

# THE EDITOR AND PUBLISHER

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## PANAMA LIBEL CASE.

DECISION OF UNITED STATES SUPREME COURT SUSTAINS NEW YORK WORLD.

**Court Unanimous in Holding That There Is No Federal Libel Law—Would Be Impossible to Sustain the Roosevelt Contention Without Overturning State Law—Decision Read by Chief Justice White—Text as Reported by Stenographer.**

The Supreme Court of the United States Wednesday of this week delivered a unanimous decision in the case of Theodore Roosevelt against the New York World. The judgment of the lower court was affirmed and the newspaper wins the case.

Chief Justice White read the decision. A stenographer for the World was present, and the following, taken from the World, is assumed to be a full and correct report of the Chief Justice's reading:

### HISTORY OF THE CASE.

Mr. Chief Justice White in handing down the decision of the court said:

"I have the opinion of the court in the case of the United States vs. the Press Publishing Co.

"On the 4th of March, 1909, the Grand Jury of the Southern District of New York presented an indictment against the Press Publishing Co. charging, in fourteen counts, a crime of publishing a criminal libel on a military reservation. Seven of the counts related to the publication of this libel on the military reservation at West Point, New York, and the other seven of the counts related to the publication of the libel at the city Post-Office in the city of New York by delivering there to the Post-Office inspector the six issues of the New York World newspaper, which contained the matter charged as libelous. The persons libeled in the newspaper were the then President of the United States, the Secretary of War and other persons not officials. The case went to trial on a plea of not guilty. After the impaneling of the jury the Government conceded that the newspaper containing the libelous matter, the New York World newspaper, was published by the Press Publishing Co. in the city of New York, was circulated by that company extensively throughout the State of New York and throughout the entire United States, and printed in the defendant's printing establishment in the city of New York and circulated therefrom, and the defendant conceded the circulation of copies of the newspaper on the military reservation at West Point and the delivery of copies, as charged, in the Post-Office building in the city of New York.

"Thereupon the defendant moved to quash upon the following grounds:

"First—The court has no jurisdiction in this case. There is no statute of the United States authorizing this prosecution.

"Second—The act of 1898 does not apply to the case, as disclosed by the evidence.

"Third—If the act of 1898 is so construed as to cover the acts shown by the evidence it is unconstitutional.

"Fourth—The offense, if any, was committed wholly within the jurisdiction of the State of New York and was punishable there.

"Fifth—The defendant being a corporation is incapable of committing the offense charged in the indictment.

"The motion was heard, and the court delivered an opinion saying that it had concluded that the statute did not authorize the prosecution, and the indictment therefore was quashed.

"Before a formal judgment to that effect was entered, in order to prevent the question of double jeopardy, a juror was withdrawn and the court announced its opinion, quashing the indictment on the ground that it was not authorized by the second section of the act of 1898, upon which the indictment was based, and the Government is here, under the act of 1896, claiming that that was an erroneous construction of the statute."

THE OPINION OF THE SUPREME COURT.

Mr. Chief Justice White, after making the foregoing statement, delivered the opinion of the court, which was to the following effect:

"The indictment was based on the act of July 7, 1898 (30 Stat. 717, Sec. 2). The effect of the act as pointed out in Franklin vs. United States 216, U. S. 559, 568-9, was to incorporate the criminal laws of the several States, in force on July 1, 1898, into the

(Continued on page 4.)



JOSEPH PULITZER.

OWNER OF THE NEW YORK WORLD AND THE CHIEF ANTAGONIST OF THEODORE ROOSEVELT IN THE "PANAMA LIBEL" CASE DECIDED BY THE UNITED STATES SUPREME COURT.

## EDITOR HOWE RETIRES.

**Leaves Atchison Globe Which He Founded Thirty-three Years Ago.**

Edgar Watson Howe, founder of the Atchison (Kan.) Globe, and for thirty-three years its editor, announced his retirement from the paper on Jan. 1. A one-half interest in the Globe has been sold to the owner's son, Eugene Howe.

Mr. Howe will retire to a farm he purchased recently and will publish Smith's Quarterly, a magazine in which he plans to print just what he wants to and what he thinks. He early became prominent as editor of the Globe, and also scored a notable literary success as author of "The Story of a Country Town."

## Consolidated Plants Burned.

The combined plants of the Stillwell (Okla.) Sentinel and the Stillwell Standard, which were recently consolidated, were destroyed by fire last week. It was a total loss to Editor-owner Patton, whose insurance policy had expired at midnight before the fire occurred. New equipment will be purchased as soon as possible.

## RE-ELECTED PRESIDENT.

**Isaac H. Sawyer Again Heads St. Louis Advertising Men's League.**

Isaac H. Sawyer, director of the Brown Shoe Co., was re-elected president of the St. Louis Advertising Men's League, at the annual meeting, held at the American Hotel, last week.

Other officers elected were G. W. Mozelberg, first vice-president; Simon Friend, second vice-president; C. L. Gregg, third vice-president, and W. C. D'Arcy, secretary and treasurer.

## Refuses to Sell His Paper.

V. J. Lane, founder of the Wyandotte (Kan.) Herald and for thirty-nine years its editor, has announced that the paper will be suspended because he wishes to retire. He has refused all offers to buy the plant and good will. All subscription money paid in advance will be refunded.

## Appointed Secretary to Governor.

Governor-elect Lee Price of Oklahoma has appointed F. S. E. Amos editor of the Vinita Leader, as his private secretary.

## KENTUCKY EDITORS

**HOLD MID-WINTER CONVENTION IN LOUISVILLE AND DISCUSS LIVE QUESTIONS.**

**Meet Together with Delegates to "Good Roads" Convention—President Miller Too Ill to Attend—Major Stahlman, of Nashville, Delivers Opening Speech—List of Speakers and of Members Who Registered.**

The annual mid-winter meeting of the Kentucky Press Association was held in Louisville last week on Dec. 28 and 29. The sessions were held in the Hotel Seelbach. The entertainment of the visitors was in charge of the Louisville Convention and Publicity League, headed by R. W. Brown, managing editor of the Louisville Times and chairman of the programme committee. The attendance of State editors was the largest in the history of the organization.

President A. D. Miller of the association telegraphed from Richmond, Ky., that illness prevented his attendance. In his absence Colonel W. B. Haldeman, editor of the Louisville Times, called the convention to order and presided. Later the association sent a telegram of "sympathy and good cheer" to President Miller.

At the opening session the delegates of the Good Roads convention were present with the editors.

Major E. B. Stahlman, owner and editor of the Nashville (Tenn.) Banner, was the first speaker. He came to Louisville with Marmaduke B. Morton, the managing editor of the Banner, to meet the Kentucky newspaper men. Mr. Morton followed his chief with an address.

Other speakers were:

Mrs. Ella Hutchison Ellwanger, of Frankfort, "Your Home Paper."

Dr. Walter B. Gossett, member of the executive committee of Kentucky Commercial Clubs, "Co-operation and Federation."

Professor C. J. Norwood, State Mine Inspector, "Buried Treasure."

Green B. Kellar, editor of the Carlisle Mercury, "The Next General Assembly."

At the second day's sessions E. D. Shinnock, chairman of the executive committee, occupied the chair. The chief address was made by A. Y. Ford, treasurer of the Columbia Trust Co., on "Tax Revision." Other speakers were:

Samuel Judson Roberts, Lexington Leader, "A New Form of Cash Book."

Chief Justice Henry S. Barker, of the Kentucky Court of Appeals, "Kentucky State University."

John J. Berry, Paducah News-Democrat, "What is News?"

R. L. Westover, Williamstown Courier, "Tribulations."

M. F. Conley, Louisa News, "Business Building," a round-table discussion.

Wallace Brown, Bardstown Standard, "Elevating the Standard."

R. D. Kelly, Hawesville Clarion, "A One-Man Office."

T. Sanders Orr, Harrodsburg Republican, "Co-operation," round-table.

(Continued on page 3.)

## WIDE AWAKE GAS CO.

**Cleveland Corporation Uses the Daily Newspapers of the City to Present Its Side of the Case in a Controversy Over the Price of Gas.**

Employment of the advertising columns of the daily newspaper by an important public utility corporation to sustain the contention that it was forced into the abandonment of its franchises and a discontinuance of its business by municipal legislation, is a rarity in the history of advertising.

The East Ohio Gas Co. of Cleveland has served formal notice on the City Council that on January 17, 1911, it will cease the manufacture of gas because the rate fixed by ordinance—75c. per 1,000—will not return a profit on the investment.

In a city of the size and importance of Cleveland this action is of more than ordinary importance. It is claimed that the company demonstrated beyond reasonable doubt that it could not manufacture and sell artificial gas at the rate fixed by the city, because it supplied natural gas also, and, in a sense, was its own competitor. It was deemed wise, therefore, that a full and frank presentation of the situation should be made and the conditions set forth so clearly that if the company was forced into the position of closing down its works the blame could not attach to it.

With that purpose in view, Vincent S. Cooke, of Blanchard & Cooke, Fifth Avenue Building, New York, went to Cleveland in the latter part of September and conducted a six weeks' campaign, setting forth facts taken from the official records which consisted of valuations by competent experts proving that the manufacture of the illuminating and heating agent could not be continued at the rate set by the City Council.

Mr. Cooke presented arguments every day in the advertising columns of newspapers. These advertisements were continued consecutively for 34 days and the declaration was made early that it was the purpose of the company to publish information from day to day, but not to engage in controversy.

It was asserted that the gas company should charge and receive fair rates for the service rendered—rates that would meet necessary operating expenses; provide adequate reserves for replacing worn out or obsolete plant and give a return on the money actually invested in the business so that there should be a reasonable and sufficient inducement to invite the investment of new capital as it was required for expansion.

It was argued that the increase of rate was justified by the increase in the cost of labor, real estate, raw and manufactured commodities.

The announcements attracted very general attention among all classes

of people. A canvass was made of the leading business houses and it was found that between 95 per cent. and 98 per cent. of merchants had read the gas company's ads; that 80 per cent. approved of the company's method in setting forth its claims by paying for space and not seeking to gain editorial approbation. At the end of the sixth week the daily announcements were a matter of general comment in the business community, because of the logical manner in which the company presented its arguments.

Mr. Cooke states that there was no attempt made to play to the gallery or to influence public sentiment, except by cold facts and figures showing that the company had exhausted every means within its power to demonstrate its inability to supply artificial gas at 75c. and had shown it was unwilling to inconvenience any consumer, then it was in the position to let the public determine where the blame for its action should rest.

Mr. Cooke received many congratulations when his engagement came to an end, and the company expressed its very full and complete satisfaction.

### STATE ADVERTISING.

#### New York Official Criticizes Methods of Giving It to Newspapers.

During the past fiscal year the State of New York spent \$784,057.66 for State printing. Of this amount \$582,884.19 was for legislative printing, and \$201,173.47 for departmental requirements.

Controller Williams calls attention to the increasing outlay by the State for the publication of general laws and concurrent resolutions in various newspapers other than the official State paper. During the past fiscal year \$234,717.99 was spent in this manner.

Concerning this Controller Williams says: It is said that some of the newspapers are dependent upon this State patronage for their existence. If this be so it should be clearly understood that a vast amount of the public moneys has been for years, and is now, devoted directly to the subsidizing of the press.

#### ALBANY ARGUS REDUCES PRICE.

#### Old New York Daily Now Sells for One Cent a Copy.

The Albany (N. Y.) Argus, which is one of the oldest papers in the country, reduced its price to one cent beginning Jan. 2.

The Argus is the last of the Albany newspapers to reduce the price to one cent a copy for the weekday editions.

#### Brandenburg in Tombs.

Broughton Brandenburg, the magazine writer, who is under indictment for forgery, was committed to the Tombs Tuesday in default of \$2,000 bail. He was arrested in Hoboken, N. J., last Saturday as a fugitive from justice. Brandenburg was arrested last October for passing a worthless check on a publishing firm, and was later released on \$750 bail. When his case was called he failed to appear.

#### Will Organize Ad Club.

To organize the advertising clubs throughout South Carolina for the purpose of "State boosting" is the plan of Secretary A. W. McKeand, of the Charleston Chamber of Commerce. Following the organization the State Association will be affiliated with the Associated Advertising Clubs of America.

### IN NEW QUARTERS.

#### Baltimore News Now Practically Established in New Munsey Structure.

The Baltimore News expects to be completely established in its new home by March 1. The editorial and composing rooms as well as the presses have already been moved into the structure, which is now rapidly nearing completion.

The business and advertising offices will ultimately occupy the entire ground floor. The second floor is occupied by the editorial rooms, and the third floor is turned over to the compositors. The presses are located in the basement.

The Munsey Building when completed will be eighteen stories in height and have a large floor area. Above the third floor the building will be given over to offices. It is considered a notable addition to the business structures of Baltimore.

### FOUR LIBEL SUITS FILED.

#### Publisher and Advertising Company Defendants in \$200,000 Action.

Olin M. Pague, publisher of the National Banker, and the R. F. Outcault Advertising Co., were last week made defendants in four suits for \$50,000 each, filed in Chicago by Charles E. Zimmermann, secretary of the C. E. Zimmermann Advertising Agency.

The suits are based on alleged libelous articles in the paper controlled by Pague, and which the Outcault Co. is said to have helped circulate in their own interest. The articles are said to have contained statements that the Zimmermann Co. was copying the methods and style of the Outcault Co.

### SPHINX CLUB DINNER.

#### Noted Speakers to Discuss Honesty in Advertising at January Affair.

"Honesty in Advertising" will be the topic for discussion at the January dinner of the Sphinx Club of New York, which will be held next Tuesday. The speakers will include representatives of the State, city, press, pulpit and stage.

A discussion is planned at the close of the formal remarks in which representatives of advertising in various lines are expected to reply to or add to the remarks of the scheduled speakers. It should prove to be one of the most interesting meetings of the club.

### Wisconsin to Advertise.

The Wisconsin Advancement Association will ask the Wisconsin legislature to appropriate \$40,000 for the purpose of advertising the State. The members of the Association will raise an equal amount among themselves, and the entire amount will be used to exploit the advantages of Wisconsin to prospective settlers. The money raised by private subscription will be spent in the newspapers.

### Advocates State Printing Office.

In his report to the Governor of Colorado, Secretary of State James B. Pearce recommends the establishment of a State printing office, which, he says, would cost \$50,000 for preliminary equipment, but which would pay for itself in a biennial period. In support of his claim he declares that a great deal more matter is printed than is ever issued through authorized channels.

James A. Schilling has purchased the Sylvan Grove (Kan.) News.

### JOHN N. HARMAN.

#### Recently Made City Editor of Brooklyn Times Following Reorganization.

John N. Harman, who has been made city editor of the Brooklyn Times, following the recent change in ownership and reorganization, is one of the best known newspaper men in Greater New York.

Mr. Harman goes to the Times from the Brooklyn Citizen, with which he has been identified for the past ten years, the greater part of the time as city edi-



JOHN N. HARMAN.

tor. He has also been prominently connected with other Brooklyn newspapers. He is considered an all around newspaper man of pronounced executive ability, and enjoys great personal popularity. During the last election he ran for Senator in the Sixth Senatorial District, and in a strong Republican foothold was defeated by Senator Eugene M. Travis by the close margin of 167 votes in a total of 29,000. Mr. Harman is one of the trustees of the New York Press Club, and was also recently made president of the Anvil Chorus.

### Trusteeship for Springfield News.

The will of the late Charles J. Bellamy, editor and proprietor of the Springfield (Mass.) Daily News, provides for a trusteeship for the paper, and the Roll Stationery Co. comprising the job print, and ultimately for the succession of his son, Charles J. Bellamy, Jr., when the latter shall become twenty-four years old. Mrs. Imogen C. Bellamy, wife of the testator, is named as executrix, and also appointed one of the trustees. She, together with the son, is to name the other two.

### After Lower Rate on Newsprint.

An effort is being made to secure a lower rate on newsprint for Des Moines publishers by Freight Commissioner E. G. Wylie of the Greater Des Moines Committee. A petition which will be presented before the Interstate Commerce Commission will show that the rate on newsprint from Wisconsin producing to Des Moines is 18 cents per hundred pounds, and that other cities of the land enjoy rates which are proportionately much lower.

### SEVEN AND A HALF MILLION LINES

In 1910 The New York Times published over seven and a half million lines of advertisements, testifying to its efficiency as an advertising medium and demonstrating the value of its policy of excluding fraudulent and offensive announcements.

**The Pittsburg Press**  
HAS THE LARGEST  
Daily and Sunday  
**CIRCULATION IN PITTSBURG**  
Foreign Advertising Representatives  
I. A. KLEIN JOHN GLASS  
Metropolitan Tower, N.Y. Peoples Gas Bldg., Chicago

**KENTUCKY EDITORS.**

(Continued from page 1.)

Ben B. Cozine, Shelbyville News, "The Mechanical Department."

J. B. McFerran, Louisville, "Rural Schools in Kentucky."

Mrs. Castleman, Mrs. Leech and Mrs. Weaver told of women's work in developing the rural schools.

Just before adjournment Ryland C. Musick, editor of the Jackson Times, invited the association to hold the next July meeting in Jackson, the Breathitt County capital.

The following editors registered, but the list does not include many who were present and did not register:

Samuel J. Roberts, Lexington Leader; W. P. Walton, associate editor, Lexington Herald; Ed D. Shinnick, Shelbyville Record; Charles J. Cruise, Kentucky Elk, Louisville; T. C. Underwood, Kentucky New Era, Hopkinsville; W. A. Burnett, Stockyards Journal, Louisville; J. C. Alcock, Jeffersonian, Jeffersontown; H. D. Smith, the Sun, Springfield; John D. Babbage and Miss Louis Babbage, Breckenridge News, Cloverport; G. D. Given and Mrs. Given, Henderson Gleaner; Paul M. Moore, Earlington Bee.

W. H. Jones and Miss Bell Jones, Glasgow Republican; I. R. Perry, Sun-Sentinel, and Miss Goldie Perry, Winchester News, Winchester; A. M. Herndon, Logan County News, Russellville; John J. Berry, News-Democrat, Paducah; John P. Haswell, Jr., Fourth District Leader, Hardinsburg; C. W. Metcalf, Pineville Sun, Pineville; Joel H. Pile, Breckenridge News, Cloverport; Clayton Crassen, Kentucky Farmer; Shelton M. Sautley and Mrs. Sautley, Interior Journal, Stanford.

John D. Kelly, Hawesville Clarion; L. W. Gaines, Todd County Progress, Trenton; Ryland C. Musick, Jackson Times; L. C. Littrell, Owen County Democrat, Owenton; F. M. Thomason, Georgetown News; M. F. Conley, the News, Louisa; S. W. Bryan, Franklin Favorite, Franklin; Daniel M. Bowmar, Woodford Sun, Versailles; John S. Lawrence and George S. Lawrence, the Record, Cadiz; George S. Lee, the News, Carrollton; W. Vernon Richardson, Advocate, Danville.

The Stanley (N. D.) Sun plans to install entirely new equipment.

**NEW YORK HERALD SYNDICATE**

**Mr. Twee Deedle**

The \$2,000 Prize Comic  
Absolutely New, Clean and Refined

Reservations for Territory  
Booked Now

Full-Page Sunday Features

Special Cable and Telegraph  
Service

Daily Features: News matrices, comic  
matrices, women's features and photo-  
graphs.

For particulars apply to  
**NEW YORK HERALD SYNDICATE**  
Herald Square, New York

Canadian Branch:  
Desbarats Building, Montreal.



PROPOSED NEW HOME OF CLEVELAND LEADER.

**CLEVELAND LEADER HOME.**

**Work on New Fourteen-Story Structure Will Begin This Spring.**

There is printed on this page a picture of the proposed new home of the Cleveland (O.) Leader, on which work will be begun in the early spring. The structure, which will stand at the corner of Superior avenue and East Sixth street, has a north frontage of 149 feet, and 214 feet on Sixth street. It will be fourteen stories in height. The company plans for the new home an equipment in the mechanical and other departments unsurpassed, it is said, by any other paper in the country.

Following the recent change in the ownership of the Leader, a full account of which was published in THE EDITOR AND PUBLISHER, there has been a complete reorganization of its newsgathering methods and departments tending greatly to increase its efficiency as a newspaper. Aside from the full Associated Press report the Leader has added the complete news service of the New York Times and Chicago Tribune and the foreign journals with which they exchange news.

**Michigan Daily Elects Officers.**

At a special meeting of the Menominee (Mich.) Herald-Leader Co. last week officers were elected as follows: President, John W. Wells; Vice-President, Roger M. Andrews; Treasurer, Warren S. Carpenter; Secretary and Treasurer, P. C. Munroe. Directors—John W. Wells, Warren S. Carpenter, M. H. Kern, Leo C. Harmon, Roger M. Andrews, Frank Erdlitz and P. C. Munroe.

The Quincy (Mich.) Herald has changed hands, C. C. Owen having purchased a half interest.

**SEDITION IN ENGLAND.**

**Distributor of an Anarchist Paper Arrested in London.**

Edward H. James, nephew of the late Professor William James, of Harvard University, and editor of the Paris Liberator, an alleged anarchist monthly, will personally take charge of the defense of Edward F. Mylius, who was arrested in London last week "in camera" by the London police. The proceedings have been kept secret. Mylius was engaged in distributing the Liberator in London.

It is known that the London police have been on watch to arrest any who are responsible for the Liberator, because the paper has been publishing "scandalous and seditious" attacks upon the British royal family. In the November issue it revived an old story about King George, telling about his alleged marriage at Malta, in 1890, to the daughter of a British admiral. The authorities say the story was long ago disproved.

The reprinting of the story is ground for a criminal charge, in England, against the editors, publishers and distributors of the periodical.

**Old Iowa Paper Sold.**

The Carroll (Ia.) Herald, for the past twenty-five years owned by J. B. Hungerford, has been sold to W. C. Saul, who assumed possession Jan. 1.

**OF PRACTICAL VALUE.**

Dixon, Ill., Jan. 4, 1911.  
THE EDITOR AND PUBLISHER,  
New York City.

Gentlemen: I am enclosing a check for a year's subscription to THE EDITOR AND PUBLISHER. Your most excellent paper has not only greatly interested me, but has been of practical value. The list of recognized advertising agencies of itself is worth many times the price of a year's subscription.

Respectfully,  
THE DIXON DAILY NEWS,  
W. S. Block, Editor.

**MAKING A GREAT PAPER.**

Middletown, N. Y., Dec. 26, 1910.  
Dear Mr. Shale:  
Kindly see that the subscription of Dr. M. A. Stivers and J. W. Slauson, both Middletown, N. Y., are extended for one year, for which I enclose New York check of \$2. You are making a great paper and I don't wonder that newspaper men appreciate it. With high regard and sincere best wishes,  
Yours very truly,  
JOHN W. SLAUSON.

**KEEP HER COMING.**

Trinidad, Col., Dec. 28, 1910.  
Mr. J. B. Shale, Editor,  
EDITOR AND PUBLISHER,  
New York, N. Y.  
My Dear Mr. Shale—Your Christmas edition is a hummer. Something about it—I know not what—made me think I might miss an issue. Enclosed find two bucks. Add it to the bank pile and keep her coming.  
Yours very truly,  
The Chronicle-News Pub. Co.,  
JOHN H. ENGLISH, Mgr.

**THE CHESTNUT STREET ENGRAVING COMPANY**



TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4200-4 Bookman

**THE LOVEJOY CO.** Established 1853  
ELECTROTYPERS  
and Manufacturers of Electrotyping Machinery  
144-446 Pearl Street New York

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  
**CUTLER-HAMMER MFG. CO.**  
MILWAUKEE, WISCONSIN  
Philadelphia Cleveland San Francisco  
New York Boston Pittsburg Chicago

PANAMA LIBEL CASE

(Continued from page 1.)

statute and to make such criminal laws, to the extent of such incorporation, laws of the United States. The text of the second section of the act of 1898 is this:

"That when any offense is committed in any place, jurisdiction over which has been retained by the United States or ceded to it by a State, or which has been purchased with the consent of the State for the erection of a fort, magazine, arsenal, dockyard or other needful building or structure, the punishment for which offense is not provided for by any law of the United States, the person committing such offense shall, upon conviction in the circuit or district court of the United States for the district in which the offense was committed, be liable to and receive the same punishment as the laws of the State in which said place is situated now provide for the like offense when committed within the jurisdiction of such State, and the said courts are hereby vested with jurisdiction for such purposes; and no subsequent repeal of any such State law shall affect any such prosecution. (80 Stat., 717.)

NO FEDERAL STATUTE ON CRIMINAL LIBEL. "As it is conceded that there is no statute of the United States expressly defining and punishing the crime of criminal libel when committed on a United States reservation, &c., it follows that in order to determine the correctness of the ruling of the court below, the Supreme Court is called upon (A) to accurately fix the extent to which, by the effect of the act of 1898, the criminal laws of the States were incorporated therein so as to authorize the punishment of crimes defined by such laws as offenses against the United States, and (B) this being done to make an analysis of the criminal laws of the State of New York to ascertain whether the particular offenses here charged were made punishable by those laws, and if so, whether by virtue of the act of 1898 they constituted offenses against the United States punishable in the courts of the United States.

"It is certain on the face of the second quotation that it exclusively relates to offenses committed on United States reservations, &c., which are not provided for by any law of the United States, and that as to such offenses the State law, when they are by law defined and published, is adopted and made applicable. That is to say, while the statute leaves no doubt where acts are done on reservations which are expressly prohibited and punished as crimes by a law of the United States that law is dominant and controlling, yet, on the other hand, where no law of the United States has expressly provided for the punishment of offenses committed on reservations, all acts done on such reservations which are made criminal by the laws of the several States are left to be punished under the applicable State statutes.

CONGRESS HAD CONSTITUTION IN MIND. "When these results of the statute are borne in mind it becomes manifest that Congress in adopting it sedulously considered the two-fold character of our constitutional government and had in view the enlightened purpose so far as the punishment of crime was concerned to interfere as little as might be with the authority of the States on that subject over all territory situated within their exterior boundaries, and which hence would be subject to exclusive State jurisdiction but for the existence of a United States reservation. In accomplishing these purposes it is apparent that the statute, instead of fixing by its own terms the punishment for crimes committed on such

reservations which were not previously provided by a law of the United States, adopted and wrote in the State law, with the single difference that the offense, although punished as an offense against the United States, was nevertheless punishable only in the way and to the extent it would have been punishable if the territory embraced by the reservation remained subject to the jurisdiction of the State.

"While this meaning, the court holds, stands out in bold relief from the text of the section, the correctness of such meaning will be nevertheless readily demonstrated even if for the sake of argument it is conceded that the text is ambiguous. The court so holds because a consideration of the genesis and development of the legislation which the act of 1898 embraces will leave no doubt that the construction given by the court to the act enforces the exclusive and only purpose intended to be accomplished by its adoption.

"Coming to consider the text of the statute relied on, the Supreme Court held that the lower court was right in holding that it was not applicable to the indictment. Looking at the text of that statute it becomes reasonably manifest that its purpose was to provide for the punishment of a crime committed on a reservation where, otherwise, the criminal would have gone unwhipped of justice because of the absence of United States legislation providing for the offense, and the statute, in making the State law applicable, made the State law applicable in its entirety, with all its provisions. That that was its meaning, if there be doubt in the text, is very plain when its history is considered.

WHY JUSTICE STORY DREW THE LAW. "Prior to 1825 an elaborate act was drawn by Mr. Justice Story of this court, contemplating the punishment of crimes committed on reservations where the United States had not legislated, and this section, except as to certain provisions as to the character of the reservation, to which it applied, is identical in language with the eleventh section of the act, drawn by Mr. Justice Story.

"In the life of Mr. Justice Story there is a statement of his on the subject of his purpose, which contemplates that he had in mind simply to provide for the punishment of crime on a reservation by the application of the State law, and by that law alone, because there Congress had not specially otherwise defined the criminal would go unpunished.

"In 1825 an act substantially like Mr. Justice Story's was drawn, and the eleventh section of his act became the third section of the act of 1825.

WEBSTER DECLARED NO CONFUSION CREATED. "Mr. Webster, who introduced that act, in his report upon it, is careful to say that there would be no confusion and no trouble created by the act, for its simple purpose was to punish, by the State law, crimes committed on the reservation in the same manner and in the same way in which they would have been punished if the reservation was in the State.

"Having fixed the meaning of the act of 1898, and, as heretofore stated, there being no law of the United States specifically punishing the offense of criminal libel when committed on a reservation of the United States, it remains only to determine whether applying the law of the State of New York in accordance with the act of 1898 there was power in the Grand Jury to present the indictment here under consideration or authority in the courts of the United States to entertain jurisdiction thereof as charging a substantive and distinct offense under the laws of the United States. That is to say, was the indictment found below consistent with the application of the State law in accordance with the provisions of the act of 1898?"

The opinion of the Court here rehearses at length the provisions of the New York State laws, quoting sections 243, 245, 249, 250 and 251 of the laws of New York, and sections 138, 139 and 140 of the code of criminal procedure, laws of New York.

THE TWO ESSENTIAL PROPOSITIONS. "The Court further hold," continued the Chief Justice, "that the unity between the act of composing and the primary publication of a newspaper containing a libelous article within the State of New York and of subsequent publications or repetitions thereof by the publishers of the newspapers are clearly the resultant of the laws of New York above quoted and referred to. Two propositions are the Court holds, clearly established: "First, That adequate means were afforded for punishing the circulation of a libel on a United States reservation by the State law and in the State courts without the necessity of resorting to the courts of the United States for redress; "Second, That resort could not be had to the courts of the United States to punish the act of publishing a newspaper libel by circulating a copy of the newspaper on the reservation upon the theory such publication was an independent offense, separate and distinct from the primary printing and publication of the libelous article within the State of New York, without disregarding the laws of the State and frustrating the plain purpose of such law, which was that there should be but a single prosecution and conviction.

"These propositions being true, it follows

in the light of the construction given to the act of 1898 that the lower court was right in quashing the indictment as not authorized by that act. No other conclusion was possible, the Supreme Court held, because the statute below could not have sustained the indictment without giving to the statute a meaning directly conflicting with the construction affixed to it by the Supreme Court. In other words, the Court could not have upheld the indictment upon a reservation which was inconsistent with that law and in disregard thereof.

STATE AND FEDERAL LAWS IN HARMONY. "And further, albeit that Congress, having regard for the autonomy of the States, had deemed it best not to treat reservations within States as foreign to the States for the purpose of punishing crime, unless expressly provided to the contrary, nevertheless, the legislation enacted by Congress for this purpose had destroyed the end contemplated, since that legislation when rightly construed, while applying the State legislation to crimes committed on a reservation as if the territory was foreign and not domestic, at the same time exacted that the State law when thus applied should be enforced as the territory was in no respect for the purpose domestic, but, on the contrary, was wholly foreign.

"The Court holds that the contradiction and confusion to which the contention thus reduces itself is too apparent to require anything but statement, and adds that the misconception just pointed out lies at the basis of all the propositions so ably pressed at bar to secure a reversal, since they all depend upon a construction of the act of 1898, which the Court holds to be wrong. Great, therefore, as might otherwise be their potency with the foundation gone upon which they rest, all to this, that the State statute sanctions which it by necessary implication prohibits, and, moreover, destroys the great public purpose which its adoption was intended to foster, and protect.

"The Court specifically states that the present ruling would not necessarily be applicable in a case where an indictment was found in a court of the United States for a crime which was wholly committed on a reservation, disconnected with acts committed within the jurisdiction of the State, and where the prosecution for such crime in the courts of the United States, instead of being in conflict with the applicable State law, was in all respects in harmony therewith."

IMPOSSIBLE WITHOUT OVERTHROWING STATE LAW. "As he laid down the printed copy of the court's desk before him Mr. Chief Justice White said:

"It would be impossible to sustain this prosecution without overthrowing the very State law by the authority of which the prosecution can be maintained.

"It goes further than that, we think. It is manifest, when the text of the law is considered, and its historical evolution is borne in mind, that the impelling and motive power for its adoption was the sedulous purpose of Congress to respect the autonomy of the State, and to cause every reservation situated in a State, if Congress had not legislated to the contrary, to become distinct and separate foci for all purposes of criminal legislation, conflicting with and perhaps antagonistic to the law of the States, and therefore destructive in aspects of the very fundamental conceptions upon which our Government is founded. "In other words, we think, when the statute is rightly construed that the case reduces itself to this: That the State law must be applied for the purpose of punishing the crime and in order to accomplish that purpose and make it effectual the State law must not be disregarded by which alone, the crime can be punished; that for the purpose of punishing the crime and applying the State law a reservation in the exterior boundaries of the State is to be considered within the State, and yet for the purpose of executing the law the reservation is to be considered wholly foreign and the prosecution conducted as if it was totally beyond the confines of the State. "For the reason, we think, the Court below was right and its judgment is affirmed."

Circus Heads Fight Bill Posters.

The Showmen's Association of America and the Associated Bill Posters of America met in Chicago last week to try and agree upon a schedule for posting bills. The bill posters recently raised the rates and the circus men objected so strongly that they organized to fight the matter. All the circus owners in the country were present at the conference, which lasted for ten hours without an agreement being reached. The meeting was adjourned until Jan. 23, when they will try it again.

College Editors to Meet.

Plans have been completed for the second annual convention of the Inter-collegiate Press Association, which will be held at Liberty, Mo., this month. The association is composed of the editors of fourteen college publications in Missouri. Other States which have similar organizations are Illinois, Texas and South Carolina.

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

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

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

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

Table with 2 columns: Newspaper Name and Circulation/Advertising Volume. Includes First Newspaper (394,415 Lines), Second Newspaper (338,265), GAZETTE (300,791), Fourth Newspaper (275,745), Fifth Newspaper (250,840), Sixth Newspaper (229,550).

The German Gazette Publishing Co. Philadelphia

The Evening Wisconsin IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 40,000 HOME daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

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

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

The San Diego Sun

covers San Diego County like the dew, and carries more foreign advertising than either of its contemporaries.

WHY? Because it has the largest circulation and gives the biggest results.

ESTABLISHED 29 YEARS

THE EUREKA HERALD OF EUREKA, CALIFORNIA

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

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches. Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold. Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD EUREKA, CALIFORNIA A. K. STONE, Editor and Gen'l Mgr. THE FISHER AGENCY, Special Representative, New York and Chicago.

IN KANSAS

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

Topeka Daily Capital

guarantees a circulation in excess of 88,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper Publisher J. C. FEELY, Flatiron Bldg., New York City JUSTIN E. BROWN, Hartford Bldg., Chicago.

The Greensburg Tribune Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES Set matter, per inch, 10c. Plate Matter, per inch, 12c. Matrices at Plate rate, 12c.

No Special Representatives CROMBIE ALLEN, Editor H. L. ALLEN, Manager

**LIQUORLESS PAPER.**

**All Forms of Liquor and Beer Advertisements Dropped by the Detroit Times—Estimated Loss from Beer Ads Placed at \$5,000.**

On January 1 the Detroit Times became a liquorless newspaper, all advertisements of that character will henceforth be refused admission to its columns. Certain forms of liquor advertising had already been dropped by the Times during the past year. In a signed editorial concerning the new policy of the Times, headed "May We Add a Mite to Mr. Carnegie's Ten Millions?" Publisher James Schermerhorn says in part:

There are two forms of public benefaction.

One is to give of your superabundance for the common good.

Another is to forego the accumulation of a superabundance by exercising a little more care and consistency in the way you get it.

The Times chips in an annual contribution of \$5,000 for individual, industrial or domestic (what you will) health, happiness and tranquility, by foregoing after Jan. 1st, 1911, this amount of revenue from beer advertisements.

(All other forms of liquor advertising having been dropped The Times within the past year.)

This, then, is our Christmas offering to the homes and families that have treated The Times as a welcome guest for ten years.

We cannot say that it is a Christmas surprise, exactly, for some of the recipients have been "hinting and alluding at it" as just what they wanted.

Beats all how good people want you to persevere in grace once you take a stand for better things. And there's no evading their logic.

They make one think of the severe test imposed upon the certain rich young man as a condition of his salvation—"Sell all that thou hast and give to the poor."

Having seen how good it is to get a newspaper free from all other forms of offensive advertising, they just would not be happy until the alcoholic announcements were tabooed, too.

So we give the friends and supporters of clean journalism what they want and the credit for getting it, too.

This is a victory for enlightened public sentiment touching the responsibility of newspapers. Appropriating some share of the credit for inspiring this sentiment, we propose to be responsive to its every reasonable demand.

Morally, industrially, economically, the age is against the intemperance of which beer-drinking is often the first stage.

Many homes into which this paper goes alike as the chronicle of the day's history and the professed instrument of

helpfulness, believe strongly that beer is inimical to the best interests of the family.

Many have voted to banish the sale of it from their communities.

The Times believes it has no moral right to antagonize the conscientious convictions of these homes and communities through what it prints in its advertising columns.

We do not care to be talking beer every day to people who do not want to drink it, and who do not want their children to be invited to drink it by their home paper; nor to those who ought not to drink it.

We realize it is not good form to tell what a Christmas present cost.

But we put in the price (\$5,000) for the benefit of those amiable critics who, every time this paper, under a policy of progressive decency, has closed its columns to an objectionable group of advertisements, have gone up and down the town winking owlishly and chortling gleefully—

"Good reason—The Times can't get 'em, see!"

**CIRCULATION CLUB.**

**Annual Beefsteak Dinner and Entertainment to be Held February 8.**

The Circulation Club of New York, composed of the members of the circulation staff of the daily newspapers of Greater New York, are to hold their sixth annual beefsteak dinner and men's vaudeville entertainment at Raub's cafe, Flatbush avenue and Nevins street, Brooklyn, Wednesday evening, February 8th.

Special arrangements as to transportation are made for the out-of-town newsdealers, who make the Circulation Club's event their New York date, and the eastern, western and southern newsdealers will find their way from New York to Brooklyn, and good cheer under the guidance of one who in his days on the road was known as "Special Trains," a nick-name earned in digging up flyers to "beat the other sheets in."

The officers of the Circulation Club are: Frank P. O'Raw, New York Tribune, president; Edw. J. Barr, New York Herald, vice-president; William Weber, New York World, treasurer; Wm. M. Henry, New York American, secretary. The directors are: John A. J. Fenton, New York Press; Geo. I. Henry, New York American; Jas. Nat. Rae, New York American; Edward F. Cunningham, New York Tribune; John F. Kelly, New York Review; John Kiernan, New York World; Harry Hudson, New York Tribune.

**American News Company's Employees.**

The seventh annual vaudeville and reception of the Mutual Benefit Association of the Employees of the American News Co. will be held at Prospect Hall to-night. A fine programme has been arranged by the committee in charge. The officers of the association are A. R. L. Gunn, president; H. Donnelly, vice-president; J. Dorian, secretary; J. McGill, financial secretary; E. B. Brady, treasurer; A. E. Greig, sergeant-at-arms.

**To be Advertising Counselor.**

Julius Schneider, one of the best known advertising men in Chicago and for the past five years advertising manager of the Fair, has resigned his position, to take effect February 1, and announces that he will become "advertising counsel" to advertisers.

Fire destroyed the plant of the Oakwoods (Tex.) Oracle last week.

**The Prize Winners**  
in our  
**Linotype Ad. Work Contest**

which closed November 30, 1910, will be announced in the January issue of The Linotype Bulletin, to be mailed about January 12.

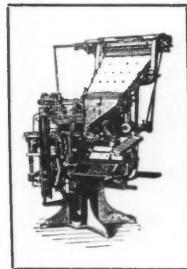
174 Specimen Ads. were submitted in the contest.

**1,500 IN CASH**  
and Three Duplex Equipments

will be distributed among the 9 winning offices. In addition,

**15 Certificates of Honorable Mention**

have been awarded by the judges to the five ads. in each of the three classes next in order of merit.



**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

SAN FRANCISCO  
638-646 Sacramento St.

NEW ORLEANS  
332 Camp Street

CHICAGO  
521 Wabash Ave.

TORONTO, Canadian Linotype, Ltd., 35 Lombard St.

**PERRY MAKES CHANGE.**

Becomes Editor and General Manager of Sidney (O.) Journal.

Alfred G. Perry, a Western Ohio newspaper man of many years' experience, has resigned as associate editor of The Piqua (O.) Daily Call and general manager of The Border City News and Advertising Bureau, to become general manager and editor of The Republican Publishing Co., at Sidney, O. Mr. Perry will have direct charge of The Sidney Daily Journal and The Weekly Republican, which are issued by The Republican Publishing Co., and are the only Republican papers in Shelby County.

Mr. Perry gained his experience as circulation manager and advertising man on The Erie (Pa.) Dispatch; managing editor and earlier circulation manager of The Piqua (O.) Leader-Dispatch, and editor and publisher of the Canal Dover (O.) Daily Reporter. He will continue his interest in The Border City News and Advertising Bureau, and will add Sidney to the list.

The Miles (Mich.) Enterprise is the name of a new weekly.

**NEW PITTSBURG AGENCY.**

George W. Tryon, of Philadelphia, Forms Partnership with A. P. Hill.

George W. Tryon, for a number of years connected with the Curtis Publishing Co., of Philadelphia, has resigned and will engage in the advertising agency business in Pittsburg in partnership with Albert P. Hill. The new firm will be known as Hill & Tryon, successors to Hill & Stocking.

Mr. Tryon is well known in the advertising field and for the past ten years has acted as traveling representative of the Curtis Publishing Co., covering fifteen States east of the Mississippi in the interests of the Ladies Home Journal and the Saturday Evening Post.

**New Magazine for Club Women.**

The first number of The American Club Woman appeared in New York this week. It is to be, according to the editorial announcement, "A clearing house where women may learn what is being done by others." Mrs. Eva MacDonald Valesh is the editor.

The Oakland (Ia.) Acorn has been sold to Paul and Harrison.

**THE UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:  
World Building, New York

This is the number of a good Black News Ink we recommend to small publishers who use a flat bed Press.  
5c. F.O.B. New York City.

American Ink Co.

**919**

# The Greatest Advertising Record

# THE NEW YORK

PRINTED DURING

SEPARATE

1,546,897

MORE THAN A MILLION AND A HALF

EXAMINED—PROVED—CERTIFIED

**BARROW, WADE, GUTHRIE & CO.**  
(ESTABLISHED IN U.S. 1893)  
CERTIFIED PUBLIC ACCOUNTANTS  
AND  
CHARTERED ACCOUNTANTS

*Broad Exchange Building  
25 Broad Street*

*New York*, December 31st, 1910

We hereby certify that we have made an examination of the books and records of the New York World containing the comparison of the classified advertisements printed in the New York World and the New York Herald (morning and Sunday Editions) during the year 1910, and we find these records to be accurately and carefully compiled and to contain the following results:-

The World.....	1,546,897	Advertisements
The Herald.....	959,406	Advertisements
Showing the World's excess for the year 1910 over the Herald to be.....	587,491	

*Barrow Wade, Guthrie & Co.*

CHARTERED ACCOUNTANTS.

Totals for the year 1910

**ADVERTISING**

**of AMERICAN**

**NEW YORK WORLD,**

**New York Herald,**

**Berlin Lokal-Anzeiger,**

**Philadelphia Evening**

**Cincinnati Enquirer,**

**St. Louis Post-Dispatch,**

**London Daily Telegraph,**

**St. Louis Globe-Democrat,**

**London Times,**

# A RECORD NEVER BEFORE EQUALLED

# Record in Newspaper History

# NEW YORK WORLD

**DURING 1910**

# 6,897 ADVERTISEMENTS

## A HALF VOTES OF CONFIDENCE

the year 1910 of the great

**PRINTING MEDIUMS**

**AMERICA and EUROPE**

WLD,	1,546,897
Herald,	959,406
Standard,	900,840
Enterprise,	784,242
Engineering,	769,416
Post Dispatch,	752,929
Daily Telegraph,	643,900
Global Democrat,	468,680
Times,	219,457

## GROWTH OF CIRCULATION

**234,598** COPIES NET PER DAY IN **1899**

**358,274** COPIES NET PER DAY IN **1910**

**123,676** COPIES NET GAIN SINCE 1899

(Evening and Sunday Excluded)

**Largest Net Circulation of any  
Morning Newspaper**

# BEAT BY ANY OTHER NEWSPAPER

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

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

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, JANUARY 7, 1911

### A PUBLIC SERVICE CORPORATION THAT ADVERTISES.

In another column of this issue is printed an article detailing the method by which the East Ohio Gas Company of Cleveland set forth to the public of Cleveland its side of the controversy over the price of gas.

Cleveland is famously a progressive city, and so we are not astonished to find a "progressive" gas company in that city. It cannot be denied that the general public of this country puts the typical gas company in a class that is in purpose and practice opposed to what is commonly understood nowadays by "progressivism."

As the progressives themselves admit, "publicity," meaning openness and frankness in dealing with the public, is one of the fundamental principles of the new progressivism.

Now comes a gas company that frankly hires advertising space in the newspapers, and therein tells its story. The company knows it must be a good, readable story, well filled with matter that carries verisimilitude, for the story must rest entirely upon its own merit. That word "advertisement" brushes away all extra influences that go to help or hinder the truth of a newspaper statement. Yes, the gas company in Cleveland is one of the awakened ones.

The Cleveland public service corporation is among the first to realize that the old practice of cunning and slickness to sneak in a favorable "reading notice" is worn to death, and all the tricks in the bag of the bygone press agent are as cheap and useless as Punch and Judy illusions in a modern high school.

The public speaks and the wise understand. The public says to big corporations: "Come out and meet us fair and open. Come out and tell your story. Tell it yourself and don't hide behind any newspaper or any dummy you may put up. We shall take your story for what it is worth and we will credit you with courage and fairness when you openly hire advertising space to tell the story."

We have in mind that the advertising

columns of the newspaper shall come into a new service. Once upon a time controversialists used to "hire a hall and thrash it out." Oratorical debating has nearly gone out, except in law courts; the newspaper has taken the place of the "hired hall," but the debaters have been mostly editors. A few men, like Thomas W. Lawson and C. W. Post, have hired the advertising columns and printed their stories, but it was left for the gas company in Cleveland to discover a new country.

### THE PANAMA LIBEL CASE.

We urge publishers to read the full text of the Supreme Court decision in the Roosevelt-New York World libel case, which is printed in this issue. Fortunately for the nation, and particularly for the newspapers and their readers, the decisions and opinions delivered by the Supreme Court constitute a literature of very high class. The average citizen reads easily and with quick understanding an opinion by the Supreme Court, whereas it often requires the perception and habits of a Philadelphia lawyer to get at the meaning of opinions handed down by lower courts.

The average well informed citizen knows that this decision delivered by Chief Justice White, is of immense importance to all the people, and that it is likely to be placed in the list of great historic decisions. The average well informed citizen will know that the decision sets at rest for good and all the question whether the Federal Government has a libel law superior and supremely authoritative over State laws.

But the publisher should know more about this case than the average well informed citizen. The words of Chief Justice White should be read by every publisher, and we think the decision should be preserved in the library of every newspaper office.

### LIQUOR ADVERTISEMENTS

In another column of this issue we print the announcement of the Detroit (Mich.) Times to the effect that in future all liquor advertisements will be

rejected, notwithstanding the fact that by the rejection of liquor advertisements the receipts of the paper will be reduced fully \$5,000 per annum.

We consider this a very important decision on the part of the management and are of the opinion that before the end of the present year the supposed loss will prove to be a gain in the shape of both increased circulation and advertising patronage. We believe that such action upon the part of publishers will not only have a wholesome effect upon the community in which the paper is published, but upon the paper itself.

Parents are not blind to the fact that their children of tender years are reading the newspapers and being influenced by them, and that it is of the greatest importance that the family paper should be clean.

### NEW YEAR CONCERT.

#### New York Press Club Members and Ladies Delighted Informally.

The afternoon concert and dinner at the New York Press Club last Sunday (New Year's Day) was a complete success. A hundred and fifty members and ladies listened to the music, and a hundred afterward sat down at the tables in the both dining rooms.

The music was informal, under the direction of Maurice Nitke, the violinist. The following artists assisted: Miss Eva Wykoff, soprano; Miss T. Fitzgerald, pianiste; Alfred Pearsall, baritone; Maurice Nitke, violinist; Miss B. Margaret Hoberg, Mrs. Alfred Pearsall and W. J. Falk at the piano.

The following menu was served to the diners by the waiters, under command of Head Waiter Dorsey Seabrook:

Chicken Gumbo en Tasse  
Celery Olives  
Kennebec Salmon, sauce Ravigotte  
Pommes Parisienne  
Saddle of Canada Mutton, Press Club  
Macedoine Purée of Sweet Potatoes  
Voul au Vent of Sweetbreads a la Toulouse  
Cherry Sorbet  
Poularde de Mans au Cresson  
Lettuce Peach Compote  
Neapolitan Ice Cream  
Fancy Cakes  
Fromage de Brie Toasted Crackers  
Nuts Demi Tasse Fruit

### Northwest Missouri Editors.

The Northwest Missouri Press Association will meet in annual session Jan. 20 and 21. The entertainment features will include a banquet, a smoker, theater parties and possibly a dance. More than 200 are expected to attend.

### Poet Would Wreck Paper.

Because J. W. McCammon, managing editor of the Oklahoma City Times, declined to print a New Year's poem submitted by John H. Scott, the poet planned to wreck the plant, and when arrested a large quantity of dynamite was discovered in his pockets. He is believed to be insane.

### Ad Company Host at Dinner.

The Nelson Chesman Advertising Co., of St. Louis, gave its first annual dinner to its officers, branch managers and department heads, at the Mercantile Club, last week. Conrade Budke, president of the company, presided.

### Gov. Patterson Will Not Edit Daily.

Gov. Patterson of Tennessee has denied the report that upon the expiration of his term he is to become the editor of the new daily soon to be established in Nashville.

### OBITUARY.

A. W. O'Bryant, founder of the Ashley (Ill.) Gazette, and father of Frank and Will O'Bryant, the present publishers, died at his home in Ashley last week of heart disease. He was seventy-two years old.

Hon. P. A. Smith, editor and proprietor of the Scranton (Pa.) Journal for twenty-seven years, died recently from Bright's disease. He was seventy years old and was born in Ogle County, Illinois. He was a veteran of the Civil War.

John H. Lockwood, for many years a salesman for R. Hoe & Co., and known in nearly every newspaper office in this country, dropped dead at the Erie Station of the Hudson Tunnels in Jersey City, last week. He was sixty-five years old and lived in Brooklyn. In recent years he had been an adjuster for a fire insurance company.

E. B. Hotchkiss, father of Douglas Hotchkiss, city editor, and Allen Hotchkiss, business manager of the Hot Springs (Ark.) Sentinel-Record, died last week. He was eighty-nine years old.

Frederich Bonner, ex-editor-in-chief of the New York Ledger, died last Tuesday at his apartments, 37 Fifth avenue, following a brief illness from pneumonia. He was born in New York on April 5, 1856. Following his graduation from Princeton University, he became connected with the editorial staff of the New York Ledger, which had been purchased by his father in 1851. In 1887, when his father turned the management of the newspaper over to his three sons, Andrew Alen Bonner, Robert E. Bonner, and Frederic Bonner, Frederic Bonner was made editor in chief, and held that position until 1901, when the Ledger was sold.

Lewis Randolph Hamersly, well known as a publisher of naval works, died at his home in New York last Saturday. He was 63 years old. Mr. Hamersly served seven years in the navy and rose from acting master's mate to be second lieutenant of the United States Marines. He was retired in 1869.

J. Wilmot Harvey, editor of the Lansdale (Pa.) Republican, died last week, following an operation for bowel trouble. He became connected with the Republican in 1890. He was president of the Press League of Bucks and Montgomery Counties.

Samuel B. Riley, a pioneer newspaper man of Indiana, died at his home in Brazil last week. He was seventy-six years old, and had been actively engaged in newspaper work for more than fifty years.

Luther Lathrop Meyer, manager of the Doubleday-Page Co., of New York, died at his home in Brooklyn, Monday, from pneumonia. He was forty-eight years old.

### Reported Resignation of W. H. Black.

A rumor has been current for some days that W. H. Black, advertising manager of Hampton's Magazine, had resigned from that publication. In response to an inquiry, J. B. Hampton stated to THE EDITOR AND PUBLISHER on Friday that Mr. Black was now advertising manager of Hampton's Magazine and would continue in that capacity.



**PERSONAL.**

Col. Henry Watterson, editor of the Louisville (Ky.) Courier Journal, accompanied by Mrs. Watterson, sailed for Europe Thursday on the Amerika. They expect to remain abroad until May.

Joseph T. McNally, city editor of the Albany (N. Y.) Daily Argus, has been appointed private secretary to Lieutenant-Governor Conway. The office carries a salary of \$2,000.

Osborne Wells, agent in Richmond, Va., for the Lanston Monotype Co., who was married recently to Miss Edith Keeler, of Deposit, N. Y., was last week presented with a handsome silver table set by the typographical department of the Richmond News Leader.

S. A. Travis, a well-known newspaper correspondent of Pierre, S. D., has successfully recovered from an operation for appendicitis.

The business men of Augusta, Ga., recently presented Thomas W. Loyless, editor of the Augusta Chronicle, with a massive silver service valued at \$1,500 in recognition of his services on behalf of the civic advancement of the city.

Frank Ball Elser, night city editor of the Associated Press in New York, was married in Elizabeth, N. J., last week to Miss Rebecca Elsbre Mis. More than 1,200 guests witnessed the ceremony, which was performed at the Trinity Episcopal Church.

C. H. Packer, editor of the Sea Bright (N. J.) News, has been appointed secretary of the committee on railroads and canals in the New Jersey Senate.

Charles H. Sergel has been nominated to succeed himself as president of the Chicago Press Club. He was elected president of the organization last October to fill a vacancy occasioned by the resignation of J. C. Shaffer. Mr. Sergel is president of the Dramatic Publishing Co.

Major John Waller, for many years editor of the Monticello (N. Y.) Republican, now retired, is writing a book entitled "Memories of Sullivan County." Major Waller, who is eighty-five years old, is a lifelong resident of Sullivan County.

Mrs. J. F. Stone, editor and publisher of the Rush City (Minn.) Post, is visiting her son, Midshipman Jerome A. Lee, of Minnesota, at Annapolis, who is ill with typhoid fever at the Naval Hospital.

Thomas S. Sollers, manager of the Kansas City office of the S. C. Beckwith Special, returned to the city this week following a visit to the New York office.

C. L. Lee, president of the United Press Association, left Thursday for a trip to the Pacific Coast on business connected with that organization.

D. C. Mott, editor of the Marengo (Ia.) Republican, has been appointed a member of the State board of parole.

Frank D. McDonald, for some years advertising manager of the Columbus (O.) Dispatch, has been appointed business manager of the Dayton (O.) Journal.

Charles Phillips, editor of the San Francisco Monitor, and one of the best

known Catholic writers in America, was married recently to Miss Catherine Loughran, of Washington, D. C.

Perry Burke, formerly of the Ninio (N. D.) Daily Optic, has been made managing editor of the Stanley Sun.

Roger M. Andrews last week ended a ten years' service as president of the Menominee (Mich.) Herald-Leader. He will spend the remainder of the winter in California.

Clarence Blaine Hamilton, editor and proprietor of the Garrett (Ind.) Clipper, was married in Fostoria, O., recently to Miss Margaret May Hatchet, of that city.

**NEW INTAGLIO PRESS.**

**Walter Scott & Company Now Installing Photogravure Rotary.**

Walter Scott & Co., printing press manufacturers, of Plainfield, N. J., state that they are now installing in a New York plant one of their new Intaglio or Photogravure Rotary Presses. The press is constructed on principles entirely different from the previous machines, making the economical production of photogravure prints possible not only in monotone, but also in colors. The "wiping" device on the press entirely overcomes the objections usually found in mechanisms of this type. The press was given a very thorough test in their works at Plainfield, where it fully met all expectations.

A number of experts in this class of printing inspected the press in Plainfield, and so enthusiastic were the visitors that a number of orders for similar machines have already been placed by prominent concerns. These machines are now under construction and will be delivered within a short time.

D. J. Scott stated that Walter Scott & Co. are in a position to accept additional orders for presses of this type.

**Brooklyn Staff of American Dines.**

Employees of the Brooklyn office of the New York American held their annual dinner at the Assembly in Brooklyn last week. Covers were laid for forty. The speakers included Joseph T. Gleason, representative of Lord Northcliffe's Amalgamated Press in America, who responded to the toast "Journalism in the New Era"; Edward Hungerford and Willis Brooks. The favors took the form of miniature Brooklyn sections of the New York American, with small ads exploiting the wants of the members of the staff.

**A Republican Monthly.**

The Nation's Review is the name of a new monthly magazine, scheduled to appear in the near future. It will be published under the auspices of the National Republican Alliance, and it will aim to be the organ of the Republican party. It will be issued under the supervision of George H. Melbourne, president of the Alliance.

**Railroad Advertising Arkansas.**

The Missouri Pacific-Iron Mountain railway is exploiting Arkansas in the newspapers. Three St. Louis papers recently carried full page descriptions of the opportunities and advantages of the Southwest and Arkansas in particular.

**Magazine for Blind Children.**

The Searchlight, a Braille magazine for blind children, made its appearance in New York last Monday.

**Business Manager**

of satisfactory experience and record can buy one-half of prosperous Pacific Coast evening daily, \$6,000 cash required. Long time on balance. Prosperous, growing property in attractive and growing city. Present owner will retain one-half and attend to news and editorial. Property now returning owner for personal effort and investment more than \$6,000 annually.

Proposition No. 84.

**C. M. PALMER**

Newspaper Broker

277 Broadway NEW YORK

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

The largest Morning and Sunday Newspaper west of New York, and the great Home Medium of the Middle West.

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

**WASHINGTON**

**THE SEATTLE TIMES**

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.

CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

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

**NOTICE OF ANNUAL MEETING.**

**CRIPPLE RIVER HYDRAULIC MINING CO.**  
13 Park Row, New York City

New York, December 5, 1910. Notice is hereby given that a meeting of the stockholders of the Cripple River Hydraulic Mining Company will be held at the office of the Company at No. 17 Park Row, New York City, on the 9th day of January, 1911, at 12:00 o'clock noon, for the purpose of electing directors for the ensuing year, and two inspectors of election to serve at the next annual meeting, and for the transaction of such other business as may properly come before said meeting.

JACOB B. SHALE, President.  
FREDERICK C. HUNTER, Secretary.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**CONTRIBUTOR**

to leading reviews upon current legal, political and social questions, desires editorial or similar engagement with magazine, newspaper or publisher, either as space writer or otherwise; published work submitted. "E., 34," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**EXCEPTIONAL OPPORTUNITY**

For an all-around journalist, one especially equipped for magazine and special feature work, on a well established illustrated weekly newspaper. Address "EXCEPTIONAL," care THE EDITOR AND PUBLISHER.

**POSITIONS OPEN**

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

**MISCELLANEOUS**

**EDITORIAL COMMENT**

Original, exclusive, not expensive. Daily or weekly—always on time. Any proportion political. 5450 Vernon Ave., St. Louis.

**LINOTYPE WANTED.**

Model No. 3, 4 or 5; give factory number; lowest cash price; where can be seen. Address "IMMEDIATE," care THE EDITOR AND PUBLISHER.

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

**FOR SALE**

**FOR SALE—ONE HOE**

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

**FOR SALE—TWO**

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

**LINOTYPE, \$1,200.**

One letter; can be changed to two letter for \$190, including new mats; good order; immediate delivery. Address "SNAP," care THE EDITOR AND PUBLISHER.

**FOR SALE—ONE HARRIS**

automatic press, style E-1, complete with hand and automatic feed, in perfect order; price, \$500.00 cash. Address DODSON PRINTERS' SUPPLY CO., Atlanta, Ga.

**SITUATION WANTED**

**SITUATION WANTED**

**Don't Answer This Advertisement**

unless you are in need of a wide-awake up-to-date Business Manager, one who can and does do things, and who has a record of deeds well done, that no publisher can afford to overlook. I am thoroughly equipped for handling the most difficult proposition, and am at present engaged in newspaper making, and in installing a \$60,000 plant in a western city for a big corporation. I shall finish about Jan. 1st, and desire an important management in the East. Credentials of the highest order. Address W. F., care of Editor and Publisher.

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

The Bobbitt Chemical Co., Baltimore, Md., is placing orders for 500 inches to be used within one year in Southern papers direct.

The E. H. Clarke Agency, 112 Dearborn street, Chicago, is placing orders for 5,000 lines to be used within one year in Southern papers for the Swanson Rheumatic Cure Co., Swanson's Five Drops Rheumatic Cure, Chicago.

The Milbourne Advertising Agency, Baltimore, is placing orders for six inches, four times in Southern papers for the Chesapeake Iron Works, Baltimore, Md.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is placing orders for 14,000 lines to be used within one year in Pacific Coast papers for the F. A. Stuart Co., Marshall, Mich.

The Thompson-Koch Co., Cincinnati, is placing orders for 1,000 inches to be used within one year in Pacific Coast papers for the Pape, Thompson & Pape Co., Cincinnati.

H. E. Bucklen & Co., Bucklen's Arnica Salve, 275 Michigan avenue, Chicago, is placing orders for five inches, fourteen times to be used within one year in Pacific Coast papers direct.

The Leven-Nichols Advertising Co., Chicago, is placing orders for eighty-four lines sixteen times in Pacific Coast papers for the Hotel Sherman Co., Chicago.

The Hostetter Co., Hostetter's Bitters, Pittsburg, is making contracts for four inches, 208 times to be used within two years in Pacific Coast papers direct. This company is also asking for rates on two inches, three t. a. w. for one year in Pennsylvania papers.

M. Wineburgh & Co., 576 Fifth avenue, New York, is placing orders for 10,000 lines to be used within one year in Southern papers for the Omega Chemical Co., Cadum, an eczema cure, 452 Fifth avenue, New York.

The Tutt Manufacturing Co., Tutt's Tiny Liver Pills, 84-86 Reade street, New York, is placing orders for two and one-half inches 156 times to be used within one year in Southern papers direct.

The H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, is placing orders for 10,000 lines to be used within one year generally for the National Cash Register, Dayton, O. This agency is also placing orders from 14,000 to

35,000 lines for the United States Motor Co., 3 West Sixty-eighth street, New York.

The Draper-Harrison Co., 1 Madison avenue, New York, is asking for rates generally.

The W. L. Douglas Shoe Co., Brockton, Mass., is taking up new territory for the advertising of the Douglas Shoe Co.

The H. W. Stoneton Agency, Hallowell, Me., is placing orders for forty-two lines six times in Western papers for the Heart Cure Co., Hallowell, Me.

The Collin Armstrong Advertising Agency, 25 Broad street, New York, is placing orders for twenty lines eighteen times in a few Eastern papers for the Hamilton Hotel Co., Ltd., Hamilton Hotel, Bermuda.

Ballard & Alvord, 1328 Broadway, New York, has secured the advertising of Tyrell's Hygienic Institute, 134 West Sixty-fifth street, New York.

Bankers & Merchants' Agency Co., 6 Wall street, New York, will place orders in New York City and Brooklyn papers early in January for the Manhattan Life Insurance Co., 66 Broadway, New York.

Will H. Dilg, 12 State street, Chicago, is placing contracts for 7,000 lines in Western papers for the Buckeye Brewery, Toledo, O.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders on a trade basis for the Holland House, Thirtieth street and Fifth avenue, New York.

George L. Dyer, 42 Broadway, New York City, has secured the advertising of Charles Cluthe, Cluthe Truss, 125 East Twenty-third street, New York.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, is placing some new contracts and copy for the Eckman Manufacturing Co., Sixth and Market streets, same city.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is making contracts for 1,000 lines with Western papers for the Brooks Appliance Co., Marshall, Mich. This agency is also making contracts for 1,000 lines with Canadian papers for John A. Smith, Patent Medicine, 306 Broadway, Milwaukee, Wis.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, has secured for New England territory the advertising of the Clysmyc Spring Co., Clysmyc Spring Water, Waukesha, Wis. This agency will also handle the New England advertising of the American Cigar Co., Cremo Cigar, 111 Fifth avenue, New York.

The W. S. Hill Co., 323 Fourth avenue, Pittsburg, is placing new contracts for the Ivan B. Nordham Co., Tip Top Bread, Bessemer Building, Pittsburg, in cities where they have agents.

The Long-Critchfield Corporation, Corn Exchange National Bank Building, Chicago, is placing orders for 115 lines and 231 lines five times in Pacific Coast papers for R. H. Shumway.

# ROLL OF HONOR

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

<b>ALABAMA.</b> ITEM ..... Mobile	<b>NORTH DAKOTA.</b> NEWS ..... Fargo NORMANDEN .. (Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b> GAZETTE ..... Phoenix	<b>OHIO.</b> PLAIN DEALER ..... Cleveland (November, D., 91,943-8, 119,225) VINDICATOR ..... Youngstown
<b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Johnstown GERMAN GAZETTE ..... Philadelphia PHESS ..... Pittsburg TIMES-LEADER ..... Wilkes-Barre GAZETTE ..... York
<b>FLORIDA.</b> METROPOLIS ..... Jacksonville	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECOID ..... Columbia THE STATE ..... Columbia (Cir., D. 14,047-S. 14,163)
<b>GEORGIA.</b> ATLANTA JOURNAL ..... Atlanta (Cir. 53,163) CHRONICLE ..... Augusta HERALD ..... Augusta ENQUIRER-SUN ..... Columbus LEDGER ..... Columbus	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria	<b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston SEMI-WEEKLY TRIBUNE ..... Waco TIMES-HERALD ..... Waco
<b>INDIANA.</b> JOURNAL-GAZETTE ..... Ft. Wayne NEWS-TRIBUNE ..... Marlow TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame	<b>WASHINGTON.</b> MORNING TRIBUNE ..... Everett POST-INTELLIGENCER ..... Seattle
<b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER & LEADER ..... Des Moines THE TIMES-JOURNAL ..... Dubuque	<b>WISCONSIN.</b> EVENING WISCONSIN ..... Milwaukee
<b>KANSAS.</b> GAZETTE ..... Hutchinson CAPITAL ..... Topeka	<b>CANADA</b>
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>ALBERTA.</b> HERALD ..... Calgary
<b>LOUISIANA.</b> ITEM ..... New Orleans STATES ..... New Orleans TIMES DEMOCRAT ..... New Orleans	<b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria
<b>MAINE.</b> JOURNAL ..... Lewiston	<b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London
<b>MARYLAND.</b> THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 103,681 .. Sun. 45,700	<b>QUEBEC.</b> LA PRESSE ..... Montreal LA PATRIE ..... Montreal
<b>MICHIGAN.</b> PATRIOT...Aug. 10,740; S. 11,858..Jackson	<b>GET THE BEST ALWAYS!</b> <b>The Pittsburg Dispatch</b> Greater Pittsburg's Greatest Newspaper WALLACE G. BROOKE HORACE M. FORD Brunswick Bldg. Peoples Gas Bldg. New York Chicago
<b>MINNESOTA.</b> TRIBUNE.....Morn. and Eve.....Minneapolis	<b>NEW BEDFORD TIMES</b> The paper that has made New Bedford, Mass., the fastest growing city in the world. Average to July 1, 1910 Evening, 7,840 Sunday, 13,756 A. RED B. LUKENS Tribune Bldg. No. York Representative New York FRANK W. HENKELL 150 Michigan Ave. Western Representative Chicago
<b>MISSOURI.</b> DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis	<b>JORNAL DO COMMERCIO</b> OF RIO DE JANEIRO, BRAZIL A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America. VASCO ABREU, Representative Tribune Building - New York
<b>MONTANA.</b> MINER ..... Butte	
<b>NEBRASKA.</b> FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
<b>NEW JERSEY.</b> PRESS.....Asbury Park JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b> MORNING JOURNAL ..Albuquerque	
<b>NEW YORK.</b> BUFFALO EVENING NEWS ..Buffalo LESLE'S WEEKLY (Cir. 300,000) New York MESSENGER OF THE SACRED HEART..New York RECORD ..... Troy	

**THE New Orleans Item**

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

Elmer E. Clarke, Business Manager

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

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
8 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.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Bryant 4770
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

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

**MEXICO**

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

**ADDITIONAL AD TIPS.**

Lord & Thomas, 250 Fifth avenue, New York, are placing orders in New York State papers for the Pirika Chocolate, Newark, N. J.

Jacob Lowenherz, 1376 Lexington avenue, New York, is placing generally orders for twenty-eight lines two times for William M. Muller, 74 University place, New York.

Lord & Thomas, Trude Building, Chicago, are placing orders for 500 lines in Western weekly edition of dailies for the ArmstrongQuam Manufacturing Co.,

**The Mobile Register**  
MOBILE, ALABAMA

"We have used the Mobile Register for the last nine years and consider it the best medium we have in this section. It is read by the best people."  
Reynolds Music Store.

**C. F. KELLY & CO.**  
Publishers' Representatives  
New York Chicago

**AUGUSTA HERALD**  
Augusta, Ga.

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

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

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6350
- BUDD, THE JOHN COMPANY**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- 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
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St. New York  
Tel. Med. Sq. 6723
- PUTNAM, C. I.**  
30 W. 33d St., New York  
Tel. Madison Sq. 3613
- THE FISHER AGENCY**  
118 East 28th St., New York  
506 Boyce Bldg., Chicago  
Tel. Madison Sq. 6556
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5300

Chicago. This agency is also placing orders for fifty lines d. c. seventeen times in Western Sunday papers for Batur & Black, Blue Jay Corn Plasters, 35 West Twenty-fifth street, Chicago.

Irving Rosenbaum, 1123 Broadway, New York, is placing orders in a selected list of papers for Irving A. Keene, Keene's Glad Pheet, 85 Franklin street, New York.

The Frank Presbrey Co., 3 West Thirty-ninth street, New York, is placing a few new contracts for the Michelin Tire Co., Milltown, N. J.

The Frank Seaman Agency, 30 West Thirty-third street, New York, has secured the advertising of Rockwood & Co., Rockwood Cocoa and Chocolate, 77 Washington street, Brooklyn, N. Y.

W. W. Sharpe & Co., Bennett Building, New York, is making renewals for E. Fougere & Co., 90 Beekman street, New York.

Sherman & Bryan, 79 Fifth avenue, New York, are placing orders in a selected list of cities for Keys & Lockwood, Slip Easy Tie, 33 East Seventeenth street, New York.

Shults' Bread Co., 26 Beaver street, New York, are contemplating advertising in New York and Brooklyn papers. The advertising agent will be announced later.

It is said that Street & Finney, 43 West Thirty-fourth street, New York, are making up a list for the spring advertising of Strouse, Adler & Co., C. B. a la Spirite Corsets, 45 East Seventeenth street, New York.

The M. Volkmann Advertising Agency, Temple Court, New York, is placing generally orders with papers of

large circulation for John L. Thompson Sons Co., Thompson's Eye Water, 161 River street, Troy, N. Y.

**BUSINESS OFFICE NOTES.**

In a sworn statement the management of the Pensacola (Fla.) Journal states that the daily average circulation for the past three months ending Dec. 31 was 7,135 copies. The average circulation of the Weekly Journal was 2,640.

The Christian Science Monitor, of Boston, contained in its issue of Jan. 2 a complete index of all of 1910's important events as published in that paper.

M. F. Hanson, general manager of the Philadelphia Record, states that the average daily circulation of the Record for the nine months ending Sept. 30, 1910, was 173,933 copies.

According to an audit made by a public accountant the average daily circulation of the Kalamazoo (Mich.) Evening Press for the year was 10,022 copies. The records in the Kalamazoo post office show, it is said, that the Press mailed a daily average of 4,500. The city distribution, including newsstands, street sales and express agents' bundles, a daily average of over 5,000 copies.

The Milwaukee Evening Wisconsin recently issued a special edition "dedicated to New Mauwaukee at the end of the first decade of the twentieth century." Aside from the regular twelve-page news section there was a handsomely printed twenty-page supplement devoted to the industrial and commercial progress of the city. The issue carried a heavy volume of advertising.

The Los Angeles Record, in a period dating from Oct. 1 to Dec. 16, closed 153 new advertising contracts with merchants and business houses of the city.

The Dayton (O.) News recently issued a special newsboys' edition, which was given them free of charge, the boys receiving all the money secured through the sale of the paper. This is an annual event with the Daily News and each year it nets the newsies a substantial bit of Christmas money. The first page, which was printed in color, was illustrated with a photograph of a newsboy taken from life. There was also an editorial on "The Newsboy." The issue contained thirty-four pages and carried a large amount of advertising.

A recent issue of the Bay City (Mich.) Tribune contained thirty-six pages and carried over 3,600 inches of display advertising. This was not a "Booster" edition, the business carried being purely regular. It is believed to be a remarkable showing for a city of 45,000.

The Orange (Tex.) Leader, which always issues a special holiday number of unusual excellence, surpassed even itself in the issue of Christmas just passed. The number contained twenty-four pages, exclusive of a handsome cover. It was printed on super-calendered paper, well illustrated, and reflects great credit upon the publishers.

Grand Forks, N. D., March 28, 1910  
**THOMAS WILDES' SON,**  
New York, N. Y.

Gentlemen: Replying to your letter of the 24th will say we have used "OXODIO" for the past three or four years and find its use very satisfactory. It saves a good deal of metal for us.

Yours truly,  
**HERALD PRINTING CO.,**  
By H. L. Willson, Manager.

**PRESS CLIPPINGS**

**BURRELLE**

45 Lafayette Street  
New York

WRITE FOR INFORMATION

Established 25 Years

**Foresight vs. Hindsight.**  
When Mrs. Eddy died, did you have to scramble for illustrations? Our editors had merely to send to their morgues for our file pictures of Mrs. Eddy, her home, her grandsons; her lieutenants, Fry, Farlow, McLellan, Stricker, et al.; Mrs. Stetson and the New York church. We anticipated the **Mexican Rebellion** in the same way. It's comfortable to have someone think out the picture problem for you. Try it.  
**GEORGE GRANTHAM BAIN, 32 Union Sq., E., N. Y.**

**Increase Your Want Ads**  
Let me mail samples and quote on my successful Want Ad Service "TIPS" used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.  
**THE ADAMS NEWSPAPER SERVICE,**  
George Matthew Adams  
2013 Peoples Gas Building, CHICAGO.

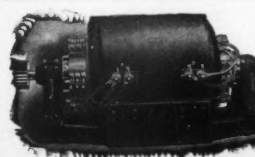
**"GOTHAM GOSSIP"**  
is the newsiest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.  
**National News Service**  
9 E. 26th Street, New York, N. Y.

**WILBERDING**

**Who is Farmer Smith ?**

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

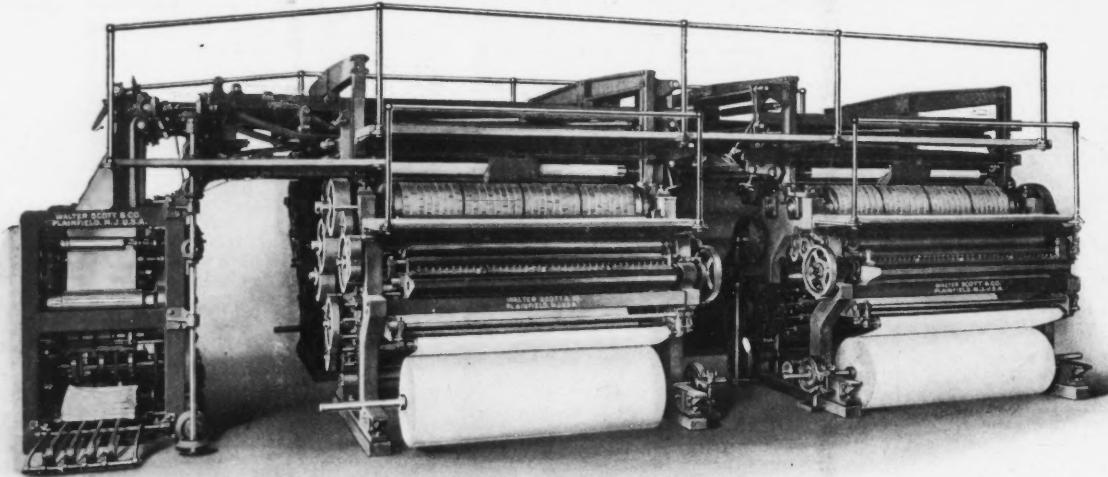
The Sanitary Advertising Co., of Buffalo, N. Y., has been incorporated by G. M. Edwards and others. Capital stock \$100,000.



**The Garwood Electric System**  
Permits the press to be run constantly and economically at any point in the speed range. These are only a few reasons why the GARWOOD ELECTRIC SYSTEM leads all others.  
**Garwood Electric Company**  
New York. Philadelphia. Chicago. St. Louis. Pittsburg

# "The Greatest Newspaper Press Ever Built"

This is the opinion of every Publisher and Mechanical Expert who has inspected the  
**NEW SCOTT "MULTI-UNIT" NEWSPAPER PRESS**



The SCOTT "Multi-Unit" Double-Quadruple Combination Octuple Press with two folders

Built for, and now being installed in the plant of

## THE WORCESTER TELEGRAM

WORCESTER, MASS.

Length: 28 1-2 ft.

Width: 16 ft. (including paper rolls)

Height: 8 1-2 ft.

CAN INSET EVERYTHING UP TO AND INCLUDING 32 PAGES

The above machine is the most modern, most complete, and most reliable press ever constructed; all parts are instantly accessible, every portion is absolutely independent of every other portion, yet all work together, and being constructed of finest materials and with the highest mechanical skill and care, it stands in a class by itself.

### FEATURES:

Each Unit is completely accessible from all four sides.  
 Can operate as two independent presses or as one complete machine.  
 Passages 4 feet wide between all the units and the folders.  
 All Gearing on outside of frames and instantly accessible.  
 Can be plated without disturbing any inking rollers.  
 Form Roller Throw-off.

Direct-Independent Drive for each unit and for each folder.  
 Independent Nipping Roll Drive.  
 Finest Ink Distribution and Fountain Regulation.  
 Web from any Unit can be led to either folder.  
 Any desired additions can be made.  
 Patent Single-Screw Plate Lock. (Furnished at extra price only).

Patented and Manufactured Exclusively by

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