

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 23

NEW YORK, DECEMBER 4, 1909

5 CENTS A COPY

## SELLING BY MAIL

**DISTINCTIVE ADVERTISING  
FIELD COVERED BY MAIL-  
ORDER PUBLICATIONS.**

**"They Cover a Field All Their Own  
and Are Not Really Competitors of  
the Newspapers—Their Subscribers  
Are Not Readers with a Wide  
Range of Mediums to Select From."  
Prove Desirable Class of Buyers.**

By WALTER R. JENKINS, JR.

[The writer of this article is the Eastern representative of the mail order publication, Comfort, published monthly at Augusta, Me.—Ed.]

Selling by mail has always been the favorite method of a few foresighted merchants. This method of disposing of goods of any kind appeals to the people in the small towns and the farmers. It has only been within the last few years, however, that the big general advertisers have become aware of the fact that they could thus largely increase the sale of their products and make a permanent demand for them throughout the country districts. They had hitherto failed to realize the size and value of this trade.

The hardest fact to convincingly put before the average big city man is the one which shows him that the vast majority of the people in the United States are located in very small cities and on the farms. When you live in a city the size of New York, spending practically all of your time in its surroundings, it is hard to realize that two-thirds of the people in the United States live in towns with a population of 2,500 or less. However, this is shown to be a fact by the final U. S. census report of 1900.

The purchasing power of these people is enormous and the annual statements of Sears, Roebuck & Co., Montgomery Ward & Co. and Spiegel, May, Stern & Co. show the large amount of money they spend by mail. Anyone knows that the amount of money spent by mail is very small in comparison to the amount these people spend at the local stores. They are a thrifty lot, usually owning their own homes, and their expenses compared with those of a city man are very small. They are therefore able to pay cash for their purchases. They are a class who, once they become satisfied with any article, are hard to change. If you ever get them started using your goods, you have permanent customers who will buy regularly year after year. These are the most desirable class of buyers in the world, as they enable the merchant to take advantage of his discounts. The man who buys from day to day, paying cash, is the best customer. He is the person who will keep your business alive.

When you consider for a moment the great number of different articles that are found in every home and the small choice these people usually have at their local stores, you will readily see the large number of manufacturers who can use the mail-order papers profitably. They have the chance to get thousands of readers asking daily at the local stores in the small towns for their particular  
(Continued on page 6).



WALTER R. JENKINS, JR.

EASTERN REPRESENTATIVE OF COMFORT, WHO TELLS THE READERS OF "THE EDITOR AND PUBLISHER" SOMETHING ABOUT MAIL ORDER PUBLICATIONS.

### MEXICO CITY RECORD.

**W. L. Vail and General Agramonte  
Now in Charge.**

W. L. Vail, a former well-known newspaper man of California and Mexico, and Gen. C. H. M. y Agramonte, publisher of the Anglo-American, have been placed in charge of the Mexico City Daily Record.

F. W. Worcester, who has been general manager of the paper since May 1, has resigned and returned to California.

Mr. Vail, who now becomes general manager, established the Record in 1904. He is one of the best-known newspaper men in Mexico, having been connected at one time or another with nearly every English periodical that has been published here for the last fourteen years, including the Two Republics, the Mexican Investor and the Mexican Financier.

He is prominent in Masonic circles and is president of the American Club. General Agramonte has long been known to the English-reading public of Mexico. He is a lawyer by profession, but as a side line he has published for many years the Anglo-American, a weekly paper, in English.

### Installs New Press.

The Leavenworth (Kan.) Times has recently installed a new Goss press.

### BALTIMORE WORLD

**Will Be Sold at Public Auction  
January 5.**

The receivers of the Baltimore World, by order of court, will sell at public auction the good will, machinery, and assets of the Baltimore World, Wednesday, January 5, 1910, at the Real Estate Exchange in that city.

The World is an afternoon newspaper established in 1890 and each year, for the past five years, has been a money making concern. Receivers were appointed owing to differences amongst the stockholders.

### Believe Newspapers Best Medium.

The Business Men's Association of Tarentum, Pa., after declaring that program and pamphlet advertising is practically valueless, adopted a strong resolution last week prohibiting its members from advertising in mediums other than newspapers and periodicals with a legitimate paid circulation.

### Louisville Herald Reduces Price.

The Louisville (Ky.) Herald on Dec. 1 reduced the price of its daily edition from two cents to one. The price of the Sunday edition will remain at five cents.

## EDWARD P. MITCHELL

**NEW PRESIDENT OF THE NEW  
YORK SUN PRINTING AND  
PUBLISHING ASS'N.**

**Was Elected Vice-president Five  
Years Ago and Logically Succeeds  
Mr. Laffan—Has Been Identified  
with the Sun Thirty-four Years—  
The "Mystery" of Sun Ownership  
and Policy.**

The board of trustees of the New York Sun Printing and Publishing Association met last Monday and elected Edward Page Mitchell president of the association, to succeed William M. Laffan, who died.

The election of Mr. Mitchell was no surprise. He succeeds logically in the uninterrupted continuance straight from Charles A. Dana. When Mr. Dana died Mr. Mitchell was elected a trustee to fill the vacancy. Five years ago he was elected vice-president.

The new president was born in Bath, Me., March 24, 1852. He graduated from Bowdoin College in 1871 and immediately began journalism with the Boston Advertiser. In 1875 he went to the staff of the New York Sun and has since kept his connection with the Sun unbroken. He has written many fiction stories and sketches for magazines. His home is in Glen Ridge, N. J.

The organization of the Sun—by which is meant the details of ownership—remains a "mystery" to many. This is largely because of the policy of proud but fascinating exclusiveness inaugurated by Mr. Dana and consistently followed since his death. This policy forbids any exploitation of the paper. The Sun does not advertise itself nor its owners nor employees. It has never printed a definition of its policy.

A representative of THE EDITOR AND PUBLISHER spoke to one of the Sun officers: "Will the Sun policy be changed by the new president?"

He answered in the manner of a Sun man, quickly and with elegance:

"The policy will develop."

"Do you care to say who owns a majority of the stock in the association?"

It was a matter which the Sun employees do not discuss.

For several years it has been widely asserted, as gossip with lack of final authority, that J. Pierpont Morgan is the owner or controller of the Sun and the Evening Sun. The Sun never denies, never notices assertions made in the street about its policy or ownership.

THE EDITOR AND PUBLISHER has authority for the following statement:

Several years ago, in the time of bitterest labor trouble on the Sun, an agent for a syndicate which desired to purchase the paper went to the offices of J. P. Morgan & Co. and met a business partner of Mr. Morgan. He inquired whether the Sun property was on the market. Mr. Morgan's partner replied: "J. P. Morgan & Co. positively does not own a controlling interest nor any financial interest in the Sun."

**HENRY L. WEST.****Jointly Associated With S. C. Bone in Control of Washington Herald.**

Henry L. West, commissioner of the District of Columbia, on December 1 became jointly associated with Scott C. Bone in the conduct and control of the Washington Herald. Mr. West will have charge of the business direction of the paper succeeding Samuel W. Meek.

Mr. West tendered his resignation as commissioner of the District of Columbia early in November. At the request of the President it will not take effect, however, until January 1. In a letter to Mr. West, dated November 30, President Taft says in part:

"At a time when you thus voluntarily bring to an end your official relation to the District of Columbia, I wish to congratulate you on the record you have made in the important office, and to say that it is generally acknowledged that the government of the District under you and Mr. Macfarland has been capable and entirely free from scandal. You both have worked hard and have left a record of which you may both be proud.

"As you now resume your old profession of journalism, permit me to wish you success in your new field of endeavor as manager of The Washington Herald."

In speaking of his retirement from office Mr. West said in part:

"I am first and last a newspaper man, and, while my official service has been a most valuable experience, it has not destroyed or minimized my love of newspaper work.

"I left it with reluctance, and shall re-enter it with enthusiasm. As many of my friends well understand, I endeavored in 1906 so to arrange my affairs as to become a co-founder of The Herald with Mr. Bone, but circumstances intervened then to prevent the step. Now I shall take up with him the work of further developing the property under conditions altogether propitious and prospects most promising. It is my intention, of course, to give my undivided time to that work."

Commissioner West, during his administration, has had charge of the business and financial department of the District government.

Under his immediate jurisdiction is the auditor's office, the office of the collector of taxes, the police department, the street cleaning department, the disbursing office, and the purchasing power.

Mr. West has made a reorganization in all of these departments, which have resulted in improved methods. He is also responsible for the elimination of much red tape.

Before his appointment as District Commissioner Mr. West was a newspaper man and magazine writer of wide-known reputation. He is practically the



**MEDILL McCORMICK.**

PUBLISHER OF THE CHICAGO TRIBUNE, WHO HAS JUST ESTABLISHED A CANADIAN NEWS SERVICE FOR HIS PAPER.

**CHICAGO TRIBUNE.****Establishes Canadian News Service With Central Bureau at Ottawa.**

The Chicago Tribune proposes to establish a Canadian news service with a central bureau at Ottawa. Bureaus will also be established at Winnipeg and Toronto. Medill McCormick, publisher of the Tribune, was in Ottawa this week arranging the details. In a published interview Mr. McCormick says concerning the enterprise:

"The Canadian government has no diplomatic representative in Washington, nor has the American government any diplomatic representative in Ottawa. Therefore it has been the lot of two great newspapers to arrange for a free exchange of opinion and information between the two English speaking countries of the North American continent.

"Canada is well informed regarding conditions in the United States. Many of its newspapers maintain correspondents in Chicago and New York and are members of the Associated Press. Until now no great special news service for American readers has been established in Canada. In a sense the Tribune has been a pioneer in specializing in Canadian news, because in Chicago there are something over two hundred thousand Canadians, and half as many more in the immediate surrounding territory.

**PULP ON FREE LIST.****Representative Mann Will Introduce Bill to Prevent Trade War.**

Congressman Mann, chairman of the special committee on wood pulp and print paper during the last Congress and who prepared the provisions on these items first reported in the Payne bill, is reported as saying that the country may well be alarmed at the danger of a tariff war with Canada growing out of the provisions finally put into this schedule.

Mr. Mann, when Congress meets, will introduce several bills and joint resolutions relating to this subject. One joint resolution would postpone the application of the maximum tariff from April 1 next to Jan. 1, 1911. Another would declare that the maximum tariff should not apply to wood pulp and print paper imported from Canada.

His bill will provide that wood pulp and printing paper shall be admitted free of duty when imported from Canada, being the product thereof, on the condition that Canada or the province in which the wood pulp or printing paper is manufactured shall not forbid or restrict or impose any export license fee upon printing paper, mechanically ground wood pulp, or wood used in the manufacture of wood pulp.

product of local institutions, having spent most of his life in the National Capital. His father was Robert A. West, editor-in-chief of the New York Commercial Advertiser. Mr. West was born at Staten Island, N. Y., August 20, 1859. His father came to Washington during the Civil war to become an editorial writer on Forney's Chronicle, but he died soon after settling here. Mr. West's first connection with a newspaper was in the office of the Georgetown Courier, edited by John D. McGill, where, at \$3 per week, he made fires, swept out the office, and gathered news for four years.

He soon became the Georgetown correspondent of the Washington Union, and was in its employ when that paper was purchased by the Washington Post. He continued with the Post until his appointment to the Commissionership, being city editor, managing editor, and political writer. He has been an editorial writer for the Forum for a number of years.

**Change in New York Weekly.**

Benjamin H. Stone has purchased the Camden (N. Y.) Advance Journal from the W. C. Stone estate and will conduct it hereafter. The paper was founded by his father, the late Walter C. Stone, and was conducted by him for many years.

**BALTIMORE NEWS BUILDING****Will Be Enlarged by Munsey Who Buys Adjoining Property.**

Frank A. Munsey has acquired the property adjoining his Baltimore News building, and it has been reported that he would erect a large office building to include that site and the one now occupied by the News.

Mr. Munsey states, however, that a skyscraper is not contemplated but that he expects to enlarge and extend the News plant.

**Will Edit His Paper in Prison.**

Orra F. Havill, editor of Havill's Every Morning, an independent daily, published at Mount Carmel, Ill., has moved his editorial sanctum to the county jail. Havill was found guilty of criminal libel and sentenced to jail for sixty days, which he will have to serve unless the Appellate Court intervenes. He announces that he will edit his paper from his cell.

**Buys Kansas Paper.**

John Simonson, for a number of years connected with the staff of the McPherson (Kan.) Daily Republican, has purchased the Mound Ridge (Kan.) Journal from August Ringwald.

**In Philadelphia The Bulletin**

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

Net Paid Average for October,

**248,349**

copies a day

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

WILLIAM L. McLEAN, Publisher.

**Annual Financial Review The New York Times**

(Fourteenth Issue)

January 9th, 1910

\* The Annual Financial Review of The New York Times for years has been recognized as the most valuable publication of its kind.

\* The Review will contain an accurate record of all financial and commercial transactions of the year, carefully compiled statistical tables and interesting and authoritative articles on subjects of paramount interest to the business community.

## OKLAHOMA

**Many Newspaper Properties Have Changed Hands Within Past Three Weeks—Unsettled Conditions and Politics Said to Be Largely Responsible—Other Gossip.**

(Special to THE EDITOR AND PUBLISHER.)

OKLAHOMA CITY, Okla., Dec. 1.—Unsettled newspaper conditions in Oklahoma and politics have caused an almost unprecedented number of changes in newspaper circles of Oklahoma within the last three weeks.

One of the most important of the month is the sale of the Vinita Daily Chieftain plant by the D. M. Marrs Printing Company to W. E. Verity, a former stockholder in the Shawnee Herald Publishing Company, and business manager of the paper. The consideration was \$30,000. The politics of the paper will be changed from Democratic to Republican.

Another important change was the purchase of the stock of Donald G. Campbell and C. J. Pennell in the Enid Morning News Publishing Company by Charles I. Stewart, part owner of the Lexington Herald and the Lexington Gazette of Lexington, Ky. Stewart takes personal charge of the paper and will make its policies Democratic. Heretofore it has been Independent Republican.

These are some of the less important changes: U. M. Hart has sold the Kingfisher Times to D. G. Woodworth, editor and owner of the Cashion Advance, and the two plants will be consolidated at Kingfisher. Frank M. Colville, a member of the State Senate, has sold the Calumet Chieftain to J. C. Clayton. J. E. McClung has associated himself with Senator H. S. Blair, and will become local editor and business manager of the Maysville News-Banner.

Ollie S. Wilson, who was secretary of the Independent party in Oklahoma during the last national campaign, has become editor of the Oklahoma Labor Unit at Oklahoma City. Luke Roberts, a civil engineer, railroad builder and irrigation promoter, has purchased the Hollis Post-Herald and the Harmon County News. Charles Bonner has taken charge of the Amber Press as business manager, succeeding C. H. Masteller, who has returned to his former home in Georgia.

W. S. Nell, editor and owner of the Headrick Leader, has purchased the Olustee Democrat, and announces that "there is no need of alarm on the part of readers and customers of the Leader, for they will not be left paper-

less." Clint Worrall, State printer and editor of the Hobart Democrat-Chief, has purchased an interest in the Kiowa County News at Lone Wolf, and becomes editor, with J. F. Griffith as city editor and business manager.

George F. Rhinehart, formerly an influential democratic editor of Iowa, who purchased an interest in the Clinton News several months ago, has transferred his stock to William B. Walker, the original owner, and retires. It is reported that Rhinehart is interested in a project to establish another paper in Clinton. J. C. Finley, a former Oklahoma editor, has established the Democrat in Benonie, Texas. Fred Draggoo, editor of the Delaware County News, has sold his interest to S. J. Forbes and others.

J. L. Cuneo, formerly of the Guthrie State Capital and the Oklahoma City Times, has assumed editorial charge of the Okmulgee Daily Herald. E. F. McKay, whose paper, the Woodward Dispatch, was consolidated with the Woodward Daily Democrat, will return to a position on the Daily Gazette at Colorado Springs, Colo. H. M. Butler, former owner of the Pryor Creek Clipper but late of Eldorado Springs, Mo., has purchased the Allen Hustler. J. E. Young has purchased the interest of his partner in the Square Dealer at Shattuck, and will have full charge of the paper.

D. A. Drake has purchased the interest of W. L. Young in the Hitchcock Clarion. James E. Kelley, founder of the Eldorado Courier, has founded the Hereford Recorder at Hereford, Texas. W. J. Bell, former editor of the Looney Record, the New County Hub and the Harmon County News, respectively, has sold the last named paper to Luke Roberts and will retire.

Among the new publications just started or projected are these: John Russell has founded the Elgin Tribune. The Major County School News has appeared. It is published at Fairview by Charles A. Wright, county superintendent of public instruction. Wilbur C. Kyle has ventured into the daily field at Purcell with The Daily Republic.

Frank M. Colville, former owner of the Calumet Chieftain, has founded the Christian Visitor at Edmond. It is published in the interest of the Christian church, of which the editor is a minister. J. E. T. Clark, editor of the Turpelo Times, has founded the Coalgate Courier, a Republican organ. Col. Jim Story of Sulphur is editor and manager of the Arbuckle News, published in a new town in the Arbuckle mountains.

For lack of sufficient patronage the Indianola Enterprise has suspended publication. The editor says he will move the plant to some other town "where a local paper will be appreciated." The Boynton Journal has been moved to Braggs, and will hereafter appear as the Braggs Journal. J. C. Brown is the editor and owner.

W. C. Wiggs, late editor of the McCurtain Record, died at his home at Valliant last Tuesday. He was born at Guntersville, Ala., January 20, 1856, and entered a printshop at fourteen years of age. He had been editor of the Valliant Record for several months prior to his death, which was caused by Bright's disease.

The National Newspaper Association, a Colorado corporation, which will publish the Kansas City Post, and will employ \$500,000 of its \$1,000,000 capitalization in Missouri, took out a license.

## SYRACUSE AD MEN'S CLUB.

**Much Enthusiasm Shown at First Meeting Since Organization.**

The first regular meeting of the Syracuse (N. Y.) Advertising Men's Club since its organization was held on Monday night, Nov. 29, with a dinner at the Yates Hotel, and a talk on copy by Leroy Fairman, editor of Advertising and Selling, New York.

The Sam Club, as it is called for short, was organized on Oct. 15 with thirty-one men present. The membership now numbers sixty-eight and the attendance at the first organized meeting was forty-five men, with some invited guests.

The talk by Mr. Fairman and the energy of the club's officers is creating quite a lot of enthusiasm among advertising men to whom the new organization is bound to mean much locally. The club is confining its membership to those interested in the buying, placing, selling and writing of advertising, so the field is somewhat limited. But it is thought the membership will reach one hundred before the winter is over.

It is proposed to hold monthly dinner meetings, entertaining out-of-town speakers frequently, and alternating with meetings which will be devoted more or less to entertainment.

## AMERICAN NEWS BUREAU.

**Will Supply Small Papers with Washington News.**

The demand for Washington news from the smaller dailies and country weeklies has so increased that the Washington Bureaus of the New England Press Association and the New York Press Association have merged into the American Press Bureau.

The Bureau will be under the management of Jonathan Starr, Jr., Washington correspondent of the Hartford (Conn.) Evening Post, and will handle Washington service for twenty-four States.

## New Paper for Wisconsin.

A new newspaper is to be launched at Wausau, Wis. Ever since The Daily Herald was sold out to the interests controlling The Daily Record and with which The Daily Herald was consolidated, abortive attempts have been made to establish a paper which would pursue the course and adopt the policy of The Daily Herald. The first number of the paper will appear during the first week of December. Whether it will be a daily or weekly has as yet not been determined, but it is the ultimate object of the company, which number 100, to publish a daily paper.

## Nebraska Weeklies Consolidate.

The Tecumseh (Neb.) Tribune and the Johnson County Journal, also published at Tecumseh, have consolidated. A corporation has been formed with C. W. Pool as president; H. L. Cooper, secretary, and E. S. Howard, treasurer. The name of the new company will be the Journal Tribune Printing Company and the capital stock will be \$7,500. Mr. Pool, the editor of the Tribune, was speaker of the House in the last Legislature and Mr. Cooper has been editor of the Johnson County Journal for many years.

## Entertained Newsboys.

The Des Moines (Ia.) Daily Capital entertained fifty of its newsboys at the Orpheum Theater in that city last week.

## THE FORNARO CASE.

**Writers Too Often Think Foreigners Fair Targets, Says Tribune.**

Commenting upon the case of Carlo Di Fornaro, newspaper man and cartoonist, who was found guilty of criminal libel against a Mexican editor, the New York Tribune says editorially:

A writer has just been convicted in this city of criminal libel against a member of the Mexican government in a book apparently composed for the purpose of assailing the President of that republic. The interesting feature of the case is that the libel was committed against a conspicuous officer of a foreign government. Far too often writers of books, as well as of newspaper and magazine articles, and also public speakers, seem to think that foreigners, and especially foreign rulers, are fair and safe targets for any shafts of detraction and abuse. It is true that immunity is generally enjoyed by their makers, even when the attacks are untrue and libelous, because the injured person is far away and has not the time or the inclination to take the matter into court. That circumstance, however, aggravates the offense. The libeler says things about a foreigner which he would never dare to say about a person in this country. Moreover, it is the head of a state who is libeled, and therefore the utterance is calculated not merely to do harm to an individual, but also to create misapprehension and ill feeling between two nations.

We do not condemn American writers and speakers as greater offenders in this respect than those of other lands, and in the present instance the offender is not an American. Temperate statements of facts and decent criticism, even though severe, are permissible and may be salutary, but it is not well for men in one country publicly to rage against the dignitaries of another, nor even to discuss the politics of a neighboring nation with the impassioned partisanship which may characterize—and disfigure—a heated local campaign. If truth and courtesy and a certain degree of detached disinterestedness should characterize all public utterances about the men and affairs of other lands the cause of friendship and peace among the nations would be materially promoted.

## Receivers for Baltimore Paper.

Judge Heusler, in the Circuit Court of Baltimore, last week appointed receivers for the Journal company, which publishes a Sunday German newspaper in that city. The action was taken on the petition of Henry G. Von Heine, who alleged that the company owes him \$2,054.11, and that he is the owner of 118 shares of its capital stock, at a par value of \$5 a share. The petition also alleges that there are other creditors.

## Joins Chicago Tribune Staff.

John Livingston, city editor of the Kankakee (Ill.) Gazette and a pioneer newspaper man of that city, has joined the reporter staff of the Chicago Tribune.

## 350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

**Morgen Gazette  
Evening Demokrat  
Sonntags Gazette  
Weekly Staats Gazette**

Examined by the Association of American Advertisers.

## IF YOU MAINTAIN



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

**BINGHAM BROTHERS CO.**  
ROLL-FR MAKERS Established 1849  
406 Pearl St., 413 Commerce St.,  
N. Y. Philadelphia

Allied with

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

## PARK ROW

Breezy Bunch of Gossip Picked Up at the World Building News Stand and Boiled Down to Short Paragraphs for the Readers of The Editor and Publisher.

BY EDWARD DORF.



The near-reporter sauntered in during the week. "Say," said he, "that junk of yours in the last issue wasn't so bad. But on the level, kid, who was the unfortunate you handed the rap?"

When Steve Richardson was circulation manager of the New York World, he had occasion to quiz one of his outside men regarding the latter's expense account. "You have an item here charging for hotel accommodation last Wednesday night. Where was this at?" inquired Steve.

"Yonkers," replied the road man, unabashed.

"I suppose," said Steve, "that if I sent you to 125th street you'd think it was out of town."

A subject that didn't look so very large a while ago has begun to loom portentously on the editorial horizon heretofore of late. I mean the De Fornaro libel case. Carlo de Fornaro, it will be remembered, was three years ago the caustic cartoon satirist of the New York World. He wrote last winter a book called "Diaz, Czar of Mexico," which was full of the lightnings of revelation about that republic. He is now about to serve a year's sentence imposed by Judge Malone on the strength of a charge of libel brought against him by a Mexican newspaper editor to whom he had paid somewhat vitriolic respects in the book. The Mexican government used this individual, who is confessedly in its pay, as its convenient stalking horse in proceeding against Fornaro. That's the skeleton of the story. It defines an issue of which the Supreme Court, to which an appeal has been taken, may see the big and ominous import. Unless all signs fail we are to hear more about a case that comes home vitally to every newspaper in the country.

A youth formerly employed in the New York World's circulation department is now seeking another job because of his fondness for remaining away from work at inopportune times. One day during the recent Hudson-Fulton celebration, this boy called up Circulation Manager McKernan on the 'phone. "I couldn't get down today. Me and some friends went out in a rowboat to see the warships and we got stuck out there."

"Where are you now?"

"In the rowboat!"

John F. Kelly, circulation manager of the New York Review, returned from a three weeks' trip, having been as far west as Kansas City. Mr. Kelly covered fourteen states while away, and obtained circulation in twenty-nine cities. It is presumed, in fact a certainty, that this trip was made principally in the interests of the Daily New York Review, which is soon to be issued.

Joe Weber, the actor, employs Thomas J. Nugent, public accountant, to audit the books of Weber's Theatre. Nugent was on the job recently when Weber's cousin, Larry Weber, came into the office. "Larry," said Weber, "if you don't know what a expert accountant is, I'll tell you. It's a feller that tells you how much money you lost when you already know it."

C. D. Lee, vice president of the United Press, has returned after a month's absence.

The New York World Auxiliary will hold its fifth annual ball at Palm Garden, Monday evening, Dec. 13. The officers are: President, J. H. Trooper; vice president, Edward Weisman, and treasurer, John D. Hadwin.

Three stars are twinkling merrily somewhere in the West. They are John W. Glenister, circulation manager of Good Housekeeping Magazine; J. B. Kelly, of the American Magazine, and Tom Martin, circulation manager of McClure's Magazine. They are all busy for their respective publications.

Willie Hofmann, of the New York Staats Zeitung, is in his eleventh year with that newspaper. Willie keeps busy for the circulation department, and when he hands Herman Ridder a tip the latter cocks his ear to receive it.

Richard S. Barrett, the Catskill Mountain correspondent, was a guest of honor at a venison supper given by the Glens Falls Lodge of Elks a few days ago.

Frank W. Clark, formerly city editor of the Buffalo Courier, and until recently managing editor of the Newark Star, is now on the copy desk of the New York Evening World.

Gordon Rubie, late circulation manager of the London Standard, is now in this city prepared to take up the same line of work.

John P. Regan, New York correspondent of the St. Louis Republic and president of the Correspondents' Club, is slated for re-election to the latter office.

### SON OF PUBLISHER INJURED.

Fletcher Harper Thrown from Horse During Cross-Country Run.

Fletcher Harper, son of J. Henry Harper, of Harper Bros., was dangerously injured last Tuesday afternoon near White Plains, N. Y., as the result of a horse he was riding turning a somersault and falling on him.

Mr. Harper is famous as a cross country rider, and the accident occurred during the weekly run of the Westchester Hunt Club. Several of Mr. Harper's ribs were broken and he also suffered a broken hip and a dislocated shoulder, besides being internally injured.

### Miss Dorothy Biddle.

Miss Dorothy Biddle, daughter of the late Nicholas Biddle, for many years identified with the Herald, is now on the staff of the Evening Telegram. Miss Biddle has already achieved success as a writer of stories for children.

### Pratt Becomes Press Agent.

Willis C. Pratt, long identified with the New York Herald and the World, is now press agent for the United Wireless Company.

## THANKSGIVING.

New York Afternoon Papers Had Holiday, Except Telegram.

The publishers of the afternoon newspapers of New York entered into an agreement to suspend publication on Thanksgiving Day, last week, except the publisher of the Evening Telegram. Last Monday the Telegram printed an editorial explaining its refusal to join with the other publishers. The explanation is as follows:

Great events often spring out of little things. Because on Thursday last the Evening Telegram, in opposition to the example of a number of other afternoon papers, elected to issue editions at intervals during its regular hours for publication, the simple matter of keeping the public informed as to the news seems to have become an international affair.

Last Thursday, it will be remembered, was Thanksgiving Day, and there was a proposal to sign a round robin to suspend publication. The Evening Telegram did not concur, because it was impossible to secure from the Fates an agreement that nothing of any public interest whatever would happen during the day. Besides, there were a number of football games and other events the results of which were keenly awaited.

These things and other happenings of the day the Evening Telegram gave to the public, and the necessity for publication was evidenced by the great sales and indorsed by the newsdealers.

Desirable as holidays are, the reading public does not desire to be deprived of its news, and there is no reason why it should be.

The Intransigent, the Patrie and the Presse, of Paris, and other newspapers at home and abroad, are in accord with the Evening Telegram in this view.

### NEW YORK PRESS CLUB.

Formal Dedication of New Building to be Held Next Friday.

The new home of the New York Press Club will become a metropolitan institution of record next Tuesday, Dec. 7, when an informal reception for members only will be held between the hours of 1 p. m. and 6 p. m. On the following day, Dec. 8, a reception and entertainment will be given for newspaper men who are eligible for membership. It will last from 8 p. m. until midnight.

The formal dedication of the new building will take place on Friday, Dec. 10, at eight o'clock in the evening. Distinguished public men will deliver addresses. Mayor-elect William J. Gaynor will deliver the dedication oration.

### Dinner for the Oldest Reporter.

Saturday evening, more than fifty New York newspaper men will give a dinner to James M. Graff, the oldest reporter in the city. Mr. Graff is seventy years old and is still in harness. Thomas Reilly Dibble of the Evening Journal will be the toastmaster. Joseph Mulcahy of the Journal and John Haggerty, the Harlem newspaper king, are looking after the financial end of the event.

### Sweeney's Paper.

There lives an editor in interior Pennsylvania, "Jim" Sweeney by name, who has a keen sense of humor. Seeking to increase his fortune, Sweeney once wrote to a prospective advertiser, setting forth in attractive fashion the value of his paper as a medium of publicity.

The advertiser was captivated by Sweeney's letter, but, desirous of more specific assurance before he invested his money, he wrote to Sweeney, saying that he hadn't heard of the Trumpton Sentinel. "Where does it circulate?" he asked.

And, in his illuminating way, Sweeney wrote back:

"The Trumpton Sentinel circulates in Europe, Asia, Africa, North and South America, and it's just about all I can do to keep it from going to hell."—*Cosmopolitan*.

## MISS SHOWALTER'S OVATION.

Young Soprano Is Recalled Twelve Times After Singing "Lucia" Aria.

Last week Miss Edna Showalter, daughter of W. D. Showalter, the newspaper advertising expert, appeared at Carnegie Hall, New York, as soloist with the People's Symphony Orchestra, and achieved a success so pronounced that the Evening Journal speaks of it as "Miss Showalter's Triumph as a Soloist."

An audience of 2,500 music-loving people gave Miss Showalter twelve



MISS EDNA SHOWALTER

recalls, and ceased their applause only after Director Arens had announced that he had just engaged Miss Showalter to sing the soprano solo in his forthcoming presentation of Beethoven's Ninth Symphony.

Miss Showalter's voice is a lyric soprano of very great purity and tonal beauty, and her range is said to be greater than that of any other soprano. She sings to G above high C. She aspires to be known as the first prima donna soprano of the first rank trained wholly in America, thus heralding the new era for music and musical progress in this country. The World headlined its notice of her appearance. "Yankee Voice a Golden One."

### Caldwell Goes to Evening Journal.

Henry Caldwell, for the past several years connected with the New York Evening Telegram, has joined the staff of the Evening Journal. Mr. Caldwell will have charge of a department devoted to automobiles, and he is now in the West interviewing the big manufacturers.

## The Evening Wisconsin.

Milwaukee's Leading Home Paper

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

Its average daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN.

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

## Has a Business PULL

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

## The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

**EUROPEAN NEWSPAPERS.**

**Have Vague Ideas of News and Advertising, Declares Western Editor.**

Speaking before the Topeka (Kan.) Ad Club last week, William Allen White, editor of the Emporia Gazette, who has recently returned from abroad, discussed European newspapers and advertising. He says in part:

"Financially, advertising doesn't make much of a hit in Europe. On the contrary, it creates quite a scandal. When a man advertises very much people begin to think he is going to do something.

"Mr. Selfridge in London is trying American methods and he has not profited financially by it at all. He prints half page advertisements and uses novelty attractions. When Bleriot landed in England after flying over the English channel, Selfridge exhibited the machine in the basement of his store, but I don't believe that one person in ten in all that throng of thousands that flocked to that store in the three days of the exhibition, stopped to buy anything.

"London has a yellow journal, but curiously it is the yellow paper that prints the news. It even prints it on the first page, which is usually reserved for advertising matter, not the kind we use as advertisement, but of the 'I cure fits' kind, the kind we don't want in our dailies, and put in our weeklies. This yellow journal is also the conservative paper. It advocates the high protective tariff. The London Times creates more excitement when it comes out, than the publication of the Nemo letters in the Topeka Daily Capital.

"Ordinarily, the English papers cover up the real news value of an article. When the tariff bill was passed, it appeared in the London Times under the heading 'American Notes—Doings of the American Congress Today.' Way down in the middle of the column without heading, was the information that the tariff bill had been passed. And so every morning, we worked the little puzzle of how to find the news. In the story of an earthquake, the writer narrated how he got there and afterward told what happened. Although it is hard to find things in the morning papers, there is nothing at all to find in the evening papers.

"The European papers make a lot of fuss about the nobility, which is nothing more than the crowd which does the political wire pulling, and yet they do not poke fun at them



**WILLIAM ALLEN WHITE.**

EDITOR OF THE EMPORIA (KAN.) GAZETTE, WHO RECENTLY RETURNED FROM ABROAD, DISCUSSES EUROPEAN NEWSPAPERS AND ADVERTISING.

like the Capital and the Journal treat the old Copeland crowd.

"The European papers are provincial. They do not have that worldly knowledge that the American papers have. A paper in Rome will have very little news of Italy and practically none at all of other countries. They are purely local papers. This is true in other countries, too. The only time I saw a Kansas date line, was on the death of ex-Governor Riddle, and that was published for two reasons. One, he had a title, and the other, he was killed in an automobile. If he had been the wealthiest citizen of the State and killed by a mule, no mention of it would have been made."

**Celebrates Thirtieth Birthday.**

The Galveston (Tex.) Tribune celebrated its thirtieth birthday last Saturday. It began as the Print and was consecutively issued under that name until 1884 when the name was changed to the Record. In 1885 it became the Evening Tribune, and the present name was adopted in 1894. Beginning as a four-page six-column paper it has grown and prospered, enlarged and improved until to-day it takes high rank among the afternoon papers of the country.

Peter Joyce, a newspaper man of Mahony City, Pa., was killed by a Reading train near that city last week.

**COLLIN ARMSTRONG CO.**

**Staff Augmented by Addition of Two Well-Known Experts.**

Robert M. Barker, formerly connected with the advertising department of Swift & Company in Chicago, and for the past five years in the commercial department of Albert Frank & Company, has joined the forces of the Collin Armstrong Advertising Co.

Clarkson A. Collins, Jr., for some time connected with the Blackman Company and W. F. Hamblin Company, has also entered the service of the Collin Armstrong Advertising Company.

Some of the accounts which this agency will handle are the Royal Dutch Mail Steamship Company, Great Northern Railway and Steamship Companies, Harvey Fisk & Sons, bankers; Ladd & Wood, bankers; Lamport & Holt Steamship Company and the Skinner Manufacturing Company.

**The Youngest Editor.**

Edward Chamberlain, of Iowa City, aged 10 years, is probably the youngest editor in the State of Iowa. He is the head of the "Grammar School Weekly," a four-page publication gotten out in the interests of the students in the local grammar school. His brother, Harold Chamberlain, 13 years old, is business manager. The paper has forty-nine subscribers.

**PEARY'S STORY.**

**Noted Explorer to Receive \$50,000 from Hampton's Magazine.**

Robert E. Peary will receive \$50,000 from Hampton's Magazine for his own story of the discovery of the North Pole. The rate per word has not been specified, but it is understood that it will be \$1.20.

If you desire to estimate, says Benjamin B. Hampton in an interview in the New York Times, "the rate per word that will be earned by Peary with his North Pole story, you would be safer in placing it at \$2.50. We have bought only the American and Canadian magazine rights, and Stokes's book rights cover only these countries. That leaves all the foreign rights to sell. When they are figured up the totals should amount to \$100,000 or even \$150,000.

"Mrs. Peary has been the business head of the family, and the Commander never loses an opportunity to praise her for the manner in which she has labored and borne the brunt of his quarter of a century of work in the arctic. Commander Peary and Mrs. Peary have sacrificed their material comfort to this arctic ideal. Every dollar that they could spare from actual living expenses has been used to equip expeditions so that when Peary returned a few months ago there was mighty little money in the Peary bank account.

"The revenue from his books and magazine work could be greatly increased by lecturing if Peary's friends could persuade him to go on the platform. He has had offers that would net him \$100,000 for the first year's work, or more, if he would be willing to stick to it for several consecutive months. He has received offers from many of the leading cities of the country, guaranteeing him as high as \$5,000 for a single lecture. He has declined offers from moving picture men who want to show his polar photographs, and offers from talking concerns that want a few reels of talk to retail throughout the country, offers which amount to a tidy fortune.

"Ex-President Roosevelt received for his African hunting stories a dollar a word. Rudyard Kipling is supposed to receive the highest prices paid to any writer of fiction. For the English and American rights of "Kim" he received \$25,000. Sir Conan Doyle hit one of the highest marks when he received 60 cents a word for the American serial rights to his later Sherlock Holmes stories."

William Hoster, in charge of the Washington Bureau of the Hearst News Service, has returned to Washington after two weeks' rest at Lakewood, N. J.

**The Mexico Daily Record**

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

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

**Rates and Information apply to—**

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

To Keep in Touch with  
**BRITISH TRADE**

Subscribe to and Advertise in

**The Stationer**

FIFTIETH YEAR OF ISSUE

Published \$1.80 Per Annum  
Monthly Post Free

Advertisement Rates and Specimen Copy sent on application

160a Fleet St., London, England

## NEWS OF RICH MEN.

**Complaint That Colonel J. J. Astor and His Lost Yacht Got Great Publicity Because He Is Rich—New York Times Defines Its Policy.**

The publicity given by the newspapers of the country, and especially the New York papers, to Col. John Jacob Astor and his yacht that was lost and found in the Caribbean Sea lately, has aroused some criticism among people of apparent soundness and good standing. The Times and World both printed letters protesting against the attention given Colonel Astor, asserting that such publicity would not have been given if he were not a wealthy person. The letter writers also pointed out that the United States government used a lot of money and men and ships to find Colonel Astor, while seemingly neglecting poor men who were lost or shipwrecked.

The Times printed the following editorial in reply:

One of our readers, in a letter printed in another column of this page, takes us very seriously to task because on Wednesday morning we gave a little over a column of space to the news that Col. John Jacob Astor and his yacht Nourmahal were safe, and a little less than half a column to the story of a tenement house fire in which two women and three children lost their lives. By so doing, our critic thinks, we showed excessive interest in the rich and a callous indifference to the poor, and he warns us that if the Times and other newspapers continue in this evil way people will be aroused to a passionate antagonism to wealth which will have dreadful consequences.

If we felt called upon to defend ourselves from this accusation we might with truth plead avoidance by saying that the fire story was very late and could not have been made any longer than it was, while the story of the yacht was prepared at leisure and could be given at the length we thought it deserved as a piece of news. We prefer, however, to stand by the two stories as they were printed. What this critic and many others cannot seem to understand is that journalistic approval and disapproval of men and things are not, and should not be, manifested by the relative amounts of space allotted.

When a good man does a good thing which is also news, the Times, as it has proved thousands of times, is glad to give him at least as much space as it gives to the bad man who does a bad thing which is also news. It is not our fault that the ordinary daily walk of the good citizen, though highly admirable, is not news, while violations of laws and proprieties are much more apt, though reprehensible, both to deserve and to need telling in print. So the steamship which makes an uneventful voyage pleases its passengers, but it does not interest the rest of the world, while one that goes on the rocks in a storm sets every cable and telegraph wire to humming with long accounts of the wreck. Again, while the Nourmahal was lost, she and her passengers were worth columns a day, but she and they passed in-

stantly from special attention the moment her safety had been duly announced. As for Col. Astor, his wealth doubtless makes him a subject of frequent comment, but we have noticed no special reverence in such journalistic comment as has appeared since his wife divorced him.

Our critic is, of course, entirely and grotesquely wrong in what he says about the government's indifference to fishermen and the merchant marine generally. Its vessels are constantly at work for their protection from the dangers of the sea, and it is owing to the very constancy of that work that mention of it is infrequent. It has ceased to be news.

## PICTURES BY WIRE.

**British Scientists Would Send Them by Cable Under Atlantic.**

English scientists are at present much interested in the problem of telegraphing pictures from London to New York.

In course of a lecture recently delivered before the Royal Society of Arts, Thorne Baker is quoted as saying that Prof. Korn had practically solved a method of sending photographs across the Atlantic by the ordinary cable, and that he himself was endeavoring to perfect a wireless system for the same purpose, which in the laboratory had already given good results.

A series of photographs was exhibited showing the progress that has been made since the first instruments of Prof. Korn were installed in the office of the Daily Mirror two years ago. The Korn telegraph and the Thorne Baker telegraph will enable photographs of all kinds to be telegraphed for publication with a fair measure of success. The improvement in the processes of transmission within this relatively brief period is striking.

## ASK PARDON FOR FORNARO.

**Meeting Held to Protest Against Cartoonist's Imprisonment.**

A meeting was held in the Berkeley Theater, New York, last Sunday evening to protest against the imprisonment of Carlo de Fornaro, a former cartoonist of the New York World, for libeling a Mexican editor. The following resolution was adopted:

"We, the citizens of New York City in mass meeting assembled, herewith resolve that we regard the conviction of Carlo de Fornaro of libel and his sentence of one year's imprisonment at hard labor as an unprecedented and unconstitutional attack upon free speech and the freedom of the press. We demand that our Legislature repeal that part of the libel laws which gave an excuse for the action of the court, and we call upon the Governor of New York for the immediate and unconditional pardon of Carlo de Fornaro."

## Transfer of Interest in Missouri Daily.

Patrick Mullen, of Denison, Tex., has purchased from W. H. Murphy a half interest in the Alton (Mo.) Sentinel Democrat. His sister, the widow of the late J. J. McInerney, holds the other half. The purchase settles a mix-up resulting from a stockholder in a rural paper holding one-half interest in the old established Democratic paper in Alton. Several suits brought by Mr. Murphy against his former partner will be dismissed as a part of the purchase agreement.

## CANADA'S NEWSPAPERS.

**Continue British Conservatism with American Enterprise.**

Writing about the Canadian press, the Ottawa correspondent of the New York Herald says:

The Ottawa Citizen, the oldest newspaper at the capital, for nearly three-score-and-ten years has advocated the principles of conservatism. It publishes morning, evening and semi-weekly editions and is the only morning daily between Montreal and Toronto. The Citizen is one of the string of Canadian daily newspapers controlled and published by Southam, Limited, of which Mr. William Southam is president. The active management of the Citizen is in the hands of Messrs. William and H. S. Southam, sons of the president.

The editor-in-chief is Lieutenant Colonel Morrison, a well-known military man and journalist, who served with some distinction with the Canadian troops in the South African War, being mentioned in dispatches by Lord Roberts and awarded the cross of the Distinguished Service Order.

Mr. T. D. Finn is managing news editor of the daily editions of the Citizen; Mr. Noakes is night editor, and Mr. Frederick Davy editor of the General Canada Citizen, the agricultural edition of the paper.

Mr. R. M. MacLeod, the Citizen's chief Parliamentary writer, is one of the most versatile and accomplished men who sit in the press gallery of the Dominion House of Commons. He is also the Canadian correspondent for Reuter's. Before he located in Canada Mr. MacLeod had been at Panama in the days of the old French Isthmian Canal enterprise, had engaged in a treasure hunt on Cocos Island and had taken part in other unusual adventures.

The Ottawa Evening Journal was founded in 1885 by Alexander Woodburn. A year later an interest in it was bought by P. D. Ross, who became editor, and who later became also and remains sole owner. The Journal is, with perhaps one exception, the only important daily paper which in Canada is owned exclusively by a man from the ranks of working journalists. Mr. Ross, a McGill University graduate, began as a reporter on the Montreal Star in 1879 and subsequently occupied practically every desk in Montreal or Toronto newspaper offices before becoming owner of the Journal.

Possibly as a consequence the Journal has been strong in its editorial columns, and is credited with having weight both with public men and the rest of the Canadian press greater than its circulation would argue. Ottawa is not a large city. More than one-third of its population of 80,000 is French-Canadian and of little support to an English paper. The surrounding country is not populous, and there again a large proportion are French. The Journal's city and town edition has a circulation of 10,000, and its special country edition, the Ottawa Valley Journal, an additional circulation of 12,000, but the paper's influence is much beyond what the figures indicate, particularly as at Ottawa it has the advantage of reaching the Canadian Parliament effectively.

Under the conduct of Mr. Ross the Journal has been for thirty years an active, consistent and vigorous agitator for public good—political, municipal and social—intelligent, free spoken and fearless.

## Resourceful.

"What do you do," asks a correspondent, "when you can't think of any new jokes, and all your ideas are gone?"  
"Haven't you noticed? We write poems."  
—Cleveland Leader.

## SELLING BY MAIL.

(Continued from page 1.)

goods, and thus establish a permanent cash demand for their manufactures.

The old-time mail-order papers, such as Comfort, have a field of their own, and are not really competitors of the big general magazines or newspapers. Their subscribers are located on the farms and in the very small towns, and are not readers with a wide range of newspapers or magazines to select from. They subscribe to the mail-order paper year after year, and have confidence in its reading matter and the advertisers. These papers are gotten up especially to appeal to the class of people they reach, and from the way the subscriptions are renewed that end is attained.

A vast majority of the magazines published today are continually crying out about their class. Class is all right in its way, but it does not weigh much when compared with mass. The middle class, or common people, are those who keep the big stores and business in general in this country alive. Mail-order papers like Comfort reach this cash-buying class in the small country towns and on the farms, and will make a quick and permanent demand for anything that the ordinary people can use. The big magazines and newspapers will create big city demand, but the only way to quickly get at the country people all over the United States is to use the mail-order papers. They are subscribed to by a class of people who cannot be reached in any other way.

## DALLAS AD. LEAGUE

**Plans to Entertain Southwest District Clubs in February.**

George W. Baker, chairman of the Dallas (Tex.) Advertisers' League, was authorized, at a meeting of the League held last week, to appoint a committee to make plans for the entertainment of the delegates to the convention of the Southwest District of the Associated Advertising Clubs of America, which is to be held in Dallas in February.

While the main features of the entertainment will be left to the committee it was decided that an elaborate programme will be arranged for the entertainment of the visitors. In addition to the delegates from clubs in the Southwest there will be representatives from other cities of the United States, including some of those most prominent in the field of advertising.

## Contest Company Incorporated.

The United Contest Company, with headquarters in Cleveland, Ohio, has been incorporated for \$10,000. The incorporators are Frank Hicks, G. H. Hicks, F. W. Power, J. W. Spaulding and Ang. Gruelich. Purpose is to promote newspaper circulation and advertising by means of the voting contest plan.

## WITNESSES FOR THE SHOWALTER SERVICE

NUMBER FIVE  
Geo. E. Graff, Mgr., The Sun, Williamsport, Pa.

"The Sun has been using your complete service for the past five years, and we feel that it contains exceptional value. It is rich in ideas and advertising suggestions which are practical and of proven effectiveness."  
NUMBER SIX

W. B. Howe, Manager, Free Press, Burlington, Vt.

"We are glad to express our appreciation of the value of your service, which we have used for many years, and consider a valuable feature. Our classified business is more than twice what it was when we commenced using your service."

W. D. SHOWALTER, 150 Nassau St., N. Y.

## Southern Evening Daily

in city of 18,000. But one competitor, a morning daily. Returns owner \$5,000.00 annually for time and investment from a gross business of \$27,000.00. Mechanically well equipped. Business has steadily grown in volume for a number of years. \$12,000.00 cash for first payment will be accepted, balance deferred so that the income from the property will meet it. Proposition No. 563.

**C. M. PALMER**

Newspaper Broker

277 BROADWAY NEW YORK

**OUR DADDIES**

Two Contributions That Appeared in the New England Weekly Journal Which Was Printed in Boston—A Bard with a "Miraculously Inspired Tongue."

By JAMES POOTON.

[The sixth of a series of articles by Mr. Pooton, commenting upon early American newspapers. The first was printed in the issue of October 16.—Ed.]

After giving the "Opening Address" of the New England Weekly Journal, I now give two remarkable contributions; and this is one for the "Asstute" to read and ponder over:

"The most remarkable Passage of my Childhood, was a wonderful Talent I had to imitate anything that I saw or heard. I could grunt like a Hog, roar like a Lion, or bellow like a Bull. I was once very near being worried by a pack of rascally Dogs, who took me for a Fox, I deceived their ears with such a natural Squeal; and I was a particular Favorite with all the Hens in the neighborhood, because I rivalled the Cock with a Crow so very exquisite & inimitable. I will add for the Satisfaction and Emolument of my enemies, that when I Hoot they would infallibly take me for an Owl; as also on occasion I can Bray so very advantageously, that few Asses can go beyond me."

Undoubtedly—he went beyond that, and "wrote himself down, an ass"—the greatest since Balaam's ass spoke like a human being.

The following stanzas are from a so-called poetical contribution entitled "The GOD of Tempest:

"Thy dreadful Pow'r Almighty GOD  
Thy works to speak conspire;  
This Earth declares thy Fame abroad,  
With Water, Air, and Fire.

At thy Command in glaring Streaks,  
The ruddy Lightning flies,  
Loud Thunder the Creation shakes,  
And rapid Tempests rise.

The gathering Glooms obscure the Day,  
And shed a solemn Night;  
And now the Heave'nly Engines play,  
And shoot devouring Light.

The attending Sea thy will performs,  
Waves tumble to the shore,  
And toss and foam amid the storms,  
And dash, and rage, and roar.

The Earth and all her trembling Hills  
Thy marching Footsteps own;  
A shud'ring fear her Entrails fills,  
Her hideous Caverns groan.

My GOD, when Terrors quickly throng—  
Thro' all the mighty space,  
And rattling Thunders roll along,  
And bloody Lightnings blaze:

When wild Confusion wrecks the Air,  
And Tempests rend the Skies,  
While blended Ruin, Clouds and Fire  
In harsh disorder rise;

Amid the Hurricane I'll stand,  
And strike a tuneful Song;  
My Harp all-trembling in my hand,  
And all inspired my Tongue."

Surely, this Miltonic Cis-Atlantic Bard, with his "Bloody Lightning," was a "Tuneful Lyre," with a miraculously "Inspired Tongue."

(To be continued.)

**NEW EQUIPMENT.**

**Dayton Journal and Detroit Journal Increase Press Facilities.**

The Dayton (O.) Journal is putting in a Hoe Quadruple Press, capable of turning out 48,000 papers an hour; also a new outfit of the latest improved Hoe stereotyping machinery.

The Detroit Journal has purchased a new Hoe Sextuple Press of the improved low X pattern, with fast-speed folders, tubular cylinders and other up-to-date improvements. This new machine will print and fold papers of any number of pages up to 48 and have a capacity of 72,000 12-pages an hour.

When it is installed the Journal's battery of Hoe presses will have a combined hourly output of 168,000 papers. With the new press the Journal is getting a Hoe automatic stereotype plate finishing machine and other improved appliances.

**Successful Voting Contest.**

The Lorain (O.) Daily News recently concluded a voting contest for the most popular young ladies of Lorain county. An automobile, building lot, diamond rings, watches and scholarships were used as prizes. More than five million votes were cast in the contest, which was conducted by Frank Hicks of the United Contest Company, Cleveland, Ohio.

**Iowa Paper Changes Hands.**

Ray B. Duboc, of the editorial staff of the Oskaloosa (Ia.) Daily Herald and Walter W. White, circulating manager, have purchased the New Sharon (Ia.) Star from H. J. Vail, who has been its proprietor since 1873. Mr. Duboc will take charge of the plant December 30. The new firm takes over both the building and the plant.

**Famous Tenor Once a Newsboy.**

William Miller, who recently signed a contract at \$2,000 a season to sing the leading tenor role in the Munich Royal Opera, was until fifteen years ago a ragged newsboy on the streets of Pittsburgh.

The Pagosa Publishing Co., Colorado Springs, has been incorporated.

**LIBEL LAWS IN ENGLAND.**

**Suits Against the Press Sometimes Brought on Trifling Complaints.**

If the average American who visits England thus the newspapers there somewhat different in comparison with the home product, he should consider that this is largely owing to the onerous libel laws prevalent there. American newspapers print stories and comment which, in England, would mean heavy fines, or even imprisonment for reporter and proprietor, too. And now, according to that original publication, Answers, a new terror has been added to the many that encompass the harmless journalist. The House of Lords is actually debating as to whether it is libel to use in a work of fiction a name which turns out to belong to a real person.

The lower courts have held that it does constitute a libel. If this decision is upheld by the Lords, the lot of the scribe-folk will, indeed, be an unhappy one.

Innocent libels, as one might call them, are by no means rare; and it would seem that no amount of vigilance could guard against them.

The memory recalls one for which a certain world-famous news agency was heavily mulcted.

The agency sent out an item which was extensively printed, relating to a certain music-hall artiste, whose name, save for one letter, was identical with that of another performer.

Unfortunately, the transcriber added the fatal letter, and the artiste to whom the article did not really refer, but whose name thus appeared in it, instantly pounced down upon the offender.

He was backed by a sharp solicitor, and the case was hopeless from the first.

The agency paid one thousand five hundred dollars to the man it had so innocently libelled.

It is libelous to say that a lady is married to a certain person if she is not.

A London evening paper once alluded to a well-known actress's manager as her husband. The parties, however, were not married, and a writ for libel was promptly issued. It was no good for the editor and the paragrapher to plead that they honestly thought, believed, and were convinced that they had printed and written that which was strictly true—the paper had to pay. There was no appeal.

Another innocent libel cost the proprietor of a periodical circulating among booksellers and stationers two hundred and fifty dollars.

By a mistake in the arrangements of no less august a paper than the London Gazette, he had inserted the name of a certain firm of stationers under "First Meeting Under the Bankruptcy Act," instead of under "Dissolutions of Partnership." This was, of course, a serious libel, although caused by pure inadvertence.

"How Lawyer — Treats His Clients!" was the headline printed above a report which was not in itself libelous. But the unfortunately chosen heading was held by judge and jury to be libelous, as it conveyed the impression that Lawyer — generally treated his clients badly.

ous, as it conveyed the impression that Lawyer — generally treated his clients badly.

Once a great daily newspaper innocently described one actress as the daughter of another, the assertion being made in perfect good faith.

The charming lady indicated as the mother was justifiably indignant, as her years were not such as to make it possible for her to have a daughter of the age of the other charming lady.

It was a serious libel, and the newspaper suffered accordingly.

It is amusing, also, to notice that a dramatist once recovered damages from a theatrical paper for, by a slip of the pen, attributing to him the authorship of a play really written by another dramatist.

Newspapers, however, may comfort themselves with the reflection that it has been laid down by a lord chief justice of England that it is not libelous for one newspaper to call another "the most vulgar, ignorant and scurrilous journal ever published in Great Britain."

Still, what holds good in one case may not do so, equally, in all, and, therefore, editors interested would do well to go warily.

It is in France perhaps, that papers have the greatest license. There it is quite common for a journal to refer to a man as a murderer, as soon as he is arrested on suspicion. But in France the duel is still more popular than the libel suit.—*Scrap Book.*

**The Christian Nation's Anniversary**

The twenty-fifth anniversary and Thanksgiving number of the Christian Nation of New York, of which John W. Pritchard is the editor, was one of unusual excellence. Not only was it fully up to the high standard always maintained by that publication, but it was especially rich as regards editorial and text matter and handsomely illustrated as well. A large volume of advertising was also carried. The Christian Nation is the official organ of the Covenanters Church in America and bears the unique distinction of being the only strictly religious weekly in the United States edited and published by a layman.


**Carpets Made of Paper.**

In Halmstad, Sweden, Pontas Holmstrom is about to start a spinning mill for making yarn out of paper, according to the London Globe. Such mills already exist in Germany and France. So far the manufacture of rugs and carpets seems to be the best practical use of this new paper yarn. It is said that people in Sweden, especially in the provinces of Ostergotland, are already making carpets with paper weft. Narrow rolls of paper tape are used, but this, of course, is not spun.

Brent Good, Murray street, New York, is making renewal contracts for the advertising of Carter's Little Liver Pills.

The Henkle Publishing Co., of Brazil, Ind., has been incorporated.

**New from Cover to Cover**  
**WEBSTER'S**  
**NEW**  
**INTERNATIONAL**  
**DICTIONARY**  
JUST ISSUED. Ed. in Chief, Dr. W. T. Harris, former U. S. Com. of Education. The Webster Tradition Developed by Modern Scientific Lexicography. Key to Literature of Seven Centuries. General Information Practically Doubled. 2700 PAGES. 6000 ILLUSTRATIONS. 400,000 WORDS AND PHRASES. Unquestionably the Choicest Holiday Offering of the Season. **GET THE BEST in Scholarship, Convenience, Authority, Utility.**



Ask your bookseller for the New International or write for Specimen Pages to G. & C. MERRIAM CO., Publishers, Springfield, Mass.

**We Can SAVE You MONEY on Your Printing Ink Bill**  
**ASK US**  
**AMERICAN INK COMPANY**  
Manufacturers of  
**Printing and Lithographic Inks, Pulp and Dry Colors**  
**OFFICE: 12 DUANE ST., NEW YORK**

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1834. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.  
GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, DECEMBER 4, 1909.

### IS SHORTHAND A HELP OR A HINDRANCE TO THE AMERICAN REPORTER?

Lord Northcliffe, shortly before leaving New York, homeward bound, was asked by THE EDITOR AND PUBLISHER this question: Do you hold that reporters who interview prominent men and print their statements in quotation marks should know shorthand?

He answered: "Emphatically yes."

This dictum from the publisher of the London Times, London Daily Mail and many weekly mediums, carries much authority, even in America.

Nevertheless, the American reporter will probably go on as he has been going for many years, without the practice of shorthand. The question as to the value of shorthand in American journalism has been debated for many years, and Lord Northcliffe's opinion adds nothing new, except in as much as it may call attention to the unwise latitude allowed interviewers in certain American newspaper offices.

It is the custom in England to report a man verbatim, and custom is more unchangeable than law in the British organization. Therefore, the British reporter must know and practice shorthand.

The custom of "extemporaneous" public speaking in England is still unbroken. If Lord Rosebery or Lloyd George or Mr. Asquith have carefully written and committed a speech, the newspapers will still regard its delivery as spontaneous, and they will have a shorthand reporter to take it down.

Formerly, in America, the public speaker always tried to conceal the fact that he had written and committed his speech. But nowadays "extemporaneous" speakers get even less credit than they who carefully prepare their speeches and give the manuscript in advance to the newspapers. Probably the American sense of humor had much to do with changing the ostrich-like attitude of the "extemporaneous" speakers.

We hazard the guess that ninety-five per cent. of the working membership of the combined editorial staffs of the nation is without a knowledge of shorthand. It goes without saying that the elimination of shorthand would not have happened if shorthand were a valuable instrument for the reporter.

A well-known Washington correspondent said to THE EDITOR AND PUBLISHER: "I learned shorthand and

practiced it before I was assigned to Washington. I found it a hindrance in my work and abandoned it. I have got to write and at the same time think and talk about other matters, so I cannot work with two writing languages. I try to get the exact words of the person I am interviewing. I use a note book nearly always, and if the speaker talks too fast I tell him to go slower. About all the Washington correspondents work this way."

After all, it is the faculties of observation and judgment which count in the reporter's work. Many men who gladly talk for publication would be put in a bad light if the paper printed verbatim what they said. On the other hand, it is nearly always convenient nowadays for a public man or woman to write his or her own statement on any matter of large import, and hand the manuscript to the reporter.

Nevertheless, publishers cannot too strongly insist on accuracy in interviews. Lord Northcliffe believes we are careless in reporting interviews, and he is a good cause for the belief.

### DR. PARKHURST SAYS THE PRESS TELLS HIM "STICK TO THE GOSPEL."

Rev. Dr. Charles H. Parkhurst, pastor of the Madison Square Presbyterian Church in New York during the past twenty-nine years, famous civic reformer and now a daily contributor to the editorial page of the New York Evening Journal, writes as follows in his Journal article of Dec. 1:

The question of the proper province of the pulpit has been somewhat extensively canvassed during these past years. The press—at least some portion of it—considers that its own preserves are trespassed upon by any pulpit that ventures to discuss live questions of social, political or economic interest.

It desires to monopolize such questions and to be considered the only competent authority on all matters lying this side of the world to come.

The cry which it reiterates at stated intervals is: "Let him stick to the Gospel," which means that Christianity is not a matter of immediate practicability, and is designed only as preparation for some order of things essentially different from the one prevailing here and now.

On the other hand, the great mass of working people throughout the country have drawn away from the pulpit, just for the reason that the pulpit has not interested itself in matters of current import; and our journalists may write it down as an established fact that, more and more, the affairs of this

world are going to be reckoned by the Church and its ministry as a serious part of its present responsibility. With increasing earnestness, the problems of the moment are being made the theme of study in our theological seminaries.

We think the above is true only in part. It may be the learned doctor can quote from a number of representative newspaper that "cry" out, "Let him stick to the Gospel," but we have not seen such papers. The fact is, so far as we have been able to see, an overwhelming majority of editors and publishers of secular newspapers in this country welcome the rationalistic movement in the Church to take up "matters of current import." We think it safe to assert that the cry, "Let him stick to the Gospel," comes from within the Church oftener than from the press.

The attitude of the publishers and editors is easily apparent in the Monday issues of dailies all over the country. The Sunday sermons printed are very rarely such as cover strictly theological, or even strictly "Gospel" subjects, but are such as treat of modern morality in a manner not very different in style and thought from the editorials of many secular editors.

There may be many persons who criticize these modernist clergymen, flinging the word "sensational" at them with impatience or scorn, but these critics are not of the newspaper profession.

With no mind to appear frivolous in considering this serious question, we assume to point out that Dr. Parkhurst has made a new question for debate, which may be stated thus:

Has the pulpit swallowed the tiger press, or is it the other way down?

### ARGUMENTUM AD HOMINEM.

The curious attempt to perpetuate in at least two of the large cities, a paradoxical agreement among publishers to withhold all patronage from trade and class publications seems likely to fail. The "agreement" has already been broken.

We were surprised to learn of this movement when it was first broached. That publishers should refuse to advertise their publications notwithstanding the fact that the major portion of their receipts accrue from advertising space sold to manufacturers and merchants seems too inconsistent for belief.

Do these publishers believe that judicious advertising does not pay or do they lack the courage to discriminate between a good and a worthless medium? If the former, then they are not consistent; if the latter, then they are not well qualified for the position they occupy. It reminds us of a story of a well-known manufacturer of patent medicine who was visited by some friends recently and who was found somewhat indisposed and a little nervous. One of the guests inquired, "Why don't you take some of Dr. ———'s nerve remedy?" "Oh," replied the doctor, "I manufacture that for other people."

The following letter was received this week:

Chicago, Nov. 29.  
To the Editor of THE EDITOR AND PUBLISHER:  
Dear Sir: The question has come up here in Chicago as to what is the largest gain in display advertising ever made by an American newspaper.

We will feel obligated if you, or any of your readers, can give us any information on this matter.

Very truly yours,

BARRATT O'HARA,

For the Publisher of the Chicago American.

We have inquired of a number of leading advertising agents, but so far have not succeeded in procuring the desired information. We shall be glad to hear from anyone who may know.

### HEARST ON JOURNALISM.

#### Tells New York Business Men He Has High Opinion of His Profession.

At a recent dinner in New York, at which many prominent business men were present, William Randolph Hearst, speaking on journalism, said in part:

"I am here as a newspaper man. I have been asked in this symposium of varied interests to speak on any subject as long as it is associated with journalism.

"I know something about journalism, and I have a high opinion of my profession.

"I regard a newspaper publisher as an attorney retained by the people to protect their rights and their interests.

"I believe it to be as much the duty of a newspaper publisher to place the interests of the people above all questions of personal friendship or personal advantage as it is the duty of an honorable attorney to place the interests of his clients above all such considerations.

"If journalism is sometimes found in active and critical opposition to certain business interests, it is merely because these business interests have come into direct conflict with the rights of the public, which it is the main duty of journalism to defend.

"If journalism maintains an attitude of greater approval toward other business interests, it is because of the disposition of the business men in control of these interests to entertain a broader and higher conception of their duties and responsibilities to the public."

After discussing the benefit and evils that may result from the combination of capital, Mr. Hearst continued:

"I hope, however, that I have made clear the point which I have in mind, namely, that it is the province of journalism not only to protect the interests of the people, but to do so with intelligence and judgment.

"It is the difficult duty of journalism to distinguish between what is good and what is bad, not only in business methods, but in all other matters which vitally affect the interests of the people.

"It is the serious task of journalism to distinguish, too, between what is good and what is bad in the remedies proposed for every evil, and, as in the instance, I have cited, to advise the people not to be diverted into an attack upon combination in business, which is in itself beneficial, but to carry on a war of extermination against the abuse of the power of combination in the hands of men who are selfish and unscrupulous to the point of criminality.

"In these complex and difficult situations I feel that the conscientious publisher should have the support of the people and also of that higher element in the business world which recognizes its own duties and obligations to the people."



**PERSONAL**

Charles Hopkins Clark, editor of the Hartford (Conn.) Courant, was the guest of President Taft at luncheon recently.

Henry Stowell, editor of the Seneca Falls (N. Y.) Revelle, has been elected a member of the Board of Education of that city. Mr. Stowell has served in that capacity forty consecutive years.

Ottomar Reinecke, editor of the Buffalo (N. Y.) Freie Presse, is seriously ill following an attack of heart trouble and an operation for hernia.

The Rev. Dr. Lyman Abbott, editor of the Outlook, preached to 1,500 Yale men last Sunday night on Socialism.

Gordon Rubie, former circulation manager of the London Standard, is in New York. Mr. Rubie's father is one of the editors of the London Times and one of the best known of English journalists.

John B. Dreher, sporting editor of the Seattle (Wash.) Daily Times, is visiting his parents at Mt. Carmel, Pa.

J. A. MacDonald, L.L.D., managing editor of the Toronto Globe, will be one of the chief speakers at the annual dinner of the Canadian Society of New York, which will be held at Delmonico's on the evening of December 7.

**WOMEN'S PRESS CLUBS.**

Members of the Woman's National Press, of Washington, Club held their regular meeting and social last week at the residence of Mrs. Grace Porter Hopkins, 1325 Park road Northwest. The meeting was presided over by Mrs. Ruth M. G. Pealer, president. Mrs. Mary S. Lockwood read a report, as chairman, of the plan of work committee, followed by a series of entertaining papers on "Vacation Notes," by Mrs. J. O. Estabrook, Mrs. Ellen S. Cromwell, Mrs. Mary Wright Johnson, and Mrs. Cora Bacon-Foster. Mrs. Rachel Tongate read an original essay entitled "The City Beautiful," and Mrs. A. D. Melvin sang an original composition. New members admitted were Mrs. J. O. Estabrook and Mrs. Annie E. Wood.

A calendar for 1910, with an artistic cover and a quotation for each day of the coming year, has been issued by the New Jersey Woman's Press Club. It has been placed on sale in various stores where holiday books and cards are sold and the proceeds will be used to aid incapacitated members of the profession who are in the Mary Fisher Home at Tenafly, N. J.

The Woman's Press Club of Pittsburgh gave a musical at Hamilton Hall last Tuesday afternoon.

**A Wildman Service Scoop.**

The interview with Orville Wright in the Sunday New York Times, by Edwin Wildman, is said to be the second exclusive "scoop" with the Wright Brothers by the Wildman Magazine and News Service. It was this Service that secured the important interview with Wilbur Wright, published in the Times, directly after the Wrights' successful flight from Governor's Island to the Grant Tomb, and return, during the Hudson-Fulton celebration.

**CLUBS AND ASSOCIATIONS.**

The Committee on Arrangements for the Kentucky Press Association, consisting of D. M. Bowmer, of Versailles; Robert W. Brown, of Louisville, and Edward Shinnick, of Shelbyville, met in Louisville recently to arrange the program for the midwinter meeting which will be held in Lexington December 28 and 29. Practically all the arrangements were completed, but the programme will not be announced until acceptances have been received from those invited to take part. The convention will be in session two days, and the sessions will be held in one of the buildings of the Kentucky State University. The address of welcome will be delivered by Prof. James H. Patterson, president of the University, and the response will be made by Tom C. Underwood, of Hopkinsville, president of the association. The members of the committee selected Desha Breckinridge, editor of the Lexington Herald, as chairman of the local Committee on Arrangements. The midwinter meetings of the association are given over chiefly to business, but there will be several social features in connection with the Lexington meeting, the principal one being a reception tendered the visitors by the people of Lexington.

At a meeting of the executive committee of the Kansas Editorial Association held in Wichita last week, it was decided to hold the next annual meeting of the association in Wichita February 14 and 15. Among the members present were Arthur Capper, Topeka; J. E. Junkin, Sterling; Mack Cretcher, Sedgwick; John Redmond, Burlington; W. E. Blackburn, Anthony; John Hickman, Manhattan; Harry Stitche, Topeka.

The annual display of pictures by the Newspaper Artists' League of San Francisco, which was held in the Red room of the Hotel St. Francis recently was well attended. The exhibit comprised more than 300 pictures, covering a wide range of subjects. The visitors were enthusiastic over the exhibit and it was generally conceded that it excelled all previous displays of the League from an artistic standpoint. Among those who exhibited were H. R. Chapin, Bulletin; G. A. Bromstrup, R. C. Westover, F. O. Fleming, Post; L. I. Rogers, C. W. Rohrland, H. M. Stoops, John C. Terry, Paul H. Terry, R. Schumann, R. W. Borough, Call; Theo. Langguth, W. Francis, M. Del Mue, S. E. Armstrong, L. R. Ripley, M. Lustig, Lafayette Honehin, George Stanson, Chronicle; Dan Sweeney, Virgil Nahl, Percy Gray, J. M. Kelly, W. R. De Lappe, J. Litchfield, Sylvan Schuhl, S. F. McNeil, Examiner; M. Spero, Sunset Magazine, A. L. Scherzer.

**HEADQUARTERS FOR  
TYPEWRITER RIBBONS, TYPEWRITER PAPER,  
CARBON PAPER FOR ALL USES**  
We manufacture the best line of  
**TYPEWRITER SUPPLIES**  
on the market.  
**THE S. T. SMITH COMPANY**  
11 BARCLAY ST. NEW YORK CITY  
Tel. 5922 Barclay  
Please send for our Catalogue  
and samples of Manifold, Typewriter  
Linen and Carbon Papers; also  
Price Lists of same. DISCOUNTS  
ON APPLICATION.

**UNITED PRESS  
BULLETINS**

E. R. Sartwell, who for some months past has been in charge of the cable desk in the New York office, has been transferred to the Washington Bureau. Eli D. Yaring, who has recently been detailed on special assignment work, returns to the management of the cable desk.

Edmund Peluso, formerly of the New York and Berlin bureaus of the United Press, has been transferred to Paris, where he becomes assistant to Mr. Phil Simms, the new manager there.

C. E. Hogue, formerly in charge of the Omaha bureau of the United Press, has been made manager of the new Denver bureau.

Joseph W. Partridge of the San Francisco office has been transferred to Portland to take charge of the bureau there in place of G. A. Byers, resigned.

John L. White has resigned his position in the Chicago bureau to take the editorship of a prominent St. Louis live stock journal.

Charles P. Stewart, general European manager of the United Press, has just returned to London after an extensive investigation in Berlin of the status of the Anglo-German situation. Stewart believes, diplomatic reports to the contrary notwithstanding, that the feeling throughout Germany against England is quite as strong as ever.

The United Press recently extended its day leased wires from St. Louis to Kansas City and Denver, taking on the Kansas City Post, the Denver Times and Denver Express. A new bureau has been opened at Denver, in charge of C. E. Hogue, formerly manager of the Omaha bureau.

**OTHER NEW CLIENTS.**

Colorado Springs Tribune, Honolulu Star, Battle Creek (Mich.) Moon, Roseburg (Ore.) News, Sonora (Cal.) Times, Coalinga (Cal.) Times, Coalinga (Cal.) Record, Atlantic (Iowa) News, Connellsville (Pa.) News, Auburn (Cal.) Courier, Passaic (N. J.) Herald, Centralia (Ill.) Democrat.

**ASSIGNMENTS OF OPERATORS.**

R. A. Delaney to Troy, N. Y., vice J. H. Moran, transferred to San Diego, Cal.; C. E. Williams, Lynn (Mass.) News; O. J. Perry, Battle Creek (Mich.) Moon; T. L. Boyle, Kansas City Post; C. L. Guernsey, Denver Times; L. F. Taylor, Denver Express; H. F. Lee, Lincoln (Neb.) News; James Kelly, Medford (Ore.) Tribune; W. A. Adams, St. Louis Bureau.

**Member of World Staff Weds.**

Theodore D. Rousseau, of the New York Evening World staff, was married last week to Marta Fremerey, of Eupen, Germany.

**Quick Photo News Service**  
We mail illustrations of current events daily with text. Quickest service in existence. We beat every service one to ten days on COOK, PEARY, HUDSON-FULTON CELEBRATION, etc.  
**DAILY ILLUSTRATED NEWS SERVICE**  
Geo. Grantham Bala, 32 Union Sq. E., N. Y. City

**WILBERDING**

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**SUCCESSFUL WRITER**

of advertising, now engaged with a well-known New York house, has some time for outside work and would be glad to hear from concerns needing newspaper or magazine copy, circulars, booklets or "follow up" matter. Charges moderate. Will also prepare special articles on any subject. Address BREVIER, care THE EDITOR AND PUBLISHER.

**HELP WANTED**

**SALESMAN WANTED.**

A thoroughly competent and experienced printing press salesman of correct habits and good address, for our Western and Southwestern territory. Permanent position for the right party. All communications strictly confidential. Address: Manufacturers, care THE EDITOR AND PUBLISHER.

**FOR SALE**

**FOR SALE—DAILY PAPER IN** rapidly growing Ohio city of over 22,000. Growing, good business and splendid opportunity. Leader in its field. M. G., care EDITOR AND PUBLISHER.

**FOR SALE.**

Leading and oldest newspaper in modern, progressive 38,000 southern city. Circulation more than double all competitors combined. Splendidly equipped plant. Part cash and terms. Other interests. 43 A, care THE EDITOR AND PUBLISHER.

**FOR SALE.**

Two-machine and otherwise well equipped daily and weekly newspaper and job office in one of the best 10,000 cities in the South. Small cash payment and liberal terms on balance. Owner has other interests that require attention. D. C., care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS.**

**GENERAL NEWS**

for evening papers. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

**MERIDEN MORNING RECORD.**

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

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

The 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—80% ahead of its nearest home competitor.  
A matchless record—an unshakable newspaper.

**HAND, KNOX & CO.**

**PUBLISHERS' REPRESENTATIVES**  
Brunswick Building, New York City.  
WESTERN } Boyce Building, Chicago.  
OFFICES: } Victoria Building, St. Louis.  
          } Journal Building, Kansas City

**LET ME REPRESENT YOU  
"THERE'S A REASON"  
F. P. ALCORN, Newspaper Representative  
FLATIRON BUILDING, NEW YORK.**

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

The Hotel Astor, New York, is placing half-page ads in the larger city dailies.

The Rubineam Advertising Agency, Drexel Building, Philadelphia, is placing orders in Pennsylvania papers for C. H. Mecker, wholesale fish dealer, Philadelphia.

The Stanley Day Agency, Newmarket, N. J., is sending out orders for Mrs. M. E. Clarke, Na-Art-tem, Syracuse, N. Y., a mail order proposition.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is adding new cities to the list for the advertising of the Durham Duplex Safety Razor Company, 111 Fifth avenue, New York.

The Dr. Charles Flesh Food Company, Brooklyn, is sending out half-page copy to a number of the larger city dailies.

Sixty-five papers in forty-four metropolitan cities will receive orders the second week in December with large holiday copy on account of the American Thermos Bottle Company, New York. Orders will go out from the Leven-Nichols Advertising Company's Eastern office.

The A. R. Elliott Agency, West Broadway, New York, is sending out new orders for the advertising of E. S. Burnham & Co., Burnham's Jellycon, 61 Ganesvoort street, New York.

William Brandt, 23 Park Row, New York, is asking for rates.

Albert Frank & Co., Broad Exchange Building, New York, are placing orders for the Chicago, Lake Shore & Eastern Railway (William A. Read & Co., 25 Nassau street, New York).

M. Plattner, Bennett Building, New York, is placing orders in daily papers for the Home Sewing Machine Company, 28 Union Square, New York.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing orders on a cash basis for the Grand Union Hotel, New York.

Calkins & Holden, 250 Fifth avenue, New York, will shortly place orders for Cluett, Peabody & Co., Collars and Shirts, New York and Chicago.

Edgar M. Hoopes, advertising agent, Wilmington, Del., was in New York this week making contracts for the advertising of the Munyon Homeopathic Remedy Company, Philadelphia.

The Morse International Agency, West Thirty-fourth street, New York, is sending out orders for one inch two

times a week for thirteen weeks for John I. Brown & Son, Brown's Bronchial Trockes, Boston.

Dauchy & Co., 9 Murray street, New York, are making renewals for Ely Bros., Ely's Cream Balm, 56 Warren street, New York.

One of the largest advertising accounts developed in years will be that of the Anticor Manufacturing Company, Marbridge Building, New York, on the new "Anticor" Safety Corn Razors. One hundred thousand dollars will be expended in standard magazines, newspapers and in retail promotion. The account will be handled exclusively by the Leven-Nichols Advertising Company, Chicago-New York.

The Richard A. Foley Agency, Bulletin Building, Philadelphia, is asking for rates on ten inches twenty-five times in Pennsylvania papers.

It is stated that the Dorland Agency, Atlantic City, will shortly place orders for the Florida East Coast Railway, 26 Broadway, New York.

The Charles H. Fuller Agency, Chicago, is placing orders in the South and Southwest for H. M. Obbae Company, Chicago.

The O'Gorman Agency, 76 Park Place, New York, is placing 2,000 line contracts in Eastern papers for Belle Meade Sweets, 53 Barclay street, New York.

The Price Flavoring Extract Company, Chicago, is making new contracts in Texas papers.

The C. E. Sherin Agency, Fifth avenue, New York, is placing new contracts for 10,000 lines in Western and Pacific Coast papers for the United Cigar Stores Co., 111 Fifth avenue, New York.

Geo. Rockwood & Co., Underwear, Bennington Vt., is placing orders in Western and Pacific Coast papers direct.

The Stanley Day Advertising Agency, Newmarket, N. J., is sending out orders to weekly Western papers for The Rosewood Perfumery Co.

Nelson Chesman & Co., St. Louis, are placing seven lines three times a week for one year in Southern papers, for "The Lyon Drug Co."

H. W. Kastor & Sons, St. Louis, are placing 5,000 line contracts in Southern papers for The American Supply Co.

Kaufman & Handy, Chicago, are placing 20,000 line contracts in Southern papers for I. Lewis, Cobb's Cigars same city.

F. A. Grey, Kansas City, is placing 5,000 line contracts in Western papers for the advertising of "Francis Wilcox."

The Willes-Sharp-Kilmer Agency, Binghamton, N. Y., is placing new contract for 10,000 lines in Western papers for the "Swamp Root Advertising."

Nelson Chesman & Co., St. Louis, are placing 5,000 line contracts in Pacific Coast papers for The Marmola Co., same city.

The Doty Agency, Chicago, is placing 5,000 line contracts in Eastern papers for The Leach Chemical Co.

The McMichael Agency, Atlanta, Ga., is placing 10,000 line contracts in Western papers for The Clarke Bros. Co.

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>PENNSYLVANIA.</b>	
ITEM .....	Mobile	TIMES .....	Chester
<b>ARIZONA.</b>		DAILY DEMOCRAT .....	Johnstown
GAZETTE .....	Phoenix	BULLETIN .....	Philadelphia
<b>ARKANSAS.</b>		DISPATCH .....	Pittsburg
SOUTHWEST AMERICAN .....	Fort Smith	GERMAN GAZETTE .....	Philadelphia
<b>CALIFORNIA.</b>		PRESS .....	Pittsburg
BULLETIN .....	San Francisco	TIMES-LEADER .....	Wilkes-Barre
CALL .....	San Francisco	<b>TENNESSEE.</b>	
EXAMINER .....	San Francisco	NEWS-SCIMITAR .....	Memphis
<b>FLORIDA.</b>		BANNER .....	Nashville
METROPOLIS .....	Jacksonville	<b>TEXAS.</b>	
<b>GEORGIA.</b>		RECORD .....	Fort Worth
THE ATLANTA JOURNAL .....	Atlanta	CHRONICLE .....	Houston
CHRONICLE .....	Augusta	SEMI-WEEKLY TRIBUNE .....	Waco
ENQUIRER-SUN .....	Columbus	TIMES-HERALD .....	Waco
LEDGER .....	Columbus	<b>WASHINGTON.</b>	
<b>ILLINOIS.</b>		MORNING TRIBUNE .....	Everett
SKANDINAVEN .....	Chicago	TIMES .....	Seattle
HERALD .....	Joliet	<b>WISCONSIN.</b>	
JOURNAL .....	Peoria	EVENING WISCONSIN .....	Milwaukee
<b>INDIANA.</b>		<b>CANADA.</b>	
THE AVE MARIA .....	Notre Dame	<b>BRITISH COLUMBIA.</b>	
<b>IOWA.</b>		WORLD .....	Vancouver
EVENING GAZETTE .....	Burlington	<b>ONTARIO.</b>	
CAPITAL .....	Des Moines	FREE PRESS .....	London
REGISTER AND LEADER .....	Des Moines	<b>QUEBEC.</b>	
THE TIMES-JOURNAL .....	Dubuque	LA PRESSE .....	Montreal
<b>KANSAS.</b>		<b>NEW BEDFORD TIMES</b>	
GLOBE .....	Atchison	The paper that has made New Bedford, Mass., the fastest growing city in the world.	
GAZETTE .....	Hutchinson	Average to September 30	
CAPITAL .....	Topeka	Evening, 7,148; Sunday, 13,924	
EAGLE .....	Wichita	ALFRED B. LUKENS Tribune Bldg. New York Representative New York	
<b>KENTUCKY.</b>		<b>Anderson (S. C.) Mail</b>	
COURIER-JOURNAL .....	Louisville	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
TIMES .....	Louisville	MacQuoid-Alcorn Special Agency Tribune Building, N. Y. Marquette Building, Chicago	
<b>LOUISIANA.</b>		<b>THE NORWALK HOUR</b>	
ITEM .....	New Orleans	NORWALK, CT.	
STATES .....	New Orleans	Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.	
TIMES DEMOCRAT .....	New Orleans	<b>THE ASBURY PARK PRESS</b>	
<b>MICHIGAN.</b>		Is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.	
PATRIOT (Oct. D. 9,654—S. 10,583)....	Jackson	J. LYLE KINMONTH, Publisher ASBURY PARK, N. J.	
<b>MINNESOTA.</b>		Statement of	
TRIBUNE (Morning and Evening)....	Minneapolis	FEBRUARY CIRCULATION	
<b>MISSOURI.</b>		SPRINGFIELD (Mass.) DAILY NEWS	
DAILY AND SUNDAY GLOBE .....	Joplin	DAILY AVERAGE 10,453	
<b>MONTANA.</b>		Being 428 more than February, 1908, and 119 more than last month's (January, 1909) average.	
MINER .....	Butte	<b>American Home Monthly</b>	
<b>NEBRASKA.</b>		A Household Magazine	
FREE PRESSE (aver. circ. 142,440)....	Lincoln	Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.	
<b>NEW JERSEY.</b>		HENRY RIDDER, Publisher. 27 Spruce Street, New York.	
PRESS .....	Asbury Park		
JOURNAL .....	Elizabeth		
TIMES .....	Elizabeth		
COURIER-NEWS .....	Plainfield		
<b>NEW YORK.</b>			
BUFFALO EVENING NEWS .....	Buffalo		
PARIS MODES .....	New York		
RECORD .....	Troy		
<b>NORTH CAROLINA.</b>			
NEWS (Av. cir. mo. of Aug., 7,609).....	Charlotte		
<b>OHIO.</b>			
REGISTER (Daily, Sunday, Weekly)....	Sandusky		
<b>OKLAHOMA.</b>			
OKLAHOMAN .....	Oklahoma City		

**The  
New Orleans  
Item**

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

**SMITH & BUDD**

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

OBITUARY.

Col. John R. Webster, for many years editor and publisher of Webster's Weekly, which he founded, died at Reidsville, N. C., last Sunday of paralysis. He was sixty-four years old. He was twice elected to the Legislature as an independent Democrat.

Dudley M. Watson, for several years a member of the New York Times staff, died in Colorado Springs last week of tuberculosis. Before going to Colorado he spent a year in the Adirondacks. During his connection with the Times, Mr. Watson was responsible for many graphic news stories. Notable among them was his account of the death of Paul Nocuquet, the sculptor and aeronaut, in the Long Island marshes and the midnight journey in which his body was recovered.

Daniel O'Sullivan, well known to Chicago newspaper men for the past twenty years, died last week in the Alexian Brothers' Hospital at Chicago. Mr. O'Sullivan was born in Ireland about 1835. His boyhood days were passed in northern New York. About 1864 he became an organizer of the Fenian Brotherhood, and while prominent in the Irish Nationalist cause visited Ireland when the British government was hunting for him and others, but evaded arrest. On his return to America he established an evening paper in Little Rock, Ark. Having sold out this property, he came to Chicago, and for a number of years worked on the editorial staffs of leading papers. He was for a while city editor of the Tribune twenty years ago.

McQueen Roselle, of the staff of the Dallas News, died in a sanitarium in that city recently of pleuro-pneumonia following an operation. He was thirty-six years old. He was at one time secretary to Congressman W. L. Terry of the Fourth District of Arkansas, and was widely known in newspaper and political circles at the National Capital.

Clinton B. Fish, a former city editor of the New York Evening Journal, died in San Antonio, Tex., last Monday of appendicitis. He was also known as a magazine writer, and was at one time connected with several theatrical enterprises. He was thirty-eight years old. He leaves a widow, May Isbell Fish, an actress now playing in London.

John W. Rohrer, said to have been the oldest newspaper editor in Pennsylvania, died at his home in Kittanning last week. He was eighty-six years old. In 1859 he was elected to the State Legislature, and in 1864 became the editor of the Armstrong Democrat and Sentinel, which he founded. He continued in active management until a few months ago.

James P. Carey, for the past twenty-seven years financial editor of the Brooklyn Daily Eagle, died at his home in that city last Sunday. He was seventy-eight years old. He was born in 1831, and was for thirty years an editor on the Journal of Commerce. He was also connected with the Commercial Chronicle and the Financier. From 1857 to 1869 Mr. Carey was editor of the Commercial Advertiser, except for a short period when he was on the editorial staff of the New York World.

Edward Riley, president of the Paterson (N. J.) Call Printing and Publishing Company, died last Monday of apoplexy. He was sixty-one years old. He left a widow and three children.

Charles Marsh Thompson, former associate of Eugene Field on the staff of

the Denver (Col.) Rocky Mountain News, died recently in Norwood, Mass., of heart disease. Thompson was born in East Walpole, Mass. In his early life he devoted much time to newspaper work, editing the Enterprise in Walpole. Later he went to Denver and for six years he was a member of the Rocky Mountain News staff.

It was during this period that he became the close friend of Eugene Field and others who afterward achieved fame in the literary world. He himself wrote a great deal under the pen name "Son Tom." Upon leaving Denver he returned East, where he was representative of the Associated Press in New York and Boston. For five years prior to his death he was connected with the Norwood Messenger.

W. E. Dayton, editor and proprietor of the York (Neb.) Republican, died at his home in that city last week. He was identified with the Republican for the past twenty years.

James J. McInerney, editor of the Alton (Ill.) Sentinel-Democrat and a pioneer newspaper man of the State, died at his home recently of paralysis. He was fifty-five years old. He founded the Sentinel in 1880, and three years later the paper was combined with the Democrat.

NEW PUBLICATIONS.

The Selmer (Tenn.) Democrat has made its initial appearance. It is edited and published by William Hamilton. It is a six-column quarto.

The first number of the American Free Mason was issued at Storm Lake, Ia., last week. J. E. Morcombe is the editor and publisher. It will be issued monthly and will be national in its scope.

Ravina, S. D., will have a new paper to be called the Lake Front Booster. It will be published by Leroy Beemer.

The Hon. A. C. Oliver, former Representative from Wolfe and Morgan counties, Kentucky, will launch a weekly at Campton, Ky., the first of the year. It will be Democratic in politics.

A stock company has been organized to publish a paper at Hickory, N. C., the first number of which has already made its appearance. It is called the Piedmont Press and will be issued semi-weekly.

W. B. Murphy, secretary to former Lieutenant Governor Chanler of New York, has launched a new paper at Medina, N. Y.

City Editor Resigns to Study Law.

E. C. Dwyer, city editor of the Kenosha (Wis.) Daily Journal, has resigned his position with that publication and has entered the law department of Notre Dame University where he will prepare himself for the practice of law. He is succeeded by Oscar J. Heard, Jr., who has been on the staff of the Freeport Bulletin for some time.

New Editor of The Forum.

B. Russell Herts, editor of Woods, has been made editor of the Forum. The Forum was established in 1885 by Dr. Isaac L. Rice, at that time professor of economics at Columbia. It is stated that while the general policy of the magazine would remain unchanged, there would be a new policy as regards contributors.

CHANGES IN INTEREST.

W. A. Myers has disposed of the Mastass (N. D.) Monitor and the Newbury (N. D.) Sun to J. B. Myers, a brother.

Frank Ployhar has disposed of his interest in the Valley City (N. D.) Times Record to W. C. Taylor and E. M. Warren. Mr. Taylor will assume the business management.

John C. Reed has purchased the Rapid City (S. D.) Gate City Guide from Harry Wentzy.

R. N. Fadden has purchased the Neche (N. D.) Chronotype.

The Mission of Press Clubs.

The New York Press Club showed the way, and press clubs now have come to stay. To sweeten journalistic life By banishing all bitter strife. With "Each for all, and all for each!" To show they "practice what they preach." JAMES POOTON.

MANHATTAN PHOTO-ENGRAVING CO. ENGRAVERS AND DESIGNERS. 251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

Botfield Engraving Co. 29 S. 7th Street, Philadelphia, Pa. Always on time. Deep Etched Cuts on Zinc or Copper. BEST WORK AT LOWEST PRICE. Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO., Established 1858. ELECTROTYPERS and Manufacturers of Electrotype Machinery. 444-446 Pearl Street NEW YORK

THE PUBLISHERS METAL CO. 134 Metropolitan Ave., Brooklyn. Adopt our system and save 20% on your metal bill. We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial. FACTORY, 134 METROPOLITAN AVE., BROOKLYN. Hygrade Autoplate, Senior or Junior, Stereotype, Combination or Linotype Metals.



Send To-day for the List of Users of "THE KOHLER SYSTEM". We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses. Kohler Brothers, 277 Dearborn St., CHICAGO. LONDON: 56 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday. W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C. A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News. Annual Subscription (52 issues), post free, \$3.00. The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades. SOME TRADE OPINIONS. "A representative printers' paper."—Inland Type Foundry, St. Louis, Mo. "We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shindlenford & Co., Chicago. "Very popular publication."—Challenge Machinery Company, Chicago. "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y. "We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O. "We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo. American firms contemplating opening up foreign trade should place their announcements in this paper. Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York. Send for sample copy.

The Sheet Anchor of the Craft. Precision is as necessary as progress. The successful printer must know when to stand as well as when to do. The American Printer is the repository of so much valuable information, so many new ideas, such a volume of helpful suggestions that it is looked to by practical typographers as the sheet anchor of their business craft. The American Printer is edited by men who know the value of their own experience and that of others and are bound to contribute to the progress of the industry. The American Printer is published weekly, except during the months of August and September, when it is published bi-weekly. It is published by the American Printing Company, 25 City Hall Place, New York City. Subscription Rates: Twenty Cents per Copy. \$2.00 per year. \$2.00 Canada, \$3.00 Foreign. Oswald Publishing Company, 25 City Hall Place, New York City.

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

## ENJOYED THEIR TURKEY.

## Generous Orders Give R. Hoe &amp; Co. Cause for Rejoicing.

R. Hoe & Co. state that they enjoyed their turkey this year, because on the day before—Wednesday, Nov. 24—they received orders for five large newspaper web perfecting presses.

The first is a mammoth octuple machine for the Memphis Commercial Appeal. It is to have a "lightning" folder capable of a speed of 20,000 revolutions an hour, and will turn out papers at the rate of 80,000 14 and 16-pages every hour.

The next is a sextuple, or 48-page press, for the Los Angeles Times and Mirror. This is one of the new-design machines which the Hoe people have christened the X pattern, and is similar to three under way for the St. Paul Dispatch and one for the Detroit Journal. It also has fast-speed folders and all other improvements to date. The third is a 32-page high-speed quadruple, sometimes termed "low-down," and with Hoe patented central folder.

The fourth is for the Batavia Daily News, and is a machine of new design patented by the Hoe company. It is very appropriately termed the "Unique," and prints papers of any number of pages from a single set of stereotype plates.

The fifth is a 24-page supplement press of regular Hoe pattern, for the new paper which is soon to be published in Spokane, Wash.

## ADDITIONAL AD. TIPS.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new contracts for 5,000 lines in Southwestern papers for Studebaker Mfg. Co., South Bend, Ind.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing new orders for Maull Bros., Spaghetti and Macaroni.

P. B. Bromfield, Fifth Avenue Building, New York, is placing orders in the larger city dailies for W. A. Burpee & Co., Seeds, Philadelphia.

The North German Lloyd Steamship Company, 5 Broadway, New York, will shortly make up the list of publications for their advertising.

## New York Herald Syndicate

SPECIAL CABLE AND TELEGRAPH SERVICE FURNISHED

## The "Beat" of the Century

Dr. Frederick A. Cook's Cable telling how he discovered the North Pole.

## Comics and Sunday Features

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

For particulars of any service apply to

## NEW YORK HERALD SYNDICATE

Herald Square, New York City

CANADIAN BRANCH:—  
Desbarats Building, Montreal, Canada.

## CITIES THAT ADVERTISE.

## Methods Adopted by Various Municipalities to Secure Publicity.

Ever hear of Seney?

Of course! That is the town in Georgia which passed a law forbidding any automobile to pass through or run anywhere within the village limits. But you never heard of Seney before that law was passed, says the Sunday Magazine.

Now, Seney is not, as several thousand humorous paragraphers hastened to declare, a village of which Seneca was a leading citizen and which hasn't grown up. And that law was one of the cleverest pieces of municipal advertising ever devised in this land of advertisement. It is doubtful whether an automobile ever had passed through Seney, and unlikely that one ever would, and none of the leading citizens were possessed of smell-wagons, so the law hurt no one. By and by, when the leading citizens get the horseless carts and Seney is on a well established endurance contest route, that law will be forgotten. Oh, any of the advertising cities of a thousand times her size can take lessons from Seney.

This business of city advertising is now a flourishing industry, and many of the leading villages employ press agents to inform the world generally of the marvelous advantages, political, social, financial, and healthful, to be found just there and nowhere else.

Springfield, Massachusetts, recently awarded a prize of \$500 for a scheme to boom that city, the accepted plan calling for an expenditure of \$25,000 a year, and embracing every known form of advertising—reading-notice advertisements in magazines and newspapers, personal letters, buttons, bill boards, and a monthly bulletin. Spokane, Washington, spent \$60,000 in one year on advertising, and if the Chamber of Commerce gets a hint that you have read "Westward, Ho!" or that you are fond of apples, or anything like that, you will have to hire a wagon to take away from the post-office the pictures, pamphlets, posters, etc., that they will send you.

Greensboro, North Carolina, assures you that it is half Yankee and half Southern, and Houston, Texas, declares that political grafting doesn't flourish under the Texas sun, and this is the only city of them all that has thought of advertising the fact that honest local government makes it a desirable place of residence. Galveston got all the advertising she needed when, without assistance, she rebuilt herself after the great tidal wave and ringed herself with a wall that defies the sea.

## BUSINESS OFFICE NOTES.

The management of the Courier, Ottumwa, Iowa, states that the average circulation of the Daily Courier exceeds 7,400 copies, and the circulation of the tri-weekly Courier exceeds 6,500 copies each issue.

The management of the Evening Press, Kalamazoo, Mich., reports that the circulation of the Press has passed the 8,000 mark. Kalamazoo is a city of 40,000 population, and 8,000 is a very good circulation for an evening paper in that city.

The management of the Chicago Examiner states that during the first nine months of 1909 that paper gained 2,935.86 columns of advertising.

## ADVERTISING NOTES.

Thomas Sollers, manager of the Kansas City office of the S. C. Beckwith Special Agency, was in New York this week, calling at the home office, in the interest of that agency.

Frank W. R. Hinman, general manager of the Jacksonville (Fla.) Times-Union, and Mrs. Hinman will celebrate their silver wedding anniversary Dec. 3.

J. F. Barrett, of the J. C. Wilberding Special Agency, 225 Fifth avenue, New York, has returned home from a New England trip in the interest of the papers represented by that agency.

Adrian Knox, of Hand, Knox & Co., 225 Fifth avenue, New York, returned home last week from a trip to the Pacific Coast in the interest of the papers represented by that agency. Mr. Knox reports conditions on the coast as very prosperous, and that he closed a large number of contracts for the papers represented by that agency.

J. T. Murphy, publisher of the Superior (Wis.) Telegram, was in New York this week calling on the general advertisers with his Eastern representative, F. P. Alcorn, Flatiron Building, New York.

E. J. Goulston, Boston, spent several days in New York this week.

Fred Kimball, of the Smith & Budd Special Agency's New York office, is on a trip to New England this week in the interest of the papers represented by that agency.

J. Frank Duffy, of the Smith & Budd Special Agency, left this week for a trip through New York State and western Pennsylvania.

Sam DuBois, of Hand, Knox & Co., special agents, is on a trip to Washington and Baltimore this week.

## BRIEFS.

The Waterloo (Ia.) Review Publishing Company has been incorporated with a capital stock of \$40,000.

The Hannibal (Mo.) Courier Post Publishing Company has increased its capital stock from \$40,000 to \$60,000.

Walter Cox has purchased the Fairfax (S. D.) Advertiser from Fred Flint.

The Sheboygan (Wis.) Journal has been incorporated with a capital stock of \$15,000.

C. Volmer and Jacob Neuffer, publishers of the Fremont (O.) Courier, a German newspaper, have purchased the Norwalk (O.) Columbia.

## Laffan's Will Probated.

The will of William M. Laffan, publisher of the New York Sun, was filed for probate in the Surrogates' Court in New York last Thursday. All of the testator's property is left to his widow, Mrs. Georgiana T. Laffan. She is made the executrix. The value of the estate is not given.

## INCORPORATIONS.

B. Peters Publishing Co., Brooklyn, N. Y. Newspaper proprietors and general publishers. Capital, \$150,000. Incorporators: J. A. Sperry, T. P. Peters, Brooklyn; W. B. Bryant, New York City.

The Bridgeport News Company, Bridgeport, Conn. Capital, \$5,000. Incorporators: J. A. Marsh of New York, F. B. Sanford of Warwick, N. Y., and W. W. Birch of Bridgeport.

Connecticut News Company of New Haven. Capital, \$5,000. Incorporators: J. A. March of New York, E. C. Lyons of New Haven and F. B. Sanford of Warwick, N. Y.

The Lawson Publishing Company, Manhattan. Printing and publishing, etc. Capital, \$100,000. Incorporators: J. S. Stubbs, Wm. R. Watson, Arthur W. Britton, New York City.

New York and New England Publishing Company, Kittery. Advertising and publishing. Capital, \$100,000. A. W. Clarke, president and treasurer, Milton, Mass.

Gooding Publishing Company, Gooding, Idaho. Capital, \$10,000. Incorporators: E. J. Morrow, L. B. Sayer, W. H. Cannon, J. W. Furcht.

The National Labor Press Association, Indianapolis, Ind. Capital, \$1,000. Incorporators: Walter Tote, Shirley King and John E. Newitt. Printers and publishers.

The Indicator Publishing Company, West Lafayette, Ohio. Capital, \$5,000. Incorporators: E. J. Drake, W. H. Everhart, Henry Rehard, H. A. Sicker and J. M. Kirk.

The Sulphur News-Democrat, Sulphur, Okla., has incorporated and is installing in its plant new and fast presses. Democrats throughout the state are subscribers for stock. The paper will be made a live Democratic wire and given a State-wide circulation.

## PROVES OF REAL VALUE.

Meriden, Conn., Dec. 1, 1909.  
MR. J. B. SHALE, PRES'T  
THE EDITOR AND PUBLISHER,  
New York:

Dear Sir:—

You may be glad to know that the writer, for one, awaits with interest each week the arrival of THE EDITOR AND PUBLISHER. It is a good newspaper for newspaper men and contains news of importance that one does not find elsewhere. And it is a good publication to advertise in. I am convinced that it is read very generally by advertisers and advertising agents, as well as by newspaper publishers. I have heard on several occasions, in a way that counts, from the small card we carry in your columns. Continued success to THE EDITOR AND PUBLISHER.

Cordially yours,

E. E. SMITH,  
Vice-Pres't & Gen'l Mgr.  
Morning Record.

## QUALITY

This has been our strong point from the outset, whether viewed from literary, artistic or mechanical standpoints.

It is borne out by the fact that the very best publications of the country are International subscribers.

We supply matrices, stereos, electros or photographs, with copy, as desired—also page matrices. Let us send current mats for trial if interested.

THE INTERNATIONAL SYNDICATE, FEATURES FOR NEWSPAPERS Baltimore

