

THE EDITOR AND PUBLISHER

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LORD NORTHCLIFFE

FORMAL AND CORRECT INTERVIEW BY THE EDITOR AND PUBLISHER.

British Publisher Enlarges His American News Service—States Emphatically that Reporters Should Know Shorthand—Believes Print Paper Will be Dearer—London Times Will Not Reduce Price.

Lord Northcliffe, principle owner of the London Times, London Daily Mail, Paris Daily Mill, and some forty other publications in Great Britain, arrived in New York last Tuesday with his wife, Lady Northcliffe, after a tour of the United States and Canada. He came to New York directly from Ottawa, where he had been the guest of Earl and Countess Grey. During the tour, lasting three weeks, he was accompanied by Mr. Grigg and Beach Thomas, of the London Times.

He stated that he was in New York for a few days to add to the news service of his London and Paris papers, because there was a greatly increased demand for American and Canadian news in Great Britain and throughout the continent of Europe.

It had been rumored that Lord Northcliffe was not entirely satisfied with the published statements attributed to him by newspaper men who had interviewed him in various parts of the country. It is known that he is always quoted exactly verbatim when he talks for publication in England, and the free paraphrasing which is the custom of American interviewers did not entirely please him.

He consented to be interviewed by THE EDITOR AND PUBLISHER in a manner which would do away with the possibility of inexactness and misconstruction. The following is a correct copy of the written questions by THE EDITOR AND PUBLISHER and the dictated answers by Lord Northcliffe:

Question: Have you been reported correctly in newspaper interviews in America?

Answer: Yes, generally.

Question: Do you hold that reporters who interview prominent men and print their statements in quotation marks should know shorthand?

Answer: Emphatically yes.

Question: What is your opinion of the print paper situation? Will your Newfoundland enterprise have a material effect on the price of paper?

Answer: Paper must inevitably become dearer. My Newfoundland mills are for my own consumption.

Question: Will the standard price of daily newspapers remain at one cent?

Answer: I think not.

Question: Will the London Times reduce its price?

Answer: Certainly not.

An Iowa Merger.

A. A. Jeffrey, publisher of the Clarinda (Ia.) Herald, has taken over the Bradyville (Ia.) Enterprise and has consolidated the two publications.



LORD NORTHCLIFFE,

PRINCIPAL OWNER OF THE LONDON TIMES, AND HEAD OF THE LARGEST NEWSPAPER PUBLISHING CONCERN IN THE WORLD.

NEW RICHMOND (VA.) PAPER.

The Virginian Will Be Launched About January 1.

The Virginian is the name of a new afternoon paper that will be launched in Richmond, Va., about January 1.

It will be published by the Virginia Company, a corporation recently chartered and headed by the Rev. James Cannon, Jr. The company is to have a maximum and minimum capitalization stock of \$100,000.

Among the incorporators are: Rev. J. Sidney Peters, Richmond; R. S. Barbour, South Boston, and Solin B. Woodfin of Richmond. Rev. Peters is the editor of the Christian Advocate, the Methodist Church organ, printed at Richmond, while Mr. Woodfin has been identified with Richmond newspapers for the past twenty-five years.

Texas Daily Burned Out.

Fire completely destroyed the plant of the Ennis (Tex.) Daily News last week. The loss is about \$30,000, divided equally between the owners of the building and the printing establishment.

WESTERN PUBLISHERS

Incorporate the National Newspapers' Association.

Incorporation papers have been filed in Denver by the National Newspapers' Association, capitalized at \$1,000,000, with H. H. Tamm, John T. Boltom and C. D. Ford named as incorporators. The directors will be H. H. Tamm and F. G. Bonfils, of Denver, and John DeKoven Towner, of Kansas City.

The objects of the new incorporation are to publish newspapers and magazines in the State of Missouri and Colorado. It is understood that the papers specifically contemplated are the Denver Morning Post, the Kansas City Post and a new St. Louis paper. A weekly Denver paper and an industrial monthly are also contemplated, it is said.

Arrangements have been completed for operating the Kansas City Post along the lines of the Denver Post and will be put in effect before Christmas.

The plant of the Brookport (Ill.) Eagle was recently destroyed by fire. The loss is estimated at \$2,000.

CANADIAN NEWS

NEW YORK HERALD HAS ESTABLISHED A REGULAR BUREAU IN OTTAWA.

Staff Man in Charge Sends Daily Reports by Wire and Mail—Canadians Greatly Interested—Paris Herald Says "American Press Will be Represented in Canada if the American Government is Not."

The New York Herald has established a special news bureau in Ottawa, Canada, with R. H. Patchin in charge. Mr. Patchin was transferred from the Herald Bureau in Washington. He has one assistant at present. His telegraphic report is being printed conspicuously each day. Last Sunday he furnished a double-page write-up, embracing the whole question of Canadian-American relations. The article was strikingly well illustrated by many photos of leading persons and landscape scenes in Ottawa.

The enterprise has attracted great attention in Canada. Newspaper men especially over the border seem to regard it as a first-class event, and they look upon it kindly as tending to bring about a better understanding between the countries. They intimate that Canadian news has not, heretofore, been printed in the United States with that correctness of view-point and detail which they have a right to expect.

Last Sunday the Paris edition of the Herald printed the following leading editorial:

Canadian newspapers seem to be rather surprised at the Herald's initiative in sending to Ottawa a special correspondent charged with the duty of reporting all Parliamentary and other news obtainable in the capital of the Dominion. The Ottawa Journal regards this innovation as "evidence of the genuine importance of Canada," and other Canadian newspapers have expressed analogous opinions.

Our contemporaries are undoubtedly too modest. If there be any ground for surprise it is that the American press should have neglected Canada so long. As a mere matter of business the United States ought to take a benevolent interest in the domestic policy and conditions of the great neighboring State whose frontier marches with its own from the Atlantic to the Pacific—a country which imported last year from the United States goods amounting in value to \$210,652,825, while during the same period Canada exported to the United States products valued at \$113,516,600.

Of late years there has been a marked and steady increase in the population of Canada, and with it an almost feverish activity in development of Canada's vast resources. This growth of population, this extension of Canadian industry and exploitation of her natural wealth must result in a corresponding increase of commerce between the United States and Canada. Consequently anything that may be a matter of importance for Canadians cannot be regarded with indifference by Americans. It is a clear realization of this fact that has caused the Herald to establish a news gath-

ering bureau in Ottawa. The surprise that this step has provoked shows what a paradoxical position Canada occupies.

It is taken as a matter of course that the United States should be represented in countries which without any breach of international courtesy may be classed as countries of minor importance—Hayti, for example, or Mexico or Guatemala. Is it not therefore astounding that the United States is not directly represented in the vast adjoining dominion, rich in every form of potential wealth, populated by an industrious and progressive and in every way admirable race?

Owing to the fact that Canada for some inexplicable reason is still in leading strings, negotiations affecting her most vital interests must be carried on through England, and the United States to obtain a hearing in Ottawa, must speak through its Ambassador in London. So long as this state of affairs satisfies Canadians no one else has any right to criticize it, but as in the interests of American-Canadian commerce and national intercourse it is essential that the American people should be kept informed of the political, economical and social news of their Canadian neighbors the Herald has decided to establish a news bureau in Ottawa.

Thus until such time as Canada may put off her swaddling clothes the American press will be represented in Canada, if the American government is not.

SAMUEL R. WELLS

Leaves Chicago Daily News to Go with Hearst.

Samuel R. Wells severed his connection as business manager of the Chicago Daily News last week, and on December 1 will become assistant publisher of the Chicago Examiner.

Mr. Wells is one of the best-known newspaper men in Chicago, and has been identified with the Lauson interests for the past twenty-six years.

DECLINES GOVERNORSHIP.

William Robinson Would Rather be Editor Than Governor.

William Robinson, editor of the Rosewell (N. M.) Register, who last week was offered the position of Governor of New Mexico by President Taft, has declined the Governorship.

Mr. Robinson stated that he would rather stay in the newspaper business than hold any office.

Oregon Dailies Consolidated.

The Medford Printing Company of Medford, Ore., announces that it has consolidated the Medford Tribune and the Medford Morning Mail. The two papers in the future will be published under the title of the Medford Mail-Tribune, an eight page evening paper. The announcement says that Medford and its surrounding territory did not justify two daily newspapers.

In Philadelphia The Bulletin

goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for September,

245,375

copies a day

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

RESULTS COUNT

That is why the

PITTSBURG PRESS

CONTINUES TO INCREASE ITS LEAD

Total Advertising Carried
in October, 1909
(Agate lines)

1,130,043

Total Advertising carried
in October, 1908
(Agate lines)

885,808

1909 increase over 1908
(Agate lines)

244,235

Largest Daily and Sunday Circulation in Pittsburg

THE PITTSBURG PRESS PITTSBURG, PA.

OLIVER S. HERSHMAN, Pres't & Publisher
HARRY C. MILHOLLAND, Manager

I. A. KLEIN
Manager, New York Office
Metropolitan Tower

JOHN GLASS
Manager, Western Office
Boyce Bldg., Chicago, Ill.

LYNN (MASS.) NEWS

Purchased by James R. Bolton, of
New Haven, Conn.

James R. Bolton, for many years identified with New Haven, Conn., newspapers, has purchased the Lynn (Mass.) Evening News.

Associated with him is George Brooks Armstead, a well-known New Haven newspaper man, who will be editor in chief of the Evening News.

Newspaper Sues Court.

J. G. Shaw, proprietor of the Clarksburg (W. Va.) Morning News, has instituted suit for \$2,000 against the Harrison County Court for nonpayment of certain legal publications. The court claims an extortionate price was charged and refused to pay the bill. The newspapers of the state are watching the suit with great interest, as the question decided is important. Other newspapers have had difficulty collecting for legal publications on the ground that the price was too high, and the question that arises is whether the newspapers are charging too high a rate for these publications.

Robert D. Clifford, of Eaton Rapids, Mich., and N. C. Autmater, of Ottawa, Can., have purchased the Eaton Rapids Review and assumed control.

CITY OF MEXICO.

Associated Press Superintendent Re-
signs After Five Years' Service.

James Carson, for the past three years superintendent of the Associated Press in the Republic of Mexico, has resigned to accept a position with the Mexican Light & Power Company.

Burge McFall, for five years managing editor of the Mexico Daily Record, has resigned.

Southwestern Editors Organize.

Newspaper workers of West Texas, Arizona and New Mexico met at El Paso last week and organized the Southwestern Editorial Association. The following officers were chosen: S. M. Whartol, the News, Tucumcari, N. M., president; W. P. Lapoint, Citizen, Las Cruces, N. M., secretary-treasurer; vice-presidents: Don Kedzie, Liberal, Lordsburg, N. M.; A. J. Papers, Republican, Las Cruces, N. M.; George H. Kelly, International, Douglas; H. C. Holdsworth, Silver Belt, Globe, Cleveland, Leader, Morenci, Ariz.; H. H. Kilpatrick, New Era, Marfa; J. H. Yates, Avalanche, Alpine, Tex.

The first issue of the Pillager (Minn.) Herald appeared Nov. 5. Peterson Brothers are the proprietors and Thomas H. Parsons, the managing editor.

CURTIS PUBLISHING COMPANY

Earning Show a Big Increase Since
Last Year.

The annual balance-sheet of the Curtis Publishing Company of Philadelphia, publishers of the Ladies' Home Journal and the Saturday Evening Post, has been filed with the Secretary of the Commonwealth of Massachusetts.

The statement is for the year ending June 30, last, and shows a heavy increase in values over the previous year. The two publications are carried at \$700,000 among the assets.

The item of cash and debts receivable is given as \$2,787,553, a gain of \$1,419,496 since the statement of the previous year. Real estate valued at \$1,251,221 and machinery at \$540,951 show increases in value of \$277,177 and \$40,811 respectively. In place of the item "merchandise," which appeared in the report for 1908 at \$249,417, "manufactured merchandise, material and stock in process" appears with a valuation of \$338,939.

The assets thus show an increase of \$1,627,006 over 1908, being now put at \$5,618,064. In the same period the capital stock has been increased from \$600,000 to \$2,500,000, and the surplus from \$1,255,901 to \$1,542,887.

FORNARO SENTENCED.

Cartoonist May Serve a Year for
Libel of Mexican Editor.

Carlo Di Fornaro, the newspaper man and cartoonist who was found guilty of libel in the General Sessions Court of New York, on Oct. 29, was sentenced last Monday to one year in the penitentiary.

Mr. Fornaro was convicted on the complaint of Rafael Reyes Espindola, editor and proprietor of El Imparcial, of Mexico City.

A petition, signed by many editors and prominent persons, all testifying to the character and high ideals and morals of Di Fornaro and asking for clemency, was submitted to Judge Malone. Before passing sentence the Judge said:

"I have carefully weighed this petition, and have decided that a man who wilfully maligns the character of another, a citizen of another nation, commits a crime so serious it outweighs the petition."

An appeal would be taken, it was said.

Gerald Rickard Succeeds Cudahy.

At a special meeting of the Board of Directors of the Harold W. Phillips Newspaper Service, of Washington, D. C., held in the company's offices recently, Gerald Rickard, for a number of years advertising manager of the Washington Post, was elected treasurer to succeed Edwin Cudahy, deceased.

The Junction City (Kan.) Daily and Weekly Sentinel have been purchased by Fred Heminway.

The New York Times
is read by the greatest
army of travelers and hotel
patrons in America,
and prints more Trans-
portation Advertising
than any other New York
newspaper.

THE WORLD'S BEST OCTOBER

In the month of October The New York World, morning and Sunday editions only, printed

4,552¹/₄ COLUMNS

of Paid advertisements, an increase of

933 COLUMNS

over last year

Numerically The World printed **148,870** single advertisements, an increase of **35,199** over last year.

The World led The Herald by **682** columns and The American by **1,295¹/₄** columns.

THE REASON—RESULTS

From BLOOMINGDALE BROS., Lexington to Third Ave., 59th to 60th Streets

PERFECT SAFETY MATCHES.—The best sticks are made in Sweden, and these matches are those sticks; they do not turn to ash; the heads don't fly or drop off; they are the best looking; best acting, safest matches made; 144 boxes of 92 matches, for.....54c

The above advertisement was inserted in The World one Sunday recently. The following day the results were as follows:

Sold 5 cases of the matches. Each case contained 50 gross of boxes, or 3,000 dozen boxes. That's equivalent, of course, to 36,000 individual boxes. Each one of these individual boxes contained 65 matches. So that as a total result of this little advertisement, we sold on the Monday following its insertion, 2,340,000 matches. But from our point of view, one of the best parts of the whole thing was, that each box sold bore our name and trade mark.

CHAS. J. SHEARER, Advt. Mgr., Bloomingdale Bros.

PARK ROW GOSSIP

Heard at the World Building News-stand. Dramatic Critics Must Beware of Libel—Why Don C. Seitz Enjoys Good Health—Other Items.

By EDWARD DORF.



Oh you dramatic critics have a care! A newspaper man of importance in the theatrical field, connected with a prominent firm of producing managers, told me that at a recent discussion among the members of his concern the advisability of bringing legal action against such newspapers as publish undeserved adverse criticism of their productions, had been threshed out. It was argued that a critic had no more privilege to ask his readers not to see any play that he deemed unworthy of attendance—for whatever reason—than the editor of a newspaper had to print the fact that his wife thought a certain kind of sewing machine was of no value; that the printed opinion of one man or several men to the financial detriment of the producer was as much a libel offence in the theatrical business as it would be in the shoe business. So there!

Eminent physicians claim that many of our ailments are due to over eating. Perhaps Don C. Seitz, business manager of the N. Y. World, lays his continued good health to the apple or handful of nuts he most often consumes for lunch.

E. F. Cunningham, of the N. Y. Tribune circulation staff, who has been very busy doing local work for his paper since its advent as a one-cent sheet, contemplates a long out-of-town trip—not for his health, but more business. The genial Ed has hosts of friends everywhere.

"Counselor, let me congratulate you," enthusiastically said a friend to Abraham Levy, the lawyer, as he grasped his hand. "What for?" inquired Abe, somewhat surprised. "I wasn't a candidate." "That's just it," replied the friend.

Robert T. Colvin, for years connected with the N. Y. American circulation department, died Nov. 5 after a lingering illness resulting from an operation for appendicitis. He died three days after returning here from New Mexico in company with his brother, Harry. His many friends on the different newspapers sent a beautiful floral piece.

Bill Taylor, who among other things draws "Yens Yensen" for the

World, is away recuperating. He has not been in the best health of late, and concluded some relaxation was necessary.

John F. Kelly, circulation manager of the New York Review, is at work on a new funny book. Two that he has already published successfully have given him quite a boost as a humorist. Kelly is hustling hard on the new Shubert paper.

The many friends of Charles Shevlin, a circulation traveling man on various New York newspapers, will be glad to learn that he has started out on his own hook by obtaining the entire wholesale newspaper business in Utica, N. Y.

The Circulation Club, having held several annual beefsteak parties, decided at the last meeting to make its next affair a dinner. A date in February is to be set and the Victoria Hotel will probably be the place. Frank O'Raw, of the Tribune, is president of the club; Wm. Henry, of the American, secretary, and "Judge" Wm. Weber, of the World, treasurer. I guess the coming affair, as planned, can be conducted with the shades up.

Fred Nixon, formerly with Hampton's Magazine, is doing special work for Leslie's Weekly.

THEY WANTED PASSES.

Hundreds of Applications for Opening of New Theater in New York.

Van Ness Harwood, publicity agent for the New Theater, which opened last Monday in New York, stated privately that he was deluged with applications for passes from hundreds of "newspaper men." Mr. Van Ness has served on the staffs of dailies so long that he is pretty well acquainted with the names of the working newspaper men of the metropolis.

He states that newspaper men, properly accredited and actively engaged honorably in the profession, will be recognized. It is surmised that a majority of the hundreds who wanted passes for the opening night do not belong in the class that Mr. Harwood will recognize.

POMEROY BURTON,

General Manager of London Daily Mail Visits America.

Pomeroy Burton, a former well-known American newspaper man and now general manager of the London Daily Mail and other publications of Lord Northcliffe, arrived in New York, this week, on the Lusitania.

Mr. Burton is convalescing from an operation for appendicitis and expects to remain on this side two weeks.

Cosmopolitan Plant to be Sold.

The mechanical plant of the Cosmopolitan publishing house at Irvington-on-the-Hudson, formerly the publisher of the Cosmopolitan Magazine and the Twentieth Century Home, will be sold at public auction Nov. 16. The entire plant has been divided into 951 lots and will be sold on the one day regardless of the weather.

Old Texas Paper Sold.

The Goliad (Tex.) Guard, one of the oldest papers in the State, has been purchased by J. L. Tally from D. L. Beekham. The Guard is forty-five years old and has been under the management of only two families since it was established.

INCLOSED DODGER NUISANCE.

New York Times Protests Against Newsdealers' Practice.

The practice of New York newsdealers and carriers who place advertising "dodgers" between the sheets of newspapers, especially Sunday papers, has grown to be an intolerable nuisance. Last Sunday the New York Times printed the following editorial referring to this matter:

"The Times is a family newspaper. That is why the distributors of advertising 'dodgers' and broadsides make it profitable for neighborhood carriers of the Times, and especially of its Sunday edition, to slip their matter between the pages of copies left at their customers' doors. While the Times diligently scrutinizes all advertisement published in its columns and becomes satisfied beforehand of their character and trustworthiness, it can exercise no censorship over advertising matter thus surreptitiously introduced by persons unknown to its management. The Times expressly discontemplates this practice, in which is the element of deception. Its intended victims are entitled to resent it and to complain about it to their newsdealers."

WHAT WOULD YOU DO?

Theatrical Managers Ask Hypothetical Question About Advertising.

Liebler & Co., theatrical managers, of New York, who recently produced "The Fourth Estate," a play now running at Wallack's Theatre, which deals with the problem of reforming journalism, last week sent the following hypothetical question to each daily newspaper in New York:

If corporate interests controlling advertising in your paper to the amount of \$30,000 a year requested the suppression of certain news matter, the alternative being that, in case of your failure to comply, the \$30,000 of advertising would be withdrawn, what would be your course?

Several papers answered in print to the effect that advertisers are not and will not be consulted about news.

NEW YORK PRESS CLUB.

Moved Last Week to New Building and Prepares for Dedication.

The New York Press Club moved quietly last week from the old building in Nassau street to the new eleven-story structure in Spruce street. The furnishings of the new Press Club Building have not been completely installed. The club will occupy seven of the eleven floors, and all will be ready next week, so the architect says.

The program for a grand dedication is being prepared, and, in the meantime, the old habitues are quietly trying to get accustomed to the dainty luxury of the new building, which is probably the finest press club home in the world.

Directory of Leading Dailies.

The Benjamin and Kentner Company of New York, special agents, have issued the seventh edition of their directory containing the names of the leading daily papers of the United States, together with their special Eastern representatives. As in former editions the contents are carefully compiled and indexed.

Woman Editor Bankrupt.

Mrs. Ada Elsie Robb, part owner of the Cedar Falls (Ia.) Gazette, has filed a petition in bankruptcy. Mrs. Robb states that her liabilities are \$1,500 with no assets.

GENIUS REWARDED.

A Story of Delt Edwards, of the New York Herald.

One hundred dollars is the reward James Gordon Bennett bestowed on Delt Edwards for his famous "The North Pole Has Been Discovered" beat.

Delt, when not mending copy on the Morning Herald, writes pieces for the Sunday paper. Many, many years ago he grabbed Arctic stories as good, sellable stuff. Not long ago he developed a lurch that as Cook and Peary had both been missing for many months, they were scheduled to appear shortly with announcements. To the Arctic Club hustled Edwards. An old whaler captain, full of talk and experiences of the Polar seas, was interrogated. He was wise on explorers, ice, cold, polar bears and hardships. That both Cook and Peary had reached or nearly reached the Pole, Edwards was satisfied. For the Sunday Herald he told a pleasing, interesting tale of the journey of the two explorers and predicted that one or both had landed on the top of the earth. When the story was printed four important events came crowding upon one another. A week later Cook from out of the frozen North sent word of his discovery. A week more and Peary hung up his score—he, too, had a bull's eye.

Thus Edwards was sent to Halifax and Battle Harbor to look Peary over.

And last, but not least, came Mr. Bennett's one hundred dollars as an incentive to outcroppings of genius.

S. S. CARVALHO HURT.

Falls While Crossing Park Row and Injures Kneecap.

S. S. Carvalho, general manager of the Hearst newspapers, was seriously injured last week as the result of a fall.

Mr. Carvalho in crossing Park Row slipped and fell on his left knee in such a way as to dislocate and seriously injure the kneecap.

An ambulance was summoned and Mr. Carvalho was taken to Mount Sinai Hospital where the leg was examined and placed in splints. He will be laid up for some time.

Chapin Taking a Rest.

Charles S. Chapin, city editor of the New York Morning World, is enjoying a vacation near Los Angeles, Cal. Mr. Chapin's health has not been good recently, and he will take an extended rest. Sherman Morse, day city editor, is filling Mr. Chapin's place during his absence, and Arthur Clark is looking after Mr. Morse's duties.

W. A. Pinstaff has issued the first number of the Flat Rock (Ill.) Journal.

IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Peary St., 413 Commerce St.,
N. Y. Philadelphia

Allied with
Bingham & Runge, Cleveland
This paper is NOT printed with our Rollers

The WANTS ADS Tell the Story in Philadelphia

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Demokrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

ADVERTISING.

President Dobbs, of Associated Clubs, Pleads for Honesty.

At a recent meeting and luncheon of the Dayton (O.) Publicity League, S. C. Dobbs, president of the Associated Advertising Clubs of America and advertising manager of the Coca-Cola Company, was the guest of honor. In a short talk on advertising he said, in part:

"Advertising has risen to the dignity of a profession, and whenever one allows himself to permit his practices to fall below that of the high calling of a physician or a lawyer or an artist, he is belittling his own job, and a fellow who belittles his own job is usually smaller than the job.

"Advertising is no longer the fruitful field for the fakir or the charlatan. People have ceased to look upon advertising as some mystic art or feat of legerdemain, and that an advertiser is born over night.

"The days of Sunny Jim are over, and the American public expect one to be just as honest when he advertises the goods and the wares that he sells as he would be with them if one were talking over the counter to that prospective customer.

"Advertising is strictly a business of confidence, and when we once abuse a man's confidence he no longer pays any attention to what we say. Therefore, the serious study of advertising should be encouraged."

Le Canada's Circulation Contest.

Frank S. Adams, circulation contest manager, is conducting a successful "grand concours de popularite" for Le Canada, the French daily in Montreal. The contest began on Oct. 5. The grand prizes include an automobile, an automatic piano, a building lot, a gasoline yacht and one "amcublement."

Do you know of any criterion of a newspaper's value, better than the volume of advertising it carries? Out in Kansas, "where the dollars grow," the

TOPEKA DAILY CAPITAL

day after day, month after month, year after year, leads all dailies in the State, not only in circulation but also in volume of advertising.

Last year it carried 33 per cent. more advertising than its only local competitor. Does that mean anything to the discriminating advertiser?

It does.

Arthur Capper
Publisher.

J. C. Feeley, Flatiron Bldg., New York.
Justin E. Brown, Hartford Bldg., Chicago.
S. N. Spotts, Century Bldg., Kansas City.
W. T. Laing, Range Bldg., Omaha.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD.
225 Fifth Ave., Marquette Bldg.,
New York. Chicago.

WE are prepared to handle according to modern standards the advertising of firms, individuals and corporations, in whatever business they may be engaged.

The experience, equipment and facilities of this agency qualify us to undertake successfully any proposition that may be entrusted to us.

We can fulfill the requirements of intelligent, up-to-date advertisers and by efficient service merit their confidence.

Collin Armstrong Advertising Co.

Broad Exchange Building 25 Broad Street N. Y. City
Telephone 4489 Broad

KANSAS CITY POST

Places Large Order for New Mechanical Equipment.

Fred C. Bonfils and Harry H. Tammen, the new proprietors of the Kansas City Post, have ordered for that paper one of R. Hoe & Co's latest improved X pattern double-sextuple presses, with color attachments, fast-speed folders, and all the latest improvements; also a complete new outfit of Hoe stereotyping machinery, including an automatic curved stereotype plate-finishing machine, four pneumatically operated steam drying presses, pump furnaces, matrix rolling machine and other up-to-date appliances.

The new press will turn out newspapers at the rate of 144,000 12 pages an hour, and print almost any number of pages at will. It will be arranged to run as a six-roll press, a five-roll press, a four-roll press, or as two separate three-roll sextuple presses, as required, each section being independent of the others.

Kansas Publisher Buys Iowa Paper.

The Lemars (Ia.) Globe-Post has been purchased by W. F. Miller, who for the past seven years has been the publisher of the Seneca (Kan.) Courier-Democrat. Prior to that time he was one of the publishers of the Independence (Ia.) Conservative. A. P. Cramer, who has published the Globe for the past fourteen years, was forced to give up the active management of the paper about a year ago, since which time Mrs. Cramer and her daughter have been in charge.

Have you ordered winter rollers?

PHILADELPHIA BULLETIN.

A Recent Audit of Its Circulation Discovers Noteworthy Facts.

Howard A. Higbee, authorized auditor of N. W. Ayer & Sons, has just completed an interesting audit of the circulation department of the Evening Bulletin, Philadelphia, Pa.

The audit shows that the total daily average circulation of the Bulletin is 251,986 copies. Of this amount 200,830 copies are circulated in the city of Philadelphia and 51,156 copies outside of Philadelphia, principally in towns and cities in Pennsylvania and New Jersey. The following facts are worthy of note:

Ninety-nine per cent. of the city circulation and ninety-eight per cent. of the circulation outside of Philadelphia is paid circulation. The percentage of collections to earning circulation for the period under examination is ninety-nine and seven-tenths per cent.

The audit was made during September 29 and 30 and October 1, 1909, and covered a period of nine months.

Brice Buys Another Paper.

James M. Brice, editor of the Troy (Tenn.) News-Banner, has purchased the Union City (Tenn.) Obion Democrat, formerly published by B. S. Richardson. Mr. Brice is one of the best known newspaper men of the State.

Religious Weekly Sold.

The Baptist Standard, published at Dallas, Tex., has been sold to J. B. Grambrell, G. U. Truell, H. Z. Duke and C. D. Fine, of Dallas. The consideration is said to have been \$24,000.

FORT WORTH STAR-TELEGRAM

Will conduct Eight-Hundred-Mile Automobile Endurance Run.

The Fort Worth (Tex.) Star-Telegram will conduct an automobile endurance run Nov. 23 to 27. The run will cover a distance of about 800 miles, being from Fort Worth to San Angelo and return. It is expected that twenty-five cars will compete.

An interesting feature of the run will be the very complete record of tire troubles it is proposed to keep. A small trophy will be awarded to the ones going through with the most perfect score, it being necessary that at least eight tires of the same make be entered in the competition.

The pathfinding car on the run is the famous Thomas flyer, which won the race from New York to Paris. The old car attracted circus crowds in every town it stopped. The route through west Texas goes through a part of the plains district where the perfectly level country makes an ideal place for automobiles. Extensive plans for the entertainment of the contestants are being made.

The Boston American.

The Achievement Number of the Boston American, issued recently, is said to have been the largest newspaper ever published in New England. The achievements in commerce, finance, industry, education, etc., which have given Boston, Massachusetts, and the New England States pre-eminence in many ways, were graphically presented. The variety and extent of the advertising carried was extraordinary, and covered every field of development in Boston and New England.

W. W. Maltman is the new owner of the Wood River (Neb.) Sunbeam.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

F. W. WORCESTER, Gen. Mgr.
La Calle Nuevo Mexico 15, Mexico, D. F.

R. J. SHANNON C. J. ANDERSON
225 Fifth Avenue Marquette Bldg.
New York Chicago

The Evening Wisconsin.

Milwaukee's Leading Home Paper

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

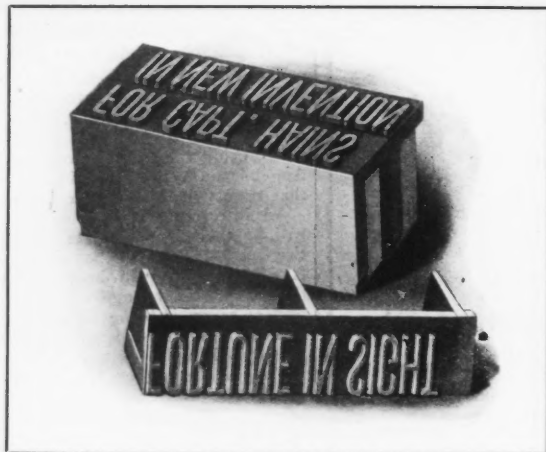
Its average daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.
THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6013 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.



PLEASING LINO

Head-Letter Attachment

Orders have been entered already for these Attachments from the following Newspapers:

NEW YORK WORLD
 NEW YORK JOURNAL AND AMERICAN
 NEW YORK HERALD
 BROOKLYN EAGLE
 BOSTON AMERICAN
 BOSTON HERALD
 SEATTLE POST-INTELLIGENCER
 SEATTLE TIMES
 PEORIA (ILL.) HERALD TRANSCRIPT
 SAN FRANCISCO EXAMINER
 SAN FRANCISCO CHRONICLE
 SAN FRANCISCO BULLETIN
 CHICAGO AMERICAN
 LOS ANGELES EXAMINER
 ATLANTA GEORGIAN
 ATLANTA JOURNAL

SYRACUSE HERALD
 MERIDEN (CONN.) JOURNAL
 DENVER NEWS-TIMES
 NEW ORLEANS STATES
 PASADENA (CAL.) STAR
 HONOLULU HAWAIIAN GAZETTE
 NEW YORK ITALIAN PRESS
 MT. VERNON (N. Y.) ARGUS
 WASHINGTON STAR
 TORONTO STAR
 MISSOULA (MONT.) MISSOULIAN
 SALT LAKE HERALD-REPUBLICAN
 ALBANY TIMES-UNION
 SAN ANTONIO EXPRESS
 BUFFALO TIMES
 PHILADELPHIA NORTH AMERICAN



They have made an instantaneous hit because they E
 where **TIME IS MONEY**, and they cut out dist

Your Choice of
SEVENTEEN CAP HEADS
 18-POINT to 36-POINT
 In Stock or Being Made
 More to Follow

IF YOU are restricting your Lity
MATTER ONLY ana
 and **DISPLAY-AD FIGURES** it is easy to
TIME, LABOR and MONEY.

These Attachments are Simply **THE 20TH CENTURY WAY**
 Signs of the Times

MERGENTHALER LINO

THE TRADE TYPE



Display-Ad Figure Attachment

Orders have been entered already for these Attachments from the following Newspapers:

HOUSTON POST
NEW ORLEANS STATES
MEMPHIS COMMERCIAL APPEAL
HOUSTON CHRONICLE
POMONA (CAL.) PROGRESS
SEATTLE TIMES
DESERET NEWS, SALT LAKE CITY
TACOMA LEDGER
SPOKANE SPOKESMAN-REVIEW
FALL RIVER (MASS.) GLOBE
BLUEFIELD (W. VA.) TELEGRAPH
DETROIT JOURNAL
EL PASO HERALD-NEWS
BOSTON POST
PORTLAND (ME.) EXPRESS
BOSTON GLOBE
BRainerd (MINN.) DISPATCH
LANSING (MICH.) REPUBLICAN
NEW ROCHELLE (N. Y.) PARAGRAPH
SCHENECTADY (N. Y.) GAZETTE

READING (PA.) EAGLE
ROME (N. Y.) SENTINEL
ALBANY TIMES-UNION
ALBANY JOURNAL
McMINNVILLE (ORE.) PACIFIC BAPTIST
GLOBE (ARIZ.) SILVER BELT
BLOOMINGTON PANTAGRAPH
NEWARK NEWS
MONTREAL LA PRESSE
TORONTO STAR
TORONTO TELEGRAM
OTTAWA (ONT.) CITIZEN
MOOSE JAW (SASK., CANADA) TIMES
SASKATCHEWAN PUB. CO., REGINA, SASK., CANADA
LETHBRIDGE (ALBERTA, CANADA) HERALD
VICTORIA (B. C.) COLONIST
VANCOUVER (B. C.) WORLD

VANCOUVER (B. C.) PROVINCE
WASHINGTON TIMES
GENEVA (N. Y.) NEWS
SAN ANTONIO EXPRESS
FITCHBURG (MASS.) NEWS
LOS ANGELES TIMES-UNION
EUREKA (CAL.) TIMES
MISSOULA (MONT.) MISSOULIAN
DULUTH NEWS
DALLAS (TEX.) DISPATCH
MT. VERNON (N. Y.) ARGUS
BOROUGH PUB. CO., RICHMOND HILL, L. I.
WACO (TEX.) TIMES-HERALD
TAMPA (FLA.) TRIBUNE
TACOMA TRIBUNE
ERIE (PA.) DISPATCH
BLOOMINGTON (ILL.) BULLETIN
SYRACUSE (N. Y.) HERALD
NEW BEDFORD (MASS.) TIMES

ESSEN the use of individual type in composing rooms
tution, which has always been a costly necessity.

type plant to a treadmill production of BODY
are continuing to HAND SET your HEADS
figure how YOU may be losing and wasting

Write for Our Booklet
**DISPLAY
ADVERTISING
FIGURES**
Tells All About Them

WILL BE THE LINOTYPE WAY on all Kinds and Sizes
of Composition

TYPE CO., Tribune Building, New York

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. PHILLIP 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 Cortlandt.

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

Established THE JOURNALIST 1834.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

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

NEW YORK, SATURDAY, NOVEMBER 13, 1909.

PUBLICITY OF TESTIMONY IN DIVORCE TRIALS.

The newspapers of the nation preach editorially against the growing evil of divorce. They preach as effectively, at least, as the ministers, and their preaching reaches to many more people. Are the editorial writers making headway against the evil? Yes—when they are backed up by the news editors.

New York newspapers, this week, have drawn the attention of the public to the fact that wealthy men and women in the metropolis seem to be able to get divorces quickly and comfortably, by a process of secret court hearings and a "sealing" of the papers in the case—all except the decree. The newspapers are allowed to print the "decree," but never a word about the cause of the divorce.

Ex-Justice Roger A. Pryor, speaking about this matter to a reporter for the New York Times this week, related some pertinent things which ought to be of interest in every city of the country. He said:

"I am not opposed to divorce on the one ground on which it is obtainable in this State, but I am opposed to the granting of divorce in the numerous cases where the parties to the suit are getting it solely to be able to marry again as soon as free, and where the opposing lawyers are in collusion to get the decree, the defense being nothing more than a farce, so that the testimony may be heard in secret instead of in open court.

"I headed off one such case not long ago and drove it out of New York and out of America. A rich woman wanted a divorce, so she could marry an opera singer. The husband was willing enough, but neither wanted the publicity, so his lawyer trumped up a defense and the court appointed me referee. I was to hear the testimony in my office, and when the lawyers and the witnesses, including the infatuated woman, assembled in my office on the day set there were several reporters present.

"It was amusing to see the opposing lawyers, acting together at every step, shaking their heads, and putting them together in consultation. I knew what the trouble was, but presently one of the lawyers said: 'Your Honor, there are reporters present. We would request you to have them excluded from the hearing.'

"Not so," said I. 'I am now sitting as a court, and I am going to hold open court.'

"Immediately the lawyers' heads went together again, and a few moments later, when the woman had been questioned as to the date of her marriage, counsel asked for an adjournment. That was the last of that case

in this country. The suit, I believe, was later renewed in Europe. But that divorce would have been added to the records of this city if I had not insisted on publicity."

Modern clergymen and practical statesmen now agree in making the public a material third party in every divorce. If a man or woman have much wealth, and respectability, he or she inheres to leadership in the community. Therefore the public is vitally concerned in the divorce of such a man or woman. Very few orderly citizens deny this proposition.

As between the evil of easy and secret divorce, and the alleged evil of publicity of sensational testimony in divorce cases, which shall be chosen as least harmful to the public? This is the question that must be threshed out more fully by the Church. Heretofore so many ministers have been so occupied in denouncing "yellow" journalism, without specifically defining such journalism, that they may have missed the good which the "yellow" journalism accomplishes. If the "yellow" newspaper stands up with a club or sword ready to smite the millionaire who seeks a secret divorce that he may marry right away again and thus fraudulently keep his leadership in the community, is not that "yellow" newspaper somewhat in the attitude of St. Michael and with St. Michael's motive?

We think there is a suggestion, in this revived New York controversy, for the news editors all over the country. Why not interview the churchmen and find out their latest attitude, as to whether they are for or against publicity of divorce testimony? The time is ripe for a discussion of this question, and every news editor knows that his readers will read every line in such a discussion. And, incidentally, the going together of the forces of the Church and the press for a higher and more practical public morality will be accelerated by an earnest discussion of this question at this time.

GLASS HOUSES.

American newspaper men often have cause for amazement and impatience at the ignorance of American institutions, politics, persons and geography displayed in British newspapers. Still, the British newspaper man can often retort in kind, and certainly the British suffragette has cause for complaint against American news-

papers. To illustrate, we recall that most of the newspapers in this country displayed the "stone throwing" of the British women. American readers were led to believe that these women were akin to the Parisiennes who tore up the pavements and catapulted the rocks at the heads of their enemies in various bloody revolutions.

It has transpired that the women only took little stones—pebbles, wrapped about each stone a paper on which was written a fair question of public interest, and carefully cast this projectile into the public assemblage of men, from which assemblage they had been barred. If our brave American women in New York, Chicago, Emporia, or San Francisco had shown such originality we American newspaper men would have been delighted. We would probably have laughed in delight, while writing the story. And maybe the London papers would have got it wrong and displayed the "stone throwing."

So it seems we are sitting in glass houses on both continents, and this is a bad time for glass houses.

When an editor declines an appointment as governor, as did William Robinson, of Roswell, New Mexico, recently, it indicates that journalism is more attractive than politics.

Making a Newspaper.

Men who make newspapers sometimes believe that their profession is an exacting one. They are wrong. It is the simplest calling. Making a newspaper is an easy trick. Anybody can do it.

A lawyer with only a diploma and a brass sign, who would lose a suit even if the other side was ready to confess judgment, will tell you how to run a newspaper. A physician who would send his patient to the morgue before the prescription has been filled will know all the fine points of making a newspaper. An actor who never earned any other plaudit than a soft tomato will give instructions in handling the world's news. Any old lady who knows enough to get off a street car backward has positive opinions on the press. Even a society person who never paid anything but a call or made anything but a visit did anything but a tailor knows how stupid those men are who write "stories," edit "copy," wrestle with "heads" that won't fit and get the paper out on time.

One reason for the universality of perfection in this trade, among those who do not work at it, is that everybody has been employed in it. It is a most unusual thing to meet a man who, when the occasion seems ripe, will not say "I used to be a newspaper man myself." Every time a man works his county editor for a puff on the strength of a big pumpkin he graduates in journalism. When he writes a "piece" for the Squash County Clarion about "a most enjoyable entertainment," he completes his post-graduate course in newspaper work, and when he writes a communication on both sides of the paper to the editor he becomes a thirty-third degree member of the Tribe of Scribe.

That so many men have abandoned literature for the law, medicine and other easy walks of life simply shows that many men would rather fail in one thing than another.—*Washington Star*.

An Ever Ready Opening.

The editor suddenly became conscious that some one was standing behind him. Looking round, his glance fell upon a seedy looking individual with the eyes of a crank.

"I beg your pardon," said the newcomer. "but is there an openin' here for a first class intellectual writer?"

"Yes," grimly responded the editor. "An ingenious carpenter, foreseeing your visit, has provided an excellent opening. Turn the knob to the right, and do not slam the door as you go out."—*Sunday Magazine*.

INCORPORATIONS.

The Southwest Magazine Company, of Fort Worth, Texas; capital, \$10,000. Incorporators: W. N. Beard, R. L. Paschal, J. G. Beard.

J. P. McCann Publishing Company, New York; publishing; capital, \$25,000. Incorporators: P. J. Forhan, J. J. Harper, W. E. Allen, all of No. 154 Nassau street, New York.

The Kankakee Gazette, Kankakee, Ill.; printing and publishing business; capital, \$25,000. Incorporators: Clarence E. Holt, Carrie E. Holt and Margery A. Holt, all of Kankakee.

Motorcycling, Chicago; general printing and publishing business; capital, \$5,000. Incorporators: Daniel J. MacMahon, D. J. McElherne, S. R. Brown.

The News Publishing Company, Clinton, Okla.; capital, \$10,000. Incorporators: William B. Walker, Mattie Walker, Laura B. Tanser.

The Greeters Publishing Company, Manhattan; printing, publishing, advertising; capital, \$10,000. Incorporators: Thomas N. Rutter, Isaac W. Hope, both of 445 Broadway; Theodore F. Von Dorn, 52 Broadway, all of New York.

GREAT VALUE.

Atlanta, Ga., November 10, 1909.
THE EDITOR AND PUBLISHER,
13 to 21 Park Row,
New York City:

MY DEAR MR. SHALE:

Enclosed find check for \$5.00 in payment of a five years' subscription to The Editor and Publisher.

I find your publication of great value to me in my work, and it is with pleasure that I continue my subscription for the next five years.

Very truly yours,

FRANK S. ADAMS.
(Frank S. Adams Contest Co.)

READS IT WITH PROFIT.

Greensburg, Pa., Nov. 8, 1909.
MR. J. B. SHALE, PRESIDENT,
EDITOR AND PUBLISHER, N. Y.
Dear Mr. Shale—My brother and I read the E. and P. every week with pleasure personally and profit, too. Wishing you continued success,
Very truly yours,
CROMBIE ALLEN,
General Manager,
Tribune Press Publishing Co.

RICH IN GOOD STUFF.

HAZLETON, Pa., Nov. 6, 1909.
GENTLEMEN:
Please find enclosed \$1 for renewal of my subscription to your always interesting and eagerly awaited publication. Your last Saturday's issue was especially rich in good stuff.

Yours very truly,
J. W. KRAFT.

Herald Denies Reduction in Price.
A rumor has been current in newspaper circles this week, that on Jan. 1 the price of the New York Herald would be reduced to one cent. The business office of the Herald, in answer to an inquiry, stated that the report was absolutely groundless.

Unavoidably Postponed.

We clip the following for the benefit of those who doubt the power of the press:
"Owing to the overcrowded condition of our columns, a number of births and deaths are unavoidably postponed this week."—*Everybody's Magazine*.

PERSONAL.

Arthur Stanwood Pier, associate editor of the Youth's Companion, was married in Boston last week to Miss Elise Riche Hall.

Ward D. Williams, of the New York Tribune, is making a tour of the West and Southwest in the interest of his paper.

Benjamin Bell, Jr., of Wilmington, N. C., has been made assistant news editor of the Richmond (Va.) Times-Despatch.

J. S. Willison, editor of the Toronto (Can.) Evening News, was the principal speaker at a dinner given by the Wholesalers' and Manufacturers' Association of Detroit last week, to discuss better trade relations with Canada.

John C. Piver, editor and publisher of the Underwriters' Report of San Francisco, is in New York this week.

Jesse Simmons, a well known newspaper man of Deadwood, S. D., has been appointed chief clerk in the United States assay office in that city.

Robert Barton Peck, a member of the New York Sun staff, was married in Utica, N. Y., last week to Miss Rose Kinney.

Joseph Blethen, vice-president and manager of the Seattle (Wash.) Times, is in New York this week on business connected with that paper.

George A. Smith, manager of the Nevada City (Cal.) Transcript and Gras Valley (Cal.) Evening Tidings, has returned home after a very successful trip along the Pacific Coast in the interest of his papers. Mr. Smith was connected for many years with the San Francisco (Cal.) Call.

E. F. Chase, general manager of the Scripps Washington papers, is in the East on business connected with those publications.

M. R. Fletcher, manager of the Cleveland office of the United Press Association, was secretly married a week ago Sunday to Miss Bulah Brown, a member of the Cleveland Press staff. The secret, however, came out a few days ago and Mr. and Mrs. Fletcher are now receiving congratulations from their many friends.

J. FREDERICK JONES.

Becomes Editor and General Manager of the Irwin (Pa.) Standard.

J. Frederick Jones, a well-known newspaper man of McKeesport, Pa., has purchased a controlling interest in the Republican Printing Co., of Irwin, Pa., and becomes editor and manager of the Republican Standard.

Mr. Jones has had many years experience in the editorial and advertising departments of daily newspapers and is well fitted for the position he assumes.

Apgar Goes to LaCoste & Maxwell.

P. L. Apgar, formerly identified with the Biggs-Young-Shone Agency as assistant to H. J. Pruden, has joined the forces of La Coste & Maxwell, of New York, special agents, as outside man.

The Lena (Ill.) Star has been purchased by D. W. Cahagan, of Seneca, Mo.

CLUBS AND ASSOCIATIONS.

The Milwaukee Press Club observed the twenty-fourth anniversary of its organization last Monday. Eight newspaper writers working on morning papers met on Nov. 8, 1885, and decided to organize a club. There are now 210 names on the roll.

The executive committee of the Kentucky Press Association in session at Louisville last week, named Lexington as the place of the midwinter business meeting of the association. The date of the meeting was fixed for Dec. 28 and 29. Following the meeting, there was a luncheon in one of the parlors of the Seelbach. Col. W. B. Haldeman, chairman of the committee, was the host at the dinner. During the banquet, Thomas C. Underwood, of Hopkinsville, president of the association, and an ex officio member of the committee, became ill and was forced to leave. Those present, including Col. Haldeman and Mr. Underwood, were E. D. Shinnick, Charles W. Metcalf, Judge E. Barry, Joseph Williams, D. M. Bowmar, J. Harry McCarthy, H. A. Sommers and R. W. Brown. D. W. Bowmar, E. D. Shinnick and Charles W. Metcalf were appointed a committee on programme and arrangements, with power to appoint a local committee on arrangements.

OBITUARY.

T. B. Murdock, editor of the Eldorado (Kans.) Republican, died in Kansas City, Mo., last week, of neuritis. He was sixty-eight years old. Mr. Murdock was the last brother of the famous Murdock family of Kansas newspapermen. He was twice State Senator, and had been a political factor in the State for over forty years. Congressman Victor Murdock is his nephew.

E. L. Howe, one of the veteran editors of Wisconsin and publisher of the Ripon Press and Rosendale Journal, died at his home in Repon last week. He was sixty-one years old. At different times he published the Fennimore Times, Cambridge News, Lancaster Reporter, Mortford Sentinel, Wazeka Kickapoo Chief and the Fairweather Register. He had been editor and publisher of the Ripon Press for the past eleven years.

A. E. Ketch, editor of the Alvinston (Ont.) Free Press, died of neuralgia of the heart last week, while at work in his office.

Dewitt C. Finck, an associate of Horace Greely on the New York Tribune in 1860, and later, for many years, the editor and publisher of the Lewis County Democrat, died at his home in Lowville, N. Y., last week. He was eighty-two years old.

W. Q. Adams, until recently, publisher of the Owensboro (Ky.) Inquirer, died at his home in that city recently after a long illness. He was forty years old.

Robert F. Howard, one of Milwaukee's best-known newspaper men and until

recently connected with the Daily News of that city, died at his home last week after several months' illness. He was sixty-five years old.

OPPORTUNITY!

Can You Develop

A COMIC for the NEW YORK HERALD?

If You Catch the Right Idea It Means Your Reputation is Made.

Here Is The Offer:

The New York Herald will receive original comic drawings and for such as are accepted and published regular prices will be paid. If the drawings are not suitable, but the ideas in them are accepted, the regular price for the ideas will be paid.

Then there is always the chance that a great big idea may develop which would mean a great big future for the artist. There are many such cases.

Of Course The Herald

reserves the right to accept or reject as it may see fit and will be the sole judge of all drawings and ideas submitted.

The Herald will reserve also all the rights in drawings accepted and published.

THE CONTEST IS OPEN NOW

and drawings may be submitted at any time.

Both half and full pages will be received for consideration; scale for full page 15 1/2 x 19 1/2 inches; for half page, 15 1/2 x 9 1/2.

The Herald will take all precautions possible after the drawings are received, but it is understood that they are submitted at the owner's risk.

Address drawings to

Art Department

NEW YORK HERALD, - - New York City

\$2,000.00 to \$10,000.00

cash available for first payment on a satisfactory Democratic or Independent daily or weekly. Location west of Pennsylvania preferred. Controlling interests considered. Individual interested to purchase is of high reputation, and has been successful at everything undertaken. Proposition No. 558.

C. M. PALMER

Newspaper Broker

277 BROADWAY NEW YORK

HEADQUARTERS FOR

TYPEWRITER RIBBONS, TYPEWRITER PAPER, CARBON PAPER FOR ALL USES

We manufacture the best line of TYPEWRITER SUPPLIES on the market.

THE S. T. SMITH COMPANY

11 BARCLAY ST. NEW YORK CITY

Tel. 5922 Barclay

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

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service Address Herald Square, New York City Canadian Branch Desbarats Building, Montreal

LET ME REPRESENT YOU

"THERE'S A REASON"

F. P. ALCORN, Newspaper Representative FLATIRON BUILDING, NEW YORK.

We Can SAVE You MONEY on Your Printing Ink Bill

ASK US

AMERICAN INK COMPANY

Manufacturers of

Printing and Lithographic Inks, Pulp and Dry Colors

OFFICE: 12 DUANE ST., NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

HELP WANTED

RATE MAN.

First class advertising agency rate man wanted; important position; applications received in strict confidence. Address RATE MAN WANTED, Box 10, THE EDITOR AND PUBLISHER.

FOR SALE

NEWSPAPER FOR SALE.

In the growing city of Perth Amboy, New Jersey, on Nov. 22, 1909, at 3 P. M., at No. 178 Smith Street, The Perth Amboy Chronicle. For information address Walter H. Turner, Perth Amboy, N. J., or Alan H. & Theo. Strong, New Brunswick, N. J.

FOR SALE—NO. 3 OPTIMUS

Pony Press, in first-class condition. Will print sheet 22 x 31. J. S. McDonald Company, 1745 Irving Park Blvd., Chicago.

FOR SALE.

Best paper in western North Dakota. Daily field, growing city and good business. Owner desires to go further west. Address OPPORTUNITY, care THE EDITOR AND PUBLISHER.

MISCELLANEOUS.

LEAGUE BALL RESULTS FOR

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

Old established newspaper, delivering more than 90 per cent. of its circulation directly into homes. Only two-cent newspaper in city. Population of field covered exceeds 60,000.

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.

WILBERDING

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES

Brunswick Building, New York City. WESTERN: Boyce Building, Chicago. OFFICER: Victoria Building, St. Louis. Journal Building, Kansas City.

The INTERNATIONAL SYNDICATE

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

P. B. Bromfield Advertising Agency, Fifth Avenue Building, New York, is placing the advertising of the Seaboard Air Line Railroad, Portsmouth, Va., in a number of the larger Eastern cities.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, will place the advertising of the Hamburg-American Line, 37 Broadway, New York, and the Cunard Steamship Company, Ltd., 29 Broadway, New York.

Lord & Thomas, Fifth avenue, New York, is placing some advertising in the larger city dailies for the Wilson Distilling Co., White Rock Water, Flatiron Building, New York.

The Frank Seaman Agency, West Thirty-third street, New York, is placing orders for the Bauer Chemical Company, 25 East Seventeenth street, New York.

Foster Debevoise, 45 West Thirty-fourth street, New York, has cancelled all the advertising of the Reborn Company, 28 West Fifteenth street, New York.

The Metropolitan Advertising Company, 6 Wall street, New York, is placing the financial advertising of Carlyle & Co., New York.

The Chattanooga Medicine Company, Chattanooga, Tenn., is sending out new contracts for 4,000 lines through Nelson Chesman Company, Chattanooga office.

J. C. Ques Manufacturing Company, Kansas City, Mo., is sending out 1,000 inch contracts to Pacific Coast papers, direct, for the advertising of K. C. Baking Powder.

E. H. Clark Agency, Chicago, is placing 14,000 lines in Western papers for the Val. Blatz Brewing Company, Milwaukee, Wis.

The Mahin Agency, Chicago, is placing 10,000 lines in Western papers for the Pacific Coast Condensed Milk Company, Carnation Cream, Seattle, Wash.

The L. P. Fisher Agency, San Francisco, is placing 500 inches in Eastern papers for the John J. Fulton Company, Fulton's Renal and Diabetics Compound, San Francisco.

H. W. Kastor & Sons, St. Louis, are placing 5,000 lines in Western papers for the advertising of Buffalo Springs Whiskey.

N. W. Ayer & Son, Philadelphia, are placing orders in New York and

New Jersey papers for Steinway & Sons' Steinway Pianos, 109 East Fourteenth street, New York. This agency is also placing orders in Colorado papers for 18,850 lines for the Littleton Creamery Company, Beatrice, Nevada.

It is said that Calkins & Holden, 250 Fifth avenue, New York, will make new contracts in December for Cluett-Peabody & Co., Chicago.

Coupe & Wilcox, 261 Broadway, New York, are placing orders in the larger city dailies for L. & C. Hardtmuth, Koh-I-Noor Pencils, 34 East Twenty-third street, New York.

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

The Dollenmayer Advertising Agency, Tribune Building, Minneapolis, Tenn., is placing 1,288 lines in Pacific Coast papers, for the Natural Resonances Security Company, Ltd., Vancouver, B. C.

Charles L. Doughty, 509 Main street, Cincinnati, is placing twenty-two lines eight times in Southern weeklies for Charles Weber, same city.

The Richard A. Foley Agency, Bulletin Building, Philadelphia, is asking for rates in Southern papers on forty-eight inches thirteen times. This agency is also placing 14,000 lines in Pacific Coast papers for the Eckman Manufacturing Company, Sixth and Market streets, Philadelphia.

The Freeman Advertising Agency, Richmond, Va., is placing fourteen lines seven months in Sunday papers for the S. A. L. Railway, Portsmouth, Va.

The Charles H. Fuller Company, Chicago, is placing six inches twenty-six times in Michigan Sunday papers for the Fuss Remedy Company, Chicago.

F. A. Gray, Kansas City, Mo., is placing twenty-eight lines, T. F., in Southern Sunday papers for the K. C. Auto School, Kansas City. This agency is also placing sixty-two lines four times for the Underbrook Distilling Company, same city.

The Homer W. Hedge Company, 366 Fifth avenue, New York, is placing orders in Nebraska papers for the General Acoustic Company, 1269 Broadway, New York.

Charles W. Hoyt, New Haven, Conn., is placing orders in New England papers for the Beacon Falls Rubber Shoe Company, Century Boot, Beacon Falls, Conn.

H. W. Kastor & Sons, St. Louis, are placing orders in Southern semi-weeklies for the Dreyfus-Jones Company, Kansas City, Mo.

The Frank Presbrey Agency, 7 West Twenty-ninth street, is placing orders for the Seaboard Air Line, Portsmouth, Va., in Western papers.

Partnership Terminated.

The partnership heretofore existing between E. B. Yule and S. G. Phelps, publishers of the Alexandria (S. D.) Herald, has been terminated.

ROLL OF HONOR

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

ALABAMA. ITEM Mobile	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown BULLETIN Philadelphia DISPATCH Pittsburg GERMAN GAZETTE Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre
ARIZONA. GAZETTE Phoenix	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
ARKANSAS. SOUTHWEST AMERICAN Fort Smith	TEXAS. RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco
CALIFORNIA. BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco	WASHINGTON. MORNING TRIBUNE Everett TIMES Seattle
FLORIDA. METROPOLIS Jacksonville	WISCONSIN. EVENING WISCONSIN Milwaukee
GEORGIA. THE ATLANTA JOURNAL Atlanta CHRONICLE Augusta ENQUIRER-SUN Columbus LEDGER Columbus	CANADA. ONTARIO. FREE PRESS London
ILLINOIS. HERALD Joliet JOURNAL Peoria	NEW BEDFORD TIMES The paper that has made New Bedford, Mass., the latest growing city in the world. Average to September 30 Evening, 7,148; Sunday, 13,924 ALFRED B. LUKENS Tribune Bldg. New York Representative New York
INDIANA. THE AVE MARIA Notre Dame	Anderson (S. C.) Mail You can cover the best field in South Carolina at the lowest cost by using the Daily Mail. No general advertiser can afford to overlook this field. MacQuoid-Alcorn Special Agency Tribune Building, N. Y. Marquette Building, Chicago
IOWA. EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER AND LEADER Des Moines THE TIMES-JOURNAL Dubuque	THE NORWALK HOUR NORWALK, CT. Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.
KANSAS. GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka EAGLE Wichita	THE ASBURY PARK PRESS is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium. J. LYLE KINMONTH, Publisher ASBURY PARK, N. J.
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	Statement of FEBRUARY CIRCULATION SPRINGFIELD (Mass.) DAILY NEWS DAILY AVERAGE 10,453 Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.
LOUISIANA. ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans	American Home Monthly A Household Magazine Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line. HENRY RIDDER, Publisher. 27 Spruce Street, New York.
MICHIGAN. PATRIOT (Oct. D. 9,654—S. 10,583)..... Jackson	NEW YORK. BUFFALO EVENING NEWS Buffalo LESLIE'S WEEKLY (Cir. 207,000)..... New York PARIS MODES New York RECORD Troy
MINNESOTA. TRIBUNE (Morning and Evening)..... Minneapolis	NORTH CAROLINA. NEWS (Av. cir. mo. of Aug., 7,609) Charlotte
MISSOURI. DAILY AND SUNDAY GLOBE Joplin	OHIO. REGISTER (Daily, Sunday, Weekly)..... Sandusky
MONTANA. MINER Butte	OKLAHOMA. OKLAHOMAN Oklahoma City
NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield	

The New Orleans Item

Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

DAYTON (O.) DAILY NEWS.

Handsome New Home is Now Nearing Completion.

The new home of the Dayton (O.) Daily News, which is now nearing completion, will be one of the hand-somest and most complete structures of its kind in America. It possesses architectural beauty both within and without, and the arrangement of departments indicate the painstaking care that has been exercised in the formation of the structure.

It is five stories high above the basement. The design of the building is carried out exclusively in Italian Renaissance and the details have been selected from the best buildings of the Augustian period.

The building is of reinforced concrete and steel, and the exterior is of marble, stone and semi-glazed terracotta.

The presses will be displayed in a

vey by this arrangement the heat, smoke and dirt out of the structure. In most plants the foundry is in the basement.

Toilet rooms will be located on each floor for men and women, and a locker will be provided for every employee. Shower baths have also been installed.

There is a great deal of lime in the water of the Miami valley, and the casting boxes and steam tables become encrusted with an accumulation of pure lime. This defect is met by storing the rain water from the roof of the building and using it over and over again in the stereotyping room. The water is conveyed by gravity to a tank in the basement, and then taken as needed to the stereotyping department by the operation of an automatic electric pump.

Compressed air will be used with the steam tables in the stereotyping room. The presses are Goss sextuples. The building will be cleaned



NEW HOME OF DAYTON NEWS.

pit which is formed by both basement space and a part of the ground floor. It is conceded to be one of the best press rooms for display in America. It being desirable to have an extremely high ceiling in the business office, a mezzanine floor was erected, beginning in the rear of the business office and running the remaining length of the building. By this arrangement the height of the ceiling in the business office was attained and the space lost on the ground floor to the press pit was regained.

That part of the mezzanine floor over the presses will be the mail room, which can be easily connected with the press department by a mechanical conveyor, and at the same time be of such elevation above the street surface as to facilitate the dropping of mail bags into the wagons below. The front of the mezzanine floor forms a lobby for the main business office, and the entire lobby and office on the first floor will be finished in English vein Italian marble, and selected figured Honduras mahogany.

The second floor will be devoted entirely to the news, reportorial and editorial departments of the paper. On the floor above will be placed the composing room and the stereotyping department. One of the radical departures is the location of the stereotyping foundry in the extreme top of the building, the theory being to con-

vey by the vacuum system, and pneumatic tubes will be installed connecting all departments.

On the floor assigned to the news and editorial departments is a large room known as the library and conference quarters. This will be used for meetings of the heads of departments as many times a week as such conferences are deemed necessary.

The top floor is of mezzanine arrangement and there is a flood of light from the top of the building. This floor is given over to the engraving department, the art room and the photographer.

The Dayton Daily News is the parent member of The News League of Ohio, which comprises that paper and The Daily News at Springfield. They are both owned by Congressman James M. Cox.

The building will be occupied about the first of the year. It is fitting that this improvement comes this year because The Dayton Daily News is one hundred years old, the oldest newspaper in that city.

La Coste and Maxwell, of 45 West Thirty-fourth street, New York, are the Eastern representatives of the News.

The Huron (S. D.) Morning Herald, which was recently purchased by W. N. and Alfred C. Smith from W. F. Hollislee & Co.

ADVERTISING NOTES.

Walter Griffith, formerly connected with the Homer W. Hedge Co., 366 Fifth avenue, New York, has joined the staff of Lord & Thomas, 250 Fifth avenue, New York.

The Richard A. Foley Agency, Bulletin Building, Philadelphia, announces that Miss N. Simmermon, who for six years has been connected with that agency, will have full charge of all orders and business going out, succeeding W. H. Benjamin.

The New Bedford (Mass.) Sunday Times, issue of Nov. 7, published a full page ad. for Dr. Isaac Weinstein, formerly of New York and Boston. This advertisement appeared in the Times exclusively and it is claimed to be the first full page medical advertisement to appear in an Eastern paper.

BUSINESS OFFICE NOTES.

The Illinois State Register, Springfield, Ill., makes a sworn statement that the daily average circulation for the six months ending Oct. 31, 1909, was 16,276 copies per day.

In a sworn statement the management of the Dubuque (Ia.) Times-Journal states that the circulation of that paper for the year ending Nov. 1, 1909, was 3,946,027 copies. The daily average circulation was 12,688, and the Sunday average was 14,566. The daily average for October, 1909, was 12,566, and the Sunday average for the same month was 14,345.

The management of the Capital, Des Moines, Iowa, reports that October broke the record for advertising, there having been published in the twenty-six issues of the Capital over 30,000 inches.

Jackson (Miss.) Daily News.

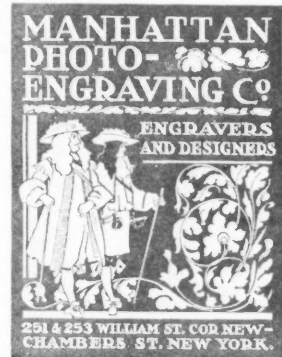
The Jackson (Miss.) Daily News recently issued a State Fair edition of eighty-eight pages that not only did honor to that publication and every member of its various departments, but set a new mark for Mississippi journalism. Aside from the usual news sections there were many others teeming with interesting special articles. These articles were carefully prepared and show a wide and comprehensive knowledge of the growth and development of the city and State. As an advertisement for the great commonwealth of Mississippi it would be hard to excel. That the merchants and business men of the State were thoroughly alive to its value as an advertising medium was shown by the enormous amount of display matter carried.

LEVEN-NICHOLS AGENCY.

Ben Leven Assumes Complete and Undivided Control of Company.

It is announced from the Chicago office of the Leven-Nichols Advertising Company that Ben Leven now assumes complete and undivided control of the company.

The change, it is stated, in no way affects the solidity and organized capability of the corporation.



Botfield Engraving Co.
29 S. 7th Street, Philadelphia, Pa.

Always on time

Deep Etched Cuts on Zinc or Copper

BEST WORK AT LOWEST PRICE

Let us estimate on your next order. Once a customer always a customer.



THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotype Machinery.
44-446 Pearl Street **NEW YORK**

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill.

We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Hygrade Autoplate, Senior or Junior, Stereotype, Combination or Linotype Metals.



Send To-day for the List of Users of **"THE KOHLER SYSTEM"**

We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

Kohler Brothers, 277 Dearborn St., CHICAGO

LONDON: 56 Ludgate Hill, E. C. **NEW YORK:** No. 1 Madison Ave.

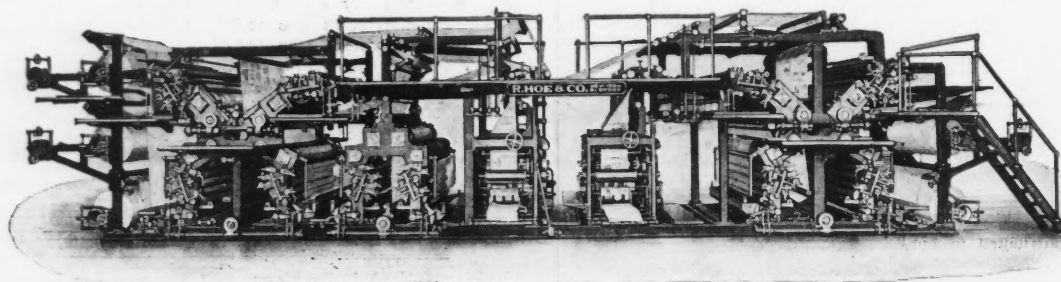
FACTS

ARE EASY TO OBTAIN CONCERNING THE PURCHASERS AND SATISFIED USERS OF

HOE PRESSES

48 New LIGHTNING FOLDER MACHINES

HAVE BEEN SOLD BY US DURING THE LAST FEW MONTHS BESIDES MANY OTHER
NEWSPAPER PRESSES



NEW X-PATTERN DECUPLE PRESS WITH PATENT
TUBULAR CYLINDERS, FAST-SPEED ROTARY
CENTRAL FOLDERS AND OTHER IMPROVEMENTS

OUR MACHINES EMBODY THE LATEST PRACTICAL IMPROVEMENTS COMBINED
WITH THE WELL-KNOWN HOE QUALITIES OF STRENGTH AND DURABILITY

WE WOULD LIKE TO TELL YOU MORE ABOUT THEM—MAY WE?

R. HOE & CO.

504-520 GRAND STREET, NEW YORK, N. Y.

ALSO AT

7 WATER STREET
BOSTON, MASS.

109-112 BOROUGH ROAD
LONDON, E. C., ENG.

143 DEARBORN STREET
CHICAGO, ILL.

8 RUE DE CHATEAUDUN
PARIS, FRANCE

160 ST. JAMES STREET
MONTREAL, CANADA

