

# THE EDITOR AND PUBLISHER

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## "PUBLIC PURPOSE."

QUESTION WHETHER MUNICIPAL ADVERTISING IS WITHIN MEANING OF PHRASE.

New Light on the Movement to Allow Appropriation of Public Funds for Exploiting Municipalities—Opinion of New York Experts in Advertising Law—Decisions of Courts in New York, Ohio and Kansas.

Having in mind the proposed national movement to bring about the construction of the various State laws so as to permit the appropriation of public funds for advertising purposes, THE EDITOR AND PUBLISHER requested a memorandum from the firm of Powers, Kaplan & Rabenold, attorneys of New York City and specialists in newspaper and advertising law.

After citing a number of decisions and dictums handed down by courts in various States, Messrs. Powers, Kaplan & Rabenold conclude with this summing up:

### A "BORDER LINE" QUESTION.

"The question, therefore, whether any particular municipality may expend moneys raised by taxation for the purpose of advertising the particular locality or the benefits thereof is a question which depends upon the construction of the constitution of the State in which the city or town is located and upon the construction of the legislative act under which the particular expenditures are about to be made. However, it is certain that before any expenditure of this kind can be made, and before the courts will uphold a contract for the expenditure of moneys for this purpose, it must be shown that the purpose is a public purpose.

"To our mind an expenditure of this kind would, in the State of New York, be unconstitutional and would come directly within Judge Andrews' definition in the matter of Niagara Falls above cited as to the difference between a public interest and a public use. Expenditure of moneys for advertising of this kind would certainly be an adventure in which the public would be interested, but it would not be a public use of the moneys raised by taxation that the courts would uphold.

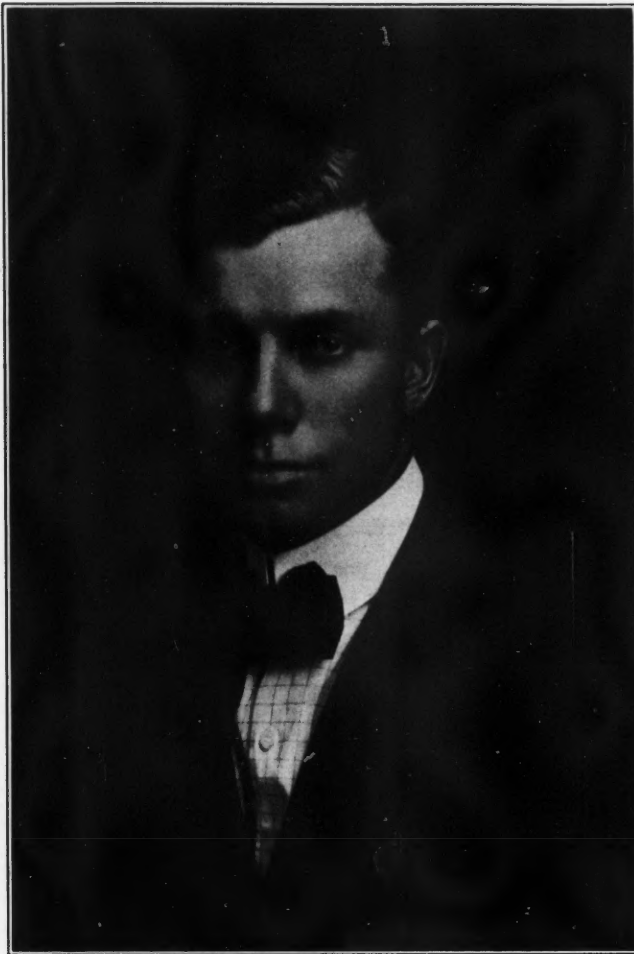
"However, the question seems to be one upon the border line and would have to be decided by the courts located in the particular locality."

### NEW YORK STATE DECISIONS.

The following are among the opinions cited:

In the matter of Niagara Falls vs. W. R. Co., 108 N. Y. 375, Judge Andrews, speaking for the Court of Appeals, said:

"The expressions 'public interest' and 'public use' are not synonymous. The establishment of furnaces, mills and manufactures, the building of churches and hotels, and other similar enterprises, are more or less of public concern, and promote, in a general way, the public welfare. But they lie without the domain of public uses for which private  
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CROMBIE ALLEN.

EDITOR OF THE GREENSBURG (PA.) TRIBUNE, WHO WAS ELECTED PRESIDENT OF THE WESTERN PENNSYLVANIA ASSOCIATED DAILIES, IN SESSION AT PITTSBURG LAST MONDAY.

### NEW YORK PRESS CLUB

C. R. Macauley, Cartoonist of the World, Elected President.

The annual election of the New York Press Club took place in the club home last Monday. The following officers were elected:

President, Charles R. Macauley; first vice-president, Irwin Thomas; second vice-president G. Herbert Daley; third vice-president, W. Ward Damon; treasurer, Samuel Loyd, Jr.; financial secretary, Frank P. McBreen; recording secretary, Charles H. George; corresponding secretary, Caleb H. Redfern; librarian, Frank I. Cadwallader; trustees for three years, Frank W. O'Malley, James R. Youatt and Erastus W. Osborn; trustee for two years, Edward W. Drew.

The new president is the well known cartoonist of the New York World. He has been one of the most powerfully active members of the club.

On Saturday, date of this issue, the annual meeting of the club will be held and the new officers installed.

The club membership is now 750, an increase of 300 since the dedication of the new home.

### ORDERS STAR LEAGUE SOLD

Unless Large Floating Indebtedness Is Paid Within Ten Days.

A decree ordering the sale of the property of the Star Publishing Co. within sixty days in the event the floating indebtedness is not paid in ten days was issued by Judge Anderson in the Federal Court on Thursday. The lowest bid which may be received at the sale, to be conducted by Edward Daniels, master in chancery, is \$1,175,000 for the three papers of the company, The Terre Haute Star, Muncie Star and Indianapolis Star, equipment and franchises. The sale is to be held in Indianapolis. In the decree is given a list of the debts and liabilities of the company, and their priority for payment from the purchase price.

Immediately following the filing of the court's order, John Hart Payne, attorney for John C. Shaffer, filed an appeal to the Court of Appeals for the Seventh District, alleging that in the course of the litigation the court erred twenty-four times.

The Canton (O.) News-Democrat has increased its capital to \$50,000.

## COOK'S CONFESSION.

HOW THE NORTH POLE DOCTOR WAS PERSUADED BY A NEWSPAPER MAN.

Ray Long, Associate Editor of Hampton's Magazine, Left the Newspaper Field and Helped Cook's Story from Cook—Newspaper Men Invading Magazine Offices—Alleged That Cook's Agent Peddled the Story in London.

The news event of the week was the announcement by Hampton's Magazine, that the "confession" of Dr. Cook would be published in the magazine beginning with the January number which will be upon the newsstands Dec. 17. The series will be called "Dr. Cook's Own Story."

For some time past there has been much talk about the alleged invasion of the news field by the magazines. There is likely to be more of this talk, for it is significant that Ray Long, associate editor of Hampton's, is a trained newspaper man who entered the service of the magazine this year and took part in a definite plan of using the most up-to-date newspaper methods to get Dr. Cook's confession for Hampton's.

### NEWSPAPER MEN OF HAMPTON'S.

It is worthy of note that Hampton himself was formerly a newspaper publisher, and W. W. Young and T. Everett Harry, of the editorial staff, were also newspaper men.

Ray Long is thirty-one years old. He was born in Indianapolis and began his career with the Indianapolis News. Later he went to the Kansas City Journal. In 1904 he began as a police reporter with the Cincinnati Post. In thirteen months he rose to the place of managing editor. He went to Chicago as western manager for the United Press. From there he was transferred to the managing editorship of the Cleveland Press. Last year he accepted the editorship of the Syracuse Journal. It was in Syracuse that he was offered the post of associate editor of the magazine—last summer. Mr. Long, in an interview, tells how the Cook story was secured.

### HOW THE CONFESSION WAS GOT.

"What we did," Mr. Long said, "was to apply to this story just exactly the same theories that you would apply on a newspaper. We believed that Cook's story, if it were what it finally developed to be, would be the greatest feature of the year. So we reduced the places where he could hide so effectively to three cities—New York, Paris and London. That was following the sort of reasoning that any newspaper editor would very naturally follow. New York was out of the question and Paris did not seem likely, so we settled on the hunch that Cook was in London.

"One newspaper in New York had made an offer of \$1,000 and another an offer of \$1,500 to William Cook, the Doctor's brother, if William would merely tell them how they could get in touch with the Doctor. We followed a different tack with William. We told him we were sure that the Doctor was  
(Continued on page 3.)

**SHIRKING PUBLICITY UNWISE.**

**Officials Should Court Close Relationship with Press, Says Mayor.**

The second monthly meeting of the newly organized Kansas City Press Club, held last week, proved one of great interest and profit. The chief speaker was Mayor Darius A. Brown, who declared that every public official should court a close relationship with the men of the press, not from a selfish standpoint, but because the general public has a right to know and to learn through its representatives, the newspapers, just what is going on in the administration of public affairs.

"The man in public life who seeks to antagonize the representatives of the newspapers and who shrinks from publicity in his conduct of the affairs of the people is not only unwise but dishonest," he said. "It is true that we sometimes are criticized through the press, but this criticism, whether it comes from friendly or unfriendly sources, so long as it is just should be welcomed by the public official, who thus is given an opportunity to rectify his mistake and put himself right.

"The newspaper men of this city have a better opportunity to learn the needs and desires of the public than any other class of citizens.

"Their trained hands ever are on the public pulse and the public official would do well to cultivate the friendship of these men and realize that their advice in many instances is the soundest. I am glad to welcome this organization as one of the valuable assets of the city and if it were possible under your constitution I should consider it a great honor to become a member."

Newspaper men who spoke, included W. E. Williams, Edgar P. Allen, Homer Montfort, Horace H. Herr and Celbe C. Cline.

**PASADENA NEWS SOLD.**

**Purchased by Robert Armstrong, Formerly Asst. Secretary of Treasury.**

The Pasadena (Cal.) Evening News has been purchased by Robert B. Armstrong of Chicago.

Mr. Armstrong is an experienced newspaper man and well known in public life. He was first assistant to Leslie M. Shaw, Secretary of the Treasury under the McKinley-Roosevelt administration.

**Did Not Suspend.**

The report that the Canandaigua (N. Y.) Messenger had discontinued publication is untrue. THE EDITOR AND PUBLISHER has received a letter from W. A. Patton, the general manager, who states that the Messenger did not suspend, does not expect to and that it is being issued regularly at the present time.

**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

**PUBLISHERS MEET.**

**Southern Circuit of Associated Press Holds Session at Birmingham.**

Members of the Southern Circuit of the Associated Press met in Birmingham, Ala., last week. The sessions were entirely devoted to subjects relating to the improvement of the service.

D. D. Moore, of the New Orleans Times-Democrat, was elected chairman for the ensuing term, and F. P. Glass was elected secretary.

The Southern Circuit of the Associated Press includes: Birmingham, Louisville, Nashville, Memphis, Knoxville, Chattanooga, Atlanta, Montgomery, Mobile, New Orleans, Shreveport, Vicksburg, Natchez and Jackson, Mississippi. The last meeting of the circuit was held in January in New Orleans.

Members of the association present at the meeting included: F. P. Glass and V. H. Hanson, of the Birmingham News; E. W. Barrett and J. J. Jeffries, Birmingham Age-Herald; W. W. Screws and D. R. Barbee, Montgomery Advertiser; C. P. J. Mooney, Memphis Commercial Appeal; D. D. Moore, Times-Democrat, New Orleans; Paul Cowles, Southern Manager Associated Press, Atlanta; Jack Cohen, Journal, Atlanta; G. F. Milton, Chattanooga News and Knoxville Sentinel; N. F. Richards, Mobile Item; W. M. Clemens, Memphis News-Scimitar; Clark Howell, Atlanta Constitution, and R. F. Burn, agent of the Associated Press at Louisville.

**MICHAELIS' SUIT DECIDED.**

**Court Will Enter Decree for Specific Performance of Contract.**

In the Superior Court at Chicago last week, Judge Chetlain announced that a decree for the specific performance of a contract entered into by Horace L. Brand, secretary of the Illinois Publishing Company, and the late Walter Michaelis, publisher of the Illinois Staats Zeitung and other German newspapers, would be entered as soon as the parties to the injunction suit before the court could agree upon a settlement of their differences.

Following the death of Mr. Michaelis, who was drowned last August, Mrs. Mathilde Michaelis, the widow, filed suit against Mr. Brand and other directors of the publishing company, alleging that they had failed to carry out a contract made with her husband.

The contract, it is alleged in the bill for an injunction, contained the agreement that the Michaelis and Brand interests should have equal control of the publishing company. Mrs. Michaelis charged that Mr. Brand had placed six directors on the board, which controlled the company, and that she was represented by only four, in violation of the agreement.

**New Paper Starts Contest.**

The Petersburg (Va.) Evening Record, which was started recently by Walter Edward Harris, the new owner of the Petersburg Index-Appel, announced a voting contest in the first issue. The Index-Appel and the Evening Record will send a party of eleven young ladies on a tour of Europe, and another party of eleven to Niagara Falls. Besides, ten diamond rings, steamer trunks and traveling bags will be given as prizes. The contest is in charge of Frank Hicks and Geo. F. Houlihan, of The United Contest Company, Inc., Cleveland, Ohio.

**"THIRTY."**

**Idaho Publisher Announces Demise of Paper in Manner Characteristic.**

(Special to The Editor and Publisher.)

SPOKANE, Wash., Nov. 30.—Residents of Stites, Idaho, southeast of Spokane, were mystified to see an immense "30" adorning the doors of the Sentinel printing office in that city. Upon investigation they discovered that Frank Roberts, editor and proprietor of the publication, had decided to remove his plant to Lardo, Idaho. The plant will be shipped in a few days, the first issue of the Sentinel to come from the press at the new location about December 10.

Mr. Roberts is one of the oldest newspaper men in the Northwest, having received his printer's card, which he has never allowed to lapse, in 1864, and except for the time he served in the Union army during the civil war, he has followed newspaper work continuously since he entered a printing office in Missouri at the age of 12.

He has been a factor in northern Idaho politics, and the Sentinel had a wide influence in Idaho county. He is celebrated for his eccentricities, and the method he selected for announcing the demise of his paper is characteristic.

**WESTERN PENN. EDITORS**

**Hold Annual Meeting at Pittsburg and Elect New Officers.**

The Western Pennsylvania Associated Dailies, made up of the publishers of 40 daily newspapers in Western Pennsylvania, held their annual meeting Monday afternoon at the Fort Pitt Hotel, Pittsburg. The association meets at the Fort Pitt the third Monday of each month.

These officers were elected for the ensuing year: President, Crombie Allen, Greensburg Tribune and Press; first vice-president, A. H. Walters, Johnstown Tribune; second vice-president, L. E. Flint, Monongahela Times; secretary-treasurer, C. L. Slough, New Castle Herald. Executive committee: H. P. Snyder, Connellsville Courier; John O'Donnell, Uniontown Herald; R. P. Habgood, Bradford Star-Record; C. P. Howe, Tarentum News; J. L. Stewart, Washington Observer and Reporter.

**AID WOOD PULP INDUSTRY.**

**Chicago Professor Roasts Writers of Modern Fiction.**

Speaking before the Ethical Society of St. Louis, at Memorial Hall recently, Professor Shales Matthews of the University of Chicago declared that much of modern fiction is absolutely unreadable and almost unprintable. His topic was "The Ethics of Contemporary Fiction."

According to Professor Matthews, many present-day literary men were but a valuable auxiliary to the wood pulp business. "Walking through a forest belonging to a paper manufacturer, I have saluted many a lordly spruce as a coming 'best seller,'" asserted Professor Matthews. The reading of many such books is not good for the mental digestion, he declared.

**American Opens New Office.**

The New York American opened a new uptown office last Thursday. It is located at No. 1386 Broadway, in the building of the Hotel Normandie. The new office will prove a great convenience to the people who live in that busy section. It will be known as the Broadway office.

**UNITED PRESS BULLETINS**

E. R. Sartwell, who for the past few months has been attached to the New York City staff, has returned to Washington for duty during the coming session of Congress.

V. C. Olmsted has resigned as telegraph editor of the Richmond Virginian to take a place on the Washington staff of the United Press.

C. N. Griffin, formerly of the Chicago bureau and more recently in charge of the United Press work in Panama, has joined the New York staff.

Henry Wood, of the New York office, has succeeded M. F. Fletcher as manager of the Cleveland bureau.

The United Press had a clean beat of several hours on Wednesday on the announcement that Dr. Cook had confessed, in an article written for Hampton's Magazine.

Andre Glarner, formerly of the San Francisco News, has joined the Paris staff of the United Press.

**NEW CLIENTS.**

Kansas City (Mo.) Journal, Wenatchee (Wash.) Republic, Gary (Ind.) Tribune, Walla Walla (Wash.) Bulletin, Grants Pass (Ore.) Rogue River Courier, Lawton (Okla.) Constitution-Democrat, Marietta (O.) Journal, Fremont (O.) News, Muncie (Ind.) Press, Fremont (O.) Messenger, McAlester (Okla.) Herald-Democrat, Newton (Ia.) Journal, Clarksdale (Miss.) Register, Kenton (O.) Republican, Pocatello (Ida.) Gate City News, Saranac Lake (N. Y.) Adirondack Enterprise, Richmond (Ind.) Item, Enid (Okla.) Eagle, Kankakee (Ill.) Republican, Concord (N. H.) Patriot, Glenwood Springs (Col.) Avalanche, Laramie (Wyo.) Boomerang, Imperial (Cal.) Standard, Mesa (Ariz.) Free Press, Ontario (Cal.) Record, Springfield (Miss.) Leader, Canon City (Col.) Record, Bridgeport (Conn.) Herald, Centralia (Wash.) Chronicle, Williston (N. D.) Herald.

**O'CONNOR LEAVES GLOBE.**

**Well-known Advertising Man to Engage in Agency Business.**

D'Arcy O'Connor has resigned his position with the New York Globe, having acquired an interest in the P. T. O'Keefe Advertising Agency, of 43 Tremont street, Boston. A new York office will be opened at once.

Charles M. Peck has also been made a member of the firm and will officiate as chief copy adviser for the New York and Boston offices.

The Allegan (Mich.) Press, established eight years ago, has been sold to E. Reid, owner of the Allegan Gazette. The two papers will be consolidated.

**THE LEADERS**

Eleven newsdealers on Lenox and Seventh Avenues, New York City, purchasing daily 5,385 morning newspapers, sell 3,383 copies of The World and The Times—1,745 copies of The World and 1,638 copies of The Times, and 2,002 copies of all the other New York morning newspapers, some of which accept returns. The World and The Times accept no returns.



**COOK'S CONFESSION.**

(Continued from page 1.)

in London and convinced him that we were sure of it. Then he got us in touch with the Doctor, and T. Everett Harry at once went to London to join the Doctor. Of course, after that it was easy, for the Doctor really wanted to tell his story so that he might be understood by the American public, and he agreed with us that Hampton's, on account of having carried the Peary story, was peculiarly an ideal place for him to tell it. Bringing Cook back to this country, after we had closed the contract, was quite a different matter, but since it was impossible for us to go over there, we decided that the only way to do was to make no effort at concealment whatever. That, I believe, also is a typical newspaper process of thought.

"We got away with it, but believe me, there were times when all of us had our nerves on edge, because there were several times before the story was in type when the newspapers got pretty hot on the scent. Any newspaper man who has endured the agony of holding a story from afternoon until the next day because all of his editions have gone to press, can imagine what this meant to us when we had to hold this for more than three months."

**DOUBTFUL OF COOK.**

The New York American printed the following "special cable":

'London, Nov. 30.—Dr. Frederick A. Cook, the alleged explorer, is living in the greatest seclusion in an obscure boarding house in Bloomsbury. For weeks he has been trying, through a literary bureau, to sell to newspapers or magazine publishers, what he describes as 'the true story of Cook's trip to the North Pole.'

"One thousand dollars was the first price fixed for the story. When the London editors told the literary agent that they would not accept it and even went so far as to call Cook 'the most notorious liar on earth,' the price was scaled and now the agent is downhearted and willing to accept any price for the story as written."

**Princeton Press Incorporates.**

The Princeton University Press has been incorporated by the Secretary of State. The corporation will operate the Princeton Press printing plant and daily newspaper devoted to the college interests. The trustees named are: Charles Scribner, of Morristown; Moses Taylor Pyne, of Princeton; Parker D. Handy, of New York; Archibald D. Russell, of Princeton, and Clarence B. Mitchell, of Bernardsville.

**IN KANSAS**

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

**Topeka Daily Capital**

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

*Arthur Capper*  
**Publisher**

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



**RAY LONG,**

ASSOCIATE EDITOR OF HAMPTON'S MAGAZINE AND TRAINED NEWSPAPER MAN WHO HELPED SECURE THE "CONFESSION" OF DR. COOK.

**NEWSPAPER MEN APPOINTED.**

**Three Named for Important Posts in City Government.**

Hugh J. Beirne, for the past sixteen years connected with the New York Herald and for nine years its representative in the Criminal Courts Building, has been appointed private secretary to District Attorney Whitman, succeeding Clarke W. Crannell, who died recently.

John D. Hill, for many years connected with the New York City News Association, has been appointed secretary to Captain Flynn, Second Deputy Police Commissioner.

Michael J. Walsh, real estate editor of the New York Herald, has been appointed Deputy Commissioner for the Borough of Queens by Commissioner Thompson, of Water, Gas and Electricity.

**News Company Men to Dance.**

The Mutual Benefit Association of the employes of the American News Company will hold its seventh annual reception and dance in Prospect Hall, Brooklyn, January 7 next. A good vaudeville program has been arranged by the committee in charge. The officers of the benefit association are: A. R. L. Gunn, president; H. Donnelly, vice-president; J. McGill, financial secretary; H. Dorian, secretary; E. B. Brady, treasurer; A. E. Grieg, sergeant-at-arms.

The Dundee (N. Y.) Journal plans to start a voting contest,

**REPUBLICAN MAGAZINE.**

**Publication Will Be Launched to Propagate Party Principles.**

The National Republican Alliance has been incorporated, with principal offices in New York City. The principal purpose of the alliance, it is said, is to publish a monthly magazine for the propagation of Republican principles.

The directors are Harry W. Linsley, Henry Clay Palmer, Walter M. Seymour, Marshal W. Taggart, William H. Carpenter, George L. Melbourne, Samuel Savil Paquin, Stephen D. Conger, Sylvester Maguire and William H. Chapman, of New York, and Ralph Neilson, of Brooklyn.

It is understood that George L. Melbourne, a publisher, is responsible for the movement.

**Lorton Buys Paper.**

Eugene Lorton, former publisher and owner of the Walla Walla (Wash.) Bulletin and more recently political editor of the Spokane Inland Herald, has purchased a controlling interest in the Olympia (Wash.) Saturday Review. The place of publication will be moved from Olympia to Seattle.

**New Canadian Paper Company.**

Canadian interests have organized the Spanish River Pulp & Paper Mills, to take over the Spanish River Pulp & Paper Co. The mills of the new concern will be located at Espanola, Ont,

**ESTABLISHES SYNDICATE.**

**Well-Known Washington Correspondent Launches Service at Capitol.**

John C. Klein, who has been managing editor of the Washington bureau of the National News Association for the last two years, has resigned and established a syndicate service at the Capitol.

Mr. Klein was for ten years with the New York Herald, for several years with the Chicago Tribune, Inter-Ocean and Times, the San Francisco Chronicle, and for three years with the New York World.

It was while in Samoa as correspondent for the World that Mr. Klein became known throughout the country as "Klein the American," through leading Samoan troops in battle against the forces of three German warships, in which twenty-three sailors were killed and thirty-two wounded. The German Government sought to capture him, but he escaped from the country on an American warship. On his return to the United States the German Government sought to extradite him for trial by court martial in Samoa, but Secretary of State Blaine refused to surrender him. Since then Mr. Klein has acted as correspondent for the World in Brazil, Mexico and Panama, and for the New York Herald in Haiti, Cuba, Canada and elsewhere.

**COLLIER MAY BUY MAGAZINE.**

**Well-Known Publisher Negotiating for the Housekeeper.**

It is reported that Robert J. Collier, owner of Collier's Weekly, has obtained an option for the purchase of the Housekeeper, a weekly magazine published in Minneapolis.

Mr. Collier states that if he purchases the Housekeeper it would be an investment and that the magazine would be continued as an independent publication. The Housekeeper is published by the Housekeeper Corporation, of Minneapolis. Lucian S. Kirtland is the editor.

**War Correspondent Dead.**

Emil Dumais, at one time war correspondent in India and South Africa for the London Times, died in Washington, D. C., Thursday. He was seventy-three years old.

The Houston (Tex.) Society News is a new weekly publication.

**Why the Philadelphia Merchant Is a Generous Advertiser in the Consolidated German Newspapers.**

He knows that the Consolidated German Newspapers alone reach the 350,000 Germans in the city. That these Germans represent the very brightest type of old-world people, and that they are the best housed, best educated and most liberal spenders in the City of Brotherly Love.

He knows that for a low combination rate he can get into the 60,000 German homes.

He is a far-seeing advertiser who includes these papers on his list when he comes into the Philadelphia field.

The Consolidated German Newspapers usually rank second or third in the morning field in volume of display advertising.

**WEEK ENDING NOV. 1.**

First Newspaper.....	93,525 Lines
Second Newspaper.....	80,775 "
<b>GAZETTE</b> .....	<b>70,714 "</b>
Fourth Newspaper.....	63,525 "
Fifth Newspaper.....	58,120 "
Sixth Newspaper.....	55,835 "

**"PUBLIC PURPOSE."**

(Continued from page 1.)

ownership may be displaced by compulsory proceedings."

In the matter of Chapman vs. City of New York, 168 N. Y. 80, Judge Vann, writing for the Court of Appeals, stated: "As a city purpose is of necessity a public purpose, limited or applied to a city, the definition of a public purpose by the Supreme Court of the United States, in an important case, is worthy of careful attention. That learned court declared that there can be 'no lawful tax which is not laid for a public purpose,' and in deciding whether in a given case the subject for which the taxes are assessed falls upon the one side or the other of this line, they must be governed most of all by the course and usage of the government, the objects for which the taxes have been customarily and by long course of legislation levied, what objects or purposes have been considered necessary to support a proper use of the government, whether State or municipal."

In the case of People ex rel Murphy vs. Kelly, the court further stated: "The legislature, when legislating in view of this constitutional limitation, must determine in the first instance what is a municipal purpose. Its decision is not, however, final. When its act is challenged as in conflict with this constitutional limitation, the courts must determine whether debt is authorized to be incurred for a purpose not municipal. But as the dividing line between what is a municipal purpose and what is not is in many cases shadowy and uncertain, great weight should be given by the court to the legislative determination, and its action should not be annulled unless the purpose appears clearly to be one unauthorized. In the case of Weisner vs. Village of Douglas, 64 N. Y. 91, Mr. Justice Folger, speaking in this State, said: 'If the purpose designed by the legislature lies so near the border line that it may be doubtful on what side of it it is domiciled, the courts may not set their judgment against that of the law makers.'"

**LAW OF OHIO.**

The courts of the State of Ohio differ somewhat in the interpretation of the

constitution of the State of Ohio from the courts of New York. In the case of Taylor vs. Commissioners of Ross County, 203 Ohio State 22, the question raised was as to the constitutionality of an act which authorized a town to construct a railroad and to levy taxes on the taxable property of the town for the purpose of building so much of the road in the town as could be built for the amount so raised and for the issuing of bonds to complete the same. It was held that the act was an attempt to evade the provisions of the constitution of the State of Ohio; that it was in conflict therewith, and, therefore, void. And to the same effect in *Rwyscaver vs. Atkinson*, 37 Ohio State 80, and *Counterman vs. Township*, 38 Ohio State 515.

**CASE OF TOPEKA, KAN.**

The case of Loan Association vs. City of Topeka, 20 Wallace 655, was a case decided by the United States Supreme Court in 1874, and is controlling as to the attitude of the highest court of this country upon the question. This is an action brought for interest on bonds issued by the city of Topeka to raise money in order to aid a manufacturing corporation. The court held:

- (1) That the validity of a contract which can only be fulfilled by a resort to taxation depends upon the power to levy taxes for that purpose;
- (2) That taxes can be levied only for a public purpose;
- (3) That the aiding of a manufacturing corporation is not a public purpose, and that the fact that aiding this corporation would raise the value of real estate in this particular town and would give many of its citizens employment are not sufficient to justify the use of public money for that specific purpose, nor do these facts make such a purpose a public purpose.

**GEORGE E. CROSS DEAD.****Well Known in Newspaper and Theatrical Circles for Many Years.**

George E. Cross, of the reportorial staff of the *Evening World*, died suddenly last night at his home, 847 East Thirty-fourth street, Flatbush. His death was due to heart failure.

Mr. Cross, who was forty-three years old, was well known in newspaper and theatrical circles. Years ago, when Inspector Williams was in command of the Tenderloin, that section contributed a great deal of news to the papers, and Cross was considered one of the best newspaper men assigned there. He was one of the organizers of the Tenderloin Club, whose quarters were directly opposite the station house. John W. Keller was its president.

Cross did his first newspaper work as a member of the staff of the old City Press Association, then the only local news bureau, of which Charles A. O'Rourke was the manager. The present New York City News Association is its successor. In theatrical circles Mr. Cross did good work as the press agent of the "Florodora" production at the Casino. Later he went with Henry W. Savage, going ahead of "Woodland" and Raymond Hitchcock. He has been connected with the *New York American* and the *Morning Telegraph*, and for three years was associated with Hamilton Marshall in the publishing of *The Graphic*, a weekly devoted to theatrical interests. He became a member of the *Evening World* staff about a year ago. He leaves a widow.

**Stale.**

"What's the matter now?"  
"A magazine has just printed a football story accepted from me in 1880."  
"What of it?"  
"Well, it was couched in the sporting slang of 30 years ago."—*Washington Herald*.

**CLUBS AND ASSOCIATIONS.**

The winter meeting of the Northern Minnesota Editorial Association will be held in Staples on January 6. The program promises to be one of interest. A. M. Welles, of the *Sauk Centre Herald*, is president; F. A. Dare, of the *Walker Pilot*, is vice-president; A. G. Rutledge, of Bemidji, is secretary-treasurer.

The Southern Iowa Editorial Association held its fall meeting at Albia, Thursday and Friday of this week. The program included the following papers and addresses: "The Humorous Side of a Country Newspaper," Alex Miller, *Washington Democrat*; "The Semi-Weekly Field," J. R. Needham, *Centerville Iowegian*; "From Devil Up," H. L. Gaddis, *Lovilia Press*; "The County Printing," Auditor John A. DeMuth, Albia; "Country Correspondence," G. W. Shockley, *Oskaloosa Globe*; "The Cost Congress," Charles V. Simmons, *Waterloo, Ia.*; "The Editor's Wife," Mrs. Clint L. Price, *Indianola Advocate-Tribune*; "A Small Town Daily," Elmer E. Johnson, *Iowa City Citizen*; "Little Leaks," H. W. Gittinger, *Chariton Leader*; "Outside Advertising," A. P. Norton, *Fremont Gazette*; "Dry Goods Advertising," Joe Strasburger, Albia.

The executive committee of the Virginia Press Association, in session at Lynchburg, last week accepted the invitation to hold its next annual meeting in Lynchburg, July 11 to 14. The committee decided on a campaign for increased membership. Those of the committee who were present included C. B. Cooke, president, Richmond; Geo. O. Green, Clifton Forge; M. T. Harris, Bedford City; J. L. Hart, Farmville; H. R. Mills, Bucna Vista, and Walter E. Addison, Lynchburg.

About twenty-five newspapers were represented at the quarterly meeting of the Eastern Idaho Press Association, held at American Falls last week. A number of very interesting papers were read. Those on the program included: W. B. Yeaman, *Idaho Register*; Byrd Trego, *Idaho Republican*; Louis Bouman, *Albion Nugget*, and K. H. Dixon, of the *Twin Falls News*. Idaho Falls was named as the next place of meeting. The constitution was amended to provide for two meetings a year instead of three, the dates to be the third Sunday and Monday in June and October. A joint meeting of the officers and legislative committee will be held in Boise early in January.

**Discontinues Philadelphia Office.**

The H. Summer Sternberg Advertising Organization, of New York, will discontinue its Philadelphia office this week. Edmond S. Tormley, who represented the concern in the Quaker city, will return to the New York office. He will visit Philadelphia, however, every week.

A stock company has been organized at Devils Lake, N. Dak., to launch a daily paper.

**Publishers to Hear Roosevelt.**

Col. Theodore Roosevelt will be the chief speaker at the January dinner of the Periodical Publishers' Association. The affair will be held in the ballroom of the Waldorf-Astoria about the middle of the month.

**NEW YORK HERALD SYNDICATE****H. Rider Haggard's "Red Eve"**

Orders being taken for full-page matrices

**The Widow Wise Uncle Mun**

Full-Page Sunday Features

Special Cable and Telegraph Service

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to

**NEW YORK HERALD SYNDICATE**

Herald Square, New York

Canadian Branch:

Desbarats Building, Montreal.

**MR. PUBLISHER!**

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

Book your order early for the **New Home Library Census Wall Chart** which will be the greatest circulation getter for the season of 1910-11.

I will give you the best **Census Cyclo-pedia** of your State, United States and World published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write to-day for sample and special terms.

**S. BLAKE WILLSDEN**

Newspaper Premium Specialist

151-153 Wabash Ave.

CHICAGO

**Illustrations**

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

**The Ethridge Company**

Madison Square Building

25 East 26th St. NEW YORK

**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 Los Angeles Record**

has made a bigger gain in both advertising and circulation during this year, than any paper in Los Angeles, proved by figures.

Put your advertising in **The Record** if you want results.

ESTABLISHED 16 YEARS

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

American Ink Co.

919



**"TRIAL BY FIRE."**

**A Sincere Tender of Assistance and Sympathy Following Disastrous Georgia Blaze. Furnishes Splendid Example of Newspaper Ethics. Generosity of the Macon News.**

The fire which destroyed the plant of the Macon (Ga.) Telegraph recently has furnished an interesting example of newspaper courtesy. It will be remembered that immediately following the disaster the Macon News tendered the Telegraph the use of its plant. That the tender of assistance was sincere is shown by the following editorial expression printed in the News the day after the fire:

"A newspaper like the Telegraph does not exist merely in its type and presses and fixtures and machines, but it lives in its character, its spirit and its achievement which constitute its immortal part, of which these material incidents are but the outward form and visible symbol.

"The Telegraph is a landmark of Macon coeval with its life, and part and parcel of the city's history. It was here when the city's life began, sat by its cradle when it was but a mewling village, grew with its growth, shared in its struggles and vicissitudes, its good fortunes and its bad, and, we sincerely trust and believe, it will continue to be a feature of the city's life until the trump of the last judgment shall sound and time itself shall be no more.

"The Telegraph, as is known to-day, is a monument to the heroic fortitude, the labors, the singleness of purpose and the constancy of its editor and chief owner, Charles R. Pendleton. Under his sleepless eye and Spartan management it became, for the first time in its history perhaps, a 'paying' property and has reached its present prosperous and improved condition. It is the result of the concentrated labors of more than a dozen of the best years of his life, and the Macon News extends to himself and to his able coadjutors and copartners in the newspaper its best wishes for a prompt and successful rehabilitation of the Telegraph, with a new and better plant and assured prosperity both now and for the future."

In appreciation of the assistance and sympathy of the News, the Telegraph said in its edition after the fire:

"The loss, while a severe blow to the Telegraph, will not be sufficient to interfere with the publication of the paper. Even while the flames were sweeping through the Telegraph building the news staff and mechanical department of the paper were making preparations to issue a paper from the plant of the Macon News, only three doors south of the Telegraph office. This was only possible through the courtesy and kindness of the management of the Macon News, who, immediately after the blaze started,

offered the use of their entire plant to their unfortunate colleagues.

"Within 15 minutes after the fire was discovered the News linotype machines were hot and ready for work, while the News force to a man was busily showing the Telegraph force where they could work and supplying them with working material.

"Several papers in this section of the State offered to throw open their plants if they could be of any assistance. To all of these messages the Telegraph replied that, while it appreciated the sympathy shown, the generosity of the Macon News was sufficient for all present needs."

**BIG SIX BALL.**

**Annual Event Taxes Capacity of Madison Square Garden.**

It is estimated that more than 10,000 persons attended the sixty-first annual reception and ball of Typographical Union No. 6 at Madison Square Garden last Monday evening. The proceeds of the affair go to the hospital fund of the union.

Large delegations from Philadelphia, Washington, Baltimore, Trenton, Newark, Jersey City, Hoboken, Albany, Troy, Boston and other cities were present.

Among the notables present were: John Mitchell, ex-president of the Mine Workers' Union; James M. Lynch, president of the International Typographical Union, and Samuel B. Donnelly, ex-president of the International Union and now Public Printer at Washington.

The Garden was superbly decorated for the occasion, and two bands furnished music until an early hour. President Tole, of "Big Six," acted as master of ceremonies.

A large share of credit for the success of the affair is due Ernest S. Smith, chairman of the ball committee. He was ably assisted by William E. Lucks, A. J. McFarland and Samuel Thompson. The officers of the union are: James Tole, president; George M. O'Neill, vice-president; C. M. Maxwell, secretary-treasurer; George A. McKay, assistant secretary; S. W. Gamble, organizer, and John H. Kelly, clerk.

**German Papers Consolidate.**

The Albany (N. Y.) Freie Blaetter, founded in 1832, has taken over the plant of the Albany Herold Company, publishers of the Albany Taglicher Herold. In the future both papers will be published under the title of the Albany Freie Blaetter and Taglicher Herold. Julius S. Kaestner will be the editor and publisher, with Alfred H. Kaestner as business manager.

**Reporter Enjoins Mayor and Police.**

A. G. Field, police reporter for the Memphis (Tenn.) Press, obtained a temporary injunction Thursday restraining Mayor Crump and the chief of police and others from interfering with him in the pursuit of his livelihood as a newspaper man. It is alleged that as the result of the criticism of the police department by the Memphis Press the police sought to retaliate on Mr. Field.

**Ad Men to Have Auto Ride.**

Advertising men of Indianapolis who expect to attend the annual convention of the American Association of Advertising Clubs at Boston next year will make the trip in Overland automobiles as the guests of Will H. Brown, vice-president of the company.

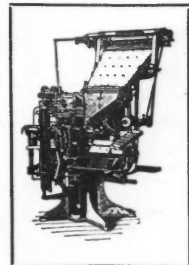
The Dundee (N. Y.) Journal Printing Company has purchased a \$3,000 printing plant.

**Nearly 300 Newspapers**

ARE NOW USING OUR

**DISPLAY AD FIGURES**

This enables them to set **MORE ADS** and **BETTER ADS** in **LESS TIME** than by hand or any other method of machine composition.



The remarkable showing of department store advertisements entered in our

**LINOTYPE AD WORK CONTEST**

which closed Nov. 30, is convincing evidence of the fact that for this class of composition

**The Linotype Way is the Only Way**

The first official announcement of the winners in the competition will be made in the January number of The Linotype Bulletin, which will be mailed about January 12th

**MERGENTHALER LINOTYPE COMPANY**  
TRIBUNE BUILDING, NEW YORK

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

**STAR PUBLISHING CO.**

**Receivers of Indiana Properties Files Report of October Earnings.**

The report of the operations of the Star Publishing Company for the month of October, 1910, was filed last week by George C. Hitt, receiver. The gross earnings of the Indianapolis Star were \$72,580.24; operating expenses, \$59,036.29; net earnings, \$13,543.95. The gross earnings of the Muncie Star were \$14,718.916; operating expenses, \$11,239.72; net earnings, \$3,479.19. The gross earnings of the Terre Haute Star were \$14,715.09; operating expenses, \$12,437.27; net earnings, \$2,277.82.

The total earnings of the three papers

were \$19,300.96, to which is added interest receipts of \$531.20, making total earnings, \$19,832.16. Against this amount the following items were charged: Receivership expenses, \$250; interest on bonds and past due coupons, \$2,802.08; interest on demand note, \$1,103.20; taxes, \$582.51; total charges, \$4,737.80. The surplus for the month, after making provision for the foregoing charges, was \$15,094.36.

The assets of the company on Oct. 31, 1910, amounted to \$536,057.13; liabilities, \$940,858.14. No account is taken, however, of franchises and good will under assets, nor the outstanding capital stock under liabilities.

Ventilate the press room.

**THE UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:  
World Building, New York

**Don't Answer This Advertisement**

unless you are in need of a wide-a-wake 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.

## MERGER OF BRAINS.

**Magazine Editors Enter Agreement Not to Poach. Meet at Luncheon and Talk Freely of Plans. Time of Duplication Is Now Over.**

From the New York Herald.

Reports of a great merger of magazines which have been causing much subterranean rumbling in the so-called "muchraking zone" of the city recently were traced to their source yesterday, and then it was developed that only the brains and not the brawn of the periodicals in question have been merged.

In other words, literary agreements now obtain among all the magazine editors so that the time of duplications is over, and the public will have a wider variety of intellectual pabulum.

This is not a special article trust nor yet a short story pool, but quite an informal arrangement made by the directors of the magazines themselves. They now meet at luncheons and freely talk aloud of their plans, so that the able editors at adjoining tables may overhear all they say.

Then, if it is found that two or three publications are all coming out with matter concerning the same man or the same wicked city or the same delectable community, there is a shifting about, so that there will be a difference even amid the similarity.

Added to all this, the big magazines are eating up little ones; another large magazine is about to make its debut, and the air is full of all kinds of stories about combinations.

### THE LITERARY LUNCHEON.

All connected with "Idea Exchange," which meets every weekday at the Holland House at luncheon, is done with due deliberation. The directors of the large fiction and fact pants foregather, and as they absorb their frugal fare they openly discuss their plans.

"Why, old man, you don't say!" one of them will be heard to observe. "So you have sent out an expedition to find out all about that interesting mountain climb. I guess I won't run my little story on it. Don't want to steal your thunder."

"Thanks," replies the able editor. "I'll do as much for you some day, even if I fail to shame the smokiest city in the country."

Three magazines are now appearing with accounts of the life of J. Pierpont

## The Evening Wisconsin.

**Home Circulation not Street Sales is what counts in making advertising profitable.**

**THE EVENING WISCONSIN MILWAUKEE'S POPULAR HOME PAPER** is admittedly the HOME paper of Milwaukee. Every paper goes direct into the HOME of a buyer. Milwaukee is the most prosperous city in the country, and its well-paid artisans have the money wherewith to buy, and they believe in the honesty and integrity of The Evening Wisconsin.

**What have you to offer?**

Rigid examination of circulation 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.)

Morgan. The editors of all suddenly realized that one of the most important personalities in the United States was comparatively little known to the people so far as intimate details were concerned.

So it happened that there was a conference, which resulted in the Metropolitan Magazine devoting itself largely to the personal biography, while McClure's presented Mr. Morgan as a financial power, and Lincoln Steffens, in Everybody's, busied himself with thoughts inspired by the contemplation of the career of Mr. Morgan and others as dominant factors in Wall street.

Their conferences do not in any way take away from the active competition which distinguishes their previous efforts, nor do they hunt artists and favored short-story writers with less energy. The circulation and advertising managers are still vying with one another in descriptive powers. Under the present system every magazine editor knows what is in the works in every other office to a sufficient degree to enable him to do something different for his readers.

There has been talk of a merger of all interests so that scores of magazines may come out under the aegis of one great brain-food corporation, but this is denied by all. The time has not yet come for such a consolidation, it was pointed out by a well-known proprietor yesterday, because many of the publications bear the names of the persons who brought them into being and whose ambition would not permit them to be come impersonal. All the owners and the editors are deeply convinced that for decades at least the individuality of a magazine cannot be maintained if it is only one of many under one control.

### COME ACROSS.

The Mars Hill View is after the delinquents. He sent out notices to 209 subscribers owing him \$273 and got \$21. "What do you think of that?" says he. "Only \$21 from the whole blooming bunch. How long do you suppose I can do business on \$21? Do you think my help works for nothing, and that the wholesale houses give me the paper to print the View on, that you sit back and read every week? And do they pay the freight on it? The smallest cost of the View per year is the paper, yet I used over six tons of it at a cost of nearly \$500. The whole thing boiled right down is this: You who live outside of Aroostook County and owe me for the View must send in your money at once, or I shall take great pleasure in cutting your name from the list. There is no profit in sending out fifty-two issues of the View outside the county for \$1, and I would just as soon not have you as have you if you do not pay promptly for it. If you want the View, come up like men and women and pay for it, and if you do not want it, pay up for what you owe and order it discontinued. There are plenty who do want it, and pay for it in advance, and this is the class I like to cater to, for they help me pay my bills. For Heaven's sake, wake up and pay for the View, or I'll cut your name from the list. This is plain English—any one can understand it—and the quicker you 'come to' the better it will be for you, for I may cut you who owe off the list at any time."—*Lewiston (Me.) Journal.*

### Not Hot Stuff.

The Author—"Did you read the manuscript of my novel?"  
The Editor—"Yep."  
The Author—"Of course—er—I don't expect it to set the river afire, but—"  
The Editor—"I should say not. It didn't even warm up the stove."—*Cleveland Leader.*

### THE SCHOOL FOR PRINTERS.

The International Typographical Union has in the neighborhood of 60,000 members, with approximately 800 unions in the United States and Canada. The problem was what plan of instruction could be provided which would give equal advantage to the man or boy in a remote town as the man or boy in a metropolitan city. A correspondence course was determined to be the one most likely to meet all the requirements.

How to use letters of various kinds and styles, what kind of ornamentation to use and where to place it, are the foundation problems in job composition. The International Typographical Union's course of instruction begins with instruction in letter forms. The printer receives all the materials for doing lettering and is taught how to make letters. By making them he learns their appropriate use and historical significance.

The International Typographical Union's deep interest in the subject is shown by the fact that it recently issued this bulletin with regard to it:

"At the end of the second year the technical course in printing had 1,587 students enrolled, a gain of nearly double over the first year. At the convention of the National Society for the Promotion of Industrial Education, in Milwaukee, there was an exhibition of trade school work. That exhibition was stated to have been the best in the history of this important society, and there Prof. Richards of the well known Cooper Union of New York, declared that the exhibit of the Chicago technical course was the most interesting in the hall. A smaller exhibit was prepared at the suggestion of the librarian of the Newark (N. J.) public library, and this has already been exhibited in ten libraries and colleges, and invitations sent out to printers and others to visit the exhibit.—*Chicago Tribune.*

### Printed Telegram in Full.

For some unexplained reason the capital of Normandy, Caen, has almost the monopoly for the printing of inscriptions upon ribbons for funeral wreaths. The other day a ribbon printer in Caen received orders to print the words "Rest in Peace. Au Revoir," upon a large black ribbon, in letters of fine silver. The order came by letter, and two hours after its reception his customer telegraphed: "Please add 'In Heaven' if there is room." The customer was a little bit surprised when he received the ribbon to find this inscription on it in letters of fine silver: "Rest in Peace. Au revoir in Heaven if there is room!"—*New York Evening Telegram.*

### Kelly Agency Adds Another.

C. F. Kelly & Co., newspaper representatives, New York and Chicago, have been appointed representatives in the foreign field of the Jersey Journal, of Jersey City, N. J. This paper was formerly known as the Jersey City Journal, but will now be known as the Jersey Journal.

### St. Joseph Advertisises.

St. Joseph, Mo., was advertised last week by a half-page display in the special Thanksgiving Day number of the Christian Science Monitor, published at Boston. Twenty-five firms contributed to buy the space.

### William J. Pollard Dead.

William J. Pollard, editor of the Seneca Falls (N. Y.) Courier-Journal and president of the New York State Press Association, died suddenly last Monday of heart disease.

### OBITUARY.

Chauncey P. Reynolds, editor and general manager of the Prairie Farmer of Chicago, died last week following an illness of twelve weeks with pneumonia and typhoid fever. He was thirty-seven years old and until four years ago he was agricultural editor of the Chicago Stock Drovers' Journal. He was an authority on farming and stock raising.

Captain E. R. Tawer, veteran newspaper man of Laredo, Tex., and for several terms a member of the State legislature, died last week, aged seventy years.

John C. Perkins, editor and owner of the Towson (Md.) Democrat and Journal, died last week, at his home, of kidney trouble. He was forty-five years old.

Henry J. Mallrich, editor of the Trenton (Ill.) Sun, died at his home last Sunday. He was forty-three years old.

### BUSINESS OFFICE NOTES.

The Springfield (O.) Sun has just installed a new press and stereotyping outfit. The Sun states that the plant is now one of the most complete in any city the size of Springfield.

The Newark (N. J.) News on Nov. 28 printed a thirty-six page paper. It was not a special edition and contained the highest number of pages ever printed by that paper in an ordinary issue. The issue contained 196 columns or 64,680 agate lines.

The management of the Kalamazoo Evening Press states that during July, August, September and October, 1909, the Press published 31,697 inches of local display advertising. For the same period this year 36,524 inches were published, showing a net increase of 4,927 inches.

### Well-known Newsgirl Dead.

Mrs. Antonio Martinez, nee Winnie Horn, the newsgirl credited with having nicknamed Senator Platt the "Easy Boss," died last Saturday at her home, No. 208 East Ninety-seventh street. Winnie Horn some ten years ago sold papers from a stand located under the elevated stairway at Sixth avenue and Twenty-third street.

The Leroy (N. Y.) Courier is the name of a new weekly.

Ever Been in  
**Greensburg, Penn'a**  
"The City With the Cash"  
**15,000 Population, (Est.)**  
ONE LIVE NEWSPAPER  
**The Tribune**  
"IT'S ENOUGH"  
**5825**  
Sworn Average Daily  
Distributed in  
**59 Towns 36 Rural Routes**

FLAT DISPLAY RATES	
Composition, per inch.....	16¢.
Plate Matter, per inch.....	12¢.
Matrices at Plate rates.....	12¢.
Readers, 5¢. line.	

No Special Representatives  
**TRIBUNE PRESS PUBLISHING CO.**  
CROMBIE ALLEN, Editor.  
H. L. ALLEN, Manager.



**BOSTON PILGRIMS.**

**Noted Speakers Talk to New England Manufacturers at Publicity Association Dinner. Iowa Advertising Mistakes. What Advertising Can Do.**

(Special Correspondence.)

The Manufacturers' Night dinner given by the Pilgrim Publicity Association of Boston, last week, was largely attended. The speakers were James W. T. Knox, former president of the Advertiser Club of Detroit; O. C. Harn, advertising manager of the National Lead Co.; and I. H. Sawyer, a shoe manufacturer of St. Louis.

Mr. Knox spoke on the relation of the manufacturer to advertising men and advertising clubs, and he borrowed a phrase from Emerson, whom, he says, put into one short sentence the best conception of the duty of an advertising man, when he said: "I need someone to make me do what I can." He declared that the purpose of advertising was to make a man's business do what it can and be what it can, and that it was the duty of the advertising man and the opportunity of the manufacturer to have so close an understanding that he may sense the full future and the greatest possible extent of the manufacturer's business and to work toward that end logically and forcefully.

"The business may, by its very nature, be local only. If so, he will develop it by intensive methods, striving to reach every possible purchaser, or it may be of National scope, actually or potentially. He may employ extensive methods to discourage competition all over the country and follow this with intensive cultivation of trade. The advertising man must study the currents of commerce, he must analyze and he must construct. He must be a man of dreams, but not an idle dreamer, for he must make his dreams come true, and this calls for initiative action and enthusiasm of the highest order.

"I believe in advertising clubs, and I congratulate you on having so enthusiastic and vigorous an organization as this. We in the West have already heard much of the Pilgrim Publicity Association and what it hopes to accomplish for rock-ribbed New England, to whose great industrial enterprises a large part of the world pays tribute. This organization stands for honesty in advertising and advertising men, and so I say that the manufacturers of New England owe it to themselves to give Pilgrim Publicity Association the encouragement of their support and the benefit of their active participation."

Mr. Harn spoke of "the cause of advertising failures" and of how each proposition must be studied and the fullest preparation made to get the most out of a publicity campaign. Poor copy and bad choice of mediums are less of a detriment than is a failure to properly

handle and follow up what results accrue from the advertisement.

Many advertisers expect an advertisement to awaken an interest to sell goods over the counter or through the dealer, make them come back for more and tell their friends all about it, without any further effort on their part; but advertising should be treated with common sense and foresight. First, the article must be essentially salable; next, the distribution must be obtained. Sufficient funds must be at hand or the campaign must be adapted to the funds that are available, and there must be an intelligent and adequate follow-up.

Mr. Sawyer spoke of the great interest throughout the country in the National Convention of Advertising Clubs, to be held in August.

A real New England Thanksgiving dinner was enjoyed by all and many members were enrolled during the dinner.

**THE LURE OF NEW YORK.**

"One hears the call from even further away than San Francisco or Milwaukee," observed the lanky Britisher, removing the pipe from between his teeth. "It came to me in Sydney, and New York to me meant Park Row. I credited the newspapers here with being enterprising and vigorous beyond the wildest dreams of English journalism, and wanted to get into the free-for-all scuffle for fame that we outsiders think the field affords. I worked my way over by way of Valparaiso, Callao and Panama, and found myself one night about four years ago in City Hall Park, broke but chock full of ambition. Well, I'm still here, as you see. I've found newspaper life to be not very different from what it is at home, but I'm dead sure that if I should go away to-morrow the lure of Park Row would be as strong as it ever was."—*New York Press.*

**Heads Cleveland Ad Club.**

Francis R. Morison, the well known financial advertising expert, has been elected president of the Cleveland Advertising Club, succeeding Harland J. Wright. Mr. Morison was a director of the club for more than five years and has served as vice-president and also as treasurer. The Cleveland Club now has a membership of nearly three hundred and fifty.

**Telegram Starts Relief Fund.**

The New York Evening Telegram has opened a subscription list for the benefit of the families of the victims of the Newark factory fire of last Saturday. Twenty-four persons lost their lives as a result of the disaster. The Evening Telegram heads the list with a contribution of \$1,000.

**Former Correspondent Arrested.**

William H. Eggleston, at one time Washington correspondent for a Cincinnati paper, and later assistant cashier of the Cincinnati Postoffice, was arrested in Washington Sunday, charged with the embezzlement of \$11,200 from the money order department of the Cincinnati Postoffice.

**Heads Salt Lake Press Club.**

E. A. Vandeventer, managing editor of the Salt Lake City Telegram, has been elected president of the Salt Lake Press Club, succeeding Kenneth C. Kerr, who resigned. Edward C. Penrose, of the Herald-Republican, was elected second vice-president.

A. P. Flanagan will start a new paper at Runge, Tex.

**BANK ADVERTISING.**

**Seattle Institution Increased Its Deposits Three Million.**

In an address before the Dallas (Tex.) Advertising Club, recently, S. C. Dobbs, president of the Associated Advertising Clubs of America, said, among other things:

"In Seattle there is a certain bank that was fifteen years getting its savings deposits up to \$3,000,000. During that period a certain young man had worked up to a position of some authority. He went before the board of directors and suggested advertising. They were duly shocked; in fact, some were indignant. Hadn't they been advertising all these years, publishing at stated intervals their financial condition? Hadn't they gotten out booklets showing the front of the building and the burglar-proof vaults? Hadn't they issued calendars and souvenirs, all in strictly dignified way?"

"The young man, however, persistent as well as logical, finally secured an appropriation. They secured the services of a high-class advertising man who was skilled in bank advertising. In ten months the bank increased its savings deposits to \$6,000,000, or, in other words, accomplished under the force of advertising in ten months (and that was during the panic three years ago) what it had taken them fifteen years to do without advertising. To-day they have savings deposits exceeding \$10,000,000.

"In virtually every city in this country one or more papers are bending their efforts to the giving of a square deal—publishers who say that no unclear thing can be advertised in their columns—who will not print wildcat land and mining schemes. The standard magazines are even in advance of the daily papers, and are eliminating from their pages every advertisement of a questionable nature. Many of our best publications to-day stand back of and guarantee the statements in their advertising columns.

"One publication that I know has turned down in the past eighteen months approximately \$200,000 worth of business that has been offered because the head of this publication could not recommend the articles advertised to its readers. Isn't your advertisement or mine worth more in the columns of this publication? There are no laws in our statute books that require this rejection on the part of the publisher, but it is the high laws of moral ethics and right dealing that prompts such action."

**American to Make Poor Happy.**

Following its annual custom the New York American will this year make glad the hearts of the very poor of New York at Christmas time. Many prominent New Yorkers have promised to aid in making the distribution a success. William Randolph Hearst heads the fund with a subscription of \$1,000. Checks for the fund should be mailed to the New York American.

**NOVEL CAMPAIGN.**

**Dayton (O.), Chamber of Commerce Increases Membership.**

Byron W. Orr, the well-known advertising expert of Washington, D. C., recently closed a novel and very successful publicity campaign for the Dayton (Ohio) Chamber of Commerce.

The campaign extended over a period of three weeks, and on Boosters' Day, which terminated the campaign, more than two hundred new members were rounded up. Three daily papers were used the News, Journal and Herald.

The Enderlin (N. D.) Headlight and the Ransom County Independent have been consolidated under the name Enderlin Independent.

**P Wholesale Bookbinders, Publishers, Librarians, &c.**

Under the Title of

**THE BRITISH & COLONIAL BOOKBINDER**

A special illustrated trade section will be commenced in the **BRITISH & COLONIAL PRINTER & STATIONER** (established 1878) in the issue for November 3, and continued thereafter in the first issue of each month.

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

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

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

Rates and free specimen copy on application to the Publishers.

**W. JOHN STONHILL & CO.**  
58, Shoe Lane, London, E. C.

Montpelier, Vt., March 26, 1910.

**Thos. Wildes' Son,  
14 Dover St., New York City.**

Gentlemen:—I have used your OXODIO for several years, and I think it is the best thing for the use it is intended that I have ever tried. At least three papers that I have been connected with have used it with profit. I am positive it is past the experimental stage, and I consider it as essential in my equipment as printer's ink.

Sincerely yours,

**MONTPELIER JOURNAL,**



FRANK T. PARSON,  
Manager.

**PRESS CLIPPINGS**

**BURRELLE**

**45 Lafayette Street  
New York**

WRITE FOR INFORMATION

Established 25 Years

**CHRISTIAN NATION**

Oldest and now the only weekly in the Reformed Presbyterian (Covenanter) Church in America.

**26th Year Under Same Management**

Officially endorsed by the denomination; the only religious weekly of national importance covering in itself alone an entire denomination—that wealthy, cultured, sterling people, the Scotch and Scotch-Irish Presbyterians in America.

Circulation Not Duplicated by Any Other Denominational Paper

Rate 10c. Business accepted direct or through any authorized and reliable agency.

**Tribune Building New York**

**CHRISTMAS PAGES—Dec. 11th, 18th and 25th**  
Feature, Comic, Fashion, Children's and Home Circle

**CHRISTMAS CARTOON** (3 and 5 col.) Dec. 18th  
sizes

**"REVIEW OF THE YEAR"** Cartoon (5 col.) Jan. 1st  
only

**THE INTERNATIONAL SYNDICATE**

Features for Newspapers

BALTIMORE, MARYLAND

# 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, DECEMBER 3, 1910

### THE THEATRICAL PROGRAM EYE-SORE.

Last week we had occasion to speak with an average citizen, as follows:

"You go to a first-class hotel or restaurant. The waiter hands you a menu card, a dainty bit of the printer's art.

"Suppose the waiter would hand you a booklet of fifty pages entitled 'Menu,' in which you might find, after searching thirty pages of tawdry advertising, a list of the things to eat which the hotel offers. What would you think of such a hotel? Would you stop to read the ads in the 'menu' and would you go and buy the merchandise advertised?"

This is the answer he made, "I wouldn't eat at such a hotel."

Of course, he wouldn't eat there. The hotel proprietors know well what would happen to their business if they attempted to impose upon their guests such a vulgar fraud as the theatrical managers force upon their patrons who want a program of the play.

The advertising booklet or dodger disguised as a theater program is well known in every city of the country. Let us consider New York.

Here is a theater that cost \$1,500,000 to build, owned by a famous syndicate. The most lavish productions are staged. Orchestra seats are nominally priced at \$2 each, but rarely can one be bought for less than \$2.50. Sometimes the price goes to \$5 a seat. Naturally, audiences here are largely made up of people of means and culture.

It is in the mood of niceness that they enter the theater. They are dressed for the occasion. They want dainty things, things to harmonize with pretty dresses, with jewels, with bright lights, with the intellectual atmosphere of the play. They must have a program of the play.

And the management hands to each patron an advertising booklet of fifty-two pages, a monstrosity in such an atmosphere! We have one of these vulgar humbugs in hand. The play is a popular musical piece, and each night for two months past the theater has been crowded. On page 31, after hunting from the beginning through a maze

of advertising, the "program" is found. The type is small. The style is utterly common. After reading down to get the cast we come to this: "Program continued on second page following."

We turn over. With difficulty we make out seven small lines of this "continued" program, sandwiched between ads at bottom and top. And the "program" is "continued" in this way for three more installments, reaching to page 39 of this "program"!

Can we not picture the disgusted average citizen who pays a high price for a theater seat and tries to drag out in the dim light of the theater the necessary information about the play from this blatant fraud?

With the theatrical managers who permit this crime against good taste, we are not here concerned. But what of the merchants who advertise in such offensive publications? What returns can they expect?

It is they—the merchants—who keep alive this nuisance. Surely, they do not realize the state of mind of the average citizen who searches, often angrily, through these "programs" for the information he has paid for.

Again we go back to the hotel proprietor. Would he offer an advertising pamphlet to the man who wanted a menu card?

### "MOSSBACK" POLICY AGAINST ADVERTISING CITIES.

In last week's issue there was printed a part of the argument being used by the American Association of Commercial Organizations in furtherance of the movement to bring about new laws, or construction of old laws, to permit the use of public funds for advertising a municipality. In this issue there are cited court decisions of several States, illustrating the general attitude of courts throughout the country.

To be sure, the laws are framed and construed mostly by lawyers, and in these times the "merits of the case," or the common sense of the case, is given little consideration in our law courts. The law schools still teach the embryo judges that common sense is the basis

of all law, but that teaching is euphemism. The practicing lawyer has little to do with the "common sense of the case"; he is wholly taken up with "precedents."

Simplest common sense tells every intelligent citizen that the advertising of a city throughout the country is beneficial to every taxpayer, and the publicity thus accomplished should have been paid for by all the taxpayers of that city.

Seattle is but one of many cities that illustrate the lack of common sense in the interpretation of law.

We believe this movement for legal appropriation of public funds for the advertisement of cities ought to have the steady help of publishers and editors. Obviously, communities need only education in the matter, and newspapers can teach the people to advertise their city.

It is a "mossback" policy which compels a few progressive citizens of any city to bear the expense of advertising that city. It is not so hard to change a "mossback" policy in these days, and we look to see the cities which are adopting the "commission plan" of government take hold of this movement to make the whole body of taxpayers pay for the advertising which is designed to help all of them.

In another column there is printed the story of a Seattle bank that increased its deposits \$7,000,000 by newspaper advertising. The facts might well be used by the business offices of every newspaper that seeks bank advertising.

Many requests for extra copies of last week's issue of THE EDITOR AND PUBLISHER have completely exhausted the edition. The published list of advertising agents recognized by the American Newspaper Publishers' Association was evidently valuable to many publishers, who desired to have several copies on file in their offices. The list will be revised to date and republished in the Christmas number of THE EDITOR AND PUBLISHER.

### Sues Musical Courier.

Lyon & Healy, the well-known music house of Chicago, has brought suit against the Musical Courier, charging libel in five causes of action and asking \$50,000 damages for each.

### Creelman Honored.

James Creelman, well-known newspaper man, war correspondent and author, has been appointed a member of the New York Board of Education by Mayor Gaynor.

### Productive Advertising

First Newsie.—"Dese big advertisin' guys mostly don't know how to write a fetchin' ad. Didju ever notice?"

Second Newsie.—"Not pertickler. How?"

First Newsie.—"Well, here's an example. De odder day I lost me dawg, and I stuck in an ad in de classified like dis:

LOST.—Yaller dawg answerin' to de name o' Swipes. Will be known after t'ree days more by symptoms of hydrophobia.

I got him back next day. You've got to understand human natur' to get results from ads."  
—Judge.

## BOOKS.

"A History of English Prosody," Vol. III. By George Saintsbury. The Macmillan Company. Price, \$3.75 net.

With this volume Professor Saintsbury completes his splendid work. He analyzes the latter day poetry, from Blake to Swinburne, and adds something about American poets. Even if one has not bought the first two volumes, this third volume is so complete in itself that it may well stand alone to represent the work of the author, the professor of rhetoric and English literature at the University of Edinburgh.

It would be futile to attempt here such a review as the matter and manner of this book would call for, in fairness. It is amazingly full of ideas and of such fascinating lore as the average man—even the average writing man—is altogether ignorant of. There are those of us who know by heart "The Wreck of the Hesperus," and have diligently read "Paradise Lost." Also we have committed and recited Gray's "Elegy" and "Aux Italiens," and we have thought we knew something about poetry. But let us sit down with Professor Saintsbury, and right away we are like to be filled with wonder and delight to be initiated into mysteries we had never wot of.

Does the Poets Union or the Paragraphers' Union ever examine the structure of "The Ancient Mariner"? They are likely to find something new in Professor Saintsbury's showing of Coleridge's method, how he used trisyllables—instance the lines

"The steersman's face by his lamp  
gleamed white;

From the sails the dew did drip—"  
and so there is a new point of view, a new field to explore, in every page of the book.

Professor Saintsbury's style is well illustrated by the following from the chapter on "American Poets and Prosodists." It will be seen that he does not rave over Poe, but, for that matter, he does not rave over any other poet:

"Many years ago, when I was endeavoring to make my way in literature by 'honest journeywork in default of better,' I made the late Sir Leslie Stephen very angry and shut one of the doors which had been opened to me by describing Edgar Poe in an essay which I sent him at his request, as 'of the first order of poets.' I have not changed my mind in the least on this point between 1876 and 1910, and I am not sure that I should not also now call him very nearly of the first order of prosodists.

"Prosodically at least, there should be no doubt about him, except in the realms of unabashed earlessness. What perhaps may seem to some the chief instance of his prowess in this respect, 'The Bells,' never appealed to me much. It is all right, of course, in its own way; but that is the way of a not very difficult or distinguished tour de force, a mechanical thing. But there is no mistake about 'The Raven,' from our point of view, though it is not a faultless poem from others. The contrast of the rolling, racing trochaics with the fitful internal rhyme (now present, now absent, now extended to the next line), and the 'pulled-up' quasi-refrain—THAT is not mechanical; or, if it is, you may please supply machines that will do it, in any number you like.

The Christmas number of the EDITOR AND PUBLISHER will be very attractive and have a wide circulation. Send in your copy early.



**PERSONAL.**

John Miller Murphy has retired from active work after publishing the Olympia (Wash.) Standard for fifty years.

Henry W. Bleyer, who has the distinction of being the oldest of a well-known family of newspapermen and who has been a member of the editorial staff of the Milwaukee Sentinel for more than fifty years, celebrated his seventy-fifth birthday anniversary last week.

D. D. Plum, business manager of the Troy (N. Y.) Record, called on the general advertisers in New York and Philadelphia this week.

William H. Brooks, well-known newspaper man of Cohoes, N. Y., has been made business manager of the Thompsonville (Conn.) Press, succeeding George E. Wright.

George B. Munson, editor and publisher of the Hill City (Kan.) New Era, will locate in Durango, Colo., where he will assume the management of a new daily.

Harry P. Hetherington, general manager of the Detroit Journal, who has been ill for some time in Harper Hospital, is reported as greatly improved.

W. H. Bagley, business manager of the Charleston (S. C.) News and Courier, was in New York this week on business connected with that paper.

Thomas E. Chrisney, publisher of the Chrisney (Ind.) Sun, has retired because of ill health, and the management of the paper has been turned over to his brother, J. P. Chrisney, banker and merchant at that place. Thomas E. Chrisney represented Spencer County in the Indiana Legislature two years ago.

Neal Jones, formerly city editor of the Muscatine (Ia.) Journal and later city editor of the Des Moines News, has resigned as city clerk of Des Moines and will return to newspaper work.

David Scannell, well-known advertising manager of the Manchester (N. H.) Daily and Weekly Mirror, was in New York this week calling on the general advertisers, with whom he has an extensive acquaintance.

H. F. Strother, city editor of the Taylorville (Ill.) Daily Courier, will be married next Monday to Miss Lucille Finley, also of Taylorville. They will spend their honeymoon in Texas.

Henry Miller, editor and proprietor of the Argenta (Ark.) News, was seriously burned last week when a quantity of gasoline stored in his office exploded.

D. M. Harris, editor of the Missouri Valley (Ia.) Daily Times, is nearing his ninetieth birthday. Notwithstanding his age Editor Harris is still able to write a column of vigorous English, set a column of type and mail out the Daily Times.

George Sylvester Vierich, of Current Literature, will lecture before the Bronx Forum, December 11, on "A Glorification of the Governmental Methods of Porfirio Diaz."

William A. Pritchard, formerly cable editor of the Publishers' Press and now advertising manager of the Empire Separator Co., of Chicago, was a welcome

visitor at the office of THE EDITOR AND PUBLISHER this week.

E. E. Smith, general manager of the Meriden (Conn.) Morning Record, was in New York this week on business connected with that paper.

L. R. Swayze, well-known Seattle, Wash., newspaper man, has been appointed general secretary of the Seattle Lumber Manufacturers' Exchange at a salary of \$3,000 a year.

Henry V. Back, editor of the Chambersburg (Md.) Public Opinion, who has been seriously ill with the grip, is reported improving.

Lewis S. Garrison, a well-known newspaper man of Jersey City, was married last week to Miss Ethel Russell, also of Jersey City. The ceremony took place at the home of the bride's parents, and was largely attended.

O. C. Morgan, former editor of the Durham (N. C.) Daily Sun, is now business manager of that publication.

Charles A. Starr, late of the New York Evening Mail, has accepted an editorial position on the Port Jervis (N. Y.) Daily Union.

Alfred Sheriff, of the staff of the St. John (N. B.) Mail and Empire, has been appointed private secretary to Hon. Dr. Reannie, Minister of Public Works. Mr. Sheriff for some years acted as correspondent in Paris for one of the leading English newspapers, and subsequently served on the staff of one of the English papers in Tokio, Japan.

Charles J. Henninger, editor of the Wellston (Mo.) St. Louis County Herald, was seriously injured in a runaway accident last week. The horse he was driving shied at an automobile.

George B. Dowell, editor of the Warsaw (Mo.) Times, was married last week to Miss Allene Bernice Beasley, of Rich Hill, Mo.

H. P. Crouse, well-known Kansas City newspaper man, has been made secretary to John M. Egan, president of the Metropolitan Street Railway Co. of Kansas City.

Thomas Balmer, the well-known advertising expert of Chicago, addressed the St. Louis (Mo.) Advertising Men's League last week on "How to Reach a Field Where 70,000,000 People Live."

Thomas J. Barry has resigned as business manager of the Detroit Free Press on account of ill health, and will spend the winter in Mexico. Mr. Barry has been connected with the Free Press for thirty years, the last two as business manager. He retains his place on the Free Press board of directors.

G. A. Somerindyke, formerly of the Memphis News-Scimitar and more recently with the Spokane (Wash.) Inland Herald, has fully recovered from an operation for appendicitis.

R. M. Denholme has been made general manager of the Shreveport (La.) Times, which is now owned by Robert Ewing, of the New Orleans Daily States. Mr. Denholme was manager of the New Orleans Item until its sale to the present owners.

The Rush County Enterprise has been launched at Tony, Wis.

**BUSINESS MANAGER**

of satisfactory experience and record can buy one-half of prosperous Pacific Coast evening daily. \$6,000.00 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 \$6,000.00 annually. Proposition No. 72.

C. M. PALMER  
Newspaper Broker 277 Broadway, New York

**"Not the Cheapest, But the BEST" CIRCULATION PROMOTERS.**

All of our Managers are Stockholders. THE UNITED CONTEST CO., (Incorporated) CLEVELAND, OHIO.

**SPORTING PHOTOGRAPHS**

We cover all amateur and professional sporting events. Sporting Editors will be interested in a special proposition we can make them. Our Matrix Service mailed daily is also the best in the world. Write for free specimens. GEORGE GRANTHAM BAIN 32 Union Square, E., New York

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

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

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

**WASHINGTON****THE SEATTLE TIMES**

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

**SITUATION WANTED****OPEN FOR ENGAGEMENT**

I have completely recovered from operation performed last February for appendicitis and am desirous of again getting in harness and making connection with a future. Will be pleased to enter negotiations with publisher desiring my services as Business or General Manager. Will also consider advertising department. Past record is my best reference.

G. A. SOMARINDYCK, 1414 Dearborn Ave., Chicago.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**PACIFIC COAST.**

Special and magazine writer, with editorial experience and on Sunday desk, would like to leave the East and locate on the Pacific Coast, preferably in Northwest. Health good, age 35, married. Comprehensive knowledge of New England and National politics. Has been legislative and Washington correspondent and has wide acquaintance over the country. Address "New England," care THE EDITOR AND PUBLISHER.

**PUBLISHER'S ASSISTANT AND PRIVATE SECRETARY.**

Twelve years' experience with business manager large New York daily and editor and publisher influential Boston newspaper. General knowledge all departments big metropolitan paper; have worth-while ideas, initiative and executive capacity of high order. Wide experience newspaper cost accounting and compiling extensive analyses departmental and general records. Address "S. R.," care THE EDITOR AND PUBLISHER.

**WANTED**

Editorial position on daily paper in growing city. Fifteen years' experience as city editor, news editor, night editor and on Sunday supplements. Address "SUPPLEMENTS," care THE EDITOR AND PUBLISHER.

**WANTED**

Opportunity by man of 45 trained in newspaper work, all positions. Live Eastern city where owner of daily or weekly wants to be relieved. Address "EASTERN," care THE EDITOR AND PUBLISHER.

**HELP WANTED.****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****SAFE, SANE AND SATISFACTORY.**

Lee C. Robertson, 78-80 Broad street, New York City, the Twentieth Century contest manager, has something new. Write at once for open dates in 1911. Testimonials from publishers covering past five years.

**PIANO CONTESTS ARE**

SUBSCRIPTION BUILDERS. We furnish all prizes on commission of business produced. Write us. MALBAR MUSIC CO., 21 Quincy St., Chicago, Ill.

**DAILY NEWS**

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

**BUS. OPPORTUNITIES****NEWSPAPER MEN**

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

**MANY CHOICE NEWSPAPER**

PROPERTIES. Write us if you want to buy or sell. No publicity. BARRYMORE, Newspaper Broker, 21 Quincy St., Chicago, Ill.

**WILBERDING****SITUATION WANTED**

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

Lord & Thomas, Chicago, are placing 390 inches in Southern papers for the Ansted & Burk Company, Chicago.

The Levin-Nichols Agency, Chicago, is placing six inches sixteen times in Western papers for the James E. Pepper Distilling Company, Lexington, Ky.

The Morse Agency, Detroit, Mich., is placing 5,000 fine contracts in Pacific Coast papers for the Herpicide Company, same city.

Lord & Thomas, Chicago, are placing three inches six months in weekly papers for the advertising of the Department of Interior. This agency is also placing new contracts in Southwestern papers for the California Fruit Growers' Exchange, Los Angeles, Cal.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing twenty lines fifty-two times for the Santal Midy advertising.

Charles H. Fuller Company, Chicago, is placing 2,000 lines in Western papers for the Foso Company, Cincinnati.

Collins-Armstrong Company, Broad Exchange Building, New York, is placing eight inches 104 times in Southern papers for the advertising of the Texas Company.

R. Guenther, 115 Broadway, New York, is placing four inches 153 times in Western papers for the advertising Stadium Cigar.

The Volkman Advertising Agency, Temple Court, New York, is placing seventeen lines 156 times in Western papers for the Aldine Laboratories, 14 Lexington avenue, New York.

The Emergency Laboratories, West Twenty-fifth street, New York, will put a new soap, which will be known as Poslam soap, on the market after the first of the year. This soap will be advertised extensively in the newspapers throughout the country.

The T. A. Slocum Company, Ozomulsion, Pearl street, New York, will not do any advertising until after the first of the year.

The Bartlett-Walls Company, 19 East Twenty-second street, New York, is asking for rates.

The Me-Da-Win Company, Indiana avenue, Chicago, is placing orders in Pennsylvania papers through the William A. Styles Agency, same city.

The Hotel Huffry, Hickory, N. C., is placing orders in Northern papers.

The National Casualty Company, Detroit, Mich., is placing a line of classified advertising generally.

The R. L. Folk Advertising Agency, Pittsburg, is asking for rates.

Coupe & Wilcox, 261 Broadway, New York, is placing large copy in New York State papers for the Read Chemical Company, Gypseys Gift, Baltimore.

American Advertising Agency, 77 North Washington street, Boston, Mass., is placing orders in a large list of papers for Dr. R. E. Sproule, same city.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders in South and Pacific Coast weekly editions of dailies for the Western Electric Company, New York. This agency is also placing orders for two and one-half inches e. o. w. seven times in Southern weekly editions of dailies for F. C. Taylor & Co., Trappers' Guide; also orders for two inches e. o. w. four times in Southern weekly editions of dailies for W. W. Thomas' Strawberry Plants.

Blumenstock Brothers, Missouri Trust Building, St. Louis, are making contracts with Southern and Western papers for the Dittmann Shoe Company, same city.

H. M. Caldwell Advertising Agency, Louisville, Ky., is placing orders for one inch thirteen times in Sunday papers for John White & Co., same city.

E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders in a list of papers for the Woman's Mutual Benefit Company, Mrs. Harriet M. Richards, Joliet, Ill.

George K. Clark, 927 Chestnut street, Philadelphia, is placing orders in Southern papers for D. Landreth Seed Company, Bristol, Pa.

Wendell P. Colton, 220 Broadway, New York, is placing orders in large city papers for the Agwi Lines, New York and Porto S. S. Company, N. Y. and Cuba Mail S. S. Co., Clyde Steamship Company, and Mallory Steamship Company, New York.

Crosby-Chicago, Pullman Building, Chicago, is placing orders in Southern papers for O'Connor & Goldberg O-G Shoes, same city.

Henry Decker, Ltd., Fuller Building, New York, it is reported will in future place the advertising of the Creslo Laboratories, of Scranton, Pa. This agency is also placing orders for seventy lines six times in large Sunday papers for the U. S. School of Music, 225 Fifth avenue, New York; also placing orders for 117 lines three times in weekly papers with large circulation for the Cornish Company, Pianos, Washington, N. J.

Horn-Baker Advertising Company, Commerce Building, Kansas City, Mo., is placing 180 line t. f. orders in Western weekly editions of dailies for M. Calman, same city. The agency is also placing orders in Southwestern Sunday papers for the Anti-Trust Distilling Company, Kansas City, Mo.

# 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>		<b>NORTH DAKOTA.</b>	
ITEM .....	Mobile	NEWS .....	Fargo
		NORMANDEN ..	(Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b>		<b>OHIO.</b>	
GAZETTE .....	Phoenix	PLAIN DEALER .....	Cleveland
		(August, D., 91,000-S., 118,500)	
<b>CALIFORNIA.</b>		VINDICATOR .....	Youngstown
INDEPENDENT .....	Santa Barbara	<b>PENNSYLVANIA.</b>	
BULLETIN .....	San Francisco	TIMES .....	Chester
CALL .....	San Francisco	DAILY DEMOCRAT .....	Johnstown
EXAMINER .....	San Francisco	JOURNAL .....	Johnstown
		DISPATCH .....	Pittsburg
<b>FLORIDA.</b>		GERMAN GAZETTE .....	Philadelphia
METROPOLIS .....	Jacksonville	PRESS .....	Pittsburg
		TIMES-LEADER .....	Wilkes-Barre
<b>GEORGIA.</b>		GAZETTE .....	York
ATLANTA JOURNAL .....	Atlanta	<b>SOUTH CAROLINA.</b>	
(Cir. 52,163)		DAILY MAIL .....	Anderson
CHRONICLE .....	Augusta	DAILY RECORD .....	Columbia
HERALD .....	Augusta	THE STATE .....	Columbia
ENQUIRER-SUN .....	Columbus	(Cir. D. 14,047-S., 14,163)	
LEDGER .....	Columbus	DAILY PIEDMONT .....	Greenville
<b>ILLINOIS.</b>		<b>TENNESSEE.</b>	
POLISH DAILY ZGODA .....	Chicago	NEWS-SCIMITAR .....	Memphis
SKANDINAVEN .....	Chicago	BANNER .....	Nashville
WOMAN'S WORLD .....	Chicago	<b>TEXAS.</b>	
HERALD .....	Joliet	RECORD .....	Fort Worth
HERALD-TRANSCRIPT .....	Peoria	WHEEL .....	Houston
JOURNAL .....	Peoria	SEMI-WEEKLY TRIBUNE .....	Waco
		TIMES-HERALD .....	Waco
<b>INDIANA.</b>		<b>WASHINGTON.</b>	
JOURNAL-GAZETTE .....	Ft. Wayne	MORNING TRIBUNE .....	Everett
NEWS-TRIBUNE .....	Marion	<b>WISCONSIN.</b>	
TRIBUNE .....	Terre Haute	EVENING WISCONSIN .....	Milwaukee
THE AVE MARIA .....	Notre Dame	<b>CANADA.</b>	
<b>IOWA.</b>		<b>ALBERTA.</b>	
EVENING GAZETTE .....	Burlington	HERALD .....	Calgary
CAPITAL .....	Des Moines	<b>BRITISH COLUMBIA.</b>	
REGISTER & LEADER .....	Des Moines	WORLD .....	Vancouver
THE TIMES-JOURNAL .....	Dubuque	TIMES .....	Victoria
<b>KANSAS.</b>		<b>ONTARIO.</b>	
GAZETTE .....	Hutchinson	EXAMINER .....	Peterborough
CAPITAL .....	Topeka	FREE PRESS .....	London
<b>KENTUCKY.</b>		<b>QUEBEC.</b>	
COURIER-JOURNAL .....	Louisville	LA PRESSE .....	Montreal
TIMES .....	Louisville	LA PATRIE .....	Montreal
<b>LOUISIANA.</b>		<b>GET THE BEST ALWAYS!</b>	
ITEM .....	New Orleans	<b>The Pittsburg Dispatch</b>	
STATES .....	New Orleans	Greater Pittsburg's Greatest	
TIMES DEMOCRAT .....	New Orleans	Newspaper	
<b>MAINE.</b>		WALLACE G. BROOKE      HORACE M. FORD	
JOURNAL .....	Lewiston	Brunswick Bldg.      Peoples Gas Bldg.	
		New York      Chicago	
<b>MASSACHUSETTS.</b>		<b>NEW BEDFORD TIMES</b>	
FARM and HOME .....	Springfield	The paper that has made New Bedford,	
		Mass., the fastest growing city	
<b>MICHIGAN.</b>		in the world.	
PATRIOT .....	Aug. 10,740; S. & I. 858.. Jackson	Average to July 1, 1910	
		Evening, 7,840      Sunday, 13,756	
<b>MINNESOTA.</b>		ALFRED B. LUKENS      Tribune Bldg.	
TRIBUNE .....	Morn. and Eve.... Minneapolis	New York Representative      New York	
		FRANK W. HENKELL      150 Michigan Ave.	
<b>MISSOURI.</b>		Western Representative      Chicago	
DAILY AND SUNDAY GLOBE, Joplin			
POST-DISPATCH .....	St. Louis		
<b>MONTANA.</b>			
MINER .....	Butte		
<b>NEBRASKA.</b>			
FREE 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		
LESLIE'S WEEKLY ..	(Cir. 275,000)      New York		
MESSENGER OF THE SACRED			
HEART ..	New York		
RECORD .....	Troy		

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

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

E. LMER E. CLARKE, Business Manager.

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

**GET THE BEST ALWAYS!**

**The Pittsburg Dispatch**  
 Greater Pittsburg's Greatest Newspaper

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

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

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

ALFRED B. LUKENS      Tribune Bldg.  
 New York Representative      New York  
 FRANK W. HENKELL      150 Michigan Ave.  
 Western Representative      Chicago

**JORNAL DO COMMERCIO**  
 OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative  
 Tribune Building - New York



**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- CARPENTER & 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 3745
- 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**

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

**MEXICO**

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

**ADDITIONAL AD TIPS.**

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing orders in a few large cities for Robbins & Appleton, Waltham Watches, 21 Maiden Lane, New York.

Charles H. Fuller Company, 378 Wa-

**The Mobile Register**  
MOBILE, ALABAMA

"The Mobile Register is the People's paper and one of the South's most influential newspapers. We use it extensively with highly satisfactory results."  
Reiss Mercantile Company.

**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. 6380
- KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746
- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**  
30 W. 33d St., New York  
Tel. Madison Sq. 3613
- SMITH & BUDD CO.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- 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 5360

bash avenue, Chicago, is placing orders in Western and Southwestern papers for Dr. W. J. Rice, Adams, N. Y. and Dr. W. K. Walrath, Adams, N. Y.

The F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is placing orders for sixty lines t. f. in Southern and Western Sunday papers for Frances Wilcox, Kansas City, Mo.

The W. S. Hill Company, 323 Fourth avenue, Pittsburg, Pa., is placing orders for 200 inches for one year in the large city papers for Large Distilling, Large, Pa.

H. L. Hornberger Advertising Agency, Fidelity Mutual Life Building, Philadelphia, is placing orders in Pennsylvania papers for the General Motor Car Company, same city.

E. T. Howard, Tribune Building, New York, is placing special copy in a selected list of cities for L. E. Waterman & Co., Waterman's Ideal Fountain Pens, 173 Broadway, New York.

The Long-Critchfield Corporation, Corn Exchange National Bank Building, Chicago, is placing orders in Western papers for the Frisco Lines, Chicago. This agency has also secured the advertising of the H. O. Company, Buffalo, N. Y.

Lord & Thomas, Trude Building, Chicago, are placing orders in large cities for the Holeproof Hosiery Company,

Holeproof Hosiery, 704 Fourth street, Milwaukee, Wis.

The Massengale Advertising Agency, Candler Building, Atlanta, Ga., is placing three inches three time orders in Sunday papers for the Cedar Croft Sanitarium, Lebanon, O.

The Frank Presbrey Company, 3 West Twenty-ninth street, New York, is placing orders in the Middle West cities for the Locomobile Company, Bridgeport, Conn.

George M. Savage, Newberry Building, Detroit, Mich., is placing orders for twelve inches Fridays for three months in Western papers for Hammond Standish & Co., Margold Creamery Butter, Detroit, Mich.

Staples & Lemons, Richmond, Va., will shortly place in Southern papers orders for the Stephen Putney Shoe Company, same city.

Stoneton Advertising Agency, Hallowell, Me., is placing orders in a list of papers for the Heart Cure Company, Hallowell, Me.

The Wagner-Field Company, 1780 Broadway, New York, is asking rates on an automobile account.

**ADVERTISING NOTES.**

T. F. Henry has resigned his position with the Foster-Debevois Company and is now associated with Irving Rosenbaum, 1123 Broadway, New York.

Charles R. Woodward, of the advertising staff of the Woman's Home Companion, is on a trip through New England in the interest of that paper.

Samuel Hill, office manager of the Emergency Laboratories, West Twenty-fifth street, New York, fell at his home in Montclair, N. J., last Tuesday and broke his leg in two places.

Thomas F. Flynn, of the New York office of the S. T. Beckwith Special Agency, returned home from a trip to Baltimore in the interest of the papers represented by that agency.

Edgar M. Hoopes, advertising agent, Wilmington, Del., was in New York this week making contracts for the Anglo-American Drug Company, Mrs. Winslow's Soothing Syrup, 215 Fulton street, New York.

**Ownership of Truth Transferred.**

It is reported that Henry Labouchere has made arrangements to transfer the proprietorship of Truth (London) to a private company, in which he will retain a controlling interest. The company is to be called the Truth Publishing Co., Ltd., and will have a capital stock of £30,000.

If you are not a subscriber to THE EDITOR AND PUBLISHER AND JOURNALIST you could not make yourself a better Christmas present than to subscribe for it. If you are a regular subscriber make some friend a present of a year's subscription.



**The World of Printing**

Do you want to know what is going on in it? Are you anxious to get your work outside the "blackboard" class and keep it there. Then profit by what our manipulators of printers' ink are thinking and doing—learn the application to your business of Commercial Art, Designing, Photo-Engraving, Lithography and Bookbinding.

**The American Printer**

This Journal is a compilation of informative and interesting news... It is the only publication of its kind in the United States... It is the only publication of its kind in the United States... It is the only publication of its kind in the United States...

To Keep in Touch with

**BRITISH TRADE**

Subscribe to and Advertise in

**The Stationer**

FIFTIETH YEAR OF ISSUE

Published **\$1.80** Per Annum  
Monthly **\$1.80** Post Free

Advertisement Rates and Specimen  
Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

We make Special SUPPLEMENT PAGES

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"

The Chestnut Street Engraving Co.

PHILA. PA. 708 CHESTNUT ST.

TAKE IT TO

**POWERS**

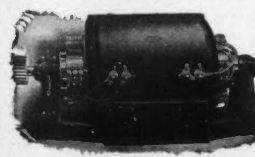
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4206-4 Beekman

**THE LOVEJOY CO.** Established 1853  
ELECTROTYPERS  
and Manufacturers of Electrotyping Machinery  
444-446 Pearl Street New York



**The Garwood Electric System**

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

**Garwood Electric Company**  
New York. Philadelphia. Chicago. St. Louis. Pittsburg



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

# THE EXPECTED HAS HAPPENED!

Among the 7,666 advertisements in Sunday's  
**NEW YORK WORLD**  
 November 20th, was the  
**1,415,098<sup>th</sup>** Advertisement  
**PUBLISHED IN THE WORLD THIS YEAR.**

Last Year It Took The World 365 Days to Print 1,415,097 Advertisements—  
 This Year **THE WORLD** Published 1,418,388 Adv'ts in the First  
**324 Days—Beating Last Year's Record by 41 Days.**

**"FIRST IN NUMBERS BECAUSE FIRST IN RESULTS."**

## EARLY YELLOW PAPER.

**Illustrated London Times in 1856  
 Published a Special Murder  
 Number and Practically  
 Tried the Prisoner in  
 the Newspaper's  
 Columns.**

The Pall Mall Gazette has resurrected a special number of the London Illustrated Times, date of February 2, 1856, and called the "Rugeley Number." It was devoted to "the Rugeley tragedies," Rugeley being a town in England where certain persons died by poison. A man named Palmer was arrested and tried in May, 1856. This newspaper exhibited the sensation before the trial in modern "yellow" style, showing pictures of the poisoned, of the houses in which they lived, with other views of the town of Rugeley. Says the Pall Mall Gazette: "Enough has been quoted to show that if American humor is the English humor that was exported in the Mayflower, American "yellow journalism" is no more than a reproduction of English sensationalism of 1856."

The Illustrated London Times was accused of "yellowness," and defended itself as follows:

"We cannot agree with all that squeamishness which allows long wordy descriptions of places and individuals to be perfectly admissible, and which refuses to tolerate those productions of the pencil, the skillfully indicated lines of which are more suggestive than columns of the best-written descriptions. Does even one of our readers believe that the Times or any other of the morning journals would not readily avail themselves of the means which we pos-

sess and make use of, were it only possible to adapt them to the exigencies of a daily newspaper? The labor that we have been for weeks engaged in, and the results of which are now before the reader, was not entered upon with the idea of pandering to a mere vulgar curiosity. Our object was to lay bare a great social vice which is gnawing away at the very core of society, and which every day shows to be on the increase—namely, the fearful amount of gambling in human life for the sake of pecuniary gain."

Looking back from to-day, it appears very much as if the Illustrated Times did conduct a newspaper trial of the unfortunate Palmer, but the editor denies this and shows his magnanimity thus:

"We have purposely refrained from the question whether the man accused of so many murders—Palmer—is or is not guilty. The question is one independent of the general question before us, since poisoning is assuredly becoming more common—whether he is a poisoner or not; and since the persons he is charged with murdering certainly died of poison somehow, whether he administered it or not. The tribunals of the land will decide formally with him in due time. Our business now is with an undoubted and black phenomenon in the character of this age, which we shall all do well to consider as the first step toward getting rid of it."

### Publisher to Erect Building.

August Tamm, one of the publishers of the Indianapolis (Ind.) German Telegraph-Tribune, has purchased property on which will be erected a three-story structure, to be occupied by the paper.

## CHARLES S. KNOWLTON

### Joins Staff of the Collin Armstrong Co. of New York.

The Collin Armstrong Advert. Co., of New York, has secured the services of Charles S. Knowlton, for many years vice-president and New York manager of the Raymond & Whitcomb Tourist Co.

Mr. Knowlton is said to be an authority on all matters pertaining to travel, and a good copy man, having had charge of the company's advertising as well as personally writing all of their copy. His special field will be among the transportation companies, although it is not to be confined solely to that department. Mr. Knowlton has many warm friends in the advertising business.

### Columbus Citizen in New Home.

The Columbus (O.) Citizen is now established in its new home at 34 North Third street. The structure was built exclusively for the paper by the Citizen Publishing Co., and is equipped throughout with thoroughly modern and up-to-date machinery. The Citizen has made a splendid growth the past few years.

### Christian Science Monitor.

The Christian Science Monitor recently celebrated its second birthday. Within the past year the Monitor has broadened its scope and greatly enlarged its facilities. It now issues several editions daily, the first of which is designated the International edition.

The Christmas number of the **EDITOR AND PUBLISHER** will be very attractive and have a wide circulation. Send in your copy promptly in order to secure good position.

## INCORPORATIONS.

King & Singer Co., Manhattan; print and publish magazines. Capital, \$50,000. Incorporators: Isidor Singer, 521 East 140th street; Moses King, Jr., 34 West 33d street; Jacob A. Cantor, 25 Broad street, all of New York City.

Southern Tier Publishing Co., Binghamton, N. Y.; print and publish newspapers. Evening Herald. Capital, \$150,000. Incorporators: Geo. Gilbert, Harry G. Moore, Wm. G. Phelps, Geo. A. Kent, all of Binghamton, N. Y., and five others.

Monitor Magazine Co., Indianapolis, Ind. Capital, \$30,000. Directors: Fred T. Loftin, Charles A. Morey and Thomas P. Lovett.

Progress Publishing Co., Deloit, Wis. Capital, \$20,000. Incorporators: M. G. Thimmig, Raymond Howard and Ralph Clerke.

Charles C. Thompson Co., Chicago; general publishing and printing business. Capital, \$75,000. Incorporators: Charles C. Thompson, Charles Martin, H. M. Byall.

Jewish Record Co., Chicago; printing and bookbinding. Capital, \$2,500. Incorporators: C. F. Lowry, C. Cohen, M. Carrigan.

Massachusetts Health Book Publishing Co., Worcester, Mass.; publishing. Capital, \$12,000. Incorporators: John F. Armstrong, Melvin G. Overlook, Worcester, Mass.

The Joliet Herald will publish an industrial edition January 1.



