

# THE EDITOR AND PUBLISHER

## THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 Cents a Copy

### WELLMAN'S VOYAGE.

**FOUR NEWSPAPERS PAID AERONAUT \$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 or association was written and sent by 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 transatlantic 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 Wednesday morning editions in 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 flight.

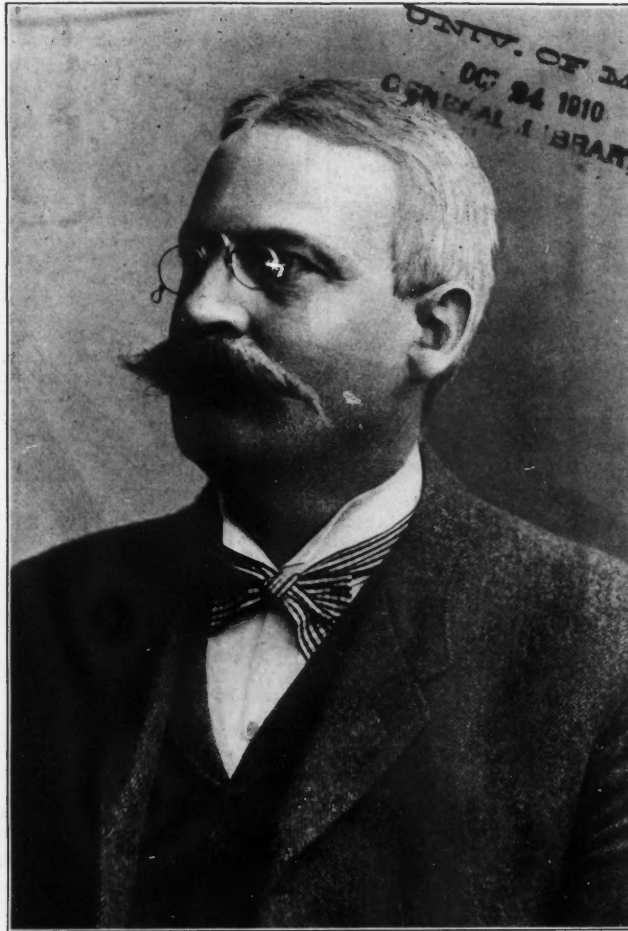
In view of the severe criticisms of Mr. Wellman, widely printed last week, because of his apparent failure to sail on schedule time, the following record, printed by the New York Times last Sunday, will serve for reference:

#### 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 Zepelin 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 Company 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 margin.

The liabilities are summarized as follows: 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.

##### Magazine Moves to Atlanta.

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

#### MAGAZINES TO STOP.

##### Lewis Publishing Co. to Discontinue All but National Daily.

E. 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 discontinued 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.

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 NEWSPAPER 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 part:

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 "coloring 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 government.

##### 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.



**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 him.

"High winds continued to beset Wellman or else inclement weather made a start impossible. On Oct. 12 a trial start was scheduled, and Mr. Wellman admitted that if the conditions were favorable he would not return to Atlantic 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 postponed.

"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 "destrict" school of Michigan. At the age of fourteen he established a weekly newspaper at Sutton, Neb. At the age of twenty he married Miss Laurá 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 spot 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 Arctic 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. Five 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 crevasse in the ice and one of his legs was crushed. An Eskimo rescued 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 Professor 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, Vaniman and Louis Loud made another start from Dane's Island in a new balloon 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 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 members 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 Minneapolis. It was established in 1907 by the Register Publishing Co., and enjoys a large circulation.

**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 creditors 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 many 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 year.

According to the receivers, the circulation, for the first time in six years, has increased without artificial stimulation. 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 company were elected as follows: J. H. Craig, president; W. I. Clark, vice-president; R. J. Kaylor, secretary; Arthur B. Clark, treasurer.

**Minnesota Editors Meet.**

The 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	73,580	" "
<b>GAZETTE</b>	<b>57,295</b>	" "
Fourth Newspaper	63,220	" "
Fifth Newspaper	58,325	" "
Sixth Newspaper	51,040	" "

The German Gazette Publishing Co. Philadelphia

**NOT** all publishers believe that good rollers have anything to do with the attractive appearance of a sheet

**Many Do**

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

**BINGHAM BROTHERS CO.**  
**ROLLER MAKERS** (Established 1849)  
 406 Pearl St., 521 Cherry St.,  
 N. Y. Philadelphia

Allied with  
**BINGHAM & RUNGE, CLEVELAND**





**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 remained 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 States.

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 salesmen. 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. This is considered a difficult 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 two-cent newspaper, and that the two-cent newspaper is the great journalistic organ 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 management, 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 co-operation in raising a fund to aid the wives and families of the men who perished in the explosion of the Times plant.

A new Italian paper has made its appearance in Trenton, N. J., called L'Italo Americano. It will be published weekly.

**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 report 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**

We manufacture the best line of  
**TYPewriter SUPPLIES**  
on the market

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

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

**DISCOUNTS ON APPLICATION**

**ESTABLISHED 1827**

Eighty-three years of continuous experience, the exclusive use of new metals, an incomparable formula and a perfect method 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 troubles and resultant losses in time and money.

**We Guarantee Perfect Satisfaction**

*Thomas Wildes' Son*  
METALS  
**NEW YORK**









# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

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 Rochelle, 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.

The 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 advertising, will start Nov. 1, 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-

tacle; also eighty-six lines t. f. in 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 MacFarland 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 Pad Co.

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

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

The Leven-Nichols 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, is 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, Lynchburg, Va.

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, Vt.

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.

Ernest J. Goulston, 17 Milk street, Boston, is placing small orders in Southern Sunday papers for the Novitas Manufacturing Co., same city.

# ROLL OF HONOR

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

<b>ALABAMA.</b>	<b>NORTH DAKOTA.</b>
ITEM ..... Mobile	NEWS ..... Fargo
<b>ARIZONA.</b>	NORMANDEN .. (Cir. 9,450) .. Grand Forks
GAZETTE ..... Phoenix	<b>OHIO.</b>
<b>CALIFORNIA.</b>	PLAIN DEALER ..... Cleveland
INDEPENDENT ..... Santa Barbara	(August, D. 92,234-S. 115,307)
BULLETIN ..... San Francisco	VINDICATOR ..... Youngstown
CALL ..... San Francisco	<b>PENNSYLVANIA.</b>
EXAMINER ..... San Francisco	TIMES ..... Chester
<b>FLORIDA.</b>	DAILY DEMOCRAT ..... Johnstown
METROPOLIS ..... Jacksonville	JOURNAL ..... Johnstown
<b>GEORGIA.</b>	DISPATCH ..... Pittsburg
ATLANTA JOURNAL ..... Atlanta	GERMAN GAZETTE ..... Philadelphia
(Cir. 53,163)	PRESS ..... Pittsburg
CHRONICLE ..... Augusta	TIMES-LEADER ..... Wilkes-Barre
HERALD ..... Augusta	DISPATCH AND DAILY ..... York
ENQUIRER-SUN ..... Columbus	GAZETTE ..... York
LEDGER ..... Columbus	<b>SOUTH CAROLINA.</b>
<b>ILLINOIS.</b>	DAILY MAIL ..... Anderson
POLISH DAILY ZGODA ..... Chicago	DAILY RECORD ..... Columbia
SKANDINAVEN ..... Chicago	THE STATE ..... Columbia
WOMAN'S WORLD ..... Chicago	(Cir., D. 14,047-S. 14,163)
HERALD ..... Joliet	DAILY PIEDMONT ..... Greenville
HERALD-THANSCHIFT ..... Peoria	<b>TENNESSEE.</b>
JOURNAL ..... Peoria	NEWS-SCIMITAR ..... Memphis
<b>INDIANA.</b>	HANNER ..... Nashville
JOURNAL-GAZETTE ..... Ft. Wayne	<b>TEXAS.</b>
NEWS-TRIBUNE ..... Marlon	RECORD ..... Fort Worth
TRIBUNE ..... Terre Haute	CHRONICLE ..... Houston
THE AVE MARIA ..... Notre Dame	SEMI-WEEKLY TRIBUNE ..... Waco
<b>IOWA.</b>	TIMES-HERALD ..... Waco
EVENING GAZETTE ..... Burlington	<b>WASHINGTON.</b>
CAPITAL ..... Des Moines	MORNING TRIBUNE ..... Everett
REGISTER & LEADER Des Moines	<b>WISCONSIN.</b>
THE TIMES-JOURNAL ..... Dubuque	EVENING WISCONSIN ..... Milwaukee
<b>KANSAS.</b>	<b>CANADA</b>
GAZETTE ..... Hutchinson	<b>ALBERTA.</b>
CAPITAL ..... Topeka	HERALD ..... Calgary
<b>KENTUCKY.</b>	<b>BRITISH COLUMBIA.</b>
COURIER-JOURNAL ..... Louisville	WORLD ..... Vancouver
TIMES ..... Louisville	TIMES ..... Victoria
<b>LOUISIANA.</b>	<b>ONTARIO.</b>
ITEM ..... New Orleans	EXAMINER ..... Peterborough
STATES ..... New Orleans	FREE PRESS ..... London
TIMES DEMOCRAT ..... New Orleans	<b>QUEBEC.</b>
<b>MAINE.</b>	LA PRESSE ..... Montreal
JOURNAL ..... Lewiston	LA PATRIE ..... Montreal
<b>MICHIGAN.</b>	<b>GET THE BEST ALWAYS!</b>
PATRIOT..Aug. 10,740; S. 11,858..Jackson	<b>The Pittsburg Dispatch</b>
<b>MINNESOTA.</b>	Greater Pittsburg's Greatest
TRIBUNE.....Morn. and Eve.....Minneapolis	Newspaper
<b>MISSOURI.</b>	WALLACE G. BROOKE Brunswick Bldg. New York
DAILY AND SUNDAY GLOBE, Joplin	HORACE M. FORD Peoples Gas Bldg. Chicago
<b>MONTANA.</b>	<b>NEW BEDFORD TIMES</b>
MINER .....Butte	The paper that has made New Bedford, Mass., the fastest growing city in the world.
<b>NEBRASKA.</b>	Average to July 1, 1910
FREIE PRESSE .. (Cir. 142,440) .. Lincoln	Evening, 7,840 Sunday, 13,756
<b>NEW JERSEY.</b>	ALFRED B. LUKENS Tribune Bldg. New York Representative New York
JOURNAL ..... Elizabeth	FRANK W. HENKELL 150 Michigan Ave. Western Representative Chicago
TIMES ..... Elizabeth	<b>JORNAL DO COMMERCIO</b>
COURIER-NEWS ..... Plainfield	OF RIO DE JANEIRO, BRAZIL
<b>NEW MEXICO.</b>	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
MORNING JOURNAL ..Albuquerque	VASCO ABREU, Representative
<b>NEW YORK.</b>	Tribune Building - New York
BUFFALO EVENING NEWS ..Buffalo	
LESLIE'S WEEKLY (Cir. 275,000) New York	
MESSANGER OF THE SACRED HEART..New York	
RECORD ..... Troy	

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

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

ELMER E. CLARKE, Business Manager.

**SMITH & BUDD**  
 Foreign Representatives  
 NEW YORK CHICAGO ST. LOUIS



# The Globe

AND Commercial Advertiser. ESTD. 1872.  
NEW YORK'S LARGEST NEWSPAPER.

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

# 137,408

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.
THE POST	"	52,975	"
THE MAIL	"	28,499	"
THE SUN	"	17,551	"

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 automobile industry and declares that more and more manufacturers are recognizing the value of publicity. Mr. Presbrey says:

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 altogether 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 labors.

AN ECONOMIC NECESSITY.  
The time has gone by when com-

parisons can be made between automobiles and steam yachts and other expensive and economically unimportant playthings of leisure moments. Farsighted 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 overtaking 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 delay. "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 manufacturers, and the near approach

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 of this publicity has been intensive rather than extensive. Manufacturers 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, it reaches all classes of people. 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 presents them in the most interesting form, have adopted and are including "automobile news notes" as permanent features 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 of a neighbor.

If the manufacturer desires to maintain his hard-earned prestige—either for superiority of product or quantity of output—he must reckon, in the days to come, with the daily paper. He cannot 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 cumulative 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. It would be worse to advertise what could not be made. And who could hope to sell what nobody knew was being manufactured?

