

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 18

NEW YORK, OCTOBER 29, 1910

5 Cents a Copy

BUSINESS BOOMING.

ADVERTISEMENT BAROMETER INDICATES STEADILY INCREASING PROSPERITY.

Statements from Business Managers Comparing Present Advertising Business with Last Year—Reports Cover All Sections of Country—Representative Newspapers Uniformly Report Increased Business.

THE EDITOR AND PUBLISHER last week communicated with the business managers of a number of representative dailies throughout the country for the purpose of ascertaining the business outlook, as indicated by the comparisons of present advertising business with business of last year. As this issue goes to press, replies have been received as follows:

BUFFALO EVENING NEWS.

Buffalo, N. Y., Oct. 24, 1910.

THE EDITOR AND PUBLISHER:

I have yours of the 22d asking my opinion on the present business conditions, as reflected by the advertising columns of our paper. First, the general impression among business men in Buffalo is that this fall's business, up to the present time, has been very satisfactory. As regards the Buffalo Evening News, during the first nine months of this year we find that we have carried 1,264 columns more advertising than we did the same comparative time last year, 1909. For the month of September, 1910, we carried 1,647 columns of advertising, and during 1909 1,485 columns, showing a gain of 162 columns for the month of September. The gain of the News over last year shows 747 columns of display advertising and 517 columns of classified ads, making a total of 1,264 columns.

BUFFALO EVENING NEWS,

W. P. Goodspeed, Business Manager.

SEATTLE TIMES.

SEATTLE, Wash., Oct. 26.

THE EDITOR AND PUBLISHER:

Seattle Times carried nine million three twenty-one thousand seven hundred eighteen lines of paid advertising in the first nine months of this year, exceeding same period last year by four hundred fifty-nine thousand six hundred ninety-four lines, slight advance of rates over last year; credit closely watched and collections A one.

JOSEPH BLETHEN,
Manager.

PITTSBURG PRESS.

(By Telegraph.)

Pittsburg, Pa., Oct. 21, 1910.

EDITOR AND PUBLISHER:

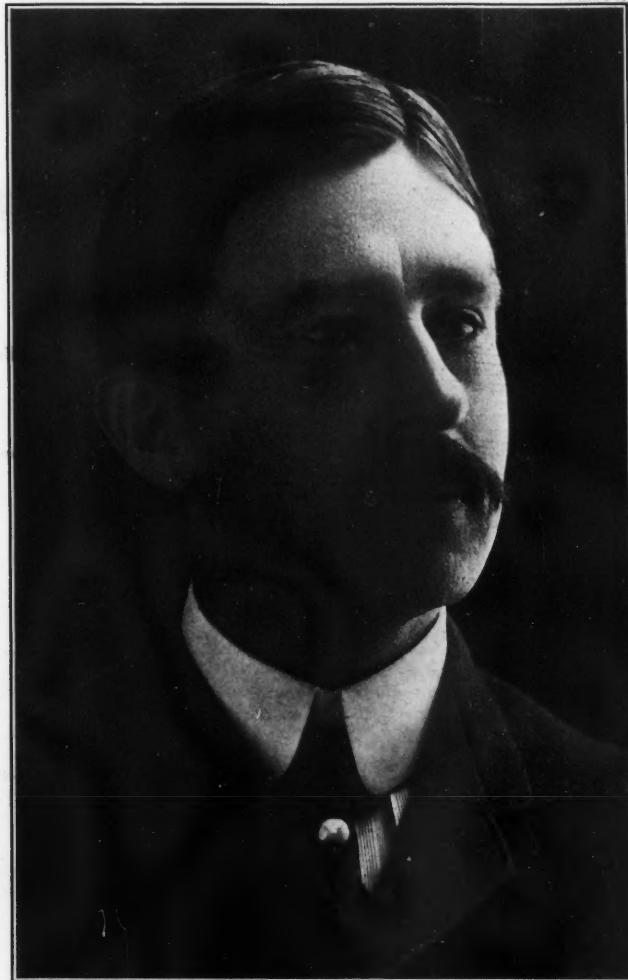
The Pittsburg Press, daily and Sunday, during nine months of this year, published a total of 9,381,218 agate lines, making a gain during the nine months of 1,299,102 agate lines.

H. C. MILHOLLAND, Manager.

NEW YORK NEWSPAPERS.

The New York World during the first nine months of 1910 printed 1,177,799 ads, or 129,072 more than during the corresponding period last year.

(Continued on page 4.)



W. R. HOTCHKISS,

NOTED ADVERTISING MAN, WHO HAS BEEN MADE ADVERTISING DIRECTOR OF GIMBEL BROS., NEW YORK, SUCCEEDING GEORGE H. PERRY, WHO RESIGNED.

WOULD SUPPRESS NAMES.

Editors Asked Not to Publish Misdeeds of Juvenile Offenders.

That the editors of Omaha newspapers be asked to suppress the names of juvenile offenders was the purport of a resolution introduced by Mrs. Ben Cherrington at the regular meeting of the Omaha Woman's Club last week.

"It is a great mistake to publish the names of boys and girls," said Mrs. Cherrington. "Children are often brought into juvenile court accused of offenses which they did not commit, and at the next session they are pronounced not guilty. But the charge against them has already been published and they must bear the disgrace of newspaper notoriety. If all the papers would agree not to print the names it would be a very good thing for the children. In nine cases out of ten the boys and girls are more sinned against than sinning, and they should be dealt with justly."

The Verdigris (Neb.) Citizen was destroyed by fire recently. The loss is estimated at \$3,000.

FOUND ADVERTISING PAID.

Success Results from Campaign Conducted by New Jersey Church.

The success of an advertising campaign launched early in the summer by Trinity M. E. Church, of Paterson, N. J., has been so great that the members have decided to continue it until the first of the year.

The work was conducted under the direction of the Men's Bible Class, and the figures on their books show that as a result of advertising the attendance increased 175 per cent. and the collections 300 per cent.

Des Moines Press Club Dinner.

The Des Moines (Ia.) Press Club held its regular monthly meeting last week at the Savery Hotel. The chief speaker of the evening was Alexander R. Miller, editor of the Washington Democrat, whose topic was "The Country Newspaper." Resolutions were passed concerning the death of Senator Dolliver, who was a member of the club.

PANAMA LIBEL.

SUPREME COURT OF UNITED STATES HEARS FINAL ARGUMENTS IN NOTED CASE.

Counsel Nicoll for Press Publishing Company Calls Case Legal Curiosity—Declares Prosecution Premature and Born Before Its Time—James C. McReynolds Appears for Government.

Final arguments in the case of the Government against the Press Publishing Co. in the Panama libel matter were heard by the Supreme Court last Monday. The case was brought before the Supreme Court on a writ of error to the United States Court of the Southern District of New York. The Supreme Court will pass on the action of Judge Hough, who quashed the indictment against the Press Publishing Co. last January for lack of jurisdiction. Delancey Nicoll, of New York, appeared for the Press Publishing Co., and James C. McReynolds for the Government.

GOVERNMENT'S CONTENTION.

In his opening statement Mr. McReynolds said that the lower court had erred in quashing the indictment against the Press Publishing Co. on the charge or circulating a libelous article at the West Point Military Reservation.

The Government's contention, in brief, is this: "Under the well-understood doctrine in respect of libel, every publication, every passing of the paper containing the libel from one person to another, is a separate and distinct offense. West Point is a district under the exclusive jurisdiction of Congress, and offenses committed there cannot be punished by the New York law at all, and can only be punished, of course, by an act of Congress which directly provides for the punishment, or indirectly by adopting the State law. Offenses committed at West Point are offenses not against the State of New York, but against the United States, and how they shall be punished is a matter for Congress and Congress alone. In other words, in respect of libel West Point stands substantially in the same attitude as the District of Columbia, and it is not only within the power of Congress to provide for the punishment of libel circulated at West Point, but it is the duty of Congress to do it."

FRANKLIN CASE A PRECEDENT.

"There is no question here of whether or not a man may be indicted more than once, or whether for the same offense he may be indicted in more than one district, and if there is, it is the settled law that in every county in the United States when a newspaper is circulated, if it contains a libel, somebody is guilty of libel and may be indicted there; and there is no more reason for permitting the circulation of slanderous papers within the confines of West Point than there would be to permit them to circulate in New Jersey with the same impunity. Therefore, I submit that under the ruling of this court in the case of Franklin vs. United States, it is perfectly clear that an offense has been committed against the United States. The only question is

how it shall be punished and that has been provided for in plain terms by the statute."

In the course of his argument, Mr. Nicoll, for the Press Publishing Co., said:

"The contention of the Government in this case runs counter to the whole policy of the law of New York relating to criminal libel. It is based upon a principle which is ignored by the statutes of the State of New York. While the Government is here in the attitude of applying the law of the State of New York to this offense, it is really asking a construction which is directly at variance with the policy of that law, for here this prosecution is based upon a small and incidental part of the circulation, which is entirely ignored by the New York law in its treatment of the case.

"Here the contention of the Government leads to a double punishment under a State statute which provides for but one punishment, for it is one of the peculiar results of this construction claimed by the Government that although for a publication of a libel in the State of New York he could be punished but once in the State, and if you prosecute him, try him, and convict or acquit him for it in another State he could not again be prosecuted in the State of New York; yet, under this construction, no matter whether he is acquitted or convicted in the State of New York he could still be prosecuted in the places within the geographical limits of the State of New York, and, not only there, but in as many other ceded places throughout the United States as the Government deems it necessary to prosecute him in.

PROSECUTION PREMATURE.

"As a matter of fact the prosecution is premature. It is born before its time. It belongs to that new dispensation when the Federal Government shall have taken to itself all power and all authority, when the States shall have been reduced to mere geographical divisions of the national domain, when the Federal tribunals shall no longer decide cases in accordance with precedent and authority and the law of the land, but in accordance with the need and spirit of the time as they may be interpreted by some great steward of the public welfare."

In his concluding arguments, Mr. Reynolds told the court that the Government was concerned in protecting the people residing in a Federal jurisdiction and whether the offense charged was strictly within the law. In rebuttal to the argument that the prosecution should have been brought where the alleged libel was printed, or, in other words, in State courts, he contended that the offense of libel was not limited to the mere act of printing, but included acts of making it public. One of these occurred, he claimed, in Federal territory.

PRINTING OF ENVELOPES.

By Government, Subject of Letter to Postmaster-General Hitchcock.

A letter protesting against the award by the United States Government of a four years' contract to the Mercantile Corporation, of Dayton, Ohio, for the printing of envelopes has been sent to Postmaster General Hitchcock by the National Joint Committee, representing the National Paper Trade Association, the American Envelope Manufacturers' Association, the International Association of Stationers and other organizations which object to the free printing of envelopes by the Government.

Attention is called to the fact that the Tou Velle-Nelson Bill, which prohibits the printing of special requests on stamped envelopes under the auspices of the Post Office Department after June 30, 1911, was passed by the House of Representatives on June 20, 1910, by a vote of 192 to 27. The Senate adjourned before it had time to act upon the measure.

The letter to Mr. Hitchcock says, in part:

"For nearly forty years a number of lines of commendable private industry have felt themselves injured and aggrieved by the increasing use, through the instrumentality of the Post Office Department, of the free printed individual return request on stamped envelopes. Among the industries thus injuriously affected are the employing printers, the journeymen printers, the publishers of country papers and trade periodicals, stationers and stationery manufacturers, paper dealers and manufacturers, lithographers, photo-engravers, envelope manufacturers and even the magazines and daily newspapers, which derive a revenue from general advertising. Their antagonism has been manifested at various times, but never resulted in effective action until the organization of this joint committee some months since. Upon this committee are represented seven great national associations, composed of business men and their employes, engaged in most of the industries above enumerated, to the number of many thousands, all of whom are intensely concerned in the success of our efforts.

"We therefore feel at liberty respectfully to request that the award of this contract be held in abeyance until on or after March 4, 1911. A compliance with this request can work no possible hardship or injustice to the contractor and cannot in any way jeopardize the interests of the Post Office Department or the United States Government. It will, however, give entire freedom to the members of the United States Senate to act on the Tou Velle-Nelson Bill according to their view of its merits, uninfluenced by any contention that to pass the bill would interfere with an existing contract."

The National Joint Committee maintains offices at Washington, and the membership is as follows: National Editorial Association, by A. Nevin Pomeroy, Chambersburg, Pa.; American Envelope Manufacturers' Association, by C. R. Scudder, St. Louis, Mo.; International Association of Photo-Engravers, by H. C. C. Stiles, Washington, D. C.; National Association of Stationers and Manufacturers, by T. L. C. Gerry, New York, N. Y.; National Paper Trade Association, by R. P. Andrews, chairman, Washington, D. C.; Printers' League of America, by Charles Francis, New York, N. Y., and United Typothete of America, by Byron S. Adams, secretary-treasurer, Washington, D. C.

BRIBERY CHARGES

New York Newspaper Men Named in Rambling Story on Witness Stand.

Robert H. Elder, an ex-assistant district attorney of Kings County, N. Y., was a witness last week before the committee of the New York legislature which is investigating the matter of graft and bribery in the legislature. He related to the committee a "confession" or conversation which, he said, he had last March with one Frank J. Gardner, an ex-senator from Kings County. In this alleged "confession," Gardner told how a "jack pot" of \$500,000 had been raised to defeat the anti-racetrack legislation proposed by Governor Hughes two years ago. A number of prominent politicians are named as beneficiaries of the bribe fund.

Elder stated that Gardner named four New York newspaper men, Albany correspondents, to whom money was paid—so Gardner said. These men and the amounts they are alleged to have received are: Louis Seibold, New York World, \$3,000; Patrick Relihan, New York Press, \$3,000; "a man named McAfee, I think, he said, of the Sun," \$3,000; George Janvrin, Brooklyn Citizen, \$300; "Mr. Tirrell," Brooklyn Eagle, \$300.

The newspaper men named took the stand and forcefully denounced the charge as "an unmitigated lie." Not a scrap of evidence beyond Elder's rambling recollection of a conversation which he said took place seven months ago was offered to substantiate the charges against the newspaper men. The charges fell flat before the public, which was taken up with the big fact that Elder, an official prosecuting officer, admits he was told this amazing story of bribery seven months ago, yet he did not even make a single note in writing, nor did he say one word about it to any grand jury.

The New York World said editorially:

"The names of several newspaper correspondents at Albany were mentioned in Mr. Elder's version of the Gardner confession as having received money from the racetrack lobby fund. Our experience has been that people who talk about bribing reporters almost always lie. Reporters are very seldom venal. In fact we know of no other class of men in any occupation who are so persistently faithful to their trust and so oblivious to the temptation of dishonest money."

JAMES A. TEDFORD.

Well-Known Advertising Man Purchases Interest in Wyckoff Agency

James A. Tedford has resigned from the Lord & Thomas organization to take management of the New York office of the Wyckoff Advertising Co., in which he has secured an interest.

The general offices of the Wyckoff Co. will remain in Buffalo, where the managers of the New York, Boston and Rochester offices will make frequent visits for consultation.

New York offices have been obtained on the tenth floor of the new Madison Square building, on Madison avenue running from Twenty-sixth to Twenty-seventh streets.

Mr. Tedford's resignation takes effect Oct. 31, and he will be ready for business in his new offices Nov. 1.

In addition to the usual services given by all first-class advertising agencies, the Wyckoff Co. in future plans to offer its clients the services of a promotion and selling force, which it has been five years in perfecting.

MACHINERY TIED UP.

Chicago Printers Ask Commerce Commission to Decide Rate Cases.

Thousands of dollars' worth of printing machinery stand idle and thousands of printers are without employment as the result of the general suspension of railroad freight tariffs pending decision of the Interstate Commerce Commission, according to a petition addressed to the Interstate Commerce Commission by fourteen organizations of printers and allied trades of Chicago and their employes.

The petition urges that the commission reach a decision as to pending rate cases as speedily as possible in order the railroads may resume the publication of tariffs and give work to the printers.

It is estimated that 90 per cent. of the tariffs filed by the railroads since the passage of the law have been suspended and that other tariffs are being held in abeyance until the pending decisions are reached, while it is declared that \$15,000 a day is expended on the average by the roads for the publication of tariffs.

"We disclaim any intention in any way to even remotely influence the public discussion of the great questions before you," the petition states. "Those whom we represent are divided on those issues, pretty much as other citizens are. Although the ruling probably works a hardship on us, this is not a criticism of your postponement of the rate decision.

"In seeking relief at your hands we know that this regrettable outcome is incidental to the settlement of much larger issues, and that in all similar transition periods many are bound to suffer. But we believe that the loss and inconvenience should be minimized as much as possible."

The petition is signed by the officers of the Chicago Federation of Labor, the Ben Franklin Club, Chicago Typothete, Chicago Employing Printers' Association, Binders and Rulers' Club, Machine Composition Club, Printing Trades Credit Association, United Typothete of America, Chicago Allied Printing Trades Council, Typographical Union No. 16, Chicago Printing Pressmen's Union, Franklin Union No. 4, Chicago Printers, Bookbinders and Paper Cutters' Union and Bindery Women's Union.

LONDON EDITOR FINED.

Guilty of Contempt of Court in Connection with Crippen Case.

The High Court of England fined Mr. Parris, the assistant editor of the London Daily Chronicle, \$1,000 last Tuesday for contempt of court in permitting the publication in the Chronicle of a story asserting that Dr. Crippen had purchased hyoscin and had confessed to the murder of his wife.

The court ordered that Mr. Parris be imprisoned until the fine is paid.

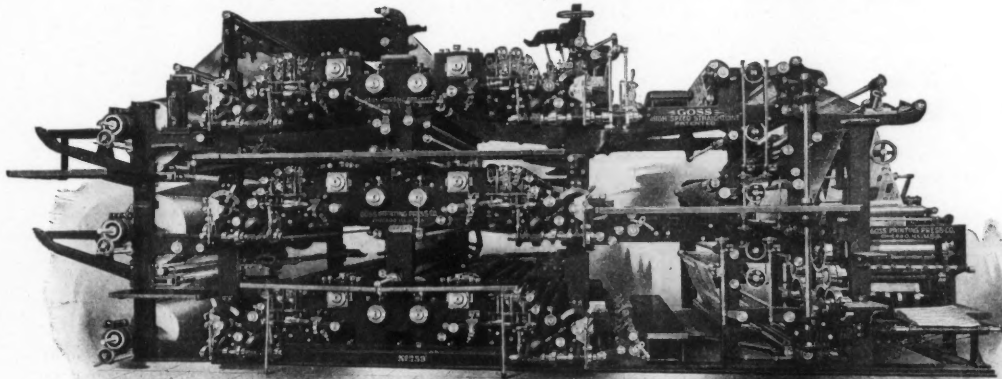
The Pittsburg Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

The New York Times Annual Financial Review, Sunday, January 8, 1911. History of the world's financial, commercial and industrial development in 1910 and forecast for 1911, by writers of international repute. The world's business for business men.

The New GOSS High Speed Sextuple Press No. 160

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



Prints 4 - 6 - 8 - 10 - 12 - 14 - 16 - 18 - 20 - 22 - 24 - 28 - 32 - 36 - 40 - 44 - 48 pages
All products up to 24 pages can be made in one section (book form)

SPECIAL FEATURES:

Plates can be put on without removing ink rollers
Patented ink fountains, screws all at one end of fountains (regular piano key action)
All roller sockets automatically locked

No ribbons whatever when collecting
Design prevents breaking of webs
Entirely New HIGH SEEP PATENTED FOLDING AND DELIVERING DEVICE

New York Office:
91 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON E. C.
ENGLAND

NEWSPAPERS SCORED.

Peoria Divine Takes Gentle Rap at Sensational Press.

In a sermon on "Preachers, Press and Politics," the Rev. S. P. Archer, pastor of Hale Memorial Church, Peoria, Ill., took occasion to gently score the newspapers. He said, in part:

"Newspapers have a large place in civic affairs. In catering to the public taste for the sensational there is a distinct loss of a most valuable power. All too often party bias makes impossible a faithful presentation of great and worthy principles. The newspaper that stands impregnable for righteousness in civic and political affairs is one of the greatest safeguards of the public welfare.

"When the press attempts to speak on questions having to do with theological or church affairs the conclusion of the editor's small boy is often forced upon us.

"'Father,' he said, 'is Jupiter inhabited?'"

"'I don't know, my son,' was the truthful answer. Presently he was interrupted again.

"'Father, are there any sea serpents?'"

"'I don't know, my son.' The little fellow was manifestly cast down, but presently rallied and again approached the great source of information.

"'Father, what does the North Pole look like?' But, alas! again the answer, 'I don't know, my son.'"

"At last in desperation he inquired, with emphasis: 'Father, how did you get to be an editor?'"

"When you pick up a paper and find a report of something of which you have personal knowledge and the article is inaccurate, full of imagination, and colored with sensational shades, when nothing sensational occurred, just possess your soul in patience, for practically every man and woman who reads the article is prepared at once to discount its correctness 99% per cent.

"Don't feel vexed at the reporter, for he has been commissioned to write up this matter, and when you have not given him the facts he has gone to some one else who is color blind, cross-eyed or worse, and then has supplied the rest from his imagination. The more romance is mixed up in the personal organism of the reporter, the more readable will be the article.

"The reporter who will not give you a square deal if you take him into your confidence is the exception and not the rule."

Hobbs Made Managing Editor.

G. Warfield Hobbs, for several years city editor of the Philadelphia Public Ledger, has been appointed managing editor.

BOSTON HERALD

Reorganized with Committee Representing Bondholders in Charge.

Plans for the reorganization of the Boston Herald, as announced Wednesday of this week, provide for a new incorporation under the name of Boston Herald, Incorporated, and the control of the property by a committee of the bondholders.

The committee consists of Robert M. Burnett, of the Boston Holding Company; Thomas M. Baxter, of New York, representing the Plant estate; Lee M. Freidman, a Boston lawyer, representing the Andrews estate; John Hall, an attorney, representing small bondholders, and Frederick E. Whiting, formerly business manager of the paper.

The announcement is also made that Robert Lincoln O'Brien, for many years connected with the Boston Traveler, as Washington correspondent, and as editor-in-chief, will become the managing editor of the Herald.

The financial arrangements for the reorganization provide for \$847,000 first mortgage bonds and the same amount in 7 per cent. cumulative preferred stock and common stock also for the same amount.

In exchange for the Boston Herald bonds transferred by the committee to the new company the latter will deliver to the committee for distribution among the depositing stockholders \$500 in preferred stock for each \$1,000 Boston Herald bond transferred.

Will Become a Daily.

The Dublin (Ga.) Courier-Dispatch announces that it will become a daily early during the coming year. Application for membership in the Associated Press has been made.

READS IT WITH INTEREST.

Spokane, Wash., Oct. 19, 1910.
EDITOR AND PUBLISHER, New York:
Gentlemen—Enclosed herewith please find check covering a year's subscription, renewing my previous subscription. I find THE EDITOR AND PUBLISHER a valuable publication for a newspaper man and read it with interest. Yours truly,
H. E. MARSHALL,
Business Manager the Press.

Editor Becomes a Publisher.

Harry Newton Gardner, for many years managing editor of the Binghamton (N. Y.) Republican, has purchased the Walton (N. Y.) Chronicle-Times.

More Germans in Philadelphia than in Cincinnati

And they may be readily and economically reached by the consolidated German newspapers, and in no other way.

In Philadelphia the old German institutions still flourish, and the consolidated German papers alone herald the happenings.

The local merchant is keen to this condition and is a generous user of advertising space in these papers. In volume of advertising carried by the morning papers the German combination is usually second or third.

WEEK ENDING OCT. 11TH:

First Newspaper.....	90,745	Agate Lines
Second Newspaper.....	73,580	" "
GAZETTE.....	67,295	" "
Fourth Newspaper.....	63,220	" "
Fifth Newspaper.....	58,325	" "
Sixth Newspaper.....	51,040	" "

The German Gazette Publishing Co. Philadelphia

NOT

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

Many Do

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



BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., 521 Cherry St.,
N. Y. Philadelphia
Allied with
BINGHAM & RUNGE, CLEVELAND

BUSINESS BOOMING.

(Continued from page 1.)

During September alone the World printed 160,368 advertisements.

The New York Herald of October 16 contained three hundred and ninety columns of paid advertising, a gain of more than twelve columns over the amount carried by the Herald in the corresponding day of last year.

The New York Sunday American during the month of September printed 865 3/4 columns of advertising. The American, daily and Sunday, in the nine months ending September 30, 1910, gained 2,569 1/2 columns over the same period last year.

The New York Times in the first nine months of 1910 published 5,452,979 lines of advertising, compared with 5,113,429 lines in the corresponding period of 1909, a gain of 439,550 lines.

The New York Globe gained 70,687 lines during September, 1910.

WASHINGTON EVENING STAR.

Manager Newbold, of the Washington (D. C.) Star, sends the following figures of aggregate daily, evening and Sunday editions: Total display and classified for September, 1910, 2,886.62 columns; September, 1909, 2,486.55 columns (305 lines per column). Aggregate for quarter, including July, August and September of this year, 7,359.79 columns; same quarter of last year, 6,694.40 columns.

AUGUSTA (GA.) HERALD.

Augusta, Ga., Oct. 24, 1910.

THE EDITOR AND PUBLISHER:

Yours of 22d inst. in re business conditions, as reflected by the advertising columns of the newspapers received.

Our records in the field of foreign or national advertisers for 1910, as compared with 1909, for the nine months, January 1 to October 1, are as follows:

Foreign advertising for nine months, 1909, in the Augusta Herald, 37,510 inches; for the corresponding period, 1910, 49,608 inches, a gain for the corresponding period of 1910 of 12,098 inches, or a little over 33 1/2 per cent. We consider this a very good showing.

With the high price for cotton and fair crops in the South this year, we expect to see more money and a bigger business locally than ever before. The South will get more money for this year's cotton crop than ever before in her history.

T. J. SHERON, Manager.

The Chicago Examiner during the first nine months of 1910 gained 1,337.66 columns over the same nine months of 1909.

The Des Moines (Ia.) Capital during the month of September just passed published 28,442 inches of advertising. This was a gain of 1,949 inches over the corresponding month of 1909. For the first nine months of this year the Capital gained 30,000 inches.

MILWAUKEE EVENING WISCONSIN.

Milwaukee, Oct. 24, 1910.

THE EDITOR AND PUBLISHER:

Replying to your favor of the 22d, I would state that if the advertising columns of a daily newspaper in any way reflect the general business conditions throughout the country, then indeed it would seem that we have nothing to fear as to the future. The advertising in the foreign field in this paper has increased over 57 per cent. in the past nine months, while the amount of local advertising during the same period has increased over 10 per cent.

THE EVENING WISCONSIN CO.,
John W. Campsie, Business Manager.

The Minneapolis Tribune makes the following statement: Daily and Sunday editions aggregated for September, 1909, thirty issues, 2,204.07 columns; September, 1910, thirty issues, 2,396.09 columns. Official city and county printing not included in measurements.

SPARTANBURG (S. C.) JOURNAL.

Spartanburg, S. C., Oct. 25, 1910.

EDITOR AND PUBLISHER:

Replying to your query, I am pleased to state that the business outlook in this vicinity is very good and that our advertising patronage has increased fully 50 per cent. during the first nine months of 1910 over the same period of 1909.

CHARLES H. HENRY,
Editor of Journal.

The Philadelphia German Gazette, one of the leading dailies of the country, printed 67,295 lines of advertising during the week ending October 15, a gain of 2,465 over the previous week.

The New Orleans Item, through its New York representatives, reports a gain of 20 per cent. in local advertising and a gain of 25 per cent. in foreign advertising for the first nine months of this year.

RICHMOND (VA.) TIMES-DISPATCH.

Richmond, Va., Oct. 25, 1910.

THE EDITOR AND PUBLISHER:

Replying to your letter of October 22, we are enclosing herewith a statement of the remarkable gains made by the Times-Dispatch.

The Times-Dispatch has printed in nine months ending October 1, 1910, 2,184 columns, or 45,873 inches, more paid advertising than was printed in the corresponding nine months ending October 1, 1909.

During the month of September, 1910, the Times-Dispatch has printed 119 columns, or 2,150 inches, more paid advertising than was printed in the month of September, 1909. An analysis shows a steady gain month by month for the year 1910, as compared with the same months of 1909.

For the first twenty-four days of the present month of October the Times-Dispatch shows a gain of 5,867 inches over the corresponding days of October, 1909.

J. ST. GEORGE BRYAN,
Business Manager.

The Denver Post the first nine months of 1910 printed a total of 23,086 columns of advertising, a big gain over the same period of last year.

The Los Angeles Record for the first eight months of 1910 gained 1,236,886 agate lines over the same period of 1909.

ELIZABETH (N. J.) JOURNAL.
Elizabeth, N. J., Oct. 24, 1910.

THE EDITOR AND PUBLISHER:

Replying to yours in reference to a statement regarding the increase in ad-

vertising patronage for the month of September, 1910, compared with September, 1909, would say that we are pleased to give you the following figures showing immense gain over last year:

September, 1909, we carried 20,863 lines of advertising; September, 1910, 22,365 lines of advertising, showing a net gain of 1,505 lines over September, 1909.

F. ERNEST WALLACE,
Advertising Manager of Journal.

ST. LOUIS POST DISPATCH.

St. Louis, Oct. 25.

EDITOR AND PUBLISHER:

Responding to your inquiry of the 22d inst., following is a summary of the advertising gains of the Post-Dispatch for the first six months of this year: During the first six months of 1910 the Post-Dispatch published 20,182 columns of legitimate paid advertising. For the same period of 1909 the Post-Dispatch published 17,520 columns. The gain for the first six months of 1910 over the corresponding period of 1909 was 2,662 columns, or a basis of 5,324 for the full year 1910.

W. C. STEIGERS, Business Manager.

PHOENIX (ARIZ.) GAZETTE.

(By Telegraph.)

PHOENIX, ARIZ., Oct. 26.

THE EDITOR AND PUBLISHER:

Nineteen ten advertising increased 26 per cent. Circulation increased decidedly. Never has business been as good or prospects brighter.

A. G. DULMAGE,
Business Manager.

MEMPHIS NEWS SCIMITAR.

Memphis, Oct. 24.

THE EDITOR AND PUBLISHER:

Replying to your request of the 22d inst., received to-day, we are pleased to state that the News Scimitar shows a gain of 33 2-3 per cent. in advertising for the month of September. The week day advertising gain for the first nine months of 1910 over the same period of last year was 44,322 inches.

The advertising prospects for the News Scimitar were never better. We have closed more contracts during the past two months for new business than in any other two months in the history of the paper. This is the best year in the history of the News Scimitar.

WM. CLEMENS,
General Manager.

Oct. 26, 1910.

THE EDITOR AND PUBLISHER:

Referring to your favor of October 23, we beg to advise you that if you so desire you may print the following: "During the month of September, 1910, The Troy Record carried 269,374 lines of paid advertising. This was a gain of 49,140 lines over the corresponding month of 1909."

THE TROY RECORD CO.

The Des Moines (Ia.) Register and Leader reports a total for the month of September of 28,057 inches, or a gain of 914 inches.

Oct. 25.

THE EDITOR AND PUBLISHER:

Replying to your inquiry of the 22d, we would state that the display advertising published in the Cincinnati Times-Star during September, 1910, amounted to 21,947 inches, as against 19,291 inches for the month of September, 1909, an increase of 2,656 inches.

F. J. OEXMAN.

BOSTON, Oct. 26, 1910.

THE EDITOR AND PUBLISHER:

In response to yours of the 22d inst., requesting The Boston Post to furnish comparative figures on advertising, we are enclosing the same herewith.

We believe your intentions are to have this comparison reflect present conditions, therefore we are taking the last three weeks as the basis.

During the week ending Oct. 16, this year, we carried 419 columns, as against 368 for the same period last year—a gain of 51 columns.

During the ending Oct. 16, this year, we carried 419 columns, as against 368 for the same period last year—a gain of 51 columns.

During the week ending Oct. 23, this year, we carried 459 columns, as against 394 for the same period last year—a gain of 65 columns.

Thus, you will note, the Post gained this year during these three weeks, a total of 170 columns, or over 50,000 lines. In addition to the advertising printed, we were forced to omit each week many columns of advertising, due to the fact that we are unable at the present time to print, without considerable mechanical difficulty, more than 16 pages in the daily Post.

This is the best proof of our optimism for business conditions in the near future.

A. H. MARCHANT,
Advertising Manager.

COLUMBIA (S. C.) RECORD.

Oct. 26, 1910.

EDITOR AND PUBLISHER:

Replying to your request of the 22d inst. for a brief statement concerning the advertising gain made by the Columbia (S. C.) Daily Record during the month of September or any other period this year over the corresponding period of 1909, it gives us pleasure to hand you herewith said statement. The first nine months of 1910 the Record published 115,825 inches of advertising, against 99,434 for the corresponding period of 1909.

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building
25 East 26th St. NEW YORK

A copyrighted article on the value of

EVENING NEWSPAPERS

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

H. E. RHOADS, Gen. Mgr.

The Los Angeles Record
LOS ANGELES, CALIF.

919

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

American Ink Co.

This was a gain of 16,391 inches, or 16½ per cent. The increase in lines was 229,474.

JAS. W. HOYT,
General Manager.

York, Pa., Oct. 27, 1910.

THE EDITOR AND PUBLISHER:
Referring to your circular letter of Oct. 22d, it gives me pleasure to state to you that the increase for advertising in our papers during September over September of 1909 was 21 per cent.

THE DISPATCH PUBLISHING CO.
W. L. Taylor, Manager.

The Brooklyn Eagle during the month of September, 1910, gained more than 106,000 agate lines of advertising over the corresponding month of last year.

BOSTON GLOBE.
Boston, Oct. 28.
(By Telegraph.)

EDITOR AND PUBLISHER:
The Boston Globe printed 637,166 lines of advertising in the month of September, a gain of 58,903 lines over September, 1909. We have made greater gains so far in October. The indications point to a splendid business this fall and winter for the Boston Globe.

WM. O. TAYLOR.

COLUMBIA (S. C.) STATE.
Oct. 27, 1910.

EDITOR AND PUBLISHER:
The Columbia (S. C.) State gained 29,170 inches the first nine months of 1910 over the corresponding period of 1909.

STATE PUBLISHING CO.

SECURE DAVENPORT.

Noted Cartoonist Now Under Contract to Publishers' Press.

The Publishers' Press, of New York, announce that they have secured, under contract, the exclusive services of Homer Davenport, the well-known cartoonist.

Mr. Davenport has long occupied a position unique in American journalism. Raised on an Oregon farm, without having received a drawing lesson, his work from the first created much interest on the Pacific Coast, where his drawings first found their way into print. But he did not achieve national reputation until he came East; then he fairly jumped into prominence.

In the past most of Davenport's important work has been in the political field. Now, we are told, he is going to abandon this field entirely and devote his talents and attention wholly to social cartoons.

It would not be at all surprising if Davenport in his new field would exert great influence. His work is particularly of the story kind, educational and militant in type. With a few strokes of the pen he can tell the strongest story and point a more powerful moral than could be conveyed in a book. Now that he is definitely to apply that power along definite, systematic lines the result should be impressive.

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

**Publishers
Circulation
Service Co.**
951 Marbridge Bldg.
NEW YORK



W. R. HOTCHKIN

Succeeds George H. Perry as Advertising Manager of Gimbel Bros.

W. R. Hotchkin, who has been identified with the John Wanamaker establishment in New York for the past ten years in the capacity of advertising manager, and later as sales manager, has been made advertising director of Gimbel Brothers' New York store, succeeding George H. Perry, who resigned.

Mr. Hotchkin, who is a native of Pennsylvania, entered the dry goods business twenty-four years ago in Altoona. For eleven years he continued to sell and buy dry goods, paying little attention to advertising beyond writing small ads for his own departments. About this time the regular advertising man resigned and the firm asked Mr. Hotchkin to take his place. So well did he fill it that when two years later A. M. Christian, at that time advertising manager of John Wanamaker, Philadelphia, needed an assistant he was so impressed with the character of Mr. Hotchkin's copy that he brought him to Philadelphia.

For three years Mr. Hotchkin remained in Philadelphia as assistant advertising manager, and when Mr. Christian, who in the meantime had taken charge of the advertising of Wanamaker's New York store, left to go with Gimbel Brothers' Philadelphia house, Mr. Hotchkin came to New York as advertising manager of Wanamaker's. This was in February, 1900.

Mr. Hotchkin is president of the Sprinx Club, the noted advertising organization of New York, and since the beginning of his career has been one of the leaders in the movement for honesty in advertising.

TO ENLARGE SCOPE.

National Editorial Association to Be Changed to Business Basis.

The reorganization committee of the National Editorial Association held a two days' session in St. Louis last week. Several important plans which will enlarge the scope of the organization from a social to a business one were considered. For the betterment of the country editor it was announced that Congress and State legislatures would be appealed to for assistance for better rates on State and public printing.

"The country editors," said Secretary Parrott, "have long been notoriously underpaid for State and other public printing. We will, among other things, undertake to bring this to the attention of the proper persons, to see to it that the country editor at last will come into his own."

"There are so many varied efforts to be made along the lines of legislative work that I hesitate to name any one. The libel laws of the various States are so widely divergent as to bear but little resemblance to each other except in penalties. This is another example of the need of united efforts on the part of publishers."

"Many matters will be recommended to the executive committee. The organization entered into twenty-five years ago is hardly beneficial to the best working interests of a modern association, and we are authorized to correct deficiencies."

The report will probably be made to the executive committee of sixty-two at a meeting to be called by Chairman Walter Williams in either Chicago or St. Louis in November or December.

The committee which met last week was composed of the following: Wal-

ter Williams, Columbia, Mo.; Gov. A. V. White, of Parkersburg, W. Va.; W. F. Parrott, of Waterloo, Ia.; Sheridan Ploutge, Hutchinson, Kan.; A. W. Giessner, Ga'ena, Ill.; J. B. Castle, Chicago; Joe Mitchell Chapple, Boston, and John B. Baumgartner, Santa Ana, Cal.

An Artistic Fashion Supplement.

On Friday, October 21, the New York American, in connection with the regular edition, issued a special fashion supplement of twelve pages, exclusive of a handsome cover in four colors. The supplement was printed in magazine form on a flat bed press, and aside from its artistic excellence contained a number of notable articles by the fashion experts of the world. It was handsomely illustrated and carried a large volume of high-grade advertising.

New Paper for Jacksonville

It is reported that a new paper, called the Star, will be launched in Jacksonville, Fla., on November 5, by Charles A. Jones and A. K. Taylor. It will be published weekly at the start, and will cover matters of general interest. Mr. Jones is one of the best known newspaper men in the South, and until recently was managing editor of the Jacksonville Metropolis. Mr. Taylor is a cartoonist who has been connected with various Florida newspapers.

Chicago Financial Paper Absorbed.

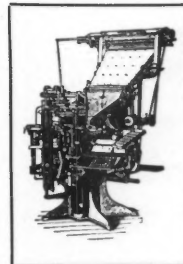
The Commercial Times, the new financial daily started in Chicago a few months ago, was on the 17th absorbed by the Examiner. The Times had previously absorbed the Commercial Journal, a rival financial daily.

Each Winning Newspaper in our Prize Linotype Ad Work Contest

will receive a handsomely engraved certificate, suitable for framing, signed by the judges, attesting that the ad submitted was awarded a prize

THE JUDGES

H. N. KELLOGG, Chairman Special Standing Committee, A. N. P. A.
F. E. COLSON, Publisher of Newspaperdom
J. CLYDE OSWALD, Publisher of The American Printer



In addition to the 9 cash prizes, amounting to \$1,500, and 3 duplex equipments

15 Certificates of Honorable Mention

will also be awarded to the 5 contestants in each of the 3 classes whose ads are next in order of merit

Contest Closes Nov. 30, 1910

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

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

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

WASTES OF ADVERTISING.

Much Publicity Ineffective, Frank L. Blanchard Tells Advertising Students.

"The Wastes of Advertising" was the subject of an interesting address delivered before the Twenty-third Street Y. M. C. A. class in advertising on Wednesday evening by Frank L. Blanchard. The speaker confined his remarks to the general advertising field.

Mr. Blanchard said that one reason why much of the advertising done was ineffective was because the produce for which a market was sought was either inferior in quality to similar goods already in the field or could not be sold at a lower price. Lack of proper distribution, the selection of worthless mediums and poor copy were three other reasons why some manufacturers failed to get good results from their advertising.

The Slingo (Tex.) Advertiser is the name of a new weekly. French & Blackwell are the editors and publishers.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: World Building, New York

SIX POINT LEAGUE.

Members Hear Well-Known Advertising Man at Season's First Luncheon.

The Six Point League, which is composed of the leading special newspaper representatives of New York, held its first informal luncheon for the season Thursday at the Aldine Association. T. E. Conklin, of the Verree & Conklin Special Agency, who is president and treasurer of the Six Point League, presided at the dinner. He introduced as the chief speaker George Nowland, advertising and sales manager of Fels & Co., of Philadelphia.

Mr. Nowland in the course of an interesting talk on the success of Fels & Co. declared that the large sale of Fels Naptha soap was largely due to their advertising in the daily newspapers. When Fels & Co. first put their soap on the market, continued Mr. Nowland, they did not use printers' ink. Their first move was to sell to the retail grocer, second to the wholesale grocer. They offered the retail grocer 50 per cent. more profit than any other soap maker in order to stimulate the sales. Then they sampled the territory in which they were working, and made a house to house demonstration.

In England, Mr. Nowland stated, they used the reverse method, due to the fact that the people over there considered sampling too cheap, and all the leading newspapers were used, but they did not bring the same results as in America. In this country the company then took up street cars in several cities and met with a certain degree of success; then they tried billboards in New England, which was not successful. In 1903 and 1904 large sums of money were spent in the magazines without much success, considering the amount of money invested.

Fels & Co. then decided that they would have to get some medium that was close to the consumer, and in 1905 an experimental campaign in five or six of the larger cities in different parts of the United States was tried and which proved such a success that they have been using large newspaper space ever since. Mr. Nowland stated that he talked recently with the advertising manager of a cereal food concern which was spending the bulk of its appropriation in the magazines. He declared that if he had the money to spend in the daily newspapers that the cereal food man spent in the magazines, that the factories of Fels & Co. would not be able to keep up with the orders.

The advertising manager of any large concern, said Mr. Nowland, must be a man of brains in order to place and promote his business intelligently.

J. G. Fredericks, of Printer's Ink, also gave an interesting talk. Among those present at the dinner were the following: T. E. Conklin, Verree & Conklin; Dan. A. Carroll, H. D. LaCoste, LaCoste & Maxwell; R. J. Shannon, A. F. Smith, Philadelphia; S.

C. Williams, W. H. Lawrence, Williams & Lawrence; John B. Woodward, Chicago Daily News; St. John Richards, St. Louis Globe-Democrat.

Robert Tones, George B. David, William B. Walker, Smith & Budd Co.; I. A. Kleins, H. G. Halsted, D. P. Bevans, C. A. Regan, N. F. Foote, R. R. Mamluk and C. F. Bender, of Paul Block's office; R. R. Mulligan, William J. Morton and R. A. Tice, of the William J. Morton Co.; Fred Motz, Barnard & Branham; T. F. Flynn and T. Gross, of the S. C. Beckwith Special Agency.

F. J. Carroll, of D. A. Carroll's office; J. P. McKinney; J. C. Feeley, of the Capper publications; H. F. Lewis, Leonard & Lewis; W. W. Chew, of M. D. Hunton's office, Hearst's Morning Examiners; George Nowland, Fels & Co., Philadelphia; Thomas Walsh, American Newspaper Publishers' Association; F. J. Hermes, Blackman-Ross Co.; W. H. McIvor, Dr. Sanden Electric Belt Co.; W. F. Hamblin, W. F. Hamblin & Co.; A. R. Rodway, Ononto Pen Co.; Charles Nobbe, of Henry Decker, Ltd.; J. G. Fredericks, Printer's Ink, and G. P. Lefler, of THE EDITOR AND PUBLISHER.

HUGH O'DONNELL.

Guest of Honor at Dinner Given by Business Associates.

Hugh A. O'Donnell, business manager of the Philadelphia Press, was tendered a dinner recently by his associates on the paper. The occasion marked the first anniversary of Mr. O'Donnell's connection with the Press. As a testimonial of esteem his friends presented him with the following poem, handsomely engraved and framed:

We've worked for many men around this town
And some of 'em was good and some was
not.
The Driver and the Shirker and the Clown,
We've done their chores and harked their
bally-rot.

A year ago to-day you butted in
And took the Leader's Lid—and, now, al-
though
We're still rank with the same old style of sin,
You've shown us somewhat better how to go.

So here's to you, Hugh O'Donnell, with the
heather on your lip;
You've caught us where the hair is short,
you've stirred us up a bit?
You've bumped some dents into our nuts, but
done it smilin', too
—We're damn poor hands at sentiment but—
here's our health to you!

We've got the things you gave us somehow
done—
Not always willin', though, nor at our best,
And when we failed we took what was to come,
And thankin' God if you forgot the rest,
We've well nigh jacked it up a score of times,
Disgusted, sore at heart—and then, My Eye!
The jig-tune caught again our "number nines"
And we was glad to have another try.

So here's to you, Hugh O'Donnell, with your
Billikeny smile;
You don't take count of many things which
aren't worth the while.

In sun or rain, or hot or cold, drunk, sober,
gay or blue,
We're always with you in the end—here's our
respects to you!

The years don't linger much in this here life
But slide like hell-an-blazes. 'Fore you know
Fate, Chance and Change have took their little
knife
And done some dirty work. Things come and
go
And we must follow—so, in times to come,
We want you, lookin' here, to say, "I knew
Those fellows once—" and then fall kinda'
dumb.
We don't need nothin' to remember you.

So here's to you, Hugh O'Donnell, in your lair
behind the door,
You're a poor benighted Western man but we
don't care no more.
We've learned to know your ways and whims
and like 'em pretty well,
You're never stingy with your praise—and like-
wise with your hell—
You knock us down, you rip us up, but when
the whole thing's through
You don't forget that we are men and much
the same as you.

The Writer and His Meals.

"He is the author of a dozen books."
"I know that, But—what does he do for a
living?"—Atlanta Constitution.

AD MEN PLAY GOLF.

L. De Veau Wins First Prize with Net Score of Seventy-five.

The Metropolitan Golf Association of advertising interests held a one-day, eighteen-hole handicap tournament Wednesday at the links of the Wykagyl Country Club. The best net score was made by Louis De Veau with a tally of 101-26-75. He was closely pressed by C. S. Andrews, with 97-20-77. C. W. Insee (scratch) was the winner of the best gross score. He went around in the afternoon in 85. Bernard H. Ridder, with a handicap of 6, turned in a gross score of 86.

Under the conditions of the tournament each player was permitted to make two rounds, the better one counting for the prizes. A strong wind blowing in the morning prevented good scores. The best gross was 90, made by C. W. Insee. Fifty-two players took part in the tournament.

The leaders were: Louis De Veau, 101-26-75; C. S. Andrews, 97-20-77; T. L. Jacques, 99-20-79; John L. Given, 104-25-79; E. M. Hoopes, 91-12-79; I. J. Hazen, 91-12-79; B. H. Ridder, 86-6-60; Robert Frothingham, 121-40-81; C. A. Speakman, 98-16-82; Walter Wheeler, 113-80-83; S. K. Evans, 113-29-84; C. D. Spalding, 112-28-84; C. W. Insee, 85-0-85; W. C. Freeman, 89-4-85; C. N. Brize, 103-18-85; F. Bliss, 99-14-85; T. S. Hope, 98-12-86; Raymond C. Little, 100-14-86; William Colt, 96-10-86; P. R. Graham, 104-18-86.

F. J. Oliver, 103-16-87; Fred Lewis, 107-20-87; D. M. Parker, 99-12-87; L. C. Ruch, 114-26-88; Edward Rode, 108-20-88; William Ostrander, 113-25-88; G. F. Batley, 116-28-88; F. J. Ross, 102-14-88; R. H. Hoskins, 108-20-88; Stacey Bender, 116-28-88; Howard Ruggles, 103-15-88; Hartley Davis, 113-24-89; W. E. Conklyn, 89-0-89; W. H. Beers, 113-24-89.

Paul C. Patterson Weds

Paul Cheney Patterson, managing editor of the Washington (D. C.) Boomerang, was married in that city last week to Miss Elsie Jarvis McLean, daughter of Capt. Walter McLean, U. S. N., and niece of Mrs. Donald McLean, former president general of the D. A. R.

A Correction.

There was printed in THE EDITOR AND PUBLISHER of last week an article stating that William Harding had been made editor of the New York Times Saturday Review of Books. This was incorrect, Mr. Harding having been appointed advertising manager.

GET TOGETHER CLUB.

Mergenthaler Sales Force Held Annual Meeting This Week.

The Get Together Club, comprising the general sales force of the Mergenthaler Linotype Co., held its third annual meeting in New York this week. Two days were spent at the factory and two at the general offices of the company. The sessions were largely devoted to discussing the numerous improvements made in the Linotype and other matters of pertinent interest. The annual dinner was held on Monday evening at Kalil's restaurant, on Park Place, and the annual theater party Wednesday evening at the Herald Square.

Aside from the local sales force those who attended were:

New York Agency—H. W. Cozzens, C. P. Gurnett, Walter H. Savory, J. D. Montross, E. L. Roberts.

Chicago Agency—George E. Lincoln, manager; W. C. Bleloch, C. H. Griffith, Frank Mendenhall, William Reid, William M. Neis.

New Orleans Agency—Fred W. Bolt, manager; C. D. Montgomery.

San Francisco Agency—F. C. Van Schaick, manager.

Toronto Agency—Thomas Bland, manager; C. H. Shaw.

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

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market

The S. T. Smith Company
11 Barclay Street New York City
Telephone 5922 Barclay

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

DISCOUNTS ON APPLICATION

WE DO
NOT
MAKE } White Lead—Roofing Materials
Brass Tubes—Cornices
Sky-lights Ventilators
Sheet Iron, etc.

We are not Smelters of Dross.

But we do make the best printers' metals
in this country. That is our business
exclusively. Eighty-three years has made
us experts in this line. Can we do any-
thing for you? Any trouble with your
metal or anything pertaining to it? Send
us a sample. We can help you and at
absolutely no expense to you.

Thomas Milner's Sons
NEW YORK

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

Don't Answer This Advertisement

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

GILLILAN QUILTS.

"Finnigin" Steps Down and Out of the Baltimore Evening Sun. Is Succeeded by Henry Edward Warner, Founder of American Press Humorists.

From the founding of the Baltimore Evening Sun until Friday of this week Strickland Gillilan conducted daily in that paper a department of quaint humor and philosophy under the head, "Finnigan, In Agin." His farewell article, ushering in his successor, Mr. Warner, was published Friday, October 28, as follows:

FINNIGIN GONE AGIN.

Did you notice the heading for this department? It means just what it says. This is my swan song. I got to wondering if they'd let me quit. I asked the boss. You'd be surprised to know how quickly he gave his consent. Not a straw was laid in my way. Everybody made it as easy as possible for me to quit.

I have done a great deal of good in my life just this way. I have seen a whole lot of newspaper workers steeped in gloom one day; and the next, when my resignation (or whatever it happened to be that time that severed me) became common information, everybody seemed to have taken on a new lease of life and hope.

I have even had managing editors say to me—managing editors, mind you, with whom I had never before made a hit—that my resignation was a clever thing. I have even been asked by them why I hadn't thought of it before. They have then comforted me with the statement that "the dullest person has a bright idea once in a while," and we parted as the best of friends. I have done great things for newspapers by resigning from them. Hod Greeley, Charley Dana and Ben Franklin made their papers great by connecting with them. I prefer the other method. It is easier, and a great deal less expensive for the paper.

I shall be missed. Once a week I shall be missed. I do not know who is to take my place at the head of the column—not in the paper, but the column of humanity lined up four times a month at the pay window. I was always first there. Others on the staff



HENRY EDWARD WARNER,
WELL-KNOWN NEWSPAPER HUMORIST, WHO SUCCEEDS STRICKLAND GILLILAN ON THE BALTIMORE EVENING SUN.

—worthy persons, too, with families to support, and who needed money—would wait impatiently till they saw me appear before they would sign the roll and take the long green from the kindly hand of the guardian of the bood'e bin. They soon learned that as soon as the till was ready to open I would be there. I love to lead these little cash rushes. They have always been a great help to me. I have been reprimanded, in my short life, for almost everything except for being late at the grating on pay day. My batting average at the currency lattice has been 1,000 season after season.

I do not leave this job with bubblings of merriment. The joy is all in the office I leave. I have liked it. There were even some pleasant features to the job besides the pay. Sometimes, in the midst of writing an impassioned whimsy, I forgot pay day. But not for long. I could die drawing salary!

But my winter lecture season begins soon. In fact, it began five days ago. I must trek, gentle reader, all over the States of Pennsylvania, New York, New Jersey, Ohio, Indiana, Michigan, Wisconsin, Illinois, Iowa, Minnesota, South Dakota, Missouri, Nebraska, Kansas, Oklahoma and part of America. I must fill every night in the week with joy for other folks at so much per joy. I shall, of course, become reeking rich at it, but it will keep me busy traveling, day and night, by steam, trolley, buggy, automobile, etc. I shall sleep very seldom and very little. I shall eat sparingly of much near food. I cannot be daily inspired with things good enough for the Evening Sun readers, while going through such mental and physical

agony as that. I would soon be making a noise like the lamentations of Jeremiah. I want this column to be cheerful. For no matter how heavy my head and my stomach, my heart will always be light and full of kindness for the people of my Baltimore.

Even yet, however, with all that ahead of me—together with sundry and divers bits of absolutely necessary writing already contracted for—I should hold on to the job till my fingers dropped off (or were chopped off) if I were not sure of leaving the department in clever hands. And here comes the real purpose of this article:

Henry Edward Warner, the gifted humorist, whom you all know—originator, principal organizer and first president of the American Press Humorists, has been secured to conduct here a department of sweetness and light instead of the one I've been doing. He'll do it, too, and you're unwise if you miss a day of it.

With the kindest feeling toward all the shop, and especially toward my successor, who is not only to succeed me, but out-succeed me, I step reluctantly down and out—"Finnigin is gone agin."

Free Ad Writing Bureau.

A feature of the twelfth annual Business Show, held at Madison Square Garden this week, was an advertising construction bureau maintained by the New York Commercial. In charge of the bureau were members of the Commercial's advertising staff, who furnished without cost expert advice to any visitor to the show. Advertisements on any subject were also written for any one applying at the booth during the

J. R. WOLTZ

Re-elected President of the Chicago Advertising Association.

J. R. Woltz, of the Farm Life Publishing Co., of Chicago, enjoys the distinction of being the first man in the history of the Chicago Advertising Association who has been re-elected to the office of president.

For eight strenuous hours, from 12 noon until 8 o'clock in the evening, one of the fiercest battles in the history of the association was waged around the ballot box.

The regular ticket, headed by President Woltz, was in the main victorious, but the members' ticket, led by L. B. Dorr, gave them a fight that will long be remembered in the history of the club.

President Woltz's wide acquaintance among the members of the club, the splendid record made by his administration during the past year and the well organized forces behind his candidacy for re-election were in his favor, but the forces behind the candidacy of Mr. Dorr and the members' ticket were equally well organized.

Mr. Dorr himself is one of the very popular young men of the club, and their battle cry of rotation in office appealed to many of the club members.

Every member of the club who could be reached was pressed into the fight by one side or the other. The club rooms were crowded during the entire time of the election. Members of the campaign committee were scattered over town keeping a dozen telephones busy all the afternoon, calling up members who did not put in their appearance. Nine automobiles were in service from 3 o'clock until 8, bringing forgetful or neglectful voters to the poll.

But through it all it was a clean fight and even before the vote was announced the victors and the vanquished were celebrating in a monstrous banquet that taxed the capacity of the club dining room.

The result of the election practically insures a new building for the club during the next year, and the interest shown in the election contest is definite evidence of the value that the members put on their club membership and on the conducting of the club affairs.

Publicity Club Gives Liberally

The Minneapolis Publicity Club turned into the Minneapolis Forest Fire Relief Fund last Saturday an additional \$395, making a total contribution from the club down to that date of \$866.50.

The Evening Wisconsin

is conceded to be the most thorough HOME paper in the State. This, together with the fact that its average daily circulation is over

40,000

makes it the most necessary medium to use in Milwaukee. There is no waste to Evening Wisconsin circulation. Every copy goes direct into the HOME of a buyer.

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

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office: 150 Michigan Ave.
(Robt. J. Virtue, Mgr.)

To 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.
58, Shoe Lane, London, E. C.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, OCTOBER 29, 1910

A NEW IDEA IN NEWSPAPER JOKE MAKING.

No conspicuous writer has ever taken the trouble to disprove the assertion that a nation's character is well indicated by the things it laughs at. And so the American newspaper humorists have some acknowledged right to take themselves seriously.

Far being it from any member of the staff of THE EDITOR AND PUBLISHER to enter upon the dangerous business of reforming the professional humor of newspapers. Yet we were impelled to grasp a new idea which was presented last week by Franklin P. Adams, who during the past six years has conducted a column headed "Always in Good Humor" in the New York Evening Mail. It may be noted here that Mr. Adams was formerly a Chicago newspaper man. The new idea we refer to can best be passed to our readers by reprinting the pertinent joke from Mr. Adams' column:

"MARY GRAY."

[Of the later English poets who have dealt with childhood, Wordsworth is accounted the most successful, especially in catching the elusive and yet the typical, as in the well-known lines of "Mary Gray":

The sweetest thing that ever grew
Beside a human door!
—The Evening Post.]

Of I had heard of Mary Gray,
And once I chanced to see
The well-known bride of Edgar A.,
Miss Claribella Lee.

Eke do I know Miss Edith Vanc;
And reading Browning's dope
Only last night I read, with pain,
Of Beautiful Helen Hope.

I know my Laura Vere de Vere,
Grace Muller raking hay—
But O to me of all most dear,
Ed Wordsworth's Mary Gray.

Two days later the following was printed in Mr. Adams' column:

NO, WE'RE NOT IN OUR DOTAGE.
Dear F. P. A.: I fear I shall lose sleep to-night, trying to detect the joke in your "Mary Gray" verses. So far, I haven't located a single germ that might indicate the incipency of humor. Are you gliding into your dotage or have grosser things dulled my wits? I crave to be informed—I crave to be informed.
SLEEPY HOLLOW.

We have heard it said that Mr. Adams writes over the heads of most readers of the Mail, and the above

verses are being cited by his critics. Not many present-day humorists, newspaper or thespian, are accused of practicing unobvious humor. This is no criticism of them, for the circulation departments and the box offices have reported that the obvious jokes pay best.

Nevertheless, we think Mr. Adams is justified as an artist and justifies his fellows of the circulation department by devoting each day a portion of his column to experiments intended to catch subtle fancy of the more cultivated ones.

Possibly only a small percentage of the Mail readers would quickly catch the joke on the New York Evening Post, which assumes to be the real high-brow paper of New York, and yet changes the name of "Lucy Gray" just like any delicatessen shopkeeper might change it. And it may be that not many of Mr. Adams' readers could instantly identify certain poetic characters created by Poe, Browning, Tennyson and Whittier. But who knows? How shall the circulation man tell how many college men and women read the lampoon—if it may so be called—and chuckled keenly at the mix-up of names? Besides, there is the self-made, prosperous citizen who got his education in the district school and didn't get beyond "Maud Muller" in prosody, and would he not get a ripple out of the lampoon?

We do think it worth while for the professional humorist to crack an intellectual joke now and then, even a scholarly joke. Perhaps there are more people who would like such a joke than the comic supplement artist and the circulation manager know of.

ADVERTISING AS A NATIONAL BAROMETER OF BUSINESS.

We present in this issue some statistical information furnished by managers of newspapers bearing upon business conditions of the country, which we hold to be of highest authoritative value in estimating the degree of prosperity now existing or about to exist. The professional statistician is seldom original in method and rarely new in

conception. Long ago some one arbitrarily made cotton, wheat, corn, steel and a few other staples the basis of figuring volume of business being done or to be done. Professional business statisticians ever since have followed the well-beaten trail. We do not say they are wrong. Steel is a good straw, however bad a metaphor. But why not use the volume of newspaper advertising as a measure of prospective general business?

The regular statisticians will object. Steel is more reliable, they say. We deny that steel is more reliable, or that figures showing volume of production of any staple product are more reliable indicators than figures of advertising furnished by managers of representative newspapers.

Whether or not the Government Bureau of Statistics at Washington will try to keep tab on volume of advertising remains to be seen. In the meantime, THE EDITOR AND PUBLISHER will rely on such figures, which it collects carefully and conscientiously, to indicate present and future business conditions of the country.

CHURCH ADVERTISING.

A glance at the religious notices in the Saturday papers is sufficient to show to what extent the churches now avail themselves of display type to set forth their attractions. Almost as much prominence is given to the announcement of the Sunday services as to theater advertising, and the fact is significant of a new conception of the uses of publicity in promoting an interest in religion.

Not only is the subject of the sermon printed in type selected to catch the eye, but attention is called to special features of a program designed to draw a large audience—to the concert or moving-picture exhibition arranged for, to the fact that the services will be held on the parish-house roof during hot weather, to addresses on civic questions or the discussion of political issues. A "cut" of the church or a picture of the pastor sometimes accompanies the notice.

This extension of publicity methods by the churches is not confined to the large cities. It is a movement of national extent.—New York World.

KEEPS FILE INTACT.

Cambridge, Md., Oct. 19, 1910.

THE EDITOR AND PUBLISHER,

New York City, N. Y.

Gentlemen: Will you be kind enough to mail me a copy of THE EDITOR AND PUBLISHER of Oct. 8th, as in some manner my copy has been lost, and as I am saving the copies, my files are broken?

Assuring you of great interest in the paper, which is sufficient for me to retain all copies, I am,

Yours very truly,

P. WATSON WEBB,
Editor Record.

Will Take Up Aviation.

E. Leroy Pelletier, who has directed all the big E. M. F. Automobile Company advertising campaigns, is back from Europe and is daily expecting an Antoinette monoplane for which he will build a hanger near his recently purchased country home on Orchard Lake, Mich.

OBITUARY.

Henry B. Breed, a publisher of directories in many States, died at Cornwall, N. Y., last week after a short illness. He was 67 years old.

F. Dana Reed, for thirty-seven years connected with the Brooklyn Eagle, died suddenly at his home in that city last week. At the time of his death he was literary editor of the paper. He was born at Wassaic, N. Y., in 1843. He came to New York in 1871 and worked on the New York Times and the New York Tribune. He was also city editor of the Commercial Advertiser for a time. He became a member of the Eagle staff in 1873.

Edwin F. Ferry, a Brooklyn newspaper man, well known in the Bushwick and Bedford sections of the borough, died suddenly Tuesday from acute indigestion. He was 52 years old.

George A. Saunders, a prominent western New York newspaper publisher, died at Utica last week. He founded several papers, and for the past fifteen years was connected with the Utica Daily Press. He was 70 years old.

Charles V. Anderson, president of the National Trade Press Association, died at his home in St. Louis last week of typhoid fever. He was 42 years old. He was president of the Tradesmen Publishing Company, and published the Drygoodsman and the Shoe and Leather Gazette. He was also president of the Dixie Printing Company.

Myles Gardner, a newspaper artist, died at the City Hospital in Boston last week of pneumonia. He was 38 years old.

Prof. Henry Dufillo, at one time editor of the New Orleans Daily Item and prominent in the South as an educator, died last week from liver trouble. He was 57 years old.

Gen. Thomas Thompson Eckert, ex-president of the Western Union Telegraph Company, died last week at Long Branch, N. J. He was 85 years old.

B. T. Hobbs, editor and publisher of the Brookhaven (Miss.) Leader and former president of the Mississippi Press Association, died last week from pneumonia. He was 55 years old and had edited the Leader for twenty-nine years.

BRIEF ITEMS OF NEWS.

The Tonka (Minn.) Record will shortly begin the construction of a new home.

The Clinton (Okla.) Chronicle has discontinued the daily edition, the paper reverting to a weekly. Lack of patronage is given as the reason.

The San Antonio Press Club is busy preparing to entertain the newspaper men of the State who will attend the International Fair, November 7.

Trenton, N. J., has a new magazine, called the Jersey Mosquito. It is published by the Jersey State News Bureau. Robert L. Anderson is the editor.

The Texas Poultry Journal has made its appearance in Houston. W. C. Lesing, H. F. Price and E. D. Larue are the publishers.

PERSONAL.

H. B. Humphrey, head of the H. B. Humphrey Agency, of Boston, Mass., arrived home last Saturday after a three months' trip abroad. Mr. Humphrey was accompanied by Mrs. Humphrey and their two daughters, Evelyn and Ruth.

R. L. Mortimer, editor of the Shelburne (Can.) Free Presse, sailed for Liverpool, England, last week. He will spend the next two months visiting various places in the British Isles and on the Continent.

Dr. G. Walter Barr, editor of the Keokuk (Ia.) Standard for the past eight years, has retired. He is succeeded by M. S. Akles.

Joe Sappington, the well-known Texas humorous writer, has assumed editorial charge of the Temple (Tex.) Weekly Times.

Andrew McLean, editor of the Brooklyn Citizen, discussed the issues of the present campaign before the students of Adelphi College last week.

W. H. Jordan, editor of the Seneca (Kan.) Tribune, who was recently appointed postmaster at Seneca, has assumed his official duties.

Perry L. Robinson, veteran Minnesota newspaper man and for several years London correspondent of the Northwestern Miller, has been made Washington representative of the London Times.

MacDougall Emmitt, for some time past city editor of the Lima (Ohio) Gazette, has resigned to become managing editor of the Middletown (Ohio) Evening Journal. Lima newspaper writers tendered Mr. Emmitt a farewell dinner.

Charles Hussmith, for twenty years editor of the Evans (Col.) Courier, has retired to engage in other business.

Walter K. Kutnewsky, for some time past business manager of the Aberdeen (S. D.) American, has resigned and will move to California in hope of benefiting his health.

Richard A. Carrington, formerly advertising manager of the Fargo (N. D.) Daily News, has accepted the position of advertising manager of the Anacanda (Mont.) Standard.

E. E. Hale, assistant business manager of the Washington (Ind.) Herald and Gazette, has resigned to become connected with the business office of the Salt Lake City (Utah) Tribune.

Harry J. DeBear, for many years connected with various Philadelphia newspapers, has accepted a position with the sales department of the Philadelphia branch of the Olds Motor Works.

Frank T. Parsons, manager of the Rutland (Vt.) Morning Journal, has been appointed Commissioner of State Printing by Governor John A. Mead.

Dr. James R. MacDonald, editor of the Toronto Globe, will be one of the speakers at the sixth annual dinner of the Chicago Association of Commerce on November 12.

Charles H. Henry, editor of the Spartanburg (S. C.) Journal, who in

company with his wife spent the past week in New York City, paid THE EDITOR AND PUBLISHER a pleasant visit. Mr. Henry is doing things down at Spartanburg.

Col. Charles S. Diehl, assistant general manager of the Associated Press, has returned from a pleasant and successful trip to Texas and other points in the South.

Giles M. Dickinson, publisher of the Binghamton (N. Y.) Republican, was in New York this week and took in the aviation meet at Belmont Park.

Beverly W. Brown, treasurer of the Red Bank (N. J.) Standard Publishing Company, has returned from a two-weeks' vacation spent in the Adirondack Mountains.

James Simons, president of the Charleston (S. C.) News and Courier, is in New York this week on business connected with that paper.

F. W. R. Hinman, business manager of the Jacksonville (Fla.) Times-Union, who is calling on the general advertisers, will arrive in New York from Chicago next Monday.

Frank L. Blanchard, formerly managing editor of THE EDITOR AND PUBLISHER, delivered an illustrated lecture on "The Wonders of New York" at Public School No. 100 on Thursday evening, and on Friday evening spoke before the Men's Club of the Classon Avenue Presbyterian Church, Brooklyn, on "Recent Rapid Transit Improvements in the Borough of Brooklyn."

ADVERTISING NOTES.

W. W. Griffith, formerly with the Wyckoff Advertising Agency, Buffalo, and later with the Wylie B. Jones Agency, Binghamton, N. Y., is now the order clerk with the Federal Advertising Agency, 231 West Thirty-ninth street, New York.

W. S. Eakin, general agent of the Swift Specific Company, Atlanta, Ga., will be in Chicago on November 15 on business connected with that concern.

E. Greiner, order clerk at N. W. Ayer & Son's Philadelphia office, was in New York this week on business connected with that agency.

W. M. Mumm, president of the Mumm-Romer Company, advertising agents, Columbus, Ohio, is in New York on a ten days' visit.

E. M. Hoopes, advertising agent, Wilmington, Del., was in New York this week calling on the special representatives.

The Harrisburg (Pa.) Telegraph will issue a new rate card, to take effect November 1.

The Rockford (Ill.) Register-Gazette has issued a new rate card, to take effect November 15.

New Advertising Record

The Pensacola (Fla.) Journal recently closed an advertising contract that is said to break all records for the State. The advertiser is the local firm of Watson, Parker & Reese Co., and the contract calls for one page a day for one month. The initial advertisement was a double page, the first ever run in Pensacola. Watson, Parker & Reese evidently have faith in the Journal.

\$6,000.00 CASH

available for first payment on evening Republican or Independent daily newspaper property. Middle west locations preferred. Will consider half interests. Buyer is experienced and has best references.

Proposition No. 61.

C. M. PALMER,

Newspaper Broker, 277 Broadway, New York.

REVOLUTION IN ILLUSTRATION

We revolutionized newspaper illustration. Compare the antiquated portraits and smudgy half-tones of five years ago with the clean, fresh pictures of to-day. Every picture service had to improve or quit when we entered the field. THEY'RE ALL BETTER, BUT THEY'RE ALL WORSE—than ours. You haven't had a first-class photo, or mat, service if you haven't had the BAIN NEWS SERVICE. Try it FREE OF COST and see for yourself. GEORGE GRANTHAM BAIN, 72 Union Sq., E., New York.

The Mobile Register
MOBILE, ALABAMA

"The Mobile Register is the deep channel through which our ideas are launched and floated. We have used its columns for many years."
Van Antwerp Drug Corporation, Inc.
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.
THE ADAMS NEWSPAPER SERVICE,
George Matthew Adams,
2018 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

NEW YORK HERALD SYNDICATE

For Samples, Proofs and Prices
Address
Herald Square Canadian Branch
New York City Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible.
Features for Newspapers. Baltimore

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 wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

A VALUABLE MAN

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

VERSATILE EDITORIAL

and advertising man wants position. Late editor and manager of "class" magazine, previous assistant circulation manager of "big" monthly. Fine aggressive or descriptive writer. Ten years' advertising, editorial and business experience. Thorough knowledge of the techniques of the business. Reasonable salary required. Address "C. S. K.," care THE EDITOR AND PUBLISHER.

EXPERIENCED REPORTER

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

NEW YORK OFFICE TO LET.

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

EDITORIAL POSITION

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

EXPERIENCED NEWSPAPERMAN

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

MISCELLANEOUS

DAILY NEWS

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

IN THE MARKET

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

FOR SALE

NEWSPAPER AND JOB.

Office in heart of R. R. Valley, N. D., 40 miles from Fargo. Best equipped office in county; new five years ago; gasoline power; no competition; large field; business will stand investigation. Will sell at a sacrifice for good reasons. Write at once. HERALD, Hunter, N. D.

BUS. OPPORTUNITIES

FINE LIST

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

NEWSPAPER MEN

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

WILBERDING

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

Charles K. Abbott, of the Wallace Advertising Agency, Atlantic City, N. J., was in New York this week calling on the special agents. Mr. Abbott stated that this agency would shortly send out a line of resort advertising to the daily papers.

N. W. Ayer & Son, Philadelphia, are sending out propositions to daily newspapers on 21 inches, 13 times, for Strawbridge & Clothier, Philadelphia.

The W. C. Johnson Agency, Elkhart, Ind., is placing 4,000-line contracts generally for the Dr. Miles Medical Company, Elkhart, Ind.

The D'Arcy Agency, St. Louis, is placing 624-inch contracts in Southern papers for George A. Dickel Company, Cascade Whiskey, Nashville, Tenn.

The Philo Hay Specialties Company, 29 Congress street, Newark, N. J., is sending out 5,000-line contracts direct to papers in the Southwest.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is sending out 357 lines on schedule for the Apollinaris Agency Company, Apollinaris Water, 503 Fifth avenue, New York. This agency is also placing 22 lines, e. o. d., in Pacific Coast papers for the Marvel Company, New York.

The H. B. Humphrey Company, 44 Federal street, Boston, is placing one-quarter page ads in the colored sections of Eastern newspapers for the Ames Premium Company, same city.

The McManus-Kelly Agency, Detroit, Mich., is placing 3,000-line contracts in Southwestern papers for the Hupp Motor Car Company, same city.

The J. T. Wetherald Advertising Agency, 221 Columbus avenue, Boston, is placing contracts for 208 inches, to be used within twenty weeks, for Dr. Earl S. Sloan, Sloan's Liniment, Boston.

Benson & Easton, Corn Exchange Bank Building, Chicago, is placing orders for the Baker Motor Vehicle Company.

The A. D. Samuels Advertising Agency, 118 East Twenty-eighth street, New York, is placing 10,000-line contracts in Middle West papers for I. Lewis & Co., Cobs Cigar, Newark, N. J.

Ballard & Alvord, 1328 Broadway, New York, are placing small orders generally in weekly editions of dailies for L. Briefner & Sons, Fur Skins, 20 East Sixteenth street, New York City.

The Special Advertising Representatives

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

THE ITEM

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

ELMER E. CLARKE, Business Manager.

SMITH & BUDD
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

This agency is also asking for rates in Arkansas, Oklahoma and Missouri papers on a toilet preparation.

The F. Wallis Armstrong Advertising Agency, Philadelphia, is placing 7,000-line contracts in Western papers for the Victor Talking Machine Company, Camden, N. J.

The Snitzler Advertising Agency, Chicago, is placing 3,000-line contracts in Southern papers for the Cooper Pharmaceutical Company, Patent Medicines, Chicago.

The World's Dispensary Medical Association, Buffalo, is placing three-year renewal contracts generally.

The W. S. Hill Company, Pittsburg, is placing 500 lines reading notices in Middle West papers for the Duquesne Distributing Company, Red Raven Splits, Harmorville, Pa.

The George M. Savage Advertising Agency, Detroit, Mich., is placing 57 inches, to be used in five insertions, for the Ladies of the Modern Maccabees, Detroit.

The Dr. Tutt Manufacturing Company, 84 Reade street, New York, is placing renewal contracts direct.

The Wyckoff Advertising Agency, Buffalo, is placing 1,110 lines, to be used in fifteen insertions, in Texas papers for the Sulux Company.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing 25 lines, 52 times, in Pacific Coast papers for E. Fougere & Co., Santal Midy, 90 Beekman street, New York.

Lord & Thomas, Chicago, are placing 2,087 lines, to be used in nine weeks, for the Ligozone Company, Chicago.

H. W. Kastor & Sons, St. Louis, is placing 5,000-line contracts in Middle West papers for the May Cliffe Distillery Company.

The E. H. Clarke Agency, Chicago, is placing 1,000-line contracts in West and Middle West papers for the Woman's Mutual Benefit Company.

The W. H. Dilg Agency, Chicago, is placing 5,000-line contracts in Texas papers for the Sunny Brook Distillery Company, Louisville, Ky.

The Russell M. Seeds Agency, Indianapolis, Ind., is placing 200-inch contracts in Texas papers for the advertising of the Pinax Company.

Allen Advertising Agency, Monolith Building, New York, is placing orders in New England papers for the Home Vibrator Company, Lambert-Snyder Vibrator, 28 West Fifteenth street, New York.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., is making contracts for 7,500 lines with Southwestern papers for Dr. G. Young, Peptopad, National Bank Building, Jackson, Mich.

E. N. Erickson Advertising Agency, 24 Park Row, New York, reports that after November 1 it will make up list for Alcock Manufacturing Company, Alcock Porous Plasters and Brandreth Pills, 274 Canal street, New York.

ROLL OF HONOR

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

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NEWS Fargo
ARIZONA.	NORMANDEN .. (Cir. 9,450) .. Grand Forks
GAZETTE Phoenix	OHIO.
CALIFORNIA.	PLAIN DEALER Cleveland
INDEPENDENT Santa Barbara	(Aug. 1, D. 92,231-S. 113,307)
BULLETIN San Francisco	VINDICATOR Youngstown
CALL San Francisco	PENNSYLVANIA.
EXAMINER San Francisco	TIMES Chester
FLORIDA.	DAILY DEMOCRAT Johnstown
METROPOLIS Jacksonville	JOURNAL Johnstown
GEORGIA.	DISPATCH Pittsburg
ATLANTA JOURNAL	GERMAN GAZETTE Philadelphia
(Cir. 53,163) Atlanta	PRESS Pittsburg
CHRONICLE Augusta	TIMES-LEADER Wilkes-Barre
HERALD Augusta	DISPATCH AND DAILY York
ENQUIRER-SUN Columbus	GAZETTE York
LEDGER Columbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL Anderson
POLISH DAILY ZGODA Chicago	DAILY RECORD Columbia
SKANDINAVEN Chicago	THE STATE Columbia
WOMAN'S WORLD Chicago	(Cir. D. 14,047-S. 14,163)
HERALD Joliet	DAILY PIEDMONT Greenville
HERALD-TRANSCRIPT Peoria	TENNESSEE.
JOURNAL Peoria	NEWS-SCIMITAR Memphis
INDIANA.	BANNER Nashville
JOURNAL-GAZETTE Ft. Wayne	TEXAS.
NEWS-TRIBUNE Marion	RECORD Fort Worth
TRIBUNE Terre Haute	CHRONICLE Houston
THE AVE MARIA Notre Dame	SEMI-WEEKLY TRIBUNE Waco
IOWA.	TIMES-HERALD Waco
EVENING GAZETTE Burlington	WASHINGTON.
CAPITAL Des Moines	MORNING TRIBUNE Everett
REGISTER & LEADER Des Moines	WISCONSIN.
THE TIMES-JOURNAL Dubuque	EVENING WISCONSIN Milwaukee
KANSAS.	CANADA
GAZETTE Hutchinson	ALBERTA.
CAPITAL Topeka	HERALD Calgary
KENTUCKY.	BRITISH COLUMBIA.
COURIER-JOURNAL Louisville	WORLD Vancouver
TIMES Louisville	TIMES Victoria
LOUISIANA.	ONTARIO.
ITEM New Orleans	EXAMINER Peterborough
STATES New Orleans	FREE PRESS London
TIMES DEMOCRAT New Orleans	QUEBEC.
MAINE.	LA PRESSE Montreal
JOURNAL Lewiston	LA PATRIE Montreal
MASSACHUSETTS.	
FARM and HOME Springfield	
MICHIGAN.	
PATRIOT..Aug. 10,740; S. 11,858..Jackson	
MINNESOTA.	
TRIBUNE.....Morn. and Eve.....Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE, Joplin	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY.	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL ..Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS ..Buffalo	
LESLIE'S WEEKLY (Cir. 275,000)	
New York	
MESSENGER OF THE SACRED	
HEART..New York	
RECORD Troy	

GET THE BEST ALWAYS!

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.
Average to July 1, 1910
Evening, 7,840 Sunday, 13,756
ALFRED E. LUKENS Tribune Bldg.
New York Representative New York
FRANK W. HENKELL 150 Michigan Ave.
Western Representative Chicago

JORNAL DO COMMERCIO

OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
VASCO ABREU, Representative
Tribune Building - New York

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3155

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

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

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

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

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

FEDERAL ADVERTISING AG'CY
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ADDITIONAL AD TIPS.

Ernest J. Goulston, 17 Milk street, Boston, Mass., is placing orders in a few New England cities for the Amsterdam Supply Company, Hoffman House Cigars, 111 Fifth avenue, New York. This agency is also placing in colored supplements of newspapers or-

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225 Fifth Avenue, New York
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WAXELBAUM, BENJAMIN
189 East Broadway, New York
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ders for A. C. Daniels, Catnip Ball, 172 Milk street, Boston, Mass.

F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is placing 86 lines t. f. orders for the Morgan Distilling Company, 443 West Fifth street, same city.

R. Guenther, 115 Broadway, New York, is placing orders in a few New York State papers for the Commercial Orchard Company of Washington, 412 Whitehall Building, same city.

J. H. Hartzell Company, Bulletin Building, Philadelphia, is placing orders for Dr. Chase Company, Nerve Food, 224 North Tenth street, same city.

C. Ironmonger, 20 Vesey street, New York, is placing orders in Southern and Southwestern papers for Steinfeld Brothers, Steinfeld Food Chopper, 620 Broadway, same city.

Jaques Manufacturing Company, K. C. Baking Powder, Sixteenth and Canal streets, Chicago, is making 500-inch contracts direct with Michigan papers.

Wylie B. Jones, Binghamton, N. Y., is making contracts with Southern papers for Stearns Electric Paste Company, Stearns Electric Rat and Roach Paste, Chicago.

H. W. Kastor & Sons Advertising Company, Equitable Building, St. Louis, is making 1,000-line contracts with

Southwestern papers for the German-American Institute, Grand avenue, Kansas City, Mo. This agency is also placing orders for ten lines t. f. in Southern papers for Dr. Fred E. Grant, 401 New Ridge Building, Kansas City, Mo.

The Long-Critchfield Corporation, Corn Exchange National Bank Building, Chicago, is placing orders in large Sunday papers for the Stuart Plaster Pad Company, Plapao Laboratories, Seventh and St. Charles streets, St. Louis.

Lord & Thomas, 250 Fifth avenue, New York, are placing in New York City and Philadelphia papers for the present orders for the Nomordust Chemical Company, Nomordust, Jersey City, N. J.

Robert M. McMullen Company, Cambridge Building, New York, is placing in Pennsylvania and a few nearby towns orders for the Standard Milling Company, Ceresota Flour, 49 Wall street, New York.

J. P. Muller & Co., 1570 Broadway, New York, is placing in New York City and Philadelphia papers only orders for Times Square Automobile Company, 1599 Broadway, New York.

The Paris Medicine Company, L. B. Q. Tablets, 2622 Pine street, St. Louis, is placing orders direct generally.

Frank Presbrey Company, 3 West Twenty-ninth street, New York, is placing orders in large Eastern Sunday papers for Downer, Hawes & Co., La Resistia Corsets, 21 West Thirty-fourth street, New York City, and Bridgeport, Conn. This agency is also making up fall list for the Hamburg-American Line, 45 Broadway, New York. It is also reported that the Ritz-Carlton Hotel, Madison avenue and Forty-sixth street, New York, will shortly be placed by this agency.

Irving Rosenbaum, 1123 Broadway, New York, is placing orders in Portland, Me.; Boston and Providence, R. I., for Rene Beziere & Co., packers of Yacht Club Sardines. Meyer & Lange, 434 Greenwich street, New York, are their agents in New York City. A. R. Elliott, 62 West Broadway, New York, is placing the New York City advertising.

L. A. Sandlass, 7 Clay street, Baltimore, is placing fall copy on contracts for Schloss Bros. & Co., Schloss Fine Clothing, 500 West Baltimore street, Baltimore, Md., in cities where they have agents.

Frank Seaman, 30 West Thirty-third street, New York, is placing orders in small Pennsylvania towns for the Union American Cigar Company, Manila Sticks Cigars, 111 Fifth avenue, New York.

Tracy-Parry Advertising Company, Lafayette Building, Philadelphia, Pa., will shortly place in large Sunday papers 1,100-line orders for Fuqua Tyng & Co., Bonds, New York.

E. E. Smith, Mutual Life Building, Philadelphia, is making up a list of

New York State papers for the Read Drug & Chemical Company, Gypsy Rheumatism Cure, Howard and Lexington streets, Baltimore, Md.

Jacob Vogel, 13 Park Row, New York, is placing in New York City for the present orders for W. J. Davies, Dewar's Scotch Whiskey, 59 Bank street, same city.

M. Volkmann Advertising Agency, 5 Beekman street, New York, is placing orders in New York and New England States for G. & C. Merriam & Co., Webster's Dictionary, Myrick Building, Springfield, Mass.

Williams & Cunningham, Heyworth Building, Chicago, are placing orders in Western papers for the American School of Correspondence, Chicago.

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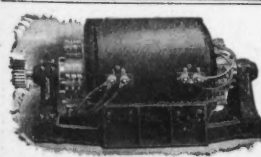
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¶ In addition there will be a series of fifty-two cartoons for Sunday papers. These will be devoted to great moral questions. They will be accompanied by "Editorials of Constructive Criticism," prepared by the best known writers of America and Europe. The Sunday Cartoons and Editorials will be planned to occupy a full page.

¶ Territorial rights for the Davenport daily and Sunday cartoons will be released to the leading papers of America. For particulars address

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