussed at length in a recent issue of the Daily Oklahoman the need of the State to advertise its vast agricultural and universal resources now lying dormant.

B. F. S. Brown, editor of the Keyport (N. J.) Weekly and Mattawan Journal, spent last week in St. Paul, Minn., on business.

William D. Dwyer, editor and publisher of the Brockton (Mass.) Searchlight was married in Philadelphia last Saturday to Miss Anna Frances McNamee, also of Brockton. The ceremony was performed at the home of a sister of the bride.

D. O. Edward, for some time past editor of the Denison (Tex.) Herald, has resigned to enter the service of the Associated Press at Memphis, as editor of the afternoon leased-wire report.

W. H. Kentnor, of the Benjamin & Kentnor Company, advertising agents of New York and Chicago, addressed the Fort Worth (Tex.) Ad Men's Club last week.

C. L. Fowler, who was for a number of years editor and publisher of the Stewartsville (Mo.) Independent and also founder of the Steele City (Neb.) Standard, has composed a song, "My Old Friend Will," which is rapidly attaining popularity in the West.

William P. Baker, associate editor of the Syracuse (N. Y.) Post Standard, was the principal speaker at a recent dinner of the Schenectady Press Club.

Arthur Hosingarner, city editor of the Canal Dover (O.) Daily Report, has been appointed a clerk in the State Senate at Columbus.

George McQuaid, who recently resigned as managing editor of the San Antonio (Tex.) Daily Express to become associated with the Galveston Daily News, was tendered a banquet by the members of the editorial staff of the Daily Express on the eve of his departure for Galveston.

F. T. Manson, manager of the Decatur (Ind.) Daily Times, was married recently to Miss Florence Snyder, of the

Wauseon (O.) Fulton County Tribune staff.

W. F. Wiley, managing editor of the Cincinnati Enquirer, and Joseph Garretson, managing editor of the Times-Star of the same city, recently enjoyed a ten days' duck and quail hunt on the Taft ranch, near San Antonio, Tex.

Charles W. Mears, advertising manager of the Winton Automobile Co., Cleveland, O., attended the luncheon given by the Six Point League at the Aldine Association, Fifth Avenue building, New York.

Norman E. Rose, New York correspondent of the Scripps-McRae League, leaves to-day on a two weeks' vacation which he will spend at his old home in Cleveland.

Kent Holen, formerly city editor of the Minneapolis (Minn.) News, sailed this week for Europe, where he will secure data to write a series of articles.

William Holmes has resigned as business manager of the New York Press, to take effect Dec. 30. Mr. Holmes has been connected with the Press for almost sixteen years.

John Budd, of the John Budd Co., New York, returned this week from a business trip to Chicago in the interest of the papers represented by that agency.

**James L. Faulkner Honored.**

James L. Faulkner, political writer for the Cincinnati (O.) Enquirer and dean of the correspondents at the State capital, was the guest of honor at a dinner given by the newly organized Press Club of Columbus last week. The affair was held in the German room of the Chittenden Hotel and more than sixty attended. J. Edward Sims, Columbus correspondent of the Cincinnati Enquirer and president of the club, presided.

**Newspapers as Medium of Reform.**

Newspapers as a means of making bad boys good was advocated by L. W. Rader before the pedagogical clinic of the St. Louis Society of Pedagogy recently. He said that to have the active boys collect newspaper clippings will cause them to read, keep their minds free from mischief and create in them a desire to learn.

**Ad Club Sends Out Lecturer.**

The Oklahoma City Ad Club will send a representative through the Southern and Eastern States to lecture on and to advertise Oklahoma City. Money for the purpose was raised at a meeting of the club held last week.

**Occupies New Home.**

The Albany (Ga.) Herald has moved into its new home in Pine street. The new structure contains approximately 14,000 feet of floor space and is fire-proof.

**Farm Paper Changes Name.**

The Farmers' Tribune, published at Sioux City, Ia., will be called the Farmer and Breeder after Jan. 1. In adopting the new name the paper is also taking the title of the publication which it absorbed in November, 1907.

**Magazine for El Paso.**

It is reported that Jeff McLemore and W. R. Sinclair, who recently sold the Corpus Christi (Tex.) Herald, will launch a weekly magazine at El Paso.

**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 WILLSDEN**  
Newspaper Premium Specialist  
151-153 Wabash Ave. CHICAGO

**\$22,000 Buys**

only evening daily newspaper property in city of 28,500. Cash receipts of last fiscal year over \$36,000. The profit, after paying manager's salary and maintaining efficiency of the equipment, was \$3,120.89. Terms \$15,000 cash, balance deferred. Equipment adequate and in good condition. An unusual value. Proposition No. 77.

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

**"Not the Cheapest. But the BEST" CIRCULATION PROMOTERS.**

All of our Managers are Stockholders. THE UNITED CONTEST CO., (Incorporated) CLEVELAND, OHIO.

**Foresight vs. Hindsight.**

When Mrs. Eddy died, did you have to scramble for illustrations? Our editors had merely to send to their morgues for our file pictures of Mrs. Eddy, her home, her grandsons: her lieutenants, Fry, Partow, McLellan, Strickler, et al.; Mrs. Stearns and the New York church. We anticipated the Mexican Rebellion in the same way. It's comfortable to have someone think out the picture problem for you. Try it.

GEORGE GRANTHAM BAIN, 32 Union Sq., E., N. Y.

**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, 2018 Peoples Gas Building, CHICAGO.

**"GOTHAM GOSSIP"**

is the newsiest, 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**

**NEW YORK HERALD SYNDICATE**

Special Services of all kinds for Newspapers Address Herald Square New York City Canadian Branch Desharats Bldg., Montreal

**THE INTERNATIONAL SYNDICATE**

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

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**HELP WANTED.**

**POSITIONS OPEN**

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

**MISCELLANEOUS**

**EDITORIAL COMMENT**

Original, exclusive, not expensive. Daily or weekly—always on time. Any proportion political. 5430 Vernon Ave., St. Louis.

**MODERNIZED CONTESTS**

Simplified and improved prize contests. Greatest results. Tried and proven on several leading d. lites. Personal direction of wide experienced circulation manager. Salary basis, no high commissions. Write for particulars. "THE CONTEST MAN," care of THE EDITOR AND PUBLISHER.

**LINOTYPE WANTED.**

No. 1, two-letter Linotype; g. m. factory number, lowest cash price, condition, date of delivery. Address, at once, "BUYER," care THE EDITOR AND PUBLISHER.

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 169 Washington St., Chicago, Ill.

**FOR SALE**

**FOR SALE—ONE HOE**

Perfecting newspaper press, with complete stereotyping outfit and 12 form tables; capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office. CHESTER TIMES, Chester, Pa.

**FOR SALE—TWO**

Linotype machines, single letter, in good condition; matrices, 7-point No. 2, also in fairly good shape; individual motors; machines are running every day and doing splendid work; can be changed to two-letter machines at very little expense to purchaser. CHESTER TIMES, Chester, Pa.

**NO. 3 LINOTYPE**

Factory number over 8,800, slightly used, rigid inspection welcomed; owner retiring; immediate delivery. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

**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—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

The Quaker Herb Co., Cincinnati, is placing orders for 400 inches, to be used within one year direct.

E. M. Hoopes, Wilmington, Del., is placing new contracts generally for one-inch, 156 times, for the Anglo-American Drug Co. Mrs. Winslow's Soothing Syrup, 215 Fulton street, New York.

Nelson Chesman & Co., St. Louis, is placing orders for 500 lines to be used within one year in Pacific Coast papers for the Paris Medicine Co., same city.

H. W. Kastor & Sons, Equitable Building, St. Louis, is placing orders for 3,000 lines to be used within one year in Southern papers for Roberts, Johnson & Rand, same city.

The Leven-Nichols Agency, Chicago, is placing orders for 3,000 lines to be used within one year in Southern papers for Dr. Charlotta Christopher.

The Horn-Baker Advertising Co., Commerce Building, Kansas City, Mo., is placing orders for 1,000 lines in Southern papers for George H. Lowerre, Jr., R. A. Long Building, Kansas City, Mo.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders for 1,000 lines twenty-four times generally for the Florida East Coast.

The Morse International Agency, Dodd-Mead Building, New York, is sending out new orders for John I. Brown & Sons, Brown's Bronchial Troches, Boston.

Ballard & Alvord, 1328 Broadway, New York, is placing orders for forty lines thirty-nine times in Southern papers for James C. Crane, Creme Elcaya, 108 Fulton street, New York. This account will gradually be extended.

James T. Wetherald, 221 Columbus avenue, Boston, is making contracts for 624 inches for three years for Sloan's Liniment Co., Boston.

J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders for 100 lines t. f. in Eastern papers for the Stroh Brewing Co., Milwaukee, Wis.

W. P. Colton, 220 Broadway, New York, is placing orders for 700 lines, to be used within one year for the United Fruit Co., New York.

The J. E. Baer Agency, 251 Fifth avenue, New York, is placing orders in New York City, Boston, Chicago and Philadelphia papers for the New York

Mackintosh Co., Bestyette Storm Capes, 310 Sixth avenue, New York. This agency will also send out early in February orders for Bedford Mills, Suesine Silk, 12 West Third street, New York, to the usual list of papers.

It is said that the George Batten Co., Fourth Avenue Building, New York, is making up a list of papers for the Cliquot Co., Cliquot Club Ginger Ale, Millis, Mass. Orders will go out early in the Spring.

Charles Blum, 807 Chestnut street, Philadelphia, is placing orders in Pennsylvania papers for W. B. Seeley, 1027 Walnut street, Philadelphia.

Calkins & Holden, 250 Fifth avenue, New York, will place the advertising of the Grand Central Palace Auto Show, New York.

The Cheltenham Advertising Service, 150 Fifth avenue, New York, is placing orders for sixty lines twelve times in New York City, Cincinnati and San Francisco papers for the American Hosiery Co., 108 Franklin street, New York.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, is placing orders in a select list of large city papers for the Cushman & Denison Manufacturing Co., 240 West Twenty-third street, New York.

Doremus & Co., 44 Broad street, New York, will shortly place new contracts as the old one expires in large Eastern cities for the Union Pacific Railroad Co., 120 Broadway, New York.

The F. A. Gray Advertising Co., Dwight Building, Kansas City, Mo., is placing orders in large Sunday papers for the Hamrich Remedy Co., 20 East Eleventh street, Kansas City, Mo. This agency is also placing orders in Southern Sunday papers for Professor Samuels, Kansas City, Mo.

W. L. Houghton Agency, 828 Broad street, Newark, N. J., is placing orders with papers that won't allow commission direct for the Meuter, Rosenbloom Co., Rochester, N. Y. This agency will send out orders shortly after January 1st for the No Mor Dust Chemical Co., 222 Kearney avenue, Jersey City N. J.

H. W. Kastor & Sons Advertising Co., Equitable Building, St. Louis, is placing orders in large Sunday papers for the Lloyd Chemical Co., Aiscoil, 577 Lloyd building, St. Louis. This agency is also placing orders for forty-four lines eight times in Western weekly editions of dailies for M. Lloy & Co., Kansas City, Mo.

The Otto J. Koch Advertising Agency, University building, Milwaukee, is placing orders for twenty-five lines sixteen times in Southern papers for the Fruit Dale Development Co., 423 Chestnut street, St. Louis, Mo.

The Long-Critchfield Corporation, Corn-Exchange National Bank building, is placing contracts in Southern papers for the Chicago, Rock Island & Pacific Railroad.

Lord & Thomas, 250 Fifth avenue, New York, will place the advertising of the Importers' Automobile Show, Astor Hotel, New York.

# ROLL OF HONOR

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

<b>ALABAMA.</b> ITEM ..... Mobile	<b>NORTH DAKOTA.</b> NEWS ..... Fargo NORMANDEN .. (Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b> GAZETTE ..... Phoenix	<b>OHIO.</b> PLAIN DEALER ..... Cleveland (November, D. 91,245-S., 119,225) VINDICATOR ..... Youngstown
<b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Pittsburgh GERMAN GAZETTE ..... Philadelphia PRESS ..... Pittsburgh TIMES-LEADER ..... Wilkes-Barre GAZETTE ..... York
<b>FLORIDA.</b> METROPOLIS ..... Jacksonville	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir. D. 14,047-S., 14,163) DAILY PIEDMONT ..... Greenville
<b>GEORGIA.</b> ATLANTA JOURNAL ..... Atlanta (Cir. 53,163) CHRONICLE ..... Augusta HERALD ..... Augusta ENQUIRER-SUN ..... Columbus LEDGER ..... Columbus	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria	<b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston SEMI-WEEKLY TRIBUNE ..... Waco TIMES-HERALD ..... Waco
<b>INDIANA.</b> JOURNAL-GAZETTE ... Ft. Wayne NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame	<b>WASHINGTON.</b> MORNING TRIBUNE ..... Everett
<b>IOWA.</b> EVENING GAZETTE ... Burlington CAPITAL ..... Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque	<b>WISCONSIN.</b> EVENING WISCONSIN... Milwaukee
<b>KANSAS.</b> GAZETTE ..... Hutchinson CAPITAL ..... Topeka	<b>CANADA</b>
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>ALBERTA.</b> HERALD ..... Calgary
<b>LOUISIANA.</b> ITEM ..... New Orleans STATES ..... New Orleans TIMES DEMOCRAT... New Orleans	<b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria
<b>MAINE.</b> JOURNAL ..... Lewiston	<b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London
<b>MARYLAND.</b> THE SUN .. Paid for in Cash Cir. ... Baltimore Morn. and Eve. 103,681 .. "un.. 45,700	<b>QUEBEC.</b> LA PRESSE ..... Montreal LA PATRIE ..... Montreal
<b>MASSACHUSETTS.</b> FARM and HOME..... Springfield	<b>GET THE BEST ALWAYS!</b> The <b>Pittsburg Dispatch</b> Greater Pittsburg's Greatest Newspaper WALLACE C. BROOKE HORACE M. FORD Brunswick Bldg. Peoples Gas Bldg. New York Chicago
<b>MICHIGAN.</b> PATRIOT..Aug. 10,740: S. 11,858.. Jackson	<b>NEW BEDFORD TIMES</b> 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
<b>MINNESOTA.</b> TRIBUNE.....Morn. and Eve.....Minneapolis	<b>NEW BEDFORD TIMES</b> 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
<b>MISSOURI.</b> DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis	<b>JORNAL DO COMMERCIO</b> OF RIO DE JANEIRO, BRAZIL A leading daily paper read by all pur- chasing classes. Its circulation covers an area with 60% of the population of South America. VASCO ABREU, Representative Tribune Building - New York
<b>MONTANA.</b> MINER ..... Butte	
<b>NEBRASKA:</b> FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
<b>NEW JERSEY.</b> PRESS ..... Asbury Park JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b> MORNING JOURNAL .. Albuquerque	
<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	

## THE New Orleans Item

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

Elmer E. Clarke, Business Manager

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





**WILL HONOR GREELEY****Nation Wide Celebration Will be Held Next February.**

The Horace Greeley Memorial Fund Committee has sent out the following announcement:

The entire nation will celebrate the Horace Greeley centenary, February 3, 1911, is the present outlook. Schools in every part of the United States have been asked to take part, and favorable responses have been received from many States.

Luther L. Wright, head of the schools of the State of Michigan, writes: "I shall be pleased to ask the schools of this State to observe this day with proper exercises." Colleges like Yale and others have signified their intention of joining in the commemoration. President Taft has been invited to speak at Chappaqua. It is expected that the city of New York will have an impressive gathering.

The City Club has set aside the luncheon of February 4 for a press luncheon in commemoration of the life and services of Horace Greeley. President James Tole of Typographical Union No. 6 informs the Greeley Memorial Committee that their union is working upon the matter of properly celebrating the centenary of their first president, Horace Greeley.

The movement of the Greeley centenary originated at Chappaqua. It was decided by the men who are actuated by the highest patriotic motives that right there (Chappaqua) would be the proper place to erect a statue in memory of Horace Greeley. It is the spot that Mr. Greeley loved so dearly, and his daughter, Mrs. Gabrielle Greeley Clendenin, still lives on the old farm.

The membership of the committee includes John I. D. Bristol, president; Victor Guinzburg, vice-president; Jacob Erlich, treasurer; Edwin Bedell, secretary; Morgan Cowperthwaite, George Hunt, Wilbur Hyatt, George D. Mackay, John McKesson, Jr., Hiram H. Manville, A. H. Smith, L. O. Thompson and Albert Turner.

**TO ADVERTISE IOWA.****Publishers Aroused Over Showing Made According to Last Census.**

Because Iowa is the only State in the Union to show a loss of population by the last census, a meeting of the editors of the daily and weekly papers has been called for Jan. 1 by E. D. Adler, Davenport, president of the Iowa Associated Dailies Association, and an invitation has been issued to the Iowa League of Commercial Clubs to meet at the same time.

The meeting will select a legislative committee and ask the legislature which meets in January to make a general appropriation to advertise the State.

**Will Handle Des Moines Advertising.**

The Mahin Advertising Agency, of Chicago, will handle the municipal advertising for the Greater Des Moines Committee again next year. The appropriation is the same as for last year, and the sum to be spent will be about \$10,000. It is said that the Saturday Evening Post and World's Work will carry most of the business.

**Germany Bars American Paper.**

The Kuryer Polski, a Milwaukee Polish newspaper, has been prohibited for public sale or circulation in Germany by a direct order of Emperor Wilhelm issued through Chancellor Bethmann-Hollweg.

**NOVA SCOTIA.****American Newspapers and Magazines Freely Read in Northern Province.**

Concerning American literature in Nova Scotia, Consul Alfred J. Fleming, whose post is at Yarmouth, writes in part as follows:

"There are in Yarmouth two public libraries—one in the northern and the other in the central part of the city. During the past year 650 American tourists were extended the courtesy of free use of the Central and 400 of the North library.

"The two libraries have practically all the best American literature, and a large number of the American magazines are found on the reading tables. It is possibly not extravagant to say that fully 75 per cent. of the current magazines and periodicals read here are from the United States. All the larger daily newspapers from New York and Boston are freely taken here. In fact, few American cities of the same size are better patrons of American literature—books, magazines and newspapers—than Yarmouth.

"Of course, the reading public is patriotic enough to read the home papers and magazines, but the United States is in the lead in supplying all kinds of literature. Each year many books are added to the libraries, and the United States gets its share of orders for the 'latest' publications. There are two considerable dealers in books, and these keep or supply to order all American publications. Four or five dealers handle newspapers and magazines, and all appear to have a good trade."

**LAUNDRYMEN TO ADVERTISE.****National Association Will Expend \$75,000 in the Newspapers.**

The Laundrymen's National Association has concluded to enter upon a decidedly unique campaign of education. The executive committee, headed by L. H. Fisher, of Kansas City, has been authorized to present to the women of America the claims of the modern steam laundry upon their greater patronage. For the purpose of securing the desired publicity the sum of \$75,000 will be expended.

The association will tell its story to the people of the country through the leading newspapers. The preparation of the appeal has been placed in the hands of the MacManus Co., of Detroit.

**Y. M. C. A. Lectures on Advertising.**

F. E. Dayton, of the Columbia Motor Car Co., spoke before the Twenty-third street, New York, Y. M. C. A. class in advertising recently on "Automobile Advertising." He gave a comprehensive review of the development of the present style of advertising and analyzed the publicity of several of the big concerns in a most entertaining manner. Last week's speaker was Vechten Waring, of the Waring Printing Co., who delivered an address on "The Building of the Catalogue." Mr. Waring gave the class a number of suggestions of a most valuable character.

**Discontinues Foreign Ad. Offices.**

The Middletown (N. Y.) Press announces the discontinuance of its foreign advertising offices at 225 Fifth avenue, New York, and 844 Tribune building, Chicago, effective Dec. 31, 1910. All advertising contracts will after that date be made direct with the office of publication, Middletown, Orange County, New York.

L. I. Purcell and C. C. Dietrich have purchased the Weiser (Ida.) Signal.

**Circulation, 7,000**  
**Flat Rate, 24 cents**

**Carries 90 per cent. of foreign advertising in Pensacola.**

**Every home advertiser uses it and swears by it.**



FRANK L. MAYES  
Editor and Manager



DUDLEY C. BARROW  
Advertising Manager

# The Pensacola Journal

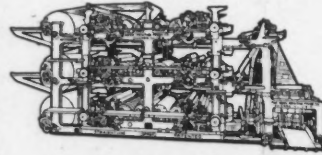
**West Florida's Great Morning Daily**

**NEVER USED a CIRCULATION PREMIUM**

**NEVER had a CIRCULATION CONTEST**

**Never CUT the subscription RATE**

**Never CUT the advertising RATE**



New 24-page Goss Straightline, installed this year, on which THE JOURNAL is printed.

**ROBERT MACQUOID**

Special Representative

NEW YORK, - 404 Tribune Bldg.

CHICAGO, - 300-167 Dearborn St.

**Illinois Daily Suspends.**

The Pontiac (Ill.) Sentinel has suspended its daily edition started six months ago. The weekly will be con-

tinued. This leaves Pontiac with only one daily, the Leader, which recently celebrated the fifteenth anniversary of its daily edition.

# A GREAT BARGAIN



**This space in the Christmas number**

**of the Editor and Publisher**

**Only \$25.00**

**You cannot make a better investment**



