THE EDITOR AND PUBLISHER

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5 Cents a Copy

WELLMAN'S VOYAGE.

FOUR NEWSPAPERS PAID AERO-NAUT \$35,000 TO START AND WRITE EXCLUSIVE STORY.

Probably Highest Priced Story Ever Telegraphed-Printed in London Five Hours Earlier Than New York Record of Delays Before the Start-Sketch of Walter Wellman, Who Has Followed Journalism Since 1868.

The highest priced news dispatch ever sent to a newspaper or syndicate association was written and sent Walter Wellman from the steamship Trent at sea and printed last Wednesday morning in the New York Times, Philadelphia Public Ledger. Chicago Record-Herald, and the London Daily Telegraph.

THE EDITOR AND PUBLISHER is authoritatively informed that these newspapers jointly subscribed \$35,000 and paid that sum to Mr. Wellman three months ago. But for this the airship "America" would not have been assembled at Atlantic City and the trans-atlantic air voyage would not have been attempted.

Mr. Wellman's news dispatch was sent exclusively to the newspapers above named. But the London Daily Telegraph, because of the difference in time between London and New York, went to press five hours ahead of the New York Times, thus allowing London correspondents of American associations and newspapers to cable part of Mr. Wellman's story in time for the editions Wednesday morning America.

ANNOUNCEMENT LAST JULY.

The announcement that Wellman would attempt to sail from Atlantic City to London was made by the syndicate of newspapers on July 9 of this year. Since that time the public has been kept well informed of the successive steps in preparation for the

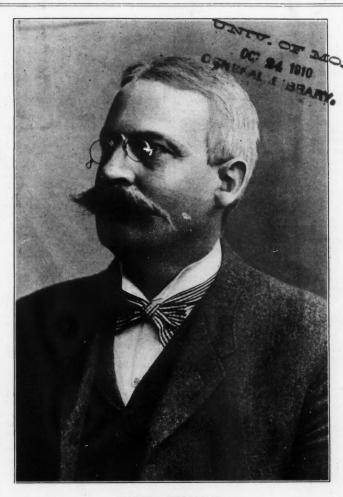
In view of the severe criticisms of Mr. Wellman, widely printed last week, because of his apparent failure to sail on schedule time, the following record, printed by the New York Times last Sunday, will serve for reference:

WELLMAN'S DELAYS.

"The engines of the America were tried out for the first time on Sept. 25. No engine troubles developed. The propeller blades, one on each side of the balloon, spun around at a velocity of 750 revolutions a minute during the test, which was 300 revolutions more than the Wright aeroplanes make, and 150 less than that of the famous Zeppelin dirigibles. Irwin also tested the wireless apparatus on the America on that day. The cook stove went in place and the America was now ready for the start.

The crew of the America stood at their quarters on Sept. 28, but it rained that day. The inclement weather continued. On Sept. 30 contrary winds kept the America in her hangar. During the enforced delay plans for launching the

(Continued on page 3.)



WALTER WELLMAN.

FOUNDED THE CINCINNATI POST AND HAS BEEN CONNECTED WITH THE CHICAGO RECORD-HERALD DURING THE LAST TWENTY-SIX YEARS.

SCHEDULES FILED.

Assets of the Houston Record Com- Lewis Publishing Co. to Discontinue pany Greatly Exceed Liabilities.

Schedules of liabilities and assets in the case of the Houston (Tex.) Record Publishing Company, filed with the referee, show that the assets of the concern exceed the liabilities by a wide

The liabilities are summarized as fol-ows: Wages, \$594.27; secured claims, \$20,655.66; unsecured claims, \$2,194.44; total, \$23,454.37. Assets—Machinery and tools, \$28,555.59; metal, ink and paper, \$765.25; unpaid subscriptions, \$2,246.35; unpaid stock subscriptions, \$14,715; debts due on open account, \$1,500.76; total, \$52,370.45.

Los Angeles Times Insurance.

The Los Angeles Times carried \$250,-000 insurance on the plant, which was recently destroyed by dynamite and fire. The risks were distributed in forty-seven different companies.

MAGAZINES TO STOP.

All but National Daily.

G. Lewis, president of the Lewis Publishing Co. of St. Louis, publisher of the Woman's National Daily, the Woman's Magazine and other publications, announces that all will be dis-continued with the exception of the Woman's National Daily.

Increase in the quality and cost of magazines, with a decrease in the selling price, and the action of the Curtis in cutting the price of the Ladies' Home Journal, are among the reasons given.

Illinois Daily Sold.

The Lincoln (Ill.) Daily Courier and Weekly Times-Courier have been purchased by Walter Neibuhr and John A. Larison. James B. Lloyd and J. L. Goodnight were the former owners.

Texas Papers Consolidate.

Magazine Moves to Atlanta.

The Business Magazine, published at Knoxville, Tenn., for the past thirteen years, has been moved to Atlanta, Ga.

The Stamford (Tex.) News, owned by J. S. Daley, and the Stamford Tribune, owned by B. B. Greenwood, have been consolidated. The new paper is called the Stamford News-Tribune.

CRIME PUBLICITY.

LET FACTS MAKE THE NEWS-PAPER STATE'S ATTORNEY TELLS EDITORS.

Discusses Value of Press as an Investigator of Crime and Crookedness Before Inland Press Association in Session at Chicago-Light Turned on by the Newspaper Is the Best Protection of the Public-Some Pertinent Remarks.

"Let us have printed all the facts, both with reference to crime and other matters, but let the facts make the newspaper and not the newspaper the facts declared State's Attorney John E. W. Wayman before the Inland Press Association in Chicago this week, during an address in which he discussed the value of a newspaper as an investigator of crime and crookedness. He said in

Some people think that crime and scandal should not be published. Every political grafter would subscribe to this doctrine.

The political grafter is a man who believes that picking pockets is a respectable occupation, provided enough men indulge in it at the same time and

the newspapers keep quiet.
Some editors, like other men, are in favor of the enforcement of the law so long as it doesn't hit any of their friends.

Every burglar claims that the police have it in for him, and every political crook claims that somebody is in a conspiracy to hurt him.

The light turned on by the newspaper is the best protector of the public. No crook can ever do much damage with the light shining on him.

Many a man dreads a prison term less than he dreads the publication of the fact in the newspaper.

Some editors are longer on "color-

ing matter" for the news of the day than they are on brain matter in the editing of the paper.

The honest, patriotic editor is like every other citizen—his work adds to the sum total of progress.

Some editors run their papers as if they were getting paid in proportion to the number of men that they call thieves.

One would think from the vehemence with which certain propositions are advocated by some newspapers that the editor was the paid attorney for those who would profit by the legislation advocated by the newspaper.

The honest newspaper does more to prevent crime than all the agencies of

Julia Ward Howe Dead.

Mrs. Julia Ward Howe, writer, poet and reformer, and widely known as the author of the Battle Hymn of the Republic, died at Newport, R. I., Monday. She was ninety-one years old.

Will Build New Plant.

The Germantown (Pa.) Independent Gazette plans to erect a new \$10,000 printing house. The structure will be three stories in height.

NATURAL ABILITY.

The Successful Advertising Man Must Be Born to the Business. Opportunities Are Great, but All Cannot Be in Front Rank.

William C. Freeman, advertising manager of the New York Evening was the chief speaker before the advertising class of the Twenty-third Street Y. M. C. A this week. Mr. Freeman's topic was "What the Adver-tising Field Offers Young Men." He said in part:

To be a successful advertising man, you must be born to the business-you must have a natural ability for it. There are men in all professions who are not fitted for the profession they have chosen. You know that as well as I do. You know doctors that would be better wood choppers than physicians-you know lawyers, perhaps, that would make a better living as street You know ministers that sweepers. ought to be dry goods clerks, and so on.

There are men in the advertising profession who have no right to be there at all-they are not fitted for the busi-They weren't born for it.

There are opportunities for men in the advertising profession just the same as there are opportunities for good men in other professions. A11 advertising men, however, cannot be in the front rank, any more than in an advancing army can all the soldiers be in the front rank; yet all of them have had to qualify on certain standards before they can become either advertising men or soldiers.

is needed in the advertising profession to-day are men who will go out as representatives of publications and create business not only for their own publications but for all other good publications.

The successful advertising solicitor is really an advertising creator. A solicitor is a man employed to secure business for his particular publication and that is all.

The advertising creator has taken the place of the advertising solicitor in a great many cases and he must take the place of all of the solicitors ultimately, because this great busines of advertising commands the highest order of talent and a higher conception of duty to the advertiser.

I mean by this that the advertising creator attached to the advertising staff of a newspaper, in calling on John Jones, who has just opened a new store, we will say. on Fifth avenue, should to Mr. Jones something like this:

'Mr. Jones, you, of course, realize that, in opening your store, it will be necessary for you to acquaint the people of New York with the locality of your store and the kind of merchan-

dise you will sell. To do that you must advertise.

"Now, I am not here to ask you to advertise only in my newspaper—I am here to discuss with you a general plan of advertising and I have given the matter some thought before calling on

Then the advertising creator, who has studied the character of the man's business before he calls on him, presents to him an argument as to why he should advertise-the kind of advertising copy that should be used and the mediums that should be employed to acquaint the kind of people he wants

to interest in his shop. We will assume that Mr. Jones is starting a high class suit and cloak house, where the prices represent a little above the average price paid for suits and cloaks. In that case, he must interest in his business the people who can afford to buy high class merchan-

dise and pay a good price for it.

Then the advertising creator, who must be familiar with conditions in his city-who must know the value of all of the newspapers as well as his own should be able to say:

"Now, Mr. Jones, I think it would be wise to advertise in the newspapers that are read by the more prosperous people of the community; here is a list of newspapers and this is what it will cost you to advertise in this list of newspapers."

If your own newspaper happens to be the kind of newspaper that Mr. Jones should use, include it, of course, in the list.

Do you think that a man who does business on such lines is an advertis-ing creator or a solicitor? Is he a developer of business or not?

Now, what would an ordinary advertising solicitor do in this case? He would go in and say:

"Mr. Jones, I represent the Evening Star (I don't want to mention any New York newspaper)-it is a good newspaper; we want you to advertise in it; it is read by 134,842 people—peowho are able to buy merchandise of the kind you sell. It will cost you so much money to advertise in our paper."

Then comes along a solicitor of the Evening Moon, who talks to Mr. Jones in the same way about his newspaperand so on down the line.

These men are solicitors-they are not creators-they do not know how to build; they do not know how to suggest to an advertiser how to build business.

If they secure the business for their publication, the publisher is very much pleased and thinks he has a pretty good

solicitor. As a matter of fact, that kind of solicitor is one of the banes of the newspaper advertising business.

This type of man is gradually going out of the business, however, and in his place is coming the advertising creators-many of whom are yet to be born.

Church Advertising Brings Results.

The Rev. Paul B. Jenkins, pastor of Immanuel Presbyterian Church, Milwaukee, which has been advertising its services recently, says that he can already see the effects in attendance, as there never has been as great a proportion of strangers at the services as at present.

Milwaukee Ad Club's New Quarters.

The new quarters of the Milwaukee Advertisers' Club, at 183 Second street, were formally opened this week. Elbert Hubbard made a brief address on "Honesty in Advertising."

AD. RESEARCH INSTITUTE.

Discussed by John E. Kennedy.

Discussing the proposed Institute of Advertising Research before the Sphinx Club last week, John E. Kennedy, well known advertising man and chief copy writer for Lord & Thomas, said in part:

Many of you have heard of the cyanide process for treating ores in mining.

The owners or licensees of this rocess now make millions out of the discarded ore which expert miners had previously considered valueless and un-

Now, gentlemen, what the cyanide process has done for mining, I hope and believe the proposed institute for advertising research will do for advertising.

In no other business of such colossal magnitude is there such lack of consistency in method, lack of harmony in opinion, lack of certainty in operation.

The advertiser who seeks opinion to-day gets so much of it, and finds it so conflicting that he is generally back upon his own individual judgment for almost every major move.

see millions of dollars wasted annually on advertising stunts, schemes and hobbies that are foregone

How shall this huge annual waste be checked?

How shall the advertiser know before he spends his money that parallels of such schemes, stunts and hobbies have already been tried out by dozens of other advertisers and found wanting in results?

How, but through the unbiased findings of the proposed institute for advertising research.

An institute without an ax to grind with nothing to sell to advertiserswith no indebtedness to publisher, advertising agent or advertising free

An institute which should have at its head, as director, the ablest advertising man salary could command, with a sufficient fund behind him to carry out investigations of such schemes, stunts, fads and hobbies to conclusions which no advertiser, however green, could question or doubt.

Then the advertiser would have at least one source toward which he could turn for information without feeling that such information would be consciously or unconsciously colored by the interests of the informant.

The recorded experience of other advertisers, in practically parallel cases, as compiled and certified to by the institute for advertising research, would save most of the lost motion in advertising work. It would do this by making it possible for both advertiser and advertising man to refer to certified parallel instances, just as a lawyer would cite, as precedents, parallel cases in court from law books of record.

Judges in Linotype Prize Contest.

H. N. Kellog, chairman of the special standing committee of the American Newspaper Publishers' Association: F. E. Colson, publisher of Newspaperdom, and J. C'yde Oswald, publisher of the American Printer, have been named as judges in the Linotype ad work contest now being conducted by the Mergenthaler Linotype Co.

The Third District Kansas Republican Editorial Association met in Pittsburg last week for a short business ses-

PULP AND PAPER INQUIRY.

Purposes of Proposed Organization Agents of Tariff Board Begin Investigation in New York.

The Tariff Board has begun an investigation of the pulp and paper schedule. Two agents are already at work in New York at the offices of the International Paper Co., which has offered every facility for the prosecution of the

The International offers to throw open its costs sheet, including those for each of its twenty-six mills, as held in its New York office, and it also undertakes to have the experts give what will amount to a course in practical papermaking at the mills themselves. agents who will go into the mills are Statistician Stone and Agent Ethelbert Stewart, who will go first of all to the Hudson River mill, and then to as many of the other establishments as they may deem best.

It is expected that the independent paper makers will give the same facili-ties for study of costs as the International has done, and it is believed that the result will be a thorough study of actual costs in the mills of the country. so far as these represent actual competitive conditions. The studies will be pushed rapidly, as it is found that the ideal cost sheet of the commission which has been mapped out as a standard is very close to the cost forms that are used by the International Paper Co., and it will be an easy matter to translate the results of the one into the language employed by the other.

TO BE REORGANIZED.

Baltimore Journal Company Will Continue Publication of Both Papers.

Under an order of the Circuit Court Messrs. Carl M. Distler and Percy C. Henninghausen, receivers for the Ba'timore Journal Co., publishers of the Baltimore Journal and the Sonntag's Post, daily and Sunday German newspapers, offered those properties for sale at public auction this week. No satisfactory bids were received and the properties were withdrawn.

Mr. Edward H. Pfund, general manager of the papers for the receivers, states that the business of publishing both newspapers will be continued. "The company will be reorganized," says Mr. Pfund, "and the papers will be improved. The editorial and reportorial forces will be strengthened and everything will be done that is necessary for getting out good, clean German newspapers. We are going to add a daily press service that will give us the important news of the outside world."

Kennebec Journal Strike Settled.

The strike in the office of the Kennebec (Me.) Journal, which occurred last week as a result of a disagreement over a new wage schedule, has been amicably adjusted.

Five and a Half Million Lines

In the nine months of 1910 The New York Times published 5,452,-979 lines of advertising, compared with 5,113,429 lines in the corresponding period of 1909—a gain of 339,550 lines.

The New York Times reaches more persons with purchasing capacity than any other newspaper in America. It introduces the merchant to the greatest concourse of actual buyers.

The Pittsburg Press HAS LARGEST Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Repre I. A. KLEIN JOHN GLASS politan Tower, N.Y. Peoples Gas Bldg., Chicag

WELLMAN'S VOYAGE.

(Continued from page 1.) lifeboat were perfected. Oct. 1 found the weather still bad, though Vaniman profited by it to test his engines further and found everything working smoothly.
"Oct. 3 saw the America weather a

crisis also when a sudden drop of five degrees in the temperature after sunset caused the gas bag to become flabby and the steel car underneath to settle toward the floor. Mr. Vaniman met the emergency by pumping an additional 10 per cent. of gas into the envelope.

"Jack Irwin, the wireless man, was the next cause of worry to Wellman and Vaniman. On Oct. 6 Irwin brought his right foot into contact with the sulphuric acid vent in the gas making plant, burning his foot so badly that he had to be sent to a hospital. Jack did not want to go, but the doctors made

"High winds continued to beset Wellman or else inclement weather made a On Oct. 12 start impossible. start was scheduled, and Mr. Wellman admitted that if the conditions were favorable he would not return to At-lantic City. The day of the expected start came and a great crowd assembled, but a new storm wind sprung up and again the departure had to be post-

"On Oct. 14, last Friday, Wellman once more let it be known that the following day he would start if the weather permitted. But again there was a postponement. On Saturday morning, however, he and Vaniman and Simon decided that the weather conditions were favorable and the time to go was at hand. At 8 o'clock the America was launched."

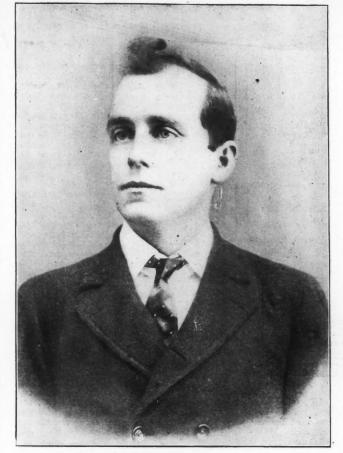
BORN IN GARFIELD'S TOWN.

Walter Wellman was born at Mentor, O., Nov. 3, 1858. He was educated in a country "deestrict" school of Mich-igan. At the age of fourteen he established a weekly newspaper at Sutton, Neb. At the age of twenty he married Miss Laura McCann, of Canton, O. A year later, in 1879, he established the Cincinnati Evening Post. He sold the property to the Scripps brothers and became Washington correspondent of the Chicago Herald in 1884. He has continued his connection with the Herald and its successor, the Record-Herald, to the present time.

FOUND WHERE COLUMBUS LANDED.

In 1892 he was commissioned by the Record-Herald to find the exact where Columbus landed in the Bahama Islands. This was his first work as an explorer. He identified a place on San Salvador or Watling Island as the spot, and erected a monument, which was accepted as accurate by the geographical societies of the world.

He began Aretic exploration in 1894,



R. J. KAYLOR,

FORMER MANAGING EDITOR OF THE JOHNSTOWN (PA.) JOURNAL, WHO HAS PURCHASED AN INTEREST IN THE ALTOONA (PA.) GAZETTE.

when he attempted a "summer dash for the pole." He reached 81 degrees north and was forced to retreat. years later, again with the backing of the Record-Herald, he made a journey to Frans Josef Land, reaching 82 degrees. On this expedition he fell into a erevasse in the ice and one of his legs was crushed. An Eskimo reseued him, placed him on a sledge and pulled him 200 miles back to safety. He has walked lame ever since.

ARCTIC BALLOON TRIPS.

Mr. Wellman began his aeronautical attempts to reach the pole in 1906. He had before him the experience of Pro-fessor Andre, who had started from Spitzbergen in a balloon in 1897 and was never again seen. Wellman took a dirigible from Paris to Spitzbergen in the summer of 1906. The balloon had to be sent back for repairs. In September, 1907, Wellman, Vaniman and one other started in a dirigible from Dane's Island, Spitzbergen. After a terrible experience among mountain peaks and glaciers the balloon was cut open and collapsed.

Last year, in August, Wellman, Vani-Last year, in August, weiman, van-man and Louis Loud made another start from Dane's Island in a new bal-loon called the "America." They had devised an "equilibrator" similar to the one that trailed below the America on the present ocean trip. After going thirty-two miles toward the pole, the equilibrator parted near the top and dropped. The balloon shot up a mile into the air. The motors would not into the air. The motors would not work. The balloon was rescued by a vessel. That was Mr. Wellman's last attempt at the North Pole.

In addition to his writing for the

Record-Herald, he has contributed scientific articles to Century, McClures and other magazines and has addressed the British Association for the Advancement of Science, and also the National Geographical Society. He is ex-president of the National Press Club of Washington.

PORTLAND PRESS CLUB

Adopts Constitution and By-Laws and Votes to Incorporate.

At a recent meeting of the Portland (Ore.) Press Club it was decided to incorporate and a constitution and by laws were adopted similar to those of the larger press clubs of the country.

The constitution, as adopted, places the club under the exclusive management of newspaper men. It is said that the membership restrictions of the organization as they affect active mem-bers with voting privileges are now such that the personality of the organization, as one of newspaper men, will be retained.

The reports of the officers show that the organization is in a thriving condition financially. It is out of debt and has an active membership of 103 and an associate membership of ten.

Farm Paper Sold.

The Minnesota and Dakota Farmer, published at Brookings, S. D., has been purchased by Herbert Myrick, representing the Orange Judd Co. of Chicago. The consideration is given at \$40,000. The paper will be moved to Minneap-olis. It was established in 1907 by the olis. Register Publishing Co., and enjoys a large eireulation.

TO SELL BOSTON HERALD.

Initial Step Preparatory to Reorganization by the Bondholders.

John Norris and C. F. Weed, receivers of the Boston Herald Company, have applied to the United States Circuit Court at Boston for authority to sell the property. This is the first step preparatory to a reorganization by the bondholders, who have adopted a plan to pay the unsecured ereditors forty cents on the dollar and also to supply new working capital to the reorganized company.

A report was filed by the receivers showing the financial condition of the receivership on October 12. The operating expenses have been reduced 34 per cent., or at the rate of \$360,000 per year, as compared with last year, and this notwithstanding the fact that the publication is carrying more news than before; that approximately as papers are being sold as then, and that an evening edition is being published this year, while none was published during the corresponding period last vear.

According to the receivers, the circulation, for the first time in six years, has increased without artificial stimula-The outstanding indebtedness is \$1,695,000 in bonds, and liquidated claims amount to \$450,343.74. The receivers submitted lists of claims for allowance by the court.

R. J. KAYLOR

Purchases Interest in Altoona Gazette and Assumes Editorial Control.

R. J. Kaylor, formerly of the Johnstown (Pa.) Journal, has purchased a proprietary interest in the Altoona (Pa.) Gazette and has been elected editor and general manager. The Gazette is the oldest afternoon paper in the city and

enjoys a wide sphere of influence.

Officers and directors of the new Gazette eompany were elected as follows: J. H. Craig, president; W. I. Clark, vice-president; R. J. Kaylor, secretary; Arthur B. Clark, treasurer.

Minnesota Editors Meet.

Southwestern Minnesota Editorial Association met at Heron Lake on Friday for reorganization and election of officers. A banquet was held in the evening at which Governor Eberhart and other noted speakers were present.

A Combined Rate Reaches all the Germans of Philadelphia

and there are more than a third of a million of them. By using the Consolidated German Newspapers is the one and only way to get into the sixty odd thousand German homes. He is a wise foreign advertiser who follows the lead of the local merchant who is a generous patron of the advertising columns of the Consolidated German Newspapers.

This combination is usually second or third among the Philadelphia morning newspapers in volume of advertising carried.

Last week's average:

First Newspaper ... 90,745 Agate Lines Second Newspaper ... 73,550 CAZETTE ... 67,295 ... 48
Fourth Newspaper .63,220 ... 48
Fifth Newspaper ... 58,325 ... 58
Sixth Newspaper ... 51,040 ... 48
The German Gazette Publishing Co. Philadelphia

all publishers believe that good Rollers have any-thing to do with the attrac-tive appearance of a sheet



Many Do 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., S21 Cherry St., Philadelphia

BINGHAM & RUNGE, CLEVELAND

LEADING ARTICLE.

British Newspaper Man Has Feeling of Reverence for Leader-Superstition Keeps It Alive in Many Cases. Has Become a Piece of Ritual.

A writer in the Newspaper Owner (London) questions the present value of that piece de resistance of British journalism, the "leader," and declares it has become largely a piece of ritual.

He says in part: Discussion of any newspaper feature must, in order to be helpful, be directed to answering the question: Is it worth while? Does it pay a dividend? There is no good reason why the leading article should receive more delicate treatment. The leader occupies a very exalted position in British journalism. By many it is regarded as the keystone of the whole edifice, a view for which its stately occurrence in the "make-up"

is alone some justification. The typical newspaper man proaches the institution of the leader with his boots off, whatever he may think of the merits of particular leading articles. This attitude of reverence does not make for efficiency in an en-terprise that prides itself on a fine sensitiveness to popular feeling, and quires continual criticism and weighing in the balance as conditions of healthy existence.

A MATTER OF FORM.

In America, where the spirit of rev erence for established institutions does not thrive as in this country, it has been found possible, I understand, to run an important daily paper without any leading article to speak of. No paper of any standing has attempted it in this country; but the leader in some British journals has become so tasteless that its omission would strengthen the tone of the paper, as the exclusion of any weak feature would. In those eases it is a superstition that keeps the leader The editors or proprietors are afraid to use the knife, and the leaders are contributed by some outside agency. and are in consequence out of date, or are written by a member of the staff, whose chief qualification is that he can be depended upon to remain grammatithroughout his half-column. leader thus becomes a piece of ritual, a matter of form.

Leaders are of two kinds. There is the leader that aims chiefly at filling a eertain space, and there is the leader that is the expression of the editorial mind on a question of political or social importance. The political and social topics may be taken together, for the rigid point of view will, in a newspaper attached to a political party, be revealed in both kinds of questions.

The space-filling leader, which may be about harvest festivals, or aeroplane flights, or giant strawberries, is too obvious in its real character to be a It may occupy the principal or the second position; it may be due

to the "independent" policy of the paper, or to the fact that politicians are on holiday; but in any case the conditions are all against its being interesting. It must not be personal or irresponsible in tone—a severe handicap in a case of a trivial subject-it must be topical; and the syllogistic form of treatment may not be tampered withit must be an argument. The leader writer may by dint of much sweating trace the history of the strawberry back o the Roman invasion; he may argue desperately for a greater interest in strawberries; but his efforts will leave unmoved.

The question of the decline of the power of the press does not enter here Leaders of this sort should be cut out. No one pretends that the thing is worth doing.

The political leader, written from a party standpoint, raises a more vital question. Its weakness, from a purely journalistic point of view, is that its conclusions can almost invariably be reader The intelligent anticipated. knows exactly what he will find when he turns to his morning paper. LEADERS AND THE PUBLIC.

It may be said that the readers of newspaper leaders seek only to be confirmed in views they already hold. This is not without some truth. It is less irritating to read arguments violently on one's side than to read arguments violently against it; but if the alternative were a seriously intentioned, well informed, and soundly reasoned, effort to pproach the question at issue on the higher standpoint of national welfare, euriosity alone would insure the circulation of the views. Other eauses would assist.

The newspaper that announced its independent stand would be quoted by both sides. There is already, I am convinced, a very large public that would turn gratefully from the extravagance of party organs to the more helpful attitude of an unfettered press.

The party system may be necessary in polities; but it is not necessary in journalism. Newspapers frequently lose more than they gain by attachment to a party. The party leaders expect a great deal from the newspaper that supports them; and they give very little in return.

There is persistent talk of univer sity training for journalists. If the journalist is to receive a better equipment for his work he will desire some opportunity to make use of it. Of what use will it be to teach the man a respect for historical truth if his occupation subsequently is to read contemporary history with one eye closed, and accommodate his facts to his fixed conelusions? It should be remembered that the division of public opinion into eamps of red and blue is largely superficial. Farther down, the interests are all bound up together. There is only one path along which a nation can travel, the path of least resistance, and party organs cannot make it otherwise.

SURVIVAL OF THE FITTEST. The law of the survival of the fittest, therefore, is going to raise the standard of leader writing. There is room to-day for the leader writer of discernment who has gained his knowledge, not from books, but from actual contact with problems with which he deals, and can trace the effect of first causes unerringly through the maze of seeming contradiction. The public is anxious to learn. It welcomes with open arms the writer who seeks only to inform.

The recent series of articles in The Times on "Indian unrest" met with the appreciation of people of all shades of political opinion. Why should not

the same temper of scientific inquiry animate the editorial columns of all Defithe newspapers in the country? nite points of view there will still be; democratic or constitutional, utilitarian or idealistic; but they would not be stifled within the narrow limits of party politics.

I suggest then that the leader from which all vigor has been withdrawn, which is merely following an empty fashion, should be excised, and that the newspaper which desires to exert an influence in molding a public opinion should stand firmly on its own legs, and repudiate any obligation to politicians. It would strengthen the posi-tion of the press; and the independent eriticism would be an excellent thing for politics and politicians. Generally the leaders should be shorter, pithier, and more simple in style.

Condensation is still the essence of effective writing. When there was nothing to write about, there would be no leader. The difficulty of appearance and the mechanical difficulties could be easily got over. It might rarely happen that the situation would not call for comment: but a leader that was brought into being by the importance of the occasion would, I think, have more weight than a leader that was more obviously a piece of routine.

The need for more knowledge and less pretense, for an impartial attitude, and for greater directness of expression, are particularly apparent in the leaders on questions of foreign and colonial polities. Here and there in London, very rarely in the provinces, the leader writer knows from experience the conditions in the country about which he writes; but his training is haphazard, incidental, and inadequate.

HOW TO WRITE NOVELS.

Gertrude Atherton Advises Beginners in Fiction to Work on Newspapers.

Gertrude Atherton, successful novelist, has written for the New York Times Book Review Supplement some advice to beginners in the business of writing book fiction. She concludes her

writing book fiction. She concludes her letter as follows:
Therefore, I would give the following advice to any man, or woman, designing to enrich the term with the fruits of his, or her, genius: Work on a newspaper until all your crude notions of life, and all your raw "individualities," have been blue-penciled into limbo; then retire into obscurity and write your fiction.
Travel, if possible.
Do not marry.
Do not dissipate.
Do not imitate Henry James.
Never read reviews of your own work.
Never say die.
GERTRUDE ATHERTON.
San Francisco, September 6.

Lancaster (Pa.) Publishers Meet.

The Lancaster (Pa.) County Publishers' Association held its annual Association held its annual meeting at New Holland last week. meeting at New Holland last week. Papers were read by H. C. Bucher on "The Importance of Cleanliness and System in a Printing Office"; "Advantages of a Junior Linotype," by Chas. S. Yeager; and J. Frank Buch, of Lititz, on "What Are We Accomplishing as an Organization?" Those present included Chas. S. Yeager and W. K. Fishburn, of Ephrata; J. Frank

Bueh and J. G. Zook, of Lititz; W. A. Buch and J. G. Zook, of Littiz; W. A. Ensminger, Manheim; J. R. Missimer, Mt. Joy; Hon. J. G. Homsher, Strasburg; Heward Reynolds, Quarryville; W. O. Cake, Terre Hill; H. C. Bucher, Honey Brook; H. A. Showalter, New Holland; Silas E. Bard, Denver.

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 & COLO. NIAL PRINTER & STATIONER (estab-ished 1878) in the issue for November 3, d 1878) in the issue for November 3, continued thereafter in the first issue each month.

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

SUBSCRIPTIONS for 12 issues, cover-ing a year, 75 cents, including postage.

ing a year, 75 cents, including possage.

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

Rates and free specimen copy on appli-cation to the Publishers.

W. JOHN STONHILL & CO.

MR. PUBLISHER!

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

Book your order early for the New Home Library Census Wall Chart which will be the greatest circulation getter for the season of 1910-11. I will give you the best Census Cyclopedia of your State, United States and World published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write to-day for sample and special terms.

S. BLAKE WILLSDEN

Newspaper Premium Specialist 151-153 Wabash Ave.

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**

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GATCHEL & MANNING

Designers—Illustrators—Engravers, PHILADELPHIA.

For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.

Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Halftones.

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

American Ink Co.



JOURNALISM.

What Colleges Offer in the Way of Training for the Embryo Newspaper Worker. Specialization May Make for Efficiency in Journalism

as Elsewhere.

In the Independent of October 13 Frank W. Scott, associate professor of English at the University of Illinois and in charge of the courses preparatory to journalism for several years, says in part concerning "College Trainfor Journalism":

That the colleges should undertake to prepare students for journalism was as inevitable as that the idea of their doing so should be condemned by many journalists who got their training in some other way. Three or four facts made the experiment inevitable. One was introduction into the colleges of courses in business administration and the development of courses in public affairs, political science and sociology.

There is much doubt whether specialization in education has gone too far, and whether colleges should not deplore and restrain the demand of students that, whatever they wish to do after graduation, the college should offer a course specially seasoned to the student's particular caste, and should attach a minutely particularized label to the course and to its product.

That doubt has not been laid, and probably never will be. The point is that the student with journalism in mind has gone to college alongside the student who, having in mind banking, or insurance, or the consular service, or some other ramification and combination of economics, history and political him. Why not one, then, for the prospective journalist?

PRESS AS AN INSTITUTION.

Another fact to encourage the experiment has been an increasingly intelli-gent public interest in the press as an Journalism has long been a profession that every one out of it could improve if he were in it, and every one in it could improve if he

did not have to stay in it.

A newer attitude is perceptible in desire to gather more facts garding the public press and its relation to other public or semi-public movements and institutions, and to refrain from criticism based on ignorance. In this the colleges are concerned only as they must, if they are alive, reflect or participate in the serious consideration of any subjects of great public con-cern. In doing so in this instance they are not in advance of European universities, those of Germany, for instance, where courses in the relations of politics, public opinion and the press were introduced four years ago

CONCERNING SPECIALIZATION.

Journalists themselves have recognized the increasing readiness of col-

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

Publishers Circulation

SHIRS CIRCULA Service Co. GOOD Marbridge Building Herald Square NEW YORK CITY VEVICE CO

leges to meet the demands of business and professional life; have seen the newspaper and magazine offices gradually filling with college graduates; and have suspected that in journalism, as elsewhere, specialization may make for efficiency.

Twenty-five or thirty years ago a college training was a handicap to the young man applying for a job as re-porter. A Yale graduate, now the oldest reporter on a great Chicago daily, secured his present job, he asserts, only by concealing the blot on his educa-tional 'scutcheon. He was the only college man in the reporters' room then; now there are but two in the room who are not college men, and neither of those is the city editor.

Men who have seen this change come about have perceived that the colleges now provide an education that can be put to use by the editor, and have reasoned that if some adaptation has done that, more adaptation can do more. How the colleges have adapted their resources to the work will appear from the courses here described.

The courses offered by various colleges show considerable differences, but include in all cases four kinds of studies: First, those that have to do with political, industrial and social conditions in the light of their history, development and present tendencies; second, those in languages and literature; third, those intended to develop the adequate expression of ideas in good written English; fourth, those intended to give the necessary technical instruction in the history, organization and methods of journalism.

COLLEGE COMPOSITIONS.

There are many persons who imagine that college composition classes encour age fine writing, flamboyancy and all the other faults that arise from words and style without sense. These ideas are born of recollections of a prehis-toric time when Rhetoric was abroad in the land, dragging behind it a long train of rules and definitions, a nightmare and a horror to students who fondly dreamt of writing as a means whereby to express themselves.

This is all past and gone—nearly. Instead, students are urged to write simply, clearly and directly about subon which they have knowledge and ideas. No composition course has as yet been devised whereby the immature student is alchemically furnished with a mature and experienced mind; rather, courses have taken on something less of the nature of a dry kiln for the juices of the youthful brain.

This improvement in composition ourses is an important adjunct to courses in journalism, and the courses in journalism are an important item in improving composition courses. student of journalism is given a definite purpose to serve; a definite, if changing, body of facts to record or comment on, and a definite body of readers for whom to write. Under proper instruction these facts go far toward removing the most vital complaints of vagueness, words without thoughts and other inanities urged in criticism of college courses in composi-

The attention of a considerable body of students and instructors directed to collecting, classifying and studying the history and development of the public press will do nuch. There is no written history of journalism in any of its aspects-political, social, economic-as a business or as a profession. The material for such a history is uncollected; the knowledge for a clear understanding of present conditions or future developments is not now accessible.

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

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.

A POLICE DAILY.

New German Paper Will Keep Police Officers Informed.

Though America considers that she is the country of systematization, Germany is a very good second, and so far as police organization is concerned she probably the first country in the world.

Every newcomer in a German city notified to the police by the owner of the hotel or boarding house at which he or she stops within a few days of arrival, and has then to fill up innumerable forms stating the purpose of the visit, where from and many other questions which are not agreeable to English or Americans, but which are necessary to the police of the town in order that they may comply with headquarters regula-

Now, owing to the tremendous work involved in the scientific probing and investigation of every inhabitant or visitor of the fatherland, a daily paper is to be issued which will circulate among This paper, which is the police force. to be published in Berlin, will at first be confined to the capital and its immediate suburbs, but later the Government publication will be extended throughout the empire, together with a full description of suspects, so that members of the force may everywhere be on the lookout to apprehend the persons guilty. In addition, will contain lists and character sketches of persons who, for one reason or another, have incurred the displeasure of the authorities and who may be unde-

El Imparcial de Tesas, published at Floresville, Tex., has been purchased by

COURT PRAISED NEWSPAPER.

Declared Publicity of Life Terms Would Rapidly Diminish Crimes.

Judge Scanlan, of Chicago, in sentencing Thomas Jackson, colored, to an intermediate sentence, from one year to a life term, this week, took occasion to emphasize the value of newspapers to a community.

'If our newspapers would publish such sentences crime would diminish rapidy," said Judge Scanlan. "If robbers earned through the newspapers that they were going to get life imprisonment, neither the robbers nor their pals would be long in recognizing the best hing to do."

Dallas Press Club.

The Dallas Press Club at the regular meeting, held last week, discussed plans for a gridiron dinner on Nov. 7. The affair will be limited to members and a list of invited guests, including city officials and others in the public eve.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

WILLIAM HARDING.

New Editor of New York Times Saturday Review of Books.

William Harding has been made editor of the New York Times Saturday Review of Books, succeeding E. W. Tuttle, who is now with the New York Evening Mail.

Few newspaper men are better known in New York than Mr. Harding. In the course of a long and varied career he has filled many responsible positions, besides finding time to write a number of successful books.

He began his literary career early in life, under the direction of the late Frank Leslie, and in due time edited the Chatterbox, Boys and Girls' Weekly and other publications. Later he was identified with various trade publications and was for a time associate editor of the New York Clipper.

He then became cable editor and later assistant city editor of the New York World, leaving that paper to join the staff of the New York Herald, which he served as reporter, resident correspondent in Philadelphia, as Wall Street man, and on the city and telegraph desks.

He was appointed secretary of the Chief Engineer of the Nicaragua Canal Company and correspondent in Central America of the New York Herald, New York Times, Richmond Times and the Associated Press. When stricken with swamp fever returned to New York and had to take a trip to Europe in order to regain his health. In London he assisted in organizing Dalziel's News Agency.

Returning to this country he became Wall Street man of the New York Times and later joined the Associated Press, with which organization he re-mained practically for seventeen years as cable editor.

In November, 1907, Mr. Harding resigned from the Associated Press to devote himself to other work, including story writing and high-class advertising propositions. For some time past he has been connected with the advertising staff of the New York Times.

Mr. Harding has also been somewhat

of a globe trotter and in the course of his career has visited Australia, Africa, France, Spain, Portugal, Italy, Corsica, Switzerland, Germany, Belgium, England, Scotland, Ireland, Canada, Jamaica, Cuba, Spanish and British Honduras, Nicaragua and so on, and nearly all the important cities of the United

Aside from his original writings Mr. Harding has translated a number of works from the French.

A Unique Distinction.

Typographical Union No. 101, of Washington, D. C., has distinction of being the only union in the country having a health committee composed entirely of practising physicians, who are active members of the union at the same time

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street New York

WRITE FOR INFORMATION

Established 25 Years



WILLIAM HARDING.

WELL-KNOWN NEW YORK NEWSPAPER MAN, WHO SUCCEEDS E. W. TUTTLE AS EDITOR OF THE NEW YORK TIMES SATURDAY REVIEW OF BOOKS.

ADVERTISING PAYS.

Sells Pianos at Less Cost Per Instrument Than Outside Salesmen.

The C. C. Mellor Co., piano dealers of Pittsburg, Pa., recently dispensed with their entire force of outside sales-men. Discussing the matter, James Campion, sales manager of the concern. is quoted as saying that a certain amount of money spent in good newspaper advertising would result in more real piano sales than the same amount of money spent in salaries and commissions to outside salesmen.

In support of his statement, Mr. Campion said that he believed that steady and persistent advertising of the proper kind could not help but win the confidence of the reader and that when the prospective customer entered the store he was already convinced of the standing of the goods and the reliability of the house.

With the outside salesman, however, he had to secure the confidence of the prospect by repeated visits and direct argument, and as he could see only a comparatively few number of people, the cost per actual purchaser was necessarily high.

To Represent South Bend Times.

The South Bend (Ind.) Times, which heretofore has been without a representative in the foreign field, has appointed F. W. Henkel, 150 Michigan avenue, Chicago, to look after its interests in the West.

The Wichita (Kan.) Eagle, in a recent issue, carried two double-page advertisements so skillfully printed that the two pages in each instance appeared as one. feat on a cylinder press.

FIGARO CUTS PRICE.

Well-Known Parisian Daily Now Sells for Two Cents.

The Paris Figaro, one of the leading papers of France, has reduced its price from three cents a copy to two cents. The paper remains unchanged as to size, number of pages, etc. Its literary excellence will be maintained.

Gaston Calmetto, editor of the Figaro, who has been connected with the paper for the past thirty years, says he is convinced that the only true formula for a daily journal which can adequately supply the wants of the reading public of culture and refinement is the twocent newspaper, and that the two-cent newspaper is the great journalistic or-gan of the future all the world over.

Denison (Tex.) Herald to Continue. Announcement is made that the Denison (Tex.) Daily Herald, owned by the

late E. A. Thompson, will be continued by Mrs. E. A. Thompson under the editorial management of A. F. Henning, formerly of the Dallas News. R. Mosely will have charge of the business man-agement, and D. O. Edwards will remain as news manager.

Aid for Families of Times Victims.

Charles E. Jones, president of the Southern California Editorial Association, recently sent out 125 letters to members of the association, asking their eo-operation in raising a fund to aid the wives and families of the men who perished in the explosion of the Times

ents so skillfully printed that pages in each instance appeared. This is considered a difficult L'Italo Americano. It will be published

NEW YORK NEWSIES HOME.

Has Graduated Many Brilliant Men Says Retiring Superintendent.

Rudolph Heig, the former superintendent of the Newsboys' Lodging House, whose ill health caused him to retire recently after a service of some thirty-five years, has submitted a re-port of the home from October, 1909. to June of this year.

In his report Mr. Heig says: We have had Governors, Mayors and statesmen who have graduated from the home. I don't know whether there is any college that turned out the same average of brilliant business men, professors, school teachers, bankers, lawyers, artists, men of letters and others who have filled responsible government positions, to say nothing of the newsboys who have become political leaders and countless successful tradesmen.

In the nine months covered by this report 1,805 boys were taken into the home, and in that time 24,073 lodgings were furnished and 41,182 meals eaten. During the time in which Mr. Heig was in charge more than 100,000 boys were cared for, nursed through sicknesses and cheered in times when they were "down on their luck." The boys who could afford it paid five cents for a bed and a bath and five cents extra for meals, and those that didn't have the "nickel in their kick" were taken in just the same and helped in their search for work.

East Texas Editors.

The East Texas Press Association, in session at Tyler recently, elected the following officers: President, Mark Hamilton, of the Palestine Daily Herald; vice-president, John McFarland, of the Huntsville Banner; secretary, R. O. Higgins, of the Nacogdoches Sentinel; treasurer, Arch McDougall, of the Tyler Courier-Times.

"Pretty Well Frazzled."

A Kansas editor is of the correct opinion that the psychological moment has arrived to invent a new phrase to take the place of "psychological moment." So 't has. "Frazzle" is pretty well frazzled, too .- New York Evening Mail.

Headquarters for

TYPEWRITER RIBBONS TYPEWRITER PAPER, CARBON PAPER FOR ALL USES

e manufacture the best line of TYPEWRITER SUPPLIES on the market

The S. T. Smith Company Il Barclay Street New 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

ESTABLISHED 1827

ESTABLISHED 1827

Eighty-three years of continuous expeience, the exclusive use of new metals, in incomparable formula and a perfect nethod of amalgamation and refining, are the causes that make

WILDES' REFINED METALS

(Stereotype, Linotype, Autoplate, Mono; type, Electrotype, etc.)
The Best and Least Expensive.
USE WILDES' METALS AND GET
PERFECT RESULTS—
eliminating all metal trouble's and resultant losses in time and money.

We Guarantee Perfect Satisfaction



NEWSPAPER SUPPLIES.

New York Firm Whose Business is Handled by Practical Men. Information Department for Benefit of Publishers a Feature. Goods Put to Practical

Test.

G. Palmer, treasurer of the American Newspaper Supply Company, of New York, was asked by a representa-tive of The Editor and Publisher this week, to tell something about the operation of his company. Mr. Palmer made the following very interesting statements:

"We have found that publishers ap preciate prompt service and good val-ues and they realize the advantage in buying their supplies from a house that is thoroughly familiar with the various processes of the mechanical departaents and knows the relation of one

commodity to another.
"We are jobbers, but we manufacture many articles that we find profitable to manufacture. By purchasing their supplies from a house like ours, the business managers of publications are enabled to give more attention to the revenue producing branches of their business such as the advertising and subscription department, since the trouble is spared them as to where to buy this and where to buy that, when they find an old firm is either out of business or rushed with orders and unable to deliver on time.

"The outlook is very encouraging, as from day to day business increases. Our mail shows orders from Halifax to Vancouver and from Winnipeg to Mexico City. We sell the small pub-lisher who buys ink in 25 pound lots and the publisher who uses 6 barrels

news ink daily.

"Our Information Department kept busy from day to day assisting publishers with suggestions in answer to their many inquiries as to their requirements and trouble in various departments.

"Our force of employees is familiar with newspaper publishing, all having held some position in the various me-chanical departments of some large daily. This feature helps publishers a great deal, as their business is thus handled by practical men-men who know through experience-not theory. Conferences of department managers

The Evening Wisconsin. **Home Circulation not Street Sales**

is what counts in making advertising profitable.

THE EVENING WISCONSIN MILWAUKEE'S POPULAR HOME PAPER

is admittedly the HOME paper of Milwaukee. Every paper goes direct into the HOME of a buyer. Milwaukee is the most prosperous city in the country, and its wellpaid artisans have the money wherewith to buy, and they believe in the honesty and integrity of The Evening Wisconsin.

What have you to offer?

Rigid examination of circulation com-pleted 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.)

A MILLION-LINE LEAD!

The Greatness of the Circulation of the

EW YORK WORLD

is clearly reflected in the Greatness of its Advertising Patron-In the first three-quarters of 1910 the World has rounded out the

GREATEST NINE-MONTHS ADVERTISING RECORD

ever known in morning journalism. Here are the figures (compiled by the advertising department of the New York Evening Post) as compared with its nearest competitor:

World 8,226,633 lines 8,897,857 lines 671,224 lines Herald 7,716,958 lines 7,862,250 lines 145,292 lines

WORLD'S LEAD 1,035,607 lines

The circulation of the New York World is what is most seriously desired, that is, "concentrated" circulationwhich means circulation in the homes within shopping distance of the point at which the newspaper is published.

It is a widely recognized fact that the greater percentage of the people who read the World shop or buy in and about Greater New York.

are held weekly to upbuild our business, with phenomenal results. Orders are filled same day as received and goods are packed very carefully to insure safe arrival at the newspaper plant, Agents represent us in Boston, Chicago, San Francisco, Los Angeles, and they are dispatched to points within their territory to assist publishers in making up their monthly and yearly purchase accounts.

Concluding, Mr. Palmer said: "We endeavor to have all goods that we handle the best possible in their line; black and colored inks, drugs, chemicals, and kindred articles being put to a practical test by the chemist employed for that purpose."

Women Edited Paper for a Day.

The Dayton (O.) Daily News was edited for a day recently by the Young Women's League of that city. Congressman J. M. Cox, publisher of the News, turned the paper completely over to the ladies, and they got out a forty-page paper with an edition of 50,000 copies. A feature of the issue was a story of the aeroplane flight from Springfield, Ill., to St. Louis, edited by Miss Katherine Wright, sister of the Dayton aviators.

Heads Chicago Press Club.

At a special meeting of the Chicago Press Club, held last week, Charles N. Sergel was elected president to succeed J. C. Shaffer, publisher of the Chicago Evening Post, who resigned owing to the pressure of business affairs. Sergel is president of the Dramatic Publishing Co., of Chicago.

PUBLICITY MEN MEET.

Springfield (Mass.) Club Inaugurates Season and Elects Officers.

The Springfield (Mass.) Publicity Club opened its fall season last week with a dinner at the Country Club. The attendance numbered more than fifty. The following officers were unanimously elected: President, C. A. Stein; vice-president, F. H. Wesson; treasurer, W. L. Lester; secretary, E. H. Marsh; executive committee, D. E. Paris, C. H. Hall and H. W. Dickinson.

Following the dinner addresses were made by George W. Coleman, presi-dent of the Pilgrim Publicity Association of Boston; R. H. Waldo, advertising manager of Good Housekeeping. and C. Henry Hathaway. President C. A. Stein presided.

Atlanta Ad Men's Club.

The Atlanta (Ga.) Ad Men's Club held an interesting and enthusiastic meeting last week. Addresses were Tom Akers, sporting editor of the Atlanta Journal, who spoke on "Advertising From the Viewpoint of a Victim," and Frank Hammond, a wellknown advertising man, who spoke on "Newspaper Advertising for Quick Results."

To Celebrate Silver Jubilee.

The New England Women's Press Association will observe the silver jubi-lee of the association on Nov. 16. The program for the occasion includes a lecture on "Journalism."

INCORPORATIONS.

The Newlife Publication Society, Manhattan; printing and publishing; capital, \$250,000. Incorporators: J. F. New, C. A. Leech, F. K. White, New York

Gage Record Publishing Company, Gage, Kan.; capital, \$2,000. Directors: W. F. P. Munsey, G. E. Davidson and E. C. Sherman.

Magazine Publishing Co.; \$500,000. Incorporators: F. Trend capital, \$500,000. Incorporators: F. Hendrick, L. M. Day, E. S. Barber, New York City.

Allyn Publishing Company, Chicago; printing; capital stock, \$20,000. Incorporators: D. A. Allyn, E. H. Miller and L. M. C. Adams.

The Courier Publishing Co., Fargo, N. D.; capital stock, \$50,000. Incorporators: W. F. Cushing and E. E. Warren, both of Fargo, N. D., and T. C. Hendley, Beloit, Wis.

The Jewish Review Publishing Co., Manhattan; print and publish news-papers, magazines, charts; capital, \$20,-000. Incorporators: Manual F. Behar and Harry Berlin, 150 Nassau street; Nathan Wise, 1720 Madison avenue, both of New York City.

National Forum Publishing Company of Butte, Mont.; capital, \$10,000. In-corporators: J. V. C. Taylor, J. E. Mullinix and E. J. Taylor.

The Julius Klauser Publishing Co., Manhattan; printing and publishing; capital, \$25,000. Incorporators: A. Klausner, Manhattan; A. J. Brower, Brooklyn; G. R. Warden, South Orange, Essex County.

VALUE RECEIVED.

Philadelphia, Pa., Oct. 15, 1910. The Editor and Publisher, 13 to 21 Park Row,

New York City. Dear Sirs: Enclosed find one (\$1) dollar for one year's subscription to THE EDITOR AND PUBLISHER.

I consider THE EDITOR AND PUB-LISHER one of the greatest aids to the publisher and the advertising man.

Very respectfully yours,
ISAAC F. BILGER.

Annual Autumn Dinner.

The Reading (Pa.) Press Club held its annual autumn dinner at the Mineral Springs Hotel last week. About forty attended.

IN KANSAS

¶ There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of 33,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

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

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.

I. 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, Classified, 1 cent per word.

Reading Notices, 25 cents per agate line. Liberal discount for time contracts.

NEW YORK, SATURDAY, OCTOBER 22, 1910

WERE NEWSPAPERS JUSTIFIED was one of the foremost "peace" advo-IN GETTING WELLMAN TO TRY HIS VOYAGE?

Outside the chorus of American and European newspapers acelaiming Wellman the hero, at least one protesting voice is raised. The New York Tribune has consistently opposed the giving of prizes to aeronauts. Under the heading, "Wellman's Failure," the Tribune editorially condemned the whole enterprise and wound up with this paragraph:

"One of the most serious questions raised by this business relates to the moral responsibility of the newspapers which for advertising purposes encouraged Wellman to incur risks so accurately foreseen. If, as a result of their recklessness, those who embarked on the America had perished the journals which promoted the venture would have incurred the sharpest condemnation. They are not less blameworthy because of the rescue in which they had no part.

We are not disposed to impatiently dismiss the Tribune's protest, even though we believe a very .large majority of all persons connected with the newspaper business and a very large majority of the entire male population of the United States are likely to unqualifiedly indorse the action of the newspapers that backed the Wellman enterprise. The Tribune's protest is valuable because it erystallizes an issue. The Tribune, and also anybody, may properly ask: Is it worth while to risk life in such feats? Is a newspaper justified in giving encouragement to men who risk their lives in such

We believe it is worth while. We believe newspapers that backed Wellman, and newspapers that have offered large prizes for other aeronautical performances, are entirely justified.

The issue raised by the Tribune has an intimate relation to the world-wide issue of peace versus war. It is not to say that any large group of the advocates of international disarmament and universal peace are in sympathy with the idea expressed by the Tribune.

The late Professor William James in a new phrase to English literature. He bribe taking. In fact, it has been our retiring from the firm.

cates. He tried to prove, in that last article, that we shall never get rid of murderous, barbarous war until we have found "a moral equivalent of war."

He had in mind that men shall in the future go forth and battle against uneurbed or malign forces of nature: that they shall fight against the elements and give up their lives if need be. Above all things, man, to be ennobled, must feel the thrill of heroism and must know that glory follows after that

Let those who hold the Tribune's attitude look about them and watch the red-blooded youth of this nation. Did we not see them reading that simplestrikingly simple narrative written for eertain newspapers by Walter Wellman on board the steamship Trent? How their eyes glowed and their blood raced and their muscles quivered to see that marvelous pieture of the great, helpless balloon above the ocean and the balloon's erew of six men stepping on board the steamship!

Men have thrilled to read about Balaclava, about the Bridge of Lodi, to read of Gettysburg and Missionary Ridge and of those who faced the iron sleet and stormed home the towers of Monterey. We think men-millions of men-thrilled that same old way to read of Walter Wellman and his

Let the peace advocates be glad and thank the newspapers that gave to progressive boyhood and manhood this splendid surge of blood, for here, in the motive and manner of the Wellman voyage, is a moral equivalent of war.

HONESTY OF REPORTERS.

A startling feature of the investigation of the alleged \$500,000 fund to defeat anti-betting bills, now being conducted by the legis'ative committee in New York, was the statement made on Wednesday that a number of newspaper representatives had received money in eonnection with legislation.

We are loath to believe that any news-

experience that the standard of honesty among newspaper men is far above the average. But if a more complete investigation proves that any one of the epresentatives in question are guilty as charged they should be speedily driven from the profession, and editors should see to it that they were never again pernitted to enter.

Concerning honesty of reporters, the New York World of last Friday says 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 race-track 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."

OBITUARY.

Samuel T. Lineaweaver, owner and publisher of a series of New Jersey summer resort papers, died in Philadelphia last week following an illness of several months. He was seventy-three years old and was widely known in the publishing and printing business. He published the Atlantie City Season, the Atlantic City Seashore, the Cape May Season and the Cape May Seashore.

John Miley, well known as an editor, reveiwer and educator, died in Lakewood, N. J., last week. He was assowith the publishing house of Small, Maynard & Co., of Boston, as reviewer and editor, and had spent much of his life in traveling abroad.

Byron J. Andrews, former proprietor of the National Tribune of Washington, D. C., died suddenly in Evansville, Wis., last week. Mr. Andrews was one of the pioneer newspaper men of Chicago, 1n 1881, while a reporter in Washington, he was appointed private secretary to President Grant. Later he served as Washington and New York correspondent of the Chicago Inter Ocean.

Willard Stephen Whitmore, inventor of the papier mache matrix process of stereotyping, died in Washington last He was sixty-eight years old. He was born in Laporte, Ind., and was the founder of the Stillwater (Minn.) Gazette and the Minnaepolis Chronicle, then the only paper in Minneapolis, which later was consolidated with the Tribune. At the time of his death Mr. Whitmore was a stereotyper in the government printing office. He received no material benefit from his invention.

To Represent New York Post.

Charles H. Eddy, special representa-tive, New York and Chicago, has been appointed foreign advertising representative of the New York Evening Post in the Eastern field. has represented the Evening Post in the Western field for the past two years.

A Phenomenal Advertising Record.

The New York World during the first nine months of 1910 printed 1,777,799 advertisements, or 129,072 more than the corresponding period 'ast year. million mark was passed in August. During September alone the World printed 160,368 advertisements.

The partnership of Davis & Hudson, the last of his published articles gave paper representative would be guilty of Leader, has been dissolved, Mr. Davis

BOOKS.

"Elba and Elsewhere," by Don C. Seitz. Harper & Brothers, New York and London. Price, \$1.25.

To the traveler or stay-at-home this book is of more than passing interest. Its chief charm lies in the fact that it is different from the ordinary book of travel, and the average reader will find much in its pages in the way of entertainment and information. The author, Don C. Seitz is the business manager of the New York World, and with true newspaper instinct gets right at the meat of things. His style is delightful and he has apparently discovered some things abroad that every one else has overlooked. There is many a laugh in its ninety-five pages.

Following are some paragraphs from

the book:
"To impress genuineness, the butter pats in Paris are stamped with the gentle likeness of a cow.

'Paris consumes annually seventy barrels of Cape Cod eranberries."

"In the museum at Naples are some loaded dice with which Pompeiian crapplayers landed sure things two thou-sand years ago."

"There do not seem to be any barbers in France. Instead, the coiffeur abounds. There are no barber's chairs, and one must set up in a straight seat to have a hair cut, and always in fear of being sent away in curl papers."

"Marseilles newspapers really print news. Those of Paris talk politics and scandal, and have big circulations."

The encalvotus tree is the tallest on the Riviera. It sheds its bark instead of its leaves."

"Nick Carter and Buffalo Bill are loose in Italy. The former parades in the Kiosque news-stalls as 'Il Gran Polizetts America," but Colonel Cody is without foreign guise, killing Indians and buffalos with both hands and

characteristic abandon."
"Probably the most traveled oysters in the world are the Blue Points that journey to Genoa and regale Americans on the return trip to New York." "Most English women should be

prevented by law from wearing evening dress. The eostume was designed to uncover curves, not angles."

"Politeness without subserviency is a difficult thing to acquire. The Contineutals have it alone. The polite Englishman is a crawling worm, are no polite Americans."

stickum on British postage stamps is much more adhesive than on those of the U. S. A."

"The tails of English shirts are about seven inches longer than those made in America."

The usual Briton has a greater capacity for unexpressed thought than any other citizen of the world.'

Directory Publishers Meet.

Thirty-nine companies which supply the various cities and towns of the United States, Cuba and the Philippines with directories were represented at the annual meeting of the Association of American Directory Publishers, held at Louisville, Ky., this week. President V. Williams, of Cincinnati, O., presided.

Verdict Against W. D. Mann.

The Supreme Court of the United States on last Monday refused to review the decision of the New York Federal Court, which entered a judgment of \$20,000 against William Dalton Mann and the Town Topics Publishing Company, of New York, in favor of Samuel Dempster in a libel suit.

PERSONAL.

Herbert A. Rouser, for several years in charge of the advertising department of the Knoxville Sentinel, has been made secretary and assistant business manager of the Chattanooga News. His associates on the Sentinel presented him with a handsome gold watch fob before

Charles S. Diehl, assistant general manager of the Associated Press and in charge of the Chicago office, was in Dallas, Tex., last week.

I. E. Fitzgerald, formerly editor of the East Liverpool (O.) Morning Tribune, and now in the government service at Washington, D. C., recently underwent a operation for appendicitis.

Sheldon W. Snively, formerly telegraph editor of the Cincinnati Commereial Tribune, is now State editor of the Indianapolis Star.

Charles Vinton Waters has resigned as city editor of the Troy (N. Y.) Times to become a member of the editorial staff of the Cincinnati Times Star.

Thomas P. Peters, editor of the Brooklyn Times, delivered an address at the opening of the new Shubert Theater in Brooklyn last Monday.

Herbert N. Casson, veteran newspaper man, now connected with the Munsey publications, is the author of the "History of the Telephone," published recently.

William Hall Hodgson, proprietor and editor of the West Chester (Pa.) Daily Local News and the Jeffersonian, cele-brated his eightieth birthday last Sat-

George Richard Gould, of the staff of the Albany (N. Y.) Knickerbocker Press, was married recently to Miss Lyda Word Sharp, of West Orange, N. J. Mr. Gould was formerly circulation manager of the Orange Daily Chronicle.

After a connection of thirty-six years, Dr. George M. Twitchell has resigned as editor of the Maine Farmer, published at Augusta.

W. R. Emory, manager of the Chicago office of Everybody's Magazine, addressed the St. Louis Advertising Men's League last week.

Howard M. Fuller, formerly city editor of the Peoria (Ill.) Journal, has been made managing editor of that

Julius Chambers, F. R. G. S., formerly editor of the New York Herald and a well known writer, lectured on Journalism before the College of Commerce of the New York University last week.

J. C. Kelley, advertising manager of the B. & O. S. W., is enjoying a two weeks' vacation visiting relatives in Detroit and Fort Wayne, Ind. He is accompanied by his wife and family.

Hilliard Bruce, formerly editor of the Honesdale (Pa.) Citizen, has been com-pelled to resign his position owing to a

secretary of the Monarch Life Insurance Company, recently organized in Evansville.

Among the passengers on the Lusitania, which sailed from New York Wednesday, was John Schroers, the well-known newspaper man, representative of the Star Co., which is the holding eompany of all the Hearst papers. Mr. Sehroers is on his way to London on business.

Fred Caldwell, for the past year connected with the Detroit bureau of the Associated Press, has been appointed managing editor of the Kalamazoo Even-

Paul L. Halline, publisher of the De Pere (Wis.) News, has been appointed postmaster to take effect on November 1, when he will succeed J. C. Outhwaite, who has held the position for about twelve and one-half years.

James Schermerhorn, editor of the Detroit Times, was in New York this week. The Times, which recently eelebrated its tenth anniversary, has from the beginning made a consistent stand for clean advertising. That the people of Detroit believe in the Times and the principles for which it stands is shown by the measure of prosperity it enjoys.

CLUBS AND ASSOCIATIONS.

The California Press Association met in annual session at San Francisco last week. The meeting was largely devoted to conside ing the question of a State tax for the Panama-Pacific-International Exposition. The editors unanimously voted in favor of a contribution of \$5,000,000 for the exposition by the State. Resolutions were adopted de-ploring the explosion which wrecked the Los Angeles Times. Among those in attendance were: Friend W. Richardson of Berkeley, president of the association; R. C. Harbison of San Bernardino, vice-president; Oran King of Benieia, secretary; Duncan McPherson of Santa Cruz, treasurer; G. B. Daniels of Oakland, F. B. Mackinder of St. Helena, S. H. Olmsted of San Rafael, Frank H. Owen of Colton, W. L. Rideout of Lakeport, F. P. Royle of Hollister, Fred E. Adams of Hayward, S B. Axtell of Loli, George M. Blair of Corona, W. J. Boyd of Sausalito, W. C. Brown of Pacific Grove, Warren B. Brown of Richmond, J. P. Baumgartner of Santa Ana, George H. Burchard of Eureka, J. C. Crome of Roseville, of Eureka, J. C. Crome of Roseville, C. A. Carroll of Calistoga, Alex Cres-san of Healdsburg, Albert Currlin of Oakland, M. F. Cochrane of San Rafael, C. E. Dunscomb of Berkeley, A. F. Falch of Auburn, H. H. Granice of Sonoma, W. H. Hanscom of Orloff, C. E. Jones of Lancaster, W. H. Kelly of Palo Alto, U. G. Knight of Exeter, J. A. Lawrence of Oroville, S. D. Merk of Burlingame, J. H. Miller of Marys-ville, L. C. McKenney of Gilroy, H. E. McPherson of Santa Cruz, C. D. Mc-Camish of Colusa, R. E. Nicel of Acton, George A. Oakes of Hayward, John A. Olmsted of Petaluma, C. J. Owen of San Jose, J. C. Phills of Yuba City, W. D. Pennycook of Vallejo, C. D. Radcliffe of Merced, Henry R. Roth of Santa Clara, A. D. Shaw of Hollister. A. O. Stanley of Middletown, A. B. Smith of Los Creak F. M. Slown B. Smith of Los Gatos, F. M. Slocum of Redding, H. W. Simkins of Palo Alto, George D. Squires of Mill Valley, J. C. pelled to resign his position owing to a nervous breakdown.

William W. Ross, for more than thirty years an editor of the Evansville (Ind.)

Journal-News, has retired to become

Journal-News, has retired to become

Journal-News, has retired to become

More than \$5400.00

was the cash profit showing of a central was the cash profit showing of a central west evening dally newspaper property in year ending April 30th, 1910. Gross business approximately \$30,000.00. Three linotypes and Cox Duplex. Will be sold for \$35,000.00 or 1/2 to advertising or eirculation manager pro rata. \$12,000.00 or more eash neessary for ent re purehase. Proposition No. 59.

C. M. PALMER.

Newspaper Broker. 277 Broadway, New York.

The Mobile Register MOBILE, ALABAMA

"We regard The Mobile Register as the strongest advertising medium in South Alabama and Mississippi." Barney-Cavanaugh Hardware Co.

C. F. KELLY & CO.
Publishers Representatives
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.

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

"GOTHAM GOSSIP"

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

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

WILBERDING

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 adver-tisers. Write for rates and sworn eireulation statement.

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest, Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest bome competitor.

A matchless record—an unbeatable newspaper.

SITUATIONS WANTED

Advertisements under this classification will cost
One Cent Per Word

A VALUABLE MAN

A VALUABLE MAN

For any newspaper in a medium size city; a working mechanical superintendent, who understands the running of a newspaper press room and stereotype department from A to Z. A man who 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, and consequently increase your advertising patronage and circulation. Object, per manent position with opportunity to show what I can do and salary can be adjusted later. Will go anywhere. Address "Pressman," care The Editor and Publisher.

EDITORIAL POSITION

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

MANAGING EDITORSHIP.

By live, energetic young man. Will put new life into your paper; increase your circulation, and consequently your advertising patronage. Has edited two influential dailies in inland cities; now engaged on New York paper. Have always made good. Will do the same for you, Write "MAKE GOOD," care The Editor and Publisher.

EXPERIENCED NEWSPAPERMAN

Desires managing editorship of daily in thriving town. Aged 37. Employed 15 years on castern 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.

AUTOMATIC METAL POT

(Wood & Nathan); perfect condition; sell reasonably. OXODIO, care THE EDITOR AND PUBLISHER.

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.

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Address
Herald Square
Canadian Branch
New York City
Desbarats Bidg., Montreal

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

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS. tacle; also eighty-six lines

The J. Walter Thompson Co., 44 East Twenty-third street, New York, will place the advertising of P. C. Larkin & Co., Salada Teas, Toronto, Can. This agency has also secured and will place the advertising of the Ford Motor Car Co., Detroit, Mich., and is placing 15,000 line contracts in New England papers for a new European advertiser, who will not be made known for the present. This is the first time this business has been placed in this country.

Hazen Morse, Headache Pills, New Roehelle, N. Y., is placing 5,000 lines in towns where they have agents through Lord & Thomas, 250 Fifth avenue, New York.

The Volkman Agency, Temple Court, New York, is adding new territory and new papers to the list for the advertising of the Vapo-Cresolene Co., 180 Fulton street, New York.

The Frank B. Kiernan Agency, 156 Broadway, New York, is placing orders for the To-Kalon Manufacturing Co., Syracuse, N. Y.

Morse International Agency, Dodd-Mead Building, New York, is sending out extra copy for 3,360 lines for Thomas Beecham, Beecham's Pills, Lancashire, England.

Irving Rosenbaum, 1123 Broadway, New York, is asking for rates in Pennsylvania papers.

The Woodland Manufacturing Co., 21 South Seventh street, Philadelphia, is asking for rates in Pennsylvania papers for the advertising of the Komo's Preparations.

The Beacon Falls Rubber Shoe Co., Boston, is placing orders in Michigan papers through Charles W. Hoyt, New Haven, Conn.

The copy for the Omega Chemical Co., 452 Fifth avenue, New York, Omega Oil adversing, will start Nov. I, one month earlier than last year.

Joseph E. Baer, 251 Fifth avenue, New York, is placing the advertising of C. D. Reid, real estate, Brooklyn, in Pennsylvania papers.

The E. H. Clarke Agency, Chicago, is placing 1,000 lines in Sunday papers in the Southwest for the Physicians' Co-operative Association, same city.

F. A. Gray, Kansas City, Mo., is placing seventy-four lines four times in Western and Southwestern papers for the advertising of the Truesight Spec-

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 dis-tricts most valuable for foreign advertisers more thoroughly than any other New Orleans namer. Orleans paper. ELMER E. CLARKE, Business Manager

SMITH & BUDD Foreign Representatives NEW YORK CHICAGO ST. LOUIS Southwestern papers for the Morgan Distilling Co., Kansas City.

H. W. Kastor & Sons, St. Louis, are placing orders in Southwestern Sunday papers for the Distilleries Sales Co.

H. W. Kastor & Sons, St. Louis, is placing ten lines in Southern and Western papers for Dr. F. E. Grant, Fits Cured, Kansas City, Mo.

The MaeFarland Publicity Service, Harrisburg, Pa., is placing two inches twenty-five times in Southern and Western papers for the Summitt Nurseries, Monticello, Fla.

The Long-Critchfield Corporation, Chicago, is placing twenty-eight lines four times weekly for the Stuart Plaster

Witt K. Cochrane, Boyce Building, Chicago, is placing orders in the larger vity dailies for 1,120 lines for the Mitchell-Lewis Motor Car Co., Racine,

The Massengale Agency, Atlanta, Ga., is placing 1,000-line contracts generally for the Thomas F. Goode Estate, Buf-Lithia Water, Buffalo Lithia Springs, Va.

The Leven-Niehols Agency, Chicago, is placing new orders in Pacific Coast papers for the James E. Pepper & Co., Pepper Whiskey, Lexington, Ky.

H. W. Kastor & Sons, St. Louis, are placing 1,000 lines in Southwestern papers for the German-American Institute.

The S. S. David Agency, Chicago, placing page copy in weekly papers for the Theo. Noel Co., Chicago.

The Sterling Remedy Co., Cascarets, Wheeling, W. Va., is placing two inches 156 times in Southern papers.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders in Louisiana papers for Craddock-Terry Shoe Co., Craddock Shoe, Lynehburg.

Geo. Batten Co., Fourth Avenue Building, New York, is placing orders for 1,260 lines in six selected cities for the McCallum Hosiery Co., 160 Fifth avenue, New York.

A. W. Ellis Agency, 10 High street, Boston, is placing orders for 250 inches in Middle West papers for Robinhood Ammunition Co., Swanton,

Ewing & Miles, 32 Union Square, New York, are placing orders in New York State papers for Ammo Co., 949 Broadway, same city,

Fowler-Simpson Co., Schofield Building, Cleveland, Ohio, is making contracts for 10,000 lines with Western papers for the Cleveland Macaroni Co.,

Percival K. Frowert, Stephen Girard Building, Philadelphia, is placing orders in Florida papers for the Quaker City Mining Co., Philadelphia.

Boston, is placing small orders in Southern Sunday papers for the Novitas Man-ufacturing Co., same eity.

OF ROLL HONOR

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

ALABAMA. NORTH DAKOTA. ITEMMobile NEWSFargo NORMANDEN .. (Cir. 9,450) .. Grand Forks ARIZONA. OHIO. GAZETTEPhoenix PLAIN DEALERClevelind (August, D. 92,234–8, 115,307) VINDICATORYoungstown CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN ... San Francisco CALL ... San Francisco EXAMINEB ... San Francisco PENNSYLVANIA. FLORIDA. METROPOLISJacksonville PRESS Pittsburg TIMES-LEADEH Wilkes-Barre DISPATCH AND DAILY York GAZETTE York GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbus LEDGER Columbus SOUTH CAROLINA. ILLINOIS. POLISH DAILY ZGODA Chiengo TENNESSEE. SKANDINAVEN Chiengo WOMAN'S WORLD Chiengo HERALD JOHE HERALD Peoria JOURNAL Peoria NEWS-SCIMITAR Memphis HANNER Nashville TEXAS. RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY THHUNE WACO TIMES-HERALD Waco INDIANA. JOUHNAL-GAZETTE ... Ft. Wnyne NEWS-TRIBUNE ... Marion THIBENE ... Terre Hnute THE AVE MARIA ... Notre Dame WASHINGTON. HORNING TRIHUNEEverett IOWA. WISCONSIN. EVENING GAZETTE Burlington EVENING WISCONSIN....Milwaukee CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque CANADA KANSAS. ALBERTA. GAZETTEHutchinson CAPITALTopeka HERALDCalgary KENTUCKY. BRITISH COLUMBIA. WORLDVancouver COURIER-JOURNALLouisviile TIMESLouisviile TIMESVictoria ONTARIO. LOUISIANA. EXAMINERPeterborough FREE PHESSLondonNew Orleans STATES New Orleans TIMES DEMOCRAT... New Orleans QUEBEC. JOURNALLewiston

GET THE BEST ALWAYS!

The Hittsburg Bispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Blunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

MICHIGAN.

PATRIOT .. Aug. 10,740; S. 11,858.. Jackson

MINNESOTA.

TRIBUNE.....Morn, and Eve.....Minneapolis

MISSOURI.

DAILY AND SUNDAY GLOHE, Joplin

MONTANA.

MINERButte

NEBRASKA.

FREIE PRESSE . . (Cir. 142,440) . . Lincoln

NEW JERSEY.

JOURNAL Elizabeth
TIMES Elizabeth
COURIER-NEWS Plainfield

NEW MEXICO.

MORNING JOURNAL .. Albuquerque

NEW YORK.

BUFFALO EVENING NEWS . . Haffalo LESLIE'S WEEKLY (Cir. 275,000) New York

MESSENGER OF THE SACRED HEART..New YORK

NEW BEDFORD TIMES e paper that has made New Bedford Mass., the fastest growing city in the world.

Average to July 1, 1910 Evening, 7,840 Sunday, 13,756

ALFRED B. LUKENS
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 & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

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

DEBEVOISE, FOSTER CO.

15-1 West 38th St., New York
Tel. Murray Hill, 52: 5

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

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

GUENTHER, RUDOLPH 115 Broadway, New York Tel. Broad 1420

HOWLAND, HENRY S., Adv. Agency 20 New St., New York Tel. Rector 4388

KIERNAN, FRANK, & CO. 156 Broadway, New York Tel. 1233 Cortlandt

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY 44 Broad St., New York Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FROWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filhert 5137

MEXICO

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

BRIEF ITEMS.

The Farley (1a.) News has suspended publication.

James S. Johnson, business manager of the Elizabethton (Tenn.) Tennessee Equity, has been sentenced to eighteen months in the State penitentiary on the charge of felonious assault.

NO ADVERTISER can overlook the clientage of **THE PANHELLENIC **

New York's David Greek Newspaper, for there is no other way that you can leach the 300,000 Greeks in the U.S. who are a frugal and hrifty class of people. For rates, etc., address

class of people. For rates, etc., address of people. For rates, etc., address of people. FARTHELLENIC **

50 Church Street, New York, N. Y.

'Phone 7523 Cortlandt

AUGUSTA HERALD

Augusta, Ga.

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

Benjamin & Kentnor Co.
Foretga Representatives

CHICAGO and NEW YORK

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bidg., New York
Tel. Gramercy 666

ALCORN, GEORGE H.

405 Tribune Bidg., New York
Tel. Bees man 2991

BARNARD & BRANHAM

Brunswtck Bldg., New York

Boyce Bldg., Chicago

Tel. Madison Sq. 6380

KELLY, C. F. & CO.

Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

KRUGLER, FRED'K M. 150 Nassau St., New York Tel. Beekman 4746

NORTHRUP, FRANK R. 225 Fifth Ave., New York Tel. Madison Sq. 2042

PAYNE & YOUNG 747-8 Marquette Bldg...' htcago 30 West 33d St., New York Tel. Mad. Sq. 6723

PUTNAM, C. I. 30 W. 33d St., New York Tel, Madison Sq. 3613

SMITH & BUDD • O.
Brunswick Bldg., New York
Tel. Madison Sq. 6187

THE FISHER AGENCY 118 East 28th St., New York 506 Poyce Pidg., Chicago Tel. Madison Sq. 6556

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

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

ADDITIONAL AD TIPS.

H. W. Kastor & Sons Advertising Co., Laclede Building, St. Louis, Mo., is placing orders in Southwestern papers for the American Pure Food Co., same city; this agency is also placing orders in Southern and Southwestern papers for Fels Distilling Co., Fels Whiskey, Kansas City, Mo.

H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, is placing orders in Canadian papers for the Charles B. Knox Estate, Knox's Gelatine, Johnstown, N. Y.; this agency is also placing orders in 100 principal cities for the U. S. Motor Co., Brush Automobile, 505 Fifth avenue, New York.

Lord & Thomas, 250 Fifth avenue, New York, are placing orders in Southwestern papers for Charles Cluthe, Trusses, 125 East Twenty-third street, New York.

Milbourne Advertising Agency, 210 East Lexington street, Baltimore, Md., is placing orders in Pennsylvania papers for the Baltimore Steam Packet Co., Baltimore.

J. W. Morgan Advertising Agency, 44 East Twenty-third street, New York, is placing orders in large cities for November editions of Crowell Publishing Co., Woman's Home Companion, New York

Frank Seaman, 30 West Thirty-third street, New York, is making 10,000-

line contracts in Western papers for the Lozier Automobile Co., Plattsburg, N. Y.; this agency is also asking rates in Eastern papers for the American Tobacco Co., Murad Cigarettes, 111 Fifth avenue, New York.

Pfeifer's Advertising Agency, 905 Majestic Building, Detroit, Mich., is placing orders in Pennsylvania papers for the Jerome H. Remick Music Co., 131 West Forty-first street, New York.

The Reading Eagle, Reading, Pa., is extending its campaign of advertising to the leading papers of the country. This advertising will be charged direct.

CHANGES OF INTEREST.

The Ca'vert (Tex.) Courier-Chronicle, formerly owned and edited by Charles W. Gordon, has been purchased by W. W. Wilson, an attorney of Franklin, Tex.

O. H. Stevens has sold the Allen (Neb.) News to Henry L. Baker, who has assumed control.

Scott Harris has purchased the Gordon (Ark.) Times from A. H. Evans, who has been in control for the past two years.

The Keokuk (Ia.) Standard has been purchased by M. S. Ackles, who is now in charge.

J. J. Conway has purchased the Owendale (Mich.) Herald of Frederick Klump.

Fred Williams has purchased the Mait'and (Ore.) Herald from O. M. Gilmer.

ADVERTISING NOTES.

A. W. Smith, of Hugh MacLean, Ltd., who publishes several trade papers in Toronto, Can., is in New York this week, calling on the advertisers in this field. Mr. Smith is also president and general manager of the Intercolonial Gas Journal, which is published in Toronto.

A. B. Lukens, Tribune Building, New York, has been appointed the foreign advertising representative in the Eastern field of the South Bend (Ind.) Times. The Times is the only morning paper in South Bend, and has a claimed circulation of over 6,300. J. D. Stoll is the president and editor.

NEW PUBLICATIONS.

Charles D. Lane, formerly editor o the Huntsville (Ala.) Evening Tribune, will launch a weekly at Courtland, Ala.

The Haileyville (Okla.) Signal has made its appearance. It is published by P. C. Duram and Dr. J. H. Stolpher.

W. T. Goode, who has been the manager of the Martin (Tex.) Christian Patriot Publishing Co. for some time, has resigned.

The Morrill (Mich.) Blade has been discontinued. James Dudley was the editor.

To Keep in Touch with

BRITISH TRADE

Subscribe to and Advertise in

Che Stationer

PIFTIETH YEAR OF ISSUE

Published \$1.80 Per Annum Post Free

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND







THE LOVEJOY CO. Established 1853
ELECTROTYPERS

and Manufacturers of Electrotype Machinery
444-446 Pearl Street New York



The Garwood Electric System

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

Garwood Electric Company
New York. Philadelphia. Chicago. St. Louis. Pittahur

Send To-day for the "The Kohler System"
List of Users of
We have put in one million five hundred thousand dollars worth of machinery for the electrical
control of printing presses,
Manufactured and Sold by the

Manufactured and Sold by the
CUTLER-HAMMER MFG. CO.
MILWAUKEE, WISCONSIN
Philadelphia Cleveland San Francisco
New York Boston Pittsburg Chicago



Offers advertisers the largest quantity of high-class evening circulation in New York

Proved and guaranteed as the daily average for the five months ended Sept. 30, 1910. In New York there are four evening newspapers of acknowledged high-quality of circulation. During September, 1910, all four of these made gains in the volume of advertising carried compared with 1909 as follows:

THE	GLOBE	gained	70,687	lines
	POST	"	52,975	
THE	MAIL		28,499	44
THE	SUN	46	17.551	66

NOTE—The Globe is the only New York evening newspaper that issues sworn monthly statements of circulation to advertisers and shows definite distribution.

AUTO ADVERTISING.

Daily Newspapers Offer Rich Field for the Automobile Manufacturer, Says Noted Expert. Must Recognize the Cumulative Value of Reiteration to Maintain Prestige.

In an article written for the New York Times, Frank Presbrey, well known advertising authority and head of the Frank Presbrey Company, General Advertising Agents, of New York, discusses the present status of the auto-mobile industry and declares that more and more manufacturers are recognizing the value of publicity. Mr. Pres-

In the automobile manufacturing industry conditions have changed vastly during the past decade. Ten years ago the motor car was little more than a luxurious plaything-a land yacht, so to speak-of the fortunate few whose means and inclinations led them to the purchase of what we would now look upon as a crude, inefficient, and alto-

gether unsatisfactory possession.

The times have advanced and the automobile has improved until now it can be considered as thoroughly reliable as any other method of locomotion. Today this latest adjunct to twentieth century civilization has become an economic necessity, indispensable alike to the leisure class, the city dweller, the suburbanite, and the farmer. The car has even invaded the business world, and is slowly, but nevertheless surely, emancipating the horse from his heaviest

AN ECONOMIC NECESSITY.

parisons can be made between automobiles and steam yachts and other expensive and economically unimportant playthings of leisure moments. Far-sighted and enterprising manufacturers have foreseen that a single type of machine-and that the highest priced-was not sufficient, and many manufacturers of prominence in the country now build a long line of varying styles at graduated prices to suit the needs and the purses of different sorts of patrons.

The business of automobile manufacturing has grown with the demand for the product—from a few small factories in 1900 to several hundred mammoth establishments at the present day. The output of cars has enormously increased, likewise the capital invested and the number of employes. At the same time, the average sale price per car has been materially reduced.

These facts indicate clearly enough the present status of the enterprise. The needs and requirements of the automobile buying public are being more carefully considered and more adequately met; in other words, the supply is over-taking the demand, and competition is

making itself felt. This situation is of great advantage to the customer. He no longer accepts 'any old car" as good enough because he fears he cannot get another at any price without a long and vexatious de-lay. "Deliveries" are now made in a few days, and "sales on the floor" have become increasingly common.

WIDER ADVERTISING BECOMES IMPORTANT.

With the classification of the automobile as an economic necessity, with the recognition of keen competition among The time has gone by when com- manufacturers, and the near approach of a neighbor.

of the time when the supply will be equal to if not overtop the demand, the matter of wider advertising of the automobile becomes more and more important. It is true that automobiles are and have been advertised largely for many years; but it is also true that most this publicity has been intensive her than extensive. Manufacturers rather than extensive. have been content to make their announcements in their own trade papers, the leading magazines, and a few of the more prominent illustrated periodicals. The broader fields of the great city dailies and the newspapers of smaller communities have been largely neglected, or, if used, this has been done merely by the local agent or dealer. There have been very few broad general daily newspaper advertising campaigns on the part of the manufacturers themselves.

DAILY PRESS OFFERS RICH FIELD. That the daily newspaper is one of the richest of advertising fields for the automobile business as it exists to-day there can be little doubt. First of all, the daily newspaper repeats its message every twenty-four hours. Next, reaches all classes of people. A And thirdly, it is read by the active and progressive members of every community. Furthermore, many newspapers, with the unerring journalistic instinct that instantly seizes upon vital facts and pre-sents them in the most interesting form, have adopted and are including "autohave adopted and are including "auto-mobile news notes" as permanent fea-tures of each issue. The automobile happenings of a day or a week are recognized as of interest to all readers, whether the chronicle tells of a Vanderbilt Cup race or the motor car outing

tain his hard-earned prestige-either for superiority of product or quantity of output—he must reckon, in the days to He cannot come, with the daily paper. remain satisfied with telling his story to the public once a week or once a month, valuable though that may be. He must tell it day after day, tell it with variations, tell it with added timely facts, and the relation of recent achievements. He must recognize the cumula-tive value of reiteration. And he must never let his public forget him.

THREE VITAL UNITS As to the character of this advertising few automobile manufacturers of to-day need much explicit advice. All recognize its merit, its necessity, and they know their business. They know how to "talk up" their machines, they know how to forestall competition, and they know what to say to prospective buyers. They realize that advertising enables them to talk to a vast number instead of to one, but they may not understand that manufacturing, advertising, and salesmanship—together—are the three vital units of their business. These three form a tripod support for their enterprise, any leg of which being weak or missing brings down the whole structure like a house of cards.

Manufacturing, alone, builds the machine. Advertising, alone, provides the auditors. Salesmanship, alone, delivers the goods. These must not be separated, or success is impossible. Neither is valuable singly. It would be folly to make what could not be sold. would be worse to advertise what could not be made. And who could hope to sell what nobody knew was being manu-

