

THE EDITOR AND PUBLISHER

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MAGAZINE DINNER.

PERIODICAL PUBLISHERS HEAR SENSATIONAL SPEECH BY BISHOP WILLIAMS.

He Said That "Big Interests" Control the Daily Press—Francis J. Heney Also Denounced the Newspapers—Colonel Roosevelt Spoke a Kind Word for the Dailies, but Said the Magazines "Have a Greater Influence in Shaping Public Opinion."

The Periodical Publishers' Association of America, which includes in its membership most of the magazine publishers, held its fifth annual dinner on the evening of Jan. 6 in the Waldorf-Astoria Hotel, New York. Charles D. Lanier, editor of Country Life in America and vice-president of the organization, presided at the beginning and introduced Hamilton Wright Mabie, of The Outlook, who was the toastmaster.

The speakers were Colonel Roosevelt, Bishop Charles D. Williams, of Detroit, who is the Protestant Episcopal bishop of Michigan; Francis J. Heney, of San Francisco, the graft prosecutor in California, Oregon and Arizona, and Champ Clark, of Missouri.

THE GUESTS.

At the guests' table were also the following: Frank N. Doubleday, of Doubleday, Page & Co.; William Loeb, Jr., collector of customs at New York; Postmaster Edward M. Morgan, of New York; Captain Robert E. Peary, John W. Alexander, president of the National Academy of Design; Mayor Gaynor, Andrew Carnegie, Richard A. Ballinger, the Secretary of the Interior; Cyrus H. K. Curtis, the publisher of Ladies' Home Journal and Saturday Evening Post, of Philadelphia; Consul-General Kokichi Midzuro, of Japan; Lloyd C. Griscom, the president of New York County Republican Committee; A. Barton Hepburn, the president of New York Chamber of Commerce; Dr. Francis Carrera, the Cuban Minister; Dr. Cesar A. Barranco, the Cuban vice-consul; George W. Cable, Frank A. Scott and F. C. J. Tessaro.

At the other tables sat most of the leading magazine writers and artists and a few newspaper men, such as H. H. Kohlsaat, Arthur Brisbane and Scott Bone. Also there were many who get their names in the newspaper; men like Wilbur Wright, Rear Admiral Sigsbee, Senator Beveridge, Congressman Victor Murdock—there were many like these.

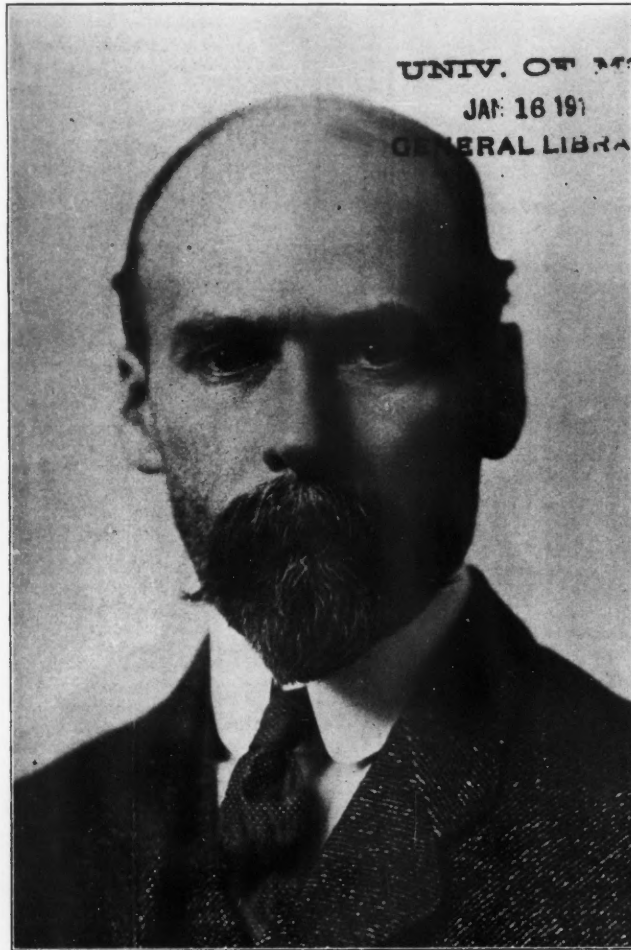
ATTACK ON THE NEWSPAPERS.

Bishop Williams was the first speaker, who eulogized Colonel Roosevelt and attacked the daily newspapers. He said in part:

"I call Mr. Roosevelt's work in promulgating New Nationalism the finest sort of New Americanism. His success I believe to be due to the periodical press. This has come to be the greatest force in shaping public opinions today.

"Take the up-State farmer, for instance. He doesn't read the Tribune as reverently as he used to in Horace Greeley's day. He has come to look

(Continued on page 4.)



CONDE HAMLIN

BUSINESS MANAGER OF THE NEW YORK TRIBUNE, WHO DECLARES THAT THE TRIBUNE HAS MORE READERS IN RURAL NEW YORK TO-DAY THAN IT HAD IN GREELEY'S TIME, NOTWITHSTANDING BISHOP WILLIAMS' STATEMENT.

NATIONAL EDITORS.

Call for a Meeting in Chicago to Reorganize Association.

Dean Walter Williams, of the School of Journalism of the University of Missouri, has called a meeting of the committee on reorganization of the National Editorial Association, to be held at the New Sherman House, Chicago, Monday, Jan. 30. The members of the committee, of which Dean Williams is chairman, are: W. F. Parrott, Iowa; Sheridan Ploughe, Kansas; former Gov. A. B. White, West Virginia; Joe Mitchell Chapple, Massachusetts; A. W. Glessner and J. B. Castle, Illinois; A. N. Pomeroy, Pennsylvania, and John P. Bamgartner, California.

A meeting of the executive committee of the association has been called for Jan. 31.

Elected to Membership in A. N. P. A.

The Fort Smith (Ark.) Southwest American and the Evansville (Ind.) Courier have been elected to membership in the American Newspaper Publishers' Association.

SUCCESS MAGAZINE SOLD.

Controlling Interest Purchased by E. E. Garrison and Others.

A controlling interest in the Success Company, publishers of the Success Magazine, has been purchased from President Edward E. Higgins by E. E. Garrison, Samuel Merwin and D. G. Evans, and these three, as president, manager and advertising manager, respectively, will assume control of the organized company.

Previous to the transfer Mr. Garrison and his associates planned to launch a magazine to be called the National Post.

Orison S. Marden, it is understood, will continue his connection with Success under the new organization.

Newspapers by Aeroplane.

Five hundred copies of the Los Angeles Times were delivered to subscribers in San Bernardino, sixty miles away, by aeroplane last Saturday. The trip was made by aviator Didier Mason in the "Pegasus," and his flying time was one hour and twelve minutes. The machine was damaged enroute.

QUESTIONABLE ADS.

NATIONAL ASSOCIATION OF ADVERTISING CLUBS DECLARES PAPERS MUST BE CAREFUL.

Herbert S. Houston, a New Yorker, had Kind Words for Philadelphia—He Tells Poor Richard Club That John Wanamaker "Shook the Dry Bones of New York"—Says Business Men Must Influence Papers to Keep Clean.

The Poor Richard Club of Philadelphia last Tuesday entertained Herbert S. Houston, the chairman of the executive committee of the National Association of Advertising Clubs and also vice-president of the publishing firm of Doubleday, Page & Co., of New York. He urged the club to become a member of the National Association which he represented.

A resolution presented by W. J. Eldridge urging official recognition of the national organization was unanimously adopted by the club.

Mr. Houston, though a New Yorker, strove to prove that Philadelphia is one of the liveliest cities in the world so far as the business of publishing and advertising goes. He referred to Cyrus H. K. Curtis as the greatest magazine publisher in the country. Also he said:

"Look at Stephen Girard and Benjamin Franklin. And look at John Wanamaker, the first of the great modern advertisers, who has taught the merchants of America that advertising simple, direct and honest will attract more buyers to a store than every other kind put together. He shook the dry bones of New York and made them rattle good and strong when he crossed the North River and built his great store in New York City. And there is W. Atlee Burpee, who sells seeds in all parts of the world because of his far-seeing advertising methods.

"Believable advertising is the gospel of the national organization. It should be the gospel of every advertising man in the country. And especially should it be—and I believe it is—the basis of Philadelphia's advertising business. Here you will find the first great center of advertising in the country."

He declared that one or two advertisements of a questionable nature in a magazine or newspaper of good repute will do more to harm the honest advertisers in the same periodical than any other one thing and he laid down this striking principle:

"It is to the interest of all business men to see that the newspapers and magazines in which they advertise exercise care in placing their columns at the disposal of advertisers whose business is in the least questionable."

Greensburg (Pa.) Tribune Sold.

Robert W. Herbert, for many years a political writer on the staff of the Pittsburg Times, has purchased a controlling interest in the Greensburg (Pa.) Daily Tribune and the Greensburg Press from Crombie Allen and has assumed control. Mr. Allen will probably remain for some time in the capacity of editor and manager.

PLAN BIG MEETING.

Iowa Publishers and Advertising Men to Get Together Next Week.

The Iowa Associated Dailies, the Iowa Weekly Newspaper Publishers, the Iowa League of Commercial Clubs and the Des Moines Ad Men's Club will hold a joint meeting in Des Moines Jan. 19-20. The program is as follows:

Thursday, Jan. 19, 2 p. m.—Addresses on various topics of interest to the Iowa publishing fraternity. First, "How the Cash in Advance Plan Has Worked;" second, "Results Achieved from New Policies for Circus Advertising;" third, "New Legislation Needed by the Iowa Publishers."

6.30 p. m.—Dinner at Hotel Chamberlain. Speakers, George Welsh, Commissioner of Immigration for the State of Minnesota. Don Seitz, manager of the New York World, is making an effort to be present, but in case he is unable to be here some one of equal prominence in the publishing world will be secured. Mr. Woodworth Clum, the new secretary of the Greater Davenport committee, will speak on the needs of Iowa. Governor Carroll and one or two members of the Legislature will also give very brief addresses.

Friday morning, 10 a. m.—Organization of Iowa daily and weekly publishers. Concentration of efforts for improvement of conditions in the Iowa publishing world.

2.30 p. m.—Combined meeting of daily and weekly publishers, admen, commercial club executives in an effort to formulate measures for a State publicity bureau and short course extension work.

The present officers of the Iowa Associated Dailies are: Mr. E. P. Adler, Davenport, president; John C. Kelly, Sioux City, vice-president; Lefe Young, Jr., Des Moines, secretary and treasurer; executive and legislative committee, Victor E. Bender, Springfield, Ill.; Louis Murphy, Dubuque; W. B. Southwell, Des Moines; W. F. Parrott, Waterloo; George Stivers, Burlington.

MILWAUKEE JOURNAL.

Interest of Late J. C. Schaum Purchased by Former Justice Dodge.

Former Justice Joshua E. Dodge, who retired from the Wisconsin Supreme Court on Oct. 1, has purchased the interest in the Milwaukee Journal held by the late John C. Schaum, one of the founders of the paper. L. F. Boyd and L. W. Nieman are the other owners of the Journal.

It is understood that Mr. Dodge will take an active part in the management of the paper.

New Magazine for Nashville.

A new monthly magazine on health, hygiene and medicine is scheduled to appear in Nashville, Tenn., to-day. It is called Crable's Magazine, and will be published by Dr. J. H. Crable.

THE PITTSBURG PRESS
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives:

I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

WILLIAM P. GOODSPEED

Unanimously Re-elected President of the Buffalo Ad Club.

William P. Goodspeed was unanimously re-elected president of the Buffalo Ad Club at the annual meeting last Saturday. His opponent, De Forest Porter, withdrew his name previous to the voting. Walter F. Murzey, the nominee for secretary also withdrew his name and urged the election of John H. Messersmith.

Directors to the number of fifteen were elected as follows: William P. Goodspeed, Carl J. Balliett, DeForest Porter, William W. Reed, C. E. Brett, Walter F. Nurzey, John Messersmith, Wellington C. Jaynes, William M. Ramsdell, Francis J. Rohr, Mason B. Hatch, H. O. Smith, H. B. Hawley, W. P. Werheim and E. G. Mansfield.

New members elected were: Robert J. Hausauer, James A. Pierce, W. J. Richardson, R. A. Nesbit, George T. Murnane, A. William Landshett, Harold Kelly, Abraham H. Bluestein, Humphrey M. Bourne, William J. Stadler, John A. Pford, Charles B. Fish, John O. Pierson, Norman E. Mack and Harold E. Hughes.

MAY HAVE NEW HOME.

National Press Club Considering Practicability of Big Structure.

Suggestions for a clubhouse large enough to provide suitable quarters for the National Press Club, and also offices for the corps of Washington correspondents, were considered at the annual meeting of that organization last week.

The newly elected officers were installed as follows: Arthur J. Dodge, president; Frederic J. Haskin, vice-president; Ralph Graves, secretary; Arthur C. Johnston, financial secretary; G. A. Lyon, Jr., treasurer. New members of the board of governors, Frank Lord and J. P. Gavitt.

James D. Preston, assistant secretary of the club and superintendent of the Senate press gallery, was presented with a handsome gold watch in recognition of his services to the organization.

Utah Editors to Meet.

Arrangements have been completed for the annual meeting of the Utah Press Association, which will be held at Logan, January 23-24. The visiting editors will be royally entertained by the various commercial organizations of the city.

Ad Agencies Join Forces.

W. F. Parkhurst, head of the Parkhurst Publicity Agency, of Atlanta, and president of the Atlanta Ad Men's Club, has joined forces with the J. C. McMichael, Inc., Advertising Agency, also of Atlanta.

International Paper Dividend.

The International Paper Co. has declared the usual quarterly dividend of one half of one per cent. on its preferred stock, payable January 16, to holders of record January 5.

Fink Goes with Pullman Co.

Walter H. Fink has resigned as head of the automobile department of the Philadelphia Press to become advertising manager of the Pullman Motor Car Company, of York, Pa.

Advertising Agent for Frisco Lines.

Glenn W. Hutchinson has been appointed advertising agent of the Frisco lines. Mr. Hutchinson has been connected with the Frisco twenty-one years.

HARVEY DINED CHAMP CLARK.

Editor of Harper's Weekly Invited Editors to Meet Congressman.

Colonel George Harvey, editor of Harper's Weekly, gave a dinner at the Plaza Hotel last Saturday evening in honor of Representative Champ Clark. The guests included:

Solomon B. Griffin, of the Springfield Republican; Charles F. Chapin, Waterbury American; H. J. Wright, New York Globe; Albert E. Hoyt, Albany Argus; Colonel F. W. Hawthorne, New York Commercial; W. J. Bigelow, St. Johnsbury Caledonian; Sereno S. Pratt, Wall Street Journal; Hamilton Holt, Independent; W. C. McCloy, New York Evening Sun; F. B. Tracey, Boston Transcript; Dr. St. Clair McKelway, Brooklyn Eagle; Edward S. Martin, Life; Henry L. Stoddard, Evening Mail; John A. Sleicher, Leslie's; Norman Hapgood, Collier's; Major Frederick T. Leigh and J. Henry Harper.

SOUTHWESTERN TRADE PRESS.

P. H. Litchfield Elected President at Annual Meeting in St. Louis.

The St. Louis-Southwestern Trade Press Association held its annual meeting at the American Hotel last week. A resolution was adopted authorizing the president to appoint a delegation to attend the annual meeting of the Trade Press Associations in New York Jan. 20.

The following officers were elected: P. H. Litchfield, Modern Miller, president; Allen W. Clark, Paint and Oil Dealer, vice-president; Stephen A. Hart, Tradesmen's Publishing Company, secretary; H. S. Tuttle, St. Louis Furniture News, treasurer. The officers and J. E. Gatewood, St. Louis Lumberman; H. R. Strong, National Druggist, and C. K. Reifsnider, Midland Publishing Company, constitute the executive committee.

CHICAGO PRESS CLUB.

Charles H. Sergel Re-elected Presidency at Annual Meeting.

The Press Club of Chicago has elected the following officers: President, Charles H. Sergel; first vice-president, E. J. Baker; second vice-president, R. R. Jones; treasurer, Otto G. Hottinger; financial secretary, D. L. Hanson; recording secretary, W. Frederick Nutt; librarian, Joseph F. Henderson.

Directors for two years: Theodore Van R. Ashcroft, Horace M. Ford and W. R. Barnes. Directors for one year: Frank D. Comerford, George B. Hische and H. B. McMeal.

Alabama Daily Wrecked.

Vendors wrecked the plant of the Anniston (Ala.) Evening Star last Tuesday. The plant of the Anniston Hot Blast was wrecked in a similar way last December.

The Crystal Lake (Ill.) Herald is now issued twice a week.

DINE EX-GOVERNOR.

Massachusetts Legislative Correspondents Banquet Eben S. Draper.

The State House Press Association tendered a complimentary dinner to Ex-Governor Eben S. Draper, of Massachusetts, and his late private secretary, William A. Murphy at the Boston City Club last week. R. L. Bridgeman, of the Springfield Republican and dean of the legislative corps at the State capital, presided. Michael E. Hennessy, of the Boston Globe, acted as toastmaster.

The speakers included Ex-Governor Draper, Ex-Sec. William A. Murphy, M. E. Hennessy, of the Globe; Frank A. Nichols, of the Transcript; Maurice F. Murphy, of the American; Malcolm E. Nichols, of the Post; E. Wentworth Prescott, James C. White, Charles H. Copeland and Donald C. MacDonald.

EDITORS ON RURAL LIFE.

Will Address Conference at University of Wisconsin Feb. 14-15.

The country newspaper, the bank, the library and the farmer's club as factors in improving conditions of rural life in this State will be the subjects of round-table discussions at the Wisconsin Country Life Conference to be held at the University of Wisconsin, Feb. 14-15.

W. H. Bridgman, president of the Wisconsin Press Association and editor of the Stanley Republican; W. H. Hotchkiss, publisher of the Dun Co. News, Menomonie, and B. B. Herbert, editor of the National Printer Journalist, will talk on the relation of the country newspaper to the improvement of rural life.

SIN TO READ PAPERS.

Archbishop Forbids Catholics to Read Republican Newspapers.

A diocesan decree forbidding Catholics to read the four Republican newspapers published in the diocese was issued last week by the Archbishop of Lyons, France.

The archbishop declared that the reading of the papers was a sin.

The Irvington (N. Y.) Gazette has filed articles of incorporation.

THE NEW YORK TIMES LEADS IN GENERAL ADVERTISING

In 1910 The New York Times surpassed all other New York newspapers in the volume of advertising six days in the week (Wants excluded). The Times published 5,278,618 lines of advertisements under the classifications of Dry Goods, Books, Financial, Insurance, Railroad and Steamships, Amusements, Automobiles, Hotels and Restaurants.

The New York Times.
"All the News That's Fit to Print"

WORLD'S RECORD GAINS FOR 1910 MADE BY LOS ANGELES RECORD

For the year 1910 the Los Angeles Record gained 1,249,514 agate lines of advertising over 1909.

A gain of 36.6% in total advertising over 1909.

A gain of 57.7% in classified advertising over 1909.

A gain of 92.2% in foreign advertising over 1909.

The Los Angeles Record's enormous growth is due to the enormous results which it produces owing to its large city circulation, the biggest city circulation of any newspaper in Los Angeles.

H. E. Rhoads, General Manager.

The Greatest Gain in Advertising by any New York Newspaper

(Morning or Evening)

in 1910 over 1909 was

3116 Columns

it was the

New York American



that made this remarkable gain

The year 1910 was the best in the history of **The American**, not only from the standpoint of increased advertising, but from the standpoint of increased circulation—

A Gain of 43,451 Copies a Day Average Net Paid Circulation

over 1909—a larger gain *than ALL the other morning newspapers in New York COMBINED*

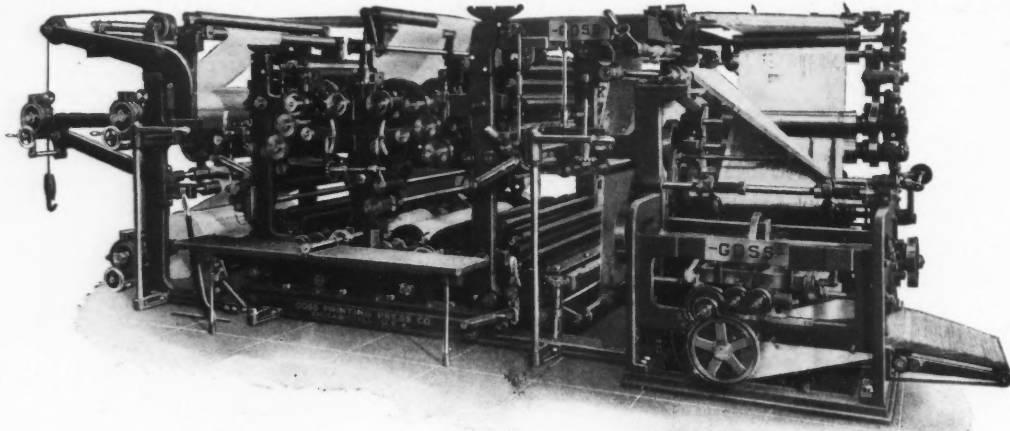
The Morning American
has more high-class features
than any other morning
newspaper.

The Sunday American
has more readers than any
two other New York Sun-
day newspapers *combined*.

Nothing Succeeds Like Circulation

THE NEW GOSS "ACME"

Straightline Two Roll Rotary Perfecting Press, No. 3-D



Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
It is practically a single plate machine, thus saving time in not having to make duplicate plates
Plates are cast from our regular standard stereotype machinery

New York Office:
1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON E. C.
ENGLAND

MAGAZINE DINNER.

(Continued from page 1.)

upon the newspapers with suspicion. In fact, all the daily press is under suspicion in the popular mind. It has come to be believed that big interests—corporate, financial or advertising—control the daily press. For that reason it is losing its influence in the public mind. The periodicals have won over the people."

ATTORNEY HENEY BACKS THE BISHOP.

Francis W. Heney, the next speaker, said that he felt like throwing off the brakes after listening to the bishop. He also attacked the newspapers, saying:

"I met an editor on the train the other day who told me that he feared the press would be venalized under the direct nominations policy. 'Great Heavens!' I replied, 'how could they be more venalized than they are to-day?' People are kept posted on events by the newspapers, but the papers have come to such a pass that they suppress, distort, and color the facts in order to shape the public mind in such way as they desire. They have resorted to this means of shaping public opinion because they found some time ago that it was a much more efficient way than by merely writing editorials. Now we must depend upon the periodicals to keep people straight on the facts."

Champ Clark, who was once a country editor, steered clear of the rocks

and did not touch upon the "decadence of the newspaper press."

KIND WORDS FROM ROOSEVELT.

Colonel Roosevelt plunged into the subject aroused by the bishop. He said in part:

"I feel that a man who writes for the public press is just as emphatically a public servant as the man who holds public office. He has infinite power for good or for evil. Scorn and contempt should be his portion if he fails to live up to his responsibility, just as public approbation should be accorded him if he does what is right. * * *

"I think it is inadvisable ever to lump for condemnation or praise any men according to their occupation. I do not know any greater influence for evil than certain daily papers. I do not know any greater influence for good than other papers. I think it is a mistake ever to let ourselves get into the position of condemning or exalting all men of a certain class.

"I agree with what the other speakers have said on one important point. The magazines now have a greater influence in shaping public opinion than the newspapers have. This has come about because the magazines are kept and read by all the members of the family, whereas the newspapers are read hastily by only one or two members, and then are thrown away. Therefore, the responsibility of the magazines is very great." Bishop Williams' speech was reported

in all the New York papers and was wired out by all the telegraphic news associations. The New York papers made it a leading news feature. The attitude of the average New York newspaper publisher is well shown by the following editorial from the New York Sun:

"THE NEWSPAPERS FOUND OUT."
"So the newspapers have been found out. The fact was proclaimed to the Periodical Publishers at their annual dinner by Bishop Charles D. Williams, of Michigan. The morning and afternoon journals of the land are suspect of the public. 'The periodicals have won over the people.' So the ecclesiastic put it.

"It is as if some enthusiastic orator were to inform the professional public-dinner goers that the occasional banquet with speeches had superseded the breakfasts, luncheons and dinners that are part of the routine of daily life.

"Let us be humble. The newspaper, containing an account of whatever men do and think all over the world, with illuminative comment, is not after all an occasional feast in a lobster palace or a great hotel, but something necessary to existence.

"However, if the good bishop and those who think with him really want to turn the cheap monthlies, which they affect, from periodic gorges into regular sources of nourishment, they will have to begin the experiment by making them daily magazines."

Conde Hamlin, business of the New York Tribune, referring to Bishop Williams' statement, said to THE EDITOR AND PUBLISHER:

"The Daily Tribune had more readers in rural New York today than it had in Greeley's time. It is possible too that the Bishop talking about a subject with which he was not conversant, confused

the Daily Tribune with the Weekly Tribune, which had an enormous circulation among the farmers in Greeley's time, but went the way of other city weeklies with the coming of the rural free delivery service, which gave the farmers an opportunity of receiving a daily paper on the day of publication. For that reason the Weekly Tribune several years ago was changed to a farm paper."

The aftermath of this historic dinner was something considerable. At 4 a. m. on the morning after, the lobster resorts in and near Broadway still resounded with the oratory of editors, publishers, writers and others who had been stirred by the dinner speeches and the dinner liquids.

Springfield (Mo.) Press Club.

Newspapermen of Springfield, Mo., met last week and organized the Springfield Press Club. Officers were elected as follows: President, Gen. Emmett Newton; first vice-president, W. L. Barde; second vice-president, Means Ray; secretary, Sam Fuson; treasurer, C. E. Collins.

A LARGE PROPORTION OF THE 2,500,000 JEWS

in the United States do not read publications in the English language. This great mass of consumers can be reached only through mediums printed in their own tongue.

Der Amerikaner

is the leading Jewish weekly in America. It reaches the Jewish HOME.

For rates and information, write to
BENJAMIN WAXELBAUM
Special Representative
189 East Broadway, New York City

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES	
Set matter, per inch.....	16¢.
Plate Matter, per inch.....	12¢.
Matrices at Plate rate.....	15¢.

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

OMAHA AD CLUB.

Annual Dinner and Election of Officers Held Last Week.

The Omaha Ad Club held its annual dinner and meeting at the Rome Hotel last week. Covers for 150 were laid. The officers elected were: President, Henry S. Gering; vice-president, Penn P. Fodrea; secretary, A. L. Gale, treasurer, Samuel Rees, Jr.

Directors were elected as follows: W. F. Baxter, F. M. Blish, Thomas B. Coleman, Dr. Z. I. Clark, F. I. Ellick, O. T. Eastman, J. E. George, George H. Gillespie, E. A. Higgins, Harry G. Kelly, O. E. McCune, Walter Mandelberg, Robert H. Manley, I. A. Medlar, Rome Miller, Henry E. Mahafey, D. J. O'Brien, George Pray, S. J. Ranger, C. C. Rosewater, Allen C. Scott, R. E. Sunderland, Mel Uhl, Jr.; J. D. Weaver and Victor White.

Secretary Gale, in his annual report, called attention to the fact that the club now has 406 members in good standing.

TECHNIQUE OF PRINTING.

Series of Lectures on the Subject Will Be Given at Harvard.

A series of lectures on the technique of printing will be inaugurated at Harvard University on Jan. 30. John Cotton Dana, librarian of the free public library of Newark, will deliver the first lecture.

The succeeding lectures will be given by experts in printing, type founding, illustrating, paper-making, bookbinding and other branches.

The ONLY Rockford paper that regularly publishes its Circulation Figures.

Here's the Real Meat in the Coconut

Average Circulation for 9 years of the Daily Rockford, Ill.

Register = Gazette

Year.	Average.	Cash Receipts on Daily.
1902	4979	\$ 8,980.77
1903	5198	14,197.93
1904	5505	16,286.22
1905	6007	18,383.07
1906	6161	19,229.38
1907	6709	22,814.17
1908	7083	23,763.82
1909	7386	25,242.30
1910	8416	29,272.55

NOT A CONTEST OR PREMIUM IN NINE YEARS

The actual average CITY distribution for October, November and December was 6413, or 70 per cent. of the gross total of homes.

YOU DON'T HAVE TO USE TWO PAPERS TO COVER ROCKFORD

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

LEGISLATIVE CORRESPONDENTS.

Gather at Illinois Capital to Keep Tab on Lawmakers.

The Associated Press legislation bureau was opened this week at Springfield, Ill., in charge of Harry Hatton, of Chicago. Quarters were secured in the State Register Building. Mr. Hatton has as assistant H. V. Hogan, of Chicago, who will cover proceedings in the Senate, and Will Calvin, of Springfield, who will cover the House.

Other Chicago men who will attend the sessions of the legislature and the papers they represent are as follows: Ted Phillips, Tribune; Arthur M. Evans, Record-Herald; Charles N. Wheeler, Inter-Ocean; William H. Culver, Examiner; Edward Mahoney, Journal; Frank Armstrong, News, and W. O. Chapman, Post.

MELVILLE E. STONE'S ADDRESS.

Told New Forum It Was Good to Meet and Digest Newspaper News.

Mrs. Martin W. Littleton, wife of the newly elected Democratic Congressman from Colonel Roosevelt's home district, has established a "forum" in Port Washington, Long Island. The first session was held last Sunday and Melville E. Stone, of the Associated Press, was the chief speaker.

Mr. Stone was reported as saying that the newspaper is not the most desirable form of popular education, because of the absence of unity in the discussion of public questions. Then it is well to establish forums where people can assemble and digest the valuable information contained in newspapers.

ASSOCIATED PRESS.

Indiana Members Held Annual Meeting at Indianapolis Last Week.

The Indiana members of the Associated Press held their annual meeting in Indianapolis last week. The sessions were given over entirely to business matters. L. W. Henley, of the Terre Haute Star, presided in the absence of President A. J. Moynihan, editor of the Fort Wayne Journal-Gazette.

Those present included: Howard Roosa, Evansville Courier; Charles K. Mavity, Lafayette Journal; A. A. Mayerstein, Lafayette Courier; L. W. Henley, Terre Haute Star; J. W. McNery, South Bend News; Robert L. Williamson, Muncie Star; E. F. Metzger, Logansport Tribune.

Long Island Editors to Organize.

Long Island editors met at the home of Congressman-elect Littleton at Port Washington, Sunday, and made plans to organize the Long Island Editorial Association. A call for a meeting to organize will be issued in the near future. The only organization of the kind in Long Island is the Suffolk County Press Association, which will meet Feb. 13 at Patchogue.

Journalists to Have Big Time.

Elaborate preparations are under way for the annual entertainment of the Baltimore Journalists' Club, which will be given the evening of Feb. 7 at the Lyric Theatre. The program will include both club and professional talent. A handsome souvenir program containing contributions from all the local cartoonists and many prominent newspaper writers, will be distributed free.

H. L. Bishop has sold the Lorimer (Ia.) Journal.

174 REAL ADS.

were submitted in our **Linotype Ad. Work Contest**

which closed Nov. 30, 1910. The nine prize winning ads. will be reproduced in the second edition of

Ad. Work and the Linotype Way

to be issued as soon as the material can be collected.

\$1,500 in Cash—Three Duplex Equipments and 15 Certificates of Honorable Mention

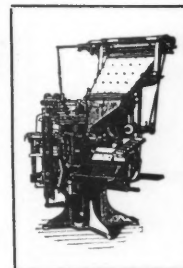
have been awarded to the successful contestants.

Full particulars, with names of winners and complete list of entries, in the January number of **The Linotype Bulletin.**

Sent free on request—Ask for it

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

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



MILWAUKEE PRESS CLUB.

George F. Lounsbury Elected President at Annual Meeting Last Week.

George F. Lounsbury was elected president of the Milwaukee Press Club to succeed George C. Nuesse for the ensuing year at the annual meeting held last week. Other officers elected were: Henry F. Tyrrell, vice-president; Leonard E. Meyer, secretary; Frank A. Markle, treasurer; George C. Nuesse and James A. Fettelty, directors for three years.

The new president thanked the members cordially on assuming his duties. Annual reports of the president, treasurer and secretary showed the club to be in a flourishing condition. The membership is 214.

Capper Entertained Employees.

On New Year's eve Arthur Capper, the Topeka (Kan.) publisher, entertained his 550 employes and their families and friends at a masque ball given in the City Auditorium at Topeka. A short vaudeville entertainment preceded the dancing. This was the sixth annual reunion of the Capper force.

DINED WITH TAFT.

Foreign Language Editors Discussed Immigration Problems.

The directors of the American Association of Foreign Language Newspapers dined with President Taft last week for the purpose of discussing certain proposed revisions in the present immigration laws.

The association has a membership of 439 newspapers printed in twenty-seven different languages. The president of the organization is Louis N. Hammerling.

Would Decorate Magazine Writers.

The corps of magazine writers who plan to invade West Union, O., to write up the Adams County election scandal have been warned by several leading citizens that they will be treated to a coat of tar and feathers and put out of the county.

Newsboys to Start Magazine.

Newsboys of Kansas City, Mo., plan to launch a magazine called the American Newsboy. It will probably be the only magazine in the world published by active newsboys.

919

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

American Ink Co.

PAPER MAKING IN CHINA.

Primitive Native Methods Described
by United States Consul.

Native Chinese paper is made chiefly of bamboo, says Vice-Consul Henry Oscar Nightingale, of Foochow. He describes the process of manufacture as follows:

Before branching, the young bamboo is cut down and sawed into pieces of 1 foot or over in length. These pieces are immersed in a pond of thick limewater for a fortnight or longer until the tender part of the bamboo is decomposed. The resultant bamboo fiber is then taken out and bleached. The cleaner the water used in bleaching the fibers, the whiter the paper will be. In the bleaching operation the fibers usually pass through a pounding mill worked by water power.

After bleaching, the fibers may be either dried under the sun and stored up for future use or put into a large wooden tank and mixed with lime and water for further decomposition, which takes a long time. To this mixture is added some gum extracted from the bark or roots of a certain kind of tree, before the pulp is fit for use.

For forming into sheets a paper sieve made of fine bamboo is placed at the bottom of a rectangular wooden tray, into which the pulp is poured from a ladle, which is exactly large enough to hold sufficient pulp for one sheet of paper. The sieve is tended by either 1 or 2 or 4 persons, according to the size of the paper desired. The sieve is then taken out with a film of fine bamboo fibers on its surface and turned upside down, discharging the film or wet paper on a piece of board.

The superfluous water in the tray being let out, the same process is repeated, and the film is placed on the top of the other until a certain height is reached, when the board with a pile of wet paper is carried to a press for pressing. The wet paper is afterwards skillfully taken up by hand from the pile and spread on a large drying bed made of bamboo and heated by charcoal fire placed underneath.

After being thus dried, the paper is ready for packing into bundles and packages of various sizes to suit the market. Owing to the competition of the machine-made paper, the paper industry in this district has been on a steady decline, and numerous mills have closed in recent years.

The Evening Wisconsin.

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

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

What have you to offer?

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

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

The Boston Post
DISPLAY ADVERTISING

In 1910

	Total Display	Agency Advt's.
Boston Post	4,887,902 Lines	1,783,432 Lines
Boston Globe	4,795,345 " "	1,632,933 " "

This includes daily and Sunday editions of both newspapers. The next Boston paper was 849,278 lines behind the Boston Post in total display advertising and 542,417 lines behind the Boston Post in agency, i. e., "foreign" advertising. This comparison refers to Display Advertising alone. The Boston Post does not make a specialty of classified. In classified the Globe is the Boston leader, and, combining the two kinds of advertising, the Globe led all Boston papers by a wide margin.

CIRCULATION

	Year 1910	Dec., 1910
Boston Daily Post	323,220	345,485
Boston Sunday Post	266,476	300,398
Daily Gain Over Dec., 1909,	was 56,479	per day
Sunday Gain Over Dec., 1909,	was 41,735	per Sunday

THE YANKEE LANGUAGE.

Fred Wile is Berlin correspondent for the New York Times. Some time ago instructions were given to use "Emperor William" when referring to the Kaiser in dispatches. To save cable toils, Fred invented "Empwilliam." It went all right for three days. Then a German official waited on Fred and politely suggested that "Empwilliam" was not a good word. Fred admitted that it might not be good German, but insisted that it was perfectly good American. Then the official suggested that it was lese-majesty. Fred cut it out.

One day last winter absolutely nothing seemed to be stirring in the way of news at the German capital except that a damp snow was falling and the Berliners complaining about it. Fred cabled an inquiry to New York: "Berlin street cars tied up by slush storm—want story?" In an hour he got a reply. It read: "Unslush."—*Saturday Evening Post*.

Swedish Paper Becomes Semi-Weekly.

Nordstjernan (the Swedish North Star), the oldest Swedish newspaper in America, with one exception, celebrated its fortieth anniversary this week by appearing as a semi-weekly. Nordstjernan, it is said, is the first and only Swedish newspaper in the United States published twice a week.

INCORPORATIONS.

The Thwing Co., Manhattan.—Printing and publishing; capital, \$500,000. Incorporators: E. Thwing, Mt. Vernon; G. T. Hopewell, Flushing; S. J. Murphy, Spring Valley.

Homestead Publishing Co., Homestead, Pa.; capital, \$5,000.

Camilla Publishing Co., Manhattan.—Print and publish magazines, etc.; capital, \$50,000. Incorporators: W. Baxter, L. Vause, G. Vause, New York city.

Advocate Publishing Co., Paris, Tex.; capital stock, \$17,500. Incorporators: W. N. Furey, Phil E. Baer, S. M. B. Long.

Farmers Home Journal Co., Jefferson County, Ky.; increasing capital stock from \$20,000 to \$30,000.

The Implement Age Co., Springfield; Robert H. Foos and others; capital, \$50,000.

New Fargo Daily Appears.

The Fargo (N. D.) Daily Courier-News made its initial appearance last week, with M. N. Halcher as business manager and Walter F. Cushing as managing editor.

FROM THE FAMILY.

Newport, R. I., Jan. 10, 1911.

Manager THE EDITOR AND PUBLISHER:
Dear Sir—I am receiving your admirable paper weekly and after reading am sending it to my son, who is engaged in the advertising department of the Royal Baking Powder Company. He thinks it is an asset to the company.

I am one of the oldest newspaper men in the country and, knowing the cost of the publishing of a newspaper, don't want to be a dead head, but I am not certain whether my subscription has expired or not and enclose you blank check duly signed which you can fill in to the amount of another year's subscription.

I wish the paper the success it deserves. You made a big hit by republishing the decision of the great victory won by the New York World, whose editorials have done wonders for mankind in general.

Yours sincerely,
(Signed) JOHN GILPIN.

Trinity Court,

Boston, Mass., Jan. 6, 1911.

Editor THE EDITOR AND PUBLISHER:

Dear Sir—I know no better way to begin the new year than to renew my subscription for THE EDITOR AND PUBLISHER, so valuable to the real newspaper man or woman.

Fraternally yours,
(Miss) MARION H. BRAZIER,
Society Ed. Journal.

Roastfest Committee Named.

President Willard A. Maragle, of the Rochester Newswriters' Club, has appointed the following committee to make arrangements for the annual roastfest to be held April 22: B. J. Haggerty, chairman; H. J. Dodgson, Charles E. Welsh, Times; A. M. Flannery, A. P. Kelly, A. J. Sigl, Duncan Tillson, Union and Advertiser; C. W. Barker, Theron W. Knapp, R. L. Fitzgerald, Democrat and Chronicle; Fred Harris, A. E. Crockett, R. L. Atkins, Post Express; Victor J. Noonan, H. D. Partridge, E. F. Edwards, S. P. Burrill, Herald; Dr. Hermann Ferno, Abendpost; W. A. Maragle, ex-officio.

Return to Newspaper Work.

Col. O. G. Munson, private secretary to Governor Davidson, of Wisconsin, is getting ready to return to his newspaper work in Viroqua. Ralph Thurber, executive clerk, will resume newspaper work in Richland Center, having an interest in the Richland Center Observer.

An Evidence of the Increasing
Influence of the German
Gazette in Philadelphia

is the new 300,000 line Gimbel campaign that has just started therein. It is a straw that shows the way of the wind. This famous department store has used all the leading local dailies and this departure establishes the desirability of the 350,000 Germans in the "City of Homes."

National advertisers should know that one rate covers the morning, evening and Sunday editions of The Philadelphia German Gazette. Hence the economy in using the combination.

Keep The Gazette in mind in making up your 1911 lists.

Week ending December 17th, 1910:

First Newspaper.....	100,830 Lines
GAZETTE.....	94,740 Lines
Third Newspaper.....	89,715 Lines
Fourth Newspaper.....	79,340 Lines
Fifth Newspaper.....	71,100 Lines
Sixth Newspaper.....	64,625 Lines

WITHDRAWS LIBEL SUIT.

Manager of Eusapia Palladino Says He Would Have No Chance.

Hereward Carrington is the interesting Englishman who was the official manager of Eusapia Palladino, the Italian woman who was brought to America last year and was advertised as the most wonderful psychic in the world. She gave seances before newspaper men and scientific men of New York, but the newspaper were skeptical.

Mr. Carrington sued the New York Times for libel. But now he admits that he has lost all faith in Eusapia, and calls her a fraud.

On New Year's Day he wrote to the Times, withdrawing his suit. The following is part of the letter:

"I beg to call to your memory the fact that I have a suit against your paper for libel in connection with statements made about me at the time Mme. Eusapia Palladino was here. These statements I resented—justly, I think—and I wished the satisfaction of suing you to right myself in the eyes of the public. I fully realize, however, that, in a case of this character, public sentiment is all on your side; and, that being so, I—as an individual and a literary man—have no chance in a suit against a paper such as yours. For this reason I now beg to withdraw my case against your paper, and have written my lawyer instructing him to take the necessary steps to prevent its actually coming to trial."

A "VAST ESTABLISHMENT."

Built at the End of Park Row Seventy-five Years Ago.

Where Park Row joins Broadway, across the street from the General Post Office in New York, in Broadway, is an old hotel, the Astor House, a landmark of the great city. Perhaps it is better known to the newspaper fraternity than any hotel in the country; a little hotel, as one measures nowadays, and severely simple. But it was something considerable seventy-five years ago, as will be deduced from the following, which was printed in the New York Mirror, Feb. 14, 1835:

"Not quite a year ago Mr. Astor commenced building a vast establishment, filling the whole space from Barclay street to St. Paul's church, and intended not only to be five stories high, but also to surpass in magnitude every hotel in the Union. But we hear there is to be another Richmond in the field! A project is on foot to erect another and rival mansion of public resort, with more front, more depth, and to be six stories high. * * * For anything we know, in the course of a dozen years the whole city may be torn down and the ground upon which it is built become only the site of one stupendous establishment for the accommodation of travelers—a vast empire of barrooms, dining rooms, ballrooms, reading rooms, bedrooms and sitting rooms."

The Los Angeles Record

has made a bigger gain in both advertising and circulation during 1910, than any paper in Los Angeles, proved by figures.

Put your advertising in The Record if you want results.

ESTABLISHED 16 YEARS

The Globe
AND **Commercial Advertiser**
NEW YORK'S LARGEST NEWSPAPER.

Has the largest high-class evening Home Circulation in New York—

138,000

It Pays to Advertise in THE GLOBE

THE GLOBE is the only New York high-class evening newspaper whose circulation figures are backed by an A. A. A. examination.

Association of American Advertisers

OFFICE OF THE ASSOCIATION
1128-1129 PARK ROW BUILDING
(OPPOSITE GENERAL POST OFFICE)
TELEPHONE 508 CHAMBERS

NEW YORK, Dec. 2, 1910.

The Globe and Commercial Advertiser,
5 and 7 Dey Street, City,
Gentlemen:

We certify that in the recent examination of the circulation records of The Globe and Commercial Advertiser, made by this Association, we found that the average number of copies printed during the period, May 1st, 1910 to October 31st, 1910, was 138,268.

Yours truly,

ASSOCIATION OF AMERICAN ADVERTISERS.

By *J. B. Greenway* Sec'y.

C-D

CLUBS AND ASSOCIATIONS.

Owing to inability to secure a meeting room for Jan. 24, Crombie Allen, president of the Western Pennsylvania Associated Dailies, has postponed the meeting to be held on that date at the State capital to Feb. 7, at 10 a. m., in the Board of Trade rooms, Harrisburg, Pa. The annual meeting of the State Editorial Association has also been postponed to the later date, and both associations will meet at the same time and place, Feb. 7. All publishers of Pennsylvania are cordially invited to attend, as the legislature will be in session at that time, and united action is desired on matters of moment to every publisher in Pennsylvania.

The midwinter meeting of the North Carolina editors will be held at Winston-Salem Jan. 24 and 25. Following the business sessions the editors will take a trip over the new Southbound Railroad to Wadesboro.

The Osman & Bubb Advertising Agency, of Philadelphia, has been incorporated with a capital stock of \$15,000.

SPHINX CLUB DINES.

Monthly Dinner at the Waldorf-Astoria Largely Attended.

More than one hundred and twenty-five attended the January dinner of the Sphinx Club held at the Waldorf-Astoria last Tuesday evening. "Honesty in Advertising" was the topic discussed.

The speakers included Comptroller William A. Prendergast, Fritz Reichman, State Superintendent of Weights and Measures; Dr. Nathan Krass, rabbi of Temple Israel, Brooklyn; Dr. Andrew McLean, editor of the Brooklyn Citizen, and Miss Fitzgerald, whose topic was "The Views of a Woman as to What 'Value \$150, Price \$25,' Means."

Ann Arbor Times-News Sold.

R. T. Dobson, business manager of the Ann Arbor (Mich.) Times-News, purchased last week the stock owned by Charles Warren, of Detroit; R. L. Warren, of Ann Arbor, and Charles Ware, of Chicago. Mr. Dobson is now the sole owner of the paper.

The Christian Patriot, published at Marlin, Tex., will be moved to Bishop.

BRIEF ITEMS OF NEWS.

The George Simms Advertising Co., of New Orleans, has been incorporated with a capital of \$10,000. G. A. Simms is president.

A. G. Fitzgerald has purchased the Sanger (Tex.) Courier from Worth S. Ray.

The Southern Farmer Publishing Co., of Louisville, Ky., has been incorporated with a capital stock of \$15,000. The incorporators are J. W. Kreuger, L. M. Brennon and J. G. Toles.

Fire recently damaged the plant of the Fort Dodge (Ia.) Chronicle to the extent of \$2,500. A gasoline explosion is reported to have started the blaze.

The Dickinson (N. D.) Recorder and the Post have been consolidated under the management of Oliver Whaley.

Charles E. Smith has purchased a half interest in the Trenton (Tenn.) Herald-Democrat, from the present owner and editor, E. E. Benton. The plant will be overhauled and new presses will be installed.

Captain V. S. Brown, editor of the Piedmont (Ok.) News, has discontinued it and will devote his time to the Legislature, of which he is a member.

The Danville "Dollar Sale."

Early in February Danville, Ill., will hold its eighth annual "Dollar Sale." The sale was inaugurated several years ago by W. J. Parrett, business manager of the Danville Commercial-News, and has been such a success that the merchants look forward to it as the largest day in the year. The sale is always held following the January clearing sales and gives the merchants an opportunity to clear up all stock that they have failed to move. Everything is sold for \$1.00.

Send an "Honorarium."

The following is an extract from a circular letter which a British newspaper sends in reply to requests for free notices: "We have so many applications for free paragraphs—preliminary notices, prize winners at shows, paragraphs relating to goods and articles of consumption of various descriptions, etc.—that we have made a rule that unless accompanied by an honorarium of 2s. for about 12 or 14 lines, we cannot insert them."

Obtain Discharges in Bankruptcy.

Caspar Whitney, author, liabilities \$36,157, and Eugene Thwing, president of the Circle Publishing Co., liabilities \$49,157, were granted discharges in bankruptcy Monday by Judge Holt.

J. L. Bertsch, of Sioux City, Ia., has purchased the Middleton (Ida.) Herald from Glenn C. Paynter.

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

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

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA

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

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, JANUARY 14, 1911

BISHOP WILLIAMS' SPEECH.

The Periodical Publishers had a banquet last week and invited many authors and many other individualists who get their names in the papers. The four speakers were individualists. Now the magazine publishers are sorry. Anyhow, they have reason to be.

The magazine publishers are business men, in the business for profit. The majority of them did not want to get into a quarrel with the daily press just now. The great majority of the daily newspapers have sympathized with the magazine men in opposition to the proposed increase of postage on magazines. Pretty decent, we think, the newspaper men have been about this postage business, and the speakers at the famous banquet might well have been "tipped off" to say a kind word for the dailies on this account. But no, the speakers were full of the fighting spirit.

On several occasions in the past we have warned men, publishers and others banded together shrewdly, to beware the banquet where serious speeches are to be made and reported.

The opening attack on the newspapers was made by Bishop Williams, to the surprise and tremendous discomfort of some of the leading magazine publishers, who had invited a number of leading newspaper publishers to come and "enjoy" the banquet. Now, it is well known that a guest at a banquet doesn't expect to be compelled to sit still and listen to his hosts lambasting him and his business. But, as we have intimated, such things are becoming common at banquets of publishers.

We have a high regard for Bishop Williams as an ecclesiastic. We do not concede that he is a competent critic of the daily press.

Perhaps there was something new and valuable in the Bishop's criticism, but, if so, the new was not valuable and the valuable was not new. The new thing, or the "news" thing was the single fact that the speaker was a bishop; anything he would say, especially anything sensational, would be "news." As to its value otherwise there is room for debate.

Some day there may be a convention or banquet of clergymen, including bishops, and some invited newspaper man may be full of a great idea and start in to tell the clergymen about the mistakes of theological seminaries. Of course they will listen patiently to his discourse; they will have need of patience.

All the charges made against the newspapers by the Bishop and Attorney Heney, and many other charges, have been printed over and over in the magazines during the past two years. For at least two years the whole little army of magazines has been reforming the dailies, and the unity of the attack upon the unfortunate newspaper men has been rather marvelous. For, while there are but a very few muck-racking magazines compared to the number of conservative and "reactionary" periodicals, yet conservatives and "muck rakers" marched together in phalanx in this great crusade against the dailies, and the allied forces accepted the leadership of that redoubtable old conservative, the Atlantic Monthly.

Let it be recalled that all the speakers, including Colonel Roosevelt, sagely said that the magazines had supplanted the dailies as the great moulder of public opinion and therefore the great engine of reform.

For two whole years the magazine army has been battling to reform the newspapers. Have they fallen down? Is it true, as the Bishop and the Attorney admitted, that the newspapers are worse now than when the magazines started the great reform? We think the editor of the Atlantic Monthly will take issue with the Bishop and the Attorney, for surely, as the editor will show, the Atlantic has been reforming to some purpose.

We shall keep on telling our friends to beware of banquets where any except "after-dinner" speeches are made. Also we offer the little remark that it is at very least as easy for the "corporations" to buy and own and edit the magazines as to buy and own and edit the newspapers. We do not think the "corporations" can do either.

NEWSPAPER "GOOD WILL."

Mr. Adolph Ochs, publisher of the New York Times, takes exception to our ruling, printed last month, that the good will of a newspaper is the difference between the visible or tangible assets and the total value, this total value being estimated as ten times the net annual earnings.

By inference Mr. Ochs makes the point that our rule covers only profitable property. He asks about losing properties, which, we admit, is a new question and was not taken into account in formulating a simple general rule for estimating good will.

We are aware that some newspaper brokers allege that a paper—especially a trade publication or magazine—is worth an amount equal to its gross annual business, and is worth this whether it is making or losing money. This is the rule suggested by Mr. Ochs. We do not know from what this rule was deduced. But we differ from Mr. Ochs when he says "this rule may not be entirely satisfactory to a seller, but a safe one for a prospective buyer."

It is possible that a going concern might be doing a total business of \$1,000,000 a year and still be losing \$100,000 a year. How could it be claimed the concern is worth a million dollars? We think all owners of losing properties would gladly sell under this rule, but we doubt that it would be safe for purchasers.

Of course, there may be value in the good will of a losing property. Probably there is value in the good will of a liberal percentage of losing newspapers that are now going. There is a point in the life of a losing newspaper when it becomes worthless as an investment, and the prospective investor will rather start a newspaper than buy the established one which is nearly dead.

But these losing properties are the exceptions to our rule. We doubt if any general rule can be made to cover all losing properties.

Students Issue Country Magazine.

The first issue of the Wisconsin Country Magazine has appeared. It is an illustrated monthly, devoted to the best in Wisconsin country life, and is issued by the students in the College of Agriculture of the University of Wisconsin.

Block Agency Solicitors Confer.

Last week the Paul Block Agency held a conference of their solicitors in their new offices in the Second National Bank Building, New York City. Among those who attended were Wm. M. Mesiter, Hugo J. Warner, John Henderson, H. L. Chizzola and G. A. Hummer, from the Chicago office.

Subscribers to Year 2005.

A ninety-five year subscription was a feature of a voting contest conducted by the Iowa Falls Sentinel recently, the subscriber in question paying his subscription to the year 2005. Several others subscribed for twenty-five, thirty and fifty years.

ESTIMATED GOOD WILL.

New York City, Dec. 20, 1910.

TO THE EDITOR AND PUBLISHER:

In your issue of Dec. 17 you discuss the "value of newspaper good will" and suggest the rule that the value of the good will be estimated at ten times the net earnings after the deduction of 10 per cent. on the value of the visible assets.

But what about the good will of "a going concern" when the expenses exceed the income and there is no net gain, but a net loss?

I suggest another rule, disregarding the net annual earning power. It is this: The gross annual income (its total patronage or custom) as the measure of value of the good will. This rule may not be entirely satisfactory to a seller, but a safe one for a prospective purchaser. The net earning power is not a matter of good will—that is properly the reward of management.

The application of my rule to the newspaper to which you refer that "with \$100,000 visible assets" earns \$100,000 annually may not make the value of its good will \$900,000, but in that case it would be the exception that proves the rule.

ADOLPH OCHS.

(Principal owner of the New York Times.)

Fort Worth Record's Big Contest.

The Fort Worth (Tex.) Record completed last month what is said to have been the largest and most extensive circulation contest ever conducted in the Southwest. Prizes to the amount of \$11,200 were distributed. They included: Three high grade, fully equipped five-passenger automobiles; eight high grade standard \$400 and \$450 pianos; eight \$150 diamond rings; eight full course business scholarships; eight 14-karat solid gold watches, and \$200 in gold. The contest was conducted by the Myers Circulation Co., of Waterloo, Iowa, and they obtained, it is said, during the contest, 7,172 new paid-in-advance subscribers to the Daily, Sunday and Semi-Weekly Record, mostly ranging in time from three months to one year.

Abbeville (S. C.) Medium Sold.

The Abbeville (S. C.) Medium, which for the past two years has been conducted by women, passed into the hands of a stock company. The Medium was established forty years ago by Robert R. Hemphill, a brother of Major J. C. Hemphill, editor of the Richmond (Va.) Times Dispatch and formerly of the Charleston (S. C.) News and Courier. Since the death of Robert Hemphill the Medium has been managed by his daughter, Mrs. Grace Hemphill Rogers, and another daughter, Mrs. Gertrude Hemphill Sign has acted as editor.

Will Investigate Wisconsin Mills.

Within the next week experts of the Tariff Board plan to visit many of the paper mills in Wisconsin in connection with the investigations of the Board into the cost of producing wood pulp and paper.

Ohio Daily Ceases Publication.

The Findlay (O.) Evening Jeffersonian ceased publication last week. The increased cost of running a daily is given as one of the reasons for its suspension. It was established in 1880.

Advertising Man Promoted.

A. C. Fach, formerly advertising manager of the Rauch & Lang Electric Carriage Co., of Cleveland, O., has been made sale manager of the Rauch & Lang Co., and a member of the firm.

PERSONAL.

Hugh A. O'Donnell, business manager of the Philadelphia Press, addressed the Business Science Club of Philadelphia last week on "Advertising as a Sales Force."

Arthur Murray, editor of the Pine Bluff (Ark.) Press-Eagle, who was shot recently, continues to improve and it is believed that he will recover.

Robert Henderson, for many years editor of the Council Bluffs (Ia.) Nonpareil, has announced his candidacy for the office of state printer.

John Kiely, for the past two years business manager of the New Britain (Conn.) Herald, has tendered his resignation, effective Feb. 1. Mr. Kiely has accepted a position as general manager of the Catholic Transcript.

H. L. Bishop, for many years editor of the Lorimer (Ia.) Journal, has disposed of his paper and will retire to a 112-acre farm he purchased recently.

Andrew McLean, editor of the Brooklyn Citizen, will be tendered a complimentary dinner by the Cortelyou Club on Feb. 8.

Richard Harker, of the editorial staff of the Springfield (Mass.) Republican, was married recently in Cleveland, O., to Miss Winifred Eells Newberry.

Daniel B. Frisbie, editor and publisher of the Middleburg (N. Y.) Schoharie Republican and County Democrat, has been elected speaker of the New York State Assembly.

Encel N. Dodge, editor of the Warsaw (Ind.) Union, has abandoned newspaper work to engage in the practice of law.

Lacy C. Haynes, formerly connected with the Kansas City Star, has been appointed private secretary to Alexander Mitchell, Representative in Congress from the Second Kansas District.

Richard H. Waldo, advertising manager of Good Housekeeping and secretary of the Eastern division of the Associated Advertising Clubs of America, was the guest of honor and the principal speaker at the annual banquet of the Manufacturers' Publicity Association of Pittsburg.

Samuel L. Slover, president and general manager of the Norfolk Ledger-Dispatch, spent the past week at his old home in Clinton, Tenn.

George R. Pulford, sporting editor of the Newspaper Enterprise Association, with headquarters in Cleveland, spent the week in New York.

Alfred Penner Isham, commercial and financial editor of the Columbus (O.) News, has announced his engagement to Mary Hunter, daughter of the Hon. and Mrs. David Hunter, of Guilford, Ill.

Hon. Thomas T. Feeley, editor of the Lockport (N. Y.) Daily Review, who was elected County Clerk at the last election, has assumed the duties of his office.

Charles A. Abbott, formerly editor of the Houston (Tex.) Daily Record, and recently railroad reporter for the Houston Post, has accepted a position in the

publicity department of the Southwestern Telegraph and Telephone Company.

J. H. Moorman, business manager of the Dayton (O.) Daily News for the past twelve years, has resigned to join the staff of the National Circulation Company, with headquarters at Columbus, O.

Clark H. Quinn, formerly treasurer of the Rochester Newswriters' Club and one of its founders, was presented with a diamond watch fob last week in appreciation of his services to the club. Mr. Quinn recently retired from the newspaper field to engage in other business.

N. D. Colcord, a well known newspaper man of Portland, Me., has been appointed secretary to Congressman-elect Samuel W. Gould, of Skowhegan.

George L. Sands, editor of the Biddeford (Me.) Record, is made the principal beneficiary under the terms of the will of the late Samuel L. Lord, of Saco. The estate will total about \$15,000.

Waldemar Benhard Kaempffert, one of the editors of the Scientific American, was married in Harrison, N. J., last Saturday to Miss Carolyn Lydia Yeaton, of Belgrade, Me.

Sands C. Chipman, of the Providence (R. I.) Journal, has accepted the position of city editor on the New Bedford (Mass.) Times. He was formerly connected with the city staff of the Times.

Arthur West, recently of the Chicago office of the Associated Press and lately transferred to New York, has accepted a place as copy reader on the staff of the New York Herald.

W. B. Kniseley, of the editorial staff of the Cleveland Press, was in New York this week.

Paul Stillman, editor of the Jefferson (Ia.) Bee, has been chosen Speaker of the Iowa House of Representatives in the Republican caucus.

Jerome D. Barnum, advertising manager of the Syracuse Post-Standard, spent part of this week in New York and the Eastern field, going over the foreign business of the Post-Standard with Paul Block, Inc.

Jackson Metropolis Staff Change.

A complete reorganization of the staff of the Jacksonville (Fla.) Metropolis has been made recently. E. E. Naugle, formerly sporting editor, is now on the city desk. Frank L. Huffaker is news editor. Ernest Metcalf has taken charge of the State news department. George D. Love, formerly of the Denver Post copy desk, is on the City Hall and Federal Court run, while George Benz, formerly of the Philadelphia Telegraph, is doing police work. W. J. Morrison, the well-known turf writer, who has seen service on Baltimore and Montreal papers, has taken the sporting desk, with L. S. Clampitt, formerly of the Chattanooga News, as assistant. Henry Muheim, the cartoonist, has recently created a novel character for the sporting editions of the paper in "Pete the Piker," which has caught on with the racing fraternity now attending the winter meeting at Moncreif Park.

The plant of the Plano (Tex.) Star-Courier was burned last week.

Who is Farmer Smith?

Business Manager

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

Proposition No. 84.
C. M. PALMER
Newspaper Broker
277 Broadway NEW YORK

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.
THE ADAMS NEWSPAPER SERVICE,
George Matthew Adams,
2018 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

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

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

WILBERDING

Advice About Circulation Plans Publishers Attention!

For only \$1.00 I will strengthen the weak places in your circulation plan, advise new methods and prepare any extra literature needed. This is a special offer of a lot of work for a small sum just to get you acquainted with my service. Write me at once. W. CLEMENT MOORE, Specialist, New Egypt, N. J.

I Write Result-Producing Advertising

Ads. written to pay; crisp and convincing; nearly 15 years' experience; booklets, circulars and newspaper advertising written and illustrated by the piece or monthly contract; sample ad., 25c.; circular, 50c.; two-inch illustrated ad. with electro, \$2. W. CLEMENT MOORE, Specialist, New Egypt, N. J.

LOST!—An Editor

We lost an Editor recently. He was a Western man—intelligent, progressive—and we knew it was his loss as well as ours. So we looked him up. He said he had been told to cut expenses. But he was coming back as soon as the Business Office would let him. "Meantime," he said, "save me a copy of the service, and I'll buy the back numbers when I return." This Editor knew that he could not keep his morgue up-to-date if he did not have the Bain News Service (32 Union Square, East, New York), continuously. Your morgue is not up-to-date if you are not on our list of subscribers.

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service. Address: Herald Square, New York City. Canadian Branch Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

WEEKLY—Pages (20 to 22 inches), Puzzles and Patterns.
DAILY—Cartoons, Comics, Puzzles, Forfaits, Fashions, Patterns and Weather Reports. Features for Newspapers.
BALTIMORE, MD.

BUS. OPPORTUNITIES

NEWSPAPER MEN

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

BUSINESS MANAGER.

A young man of 15 years' experience in all branches of the business department of a daily newspaper, desires position as business manager on daily paper; fine record; best of reference; would invest if mutually desirable. Address "BUSINESS MANAGER," care THE EDITOR AND PUBLISHER.

HELP WANTED.

STRONG ADVERTISING MEN.

Leading New York daily wants two successful and experienced advertising men; splendid opportunity for permanent and good pay; good connection with local merchants desirable in one, and one with acquaintance with foreign advertising; qualities, ability and merit, will be the first consideration however; first-class men from out-of-town who wish wider and better opportunities will be considered; give full particulars in regard to experience and wages expected; state age and whether married or single. Address "IMMEDIATELY," care THE EDITOR AND PUBLISHER.

POSITIONS OPEN

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

MISCELLANEOUS

LINOTYPE WANTED.

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

DAILY NEWS.

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

FOR SALE

FOR SALE—ONE HOE

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

FOR SALE—TWO

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

LINOTYPE, \$1,200.

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

FOR SALE—ONE HARRIS

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

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

CIRCULATION—DAILY, 64,939; SUNDAY, 80,700.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Snitzler Advertising Company, Hunter Building, Chicago, is placing orders for 1,400 lines to be used within one year in Western papers for the La Cotte Manufacturing Company.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for 800 inches to be used within one year in Southern papers for Charles H. Fuller's mail-order customers. This agency is also placing 800 inches to be used within one year in Southern papers for the Knowlton Dandarine Company, Dandarine, 154 Lake street, Chicago.

The Guenther-Bradford Company, 109 Randolph street, Chicago, is placing 100 lines t. f. in Southern Sunday papers for the Detrick Distilling Company, Tippecanoe City, O.

The Gardner Advertising Company, Kinloch Building, St. Louis, is placing orders for 10,000 lines to be used within one year in Southern papers for A. Guckenheimer & Bros., Guckenheimer Pennsylvania Rye Whiskey, Pittsburg, Pa.

Lord & Thomas, Trude Building, Chicago, are placing orders for 5,000 lines to be used within year in Middle West and Pacific Coast papers for the Goodyear Tire & Rubber Company.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are placing orders for 10,000 lines to be used within one year in Pacific Coast papers for the Royal Worcester Corset Company, Royal Worcester Corsets, Worcester, Mass.

The H. W. Stoneton Company, Hollowell, Me., is placing orders for 2,500 lines to be used within one year in Middle West papers for the Heart Cure Company, same city.

F. C. Williams, 108 Fulton street, New York, is placing orders for 10,000 lines to be used within one year in Southern papers for R. Blechynden, India and Ceylon Tea, 210 Olive street, St. Louis.

The E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders for 110 lines thirteen times in Western papers for the Kohler Die & Specialty Company, same city. This agency is also making contracts for 5,000 lines with Southern papers for the Swanson Rheumatic Cure Company, 176 Lake street, Chicago.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing orders for 500 lines in Western weekly editions for the Regal Tailoring Com-

pany, Chicago. This agency is also making contracts for 14,000 lines with Pacific Coast papers for F. A. Stuart Company, Chicago.

The Leven-Nichols Company, 75 Monroe street, Chicago, is placing orders for 500 lines in semi-weekly editions of Pacific Coast papers for the Steele Shoe Company, Chicago.

The Long-Critchfield Corporation, Corn Exchange National Bank Building, Chicago, is placing orders in Western and Southwestern weekly editions for M. M. Johnson, incubators, Clay Center, Neb. This agency is also making contracts for 1,500 lines to be used within one year in Western dailies and semi-weekly editions for the American Steel & Wire Company, 1 West Lake street, Chicago.

The Robert M. McMullen Company, Cambridge Building, New York, is placing orders in New York city for the present for the Neural Remedy Company, Eas-Ake, New York.

Mallory & Mitchell, 160 Washington street, Chicago, are placing orders in Canadian and Western daily and weekly papers for the Magic Foot Draft Company, Jackson, Mich.

The R. A. Mathews Agency, Marquette Building, Chicago, is placing orders for twenty-eight lines twenty-six times in Western weekly editions of dailies for the American Well Works, windmills, Aurora, Ill.

Charles T. Penney, 242 Water street, Augusta, Me., is placing orders in a few Eastern papers for Dr. F. G. Kinsman, Dr. Kinsman's Asthma Remedy, same city.

The Philadelphia Advertising Bureau, Bulletin Building, Philadelphia, is placing new orders in Eastern papers for Smith, Kline & French, Electropodes, same city.

The Frank Presbrey Company, 3 West Twenty-ninth street, New York, is placing orders in Pacific Coast weekly editions of dailies for the Marlin Firearm Company, New Haven, Conn. This agency has also secured the advertising of Henry W. Peabody & Co., Domes of Silence, chair casters, 17 State street, New York.

The Publicity Bureau of Richmond, 617 Mutual Building, Richmond, Va., will place orders with a selected list of Southern papers early in February for Fowler Cherry Smash, Richmond, Va. This agency will also place orders early in February in a few Southern cities for the Atlas Sales Company, Corn and Maple Syrup, Richmond, Va.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is placing orders for three inches d. c. thirteen times in Western papers for the St. Jacobs' Oil Company, same city. This agency is also placing new orders in New Jersey papers for the Royal Drug Company, Royal Headache Tablets, Baltimore, Md.

The Stewart-Davis Advertising Agency, Kesner Building, Chicago, is making contracts for 20,000 lines in Canadian papers for William Wrigley, Jr., Company, Wrigley's Spearmint Chewing Gum, 88 Michigan avenue, Chicago.

ROLL OF HONOR

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

ALABAMA.		NORTH DAKOTA.	
ITEM	Mobile	NEWS	Fargo
		NORMANDEN ..	(Cir. 9,450) .. Grand Forks
ARIZONA.		OHIO.	
GAZETTE	Phoenix	PLAIN DEALER	Cleveland
		(December, D., 86,594-S. 119,076)	
		VINDICATOR	Youngstown
CALIFORNIA.		PENNSYLVANIA.	
INDEPENDENT	Santa Barbara	TIMES	Chester
BULLETIN	San Francisco	DAILY DEMOCRAT	Johnstown
CALL	San Francisco	JOURNAL	Johnstown
EXAMINER	San Francisco	DISPATCH	Pittsburg
		GERMAN GAZETTE	Philadelphia
		PRESS	Pittsburg
		TIMES-LEADER	Wilkes-Barre
		GAZETTE	York
FLORIDA.		SOUTH CAROLINA.	
METROPOLIS	Jacksonville	DAILY MAIL	Anderson
GEORGIA.		DAILY RECORD	Columbia
ATLANTA JOURNAL	(Cir. 53,163) Atlanta	THE STATE	Columbia
CHRONICLE	Augusta	(Cir., D. 14,047-S. 14,163)	
HERALD	Augusta	TENNESSEE.	
ENQUIRER-SUN	Columbus	NEWS-SCIMITAR	Memphis
LEDGER	Columbus	BANNER	Nashville
ILLINOIS.		TEXAS.	
POLISH DAILY ZGODA	Chicago	RECORD	Fort Worth
SKANDINAVEN	Chicago	CHRONICLE	Houston
WOMAN'S WORLD	Chicago	SEMI-WEEKLY TRIBUNE	Waco
HERALD	Joliet	TIMES-HERALD	Waco
HERALD-TRANSCRIPT	Peoria	WASHINGTON.	
JOURNAL	Peoria	MORNING TRIBUNE	Everett
		POST-INTELLIGENCER	Seattle
INDIANA.		WISCONSIN.	
JOURNAL-GAZETTE	Ft. Wayne	EVENING WISCONSIN	Milwaukee
NEWS-TRIBUNE	Marion	CANADA	
TRIBUNE	Terre Haute	ALBERTA.	
THE AVE MARIA	Notre Dame	HERALD	Calgary
IOWA.		BRITISH COLUMBIA.	
EVENING GAZETTE	Burlington	WORLD	Vancouver
CAPITAL	Des Moines	TIMES	Victoria
REGISTER & LEADER	Des Moines	ONTARIO.	
THE TIMES-JOURNAL	Dubuque	EXAMINER	Peterborough
		FREE PRESS	London
KANSAS.		QUEBEC.	
GAZETTE	Hutchinson	LA PRESSE	Montreal
CAPITAL	Topeka	LA PATRIE	Montreal
KENTUCKY.		GET THE BEST ALWAYS!	
COURIER-JOURNAL	Louisville	The Pittsburg Dispatch	
TIMES	Louisville	Greater Pittsburg's Greatest Newspaper	
LOUISIANA.		WALLACE G. BROOKE Bunswick Bldg. New York	
ITEM	New Orleans	HORACE M. FORD Peoples Gas Bldg. Chicago	
TIMES DEMOCRAT	New Orleans	NEW BEDFORD TIMES	
MAINE.		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
JOURNAL	Lewiston	Average to July 1, 1910	
MARYLAND.		Evening, 7,840 Sunday, 13,756	
THE SUN ..	Paid for in Cash Cir. .. Baltimore Morn. and Eve. 103,681 .. Sun. 45,700	By FRED B. LUKENS New York Representative New York	
MICHIGAN.		By FRANK W. HENKELL 150 Michigan Ave. Western Representative Chicago	
PATRIOT ..	(1910) D. 10,720; S. 11,619. Jackson	JORNAL DO COMMERCIO	
MINNESOTA.		OF RIO DE JANEIRO, BRAZIL	
TRIBUNE	Morn. and Eve. Minneapolis	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
MISSOURI.		VASCO ABREU, Representative Tribune Building - New York	
DAILY AND SUNDAY GLOBE ..	Joplin		
POST-DISPATCH	St. Louis		
MONTANA.			
MINER	Butte		
NEBRASKA.			
FREE PRESSE ..	(Cir. 142,440) .. Lincoln		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW MEXICO.			
MORNING JOURNAL ..	Albuquerque		
NEW YORK.			
BUFFALO EVENING NEWS ..	Buffalo		
LESLIE'S WEEKLY ..	(Cir. 300,000) New York		
MESSENGER OF THE SACRED HEART ..	New York		
RECORD	Troy		

THE New Orleans Item

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

Elmer E. Clarke, Business Manager

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7823

PENNSYLVANIA

FROWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

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

ADDITIONAL AD TIPS.

There's a Reason Company, Battle Creek, Mich., is placing generally page orders for the Postum advertising.

The Thompson-Koch Company, 32 West Sixth street, Cincinnati, O., is

The Mobile Register
MOBILE, ALABAMA

"We use The Mobile Register exclusively to cover Mobile and an outside territory of one hundred square miles."
Willison-Warren Shoe Company.
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

AUGUSTA HERALD

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

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

Publishers' Representatives

- ALCORN, FRANKLIN P.**
Flatiron Bldg., New York
Tel. Gramercy 666
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN COMPANY**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- KELLY, C. F. & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St. New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
30 W. 33d St., New York
Tel. Madison Sq. 3613
- THE FISHER AGENCY**
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5536
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**
189 East Broadway, New York
Tel. Orchard 5300

making contracts for 1,000 lines with Pacific Coast papers for Pape, Thompson & Pape Company, Pape Dispepsin, same city.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is making contracts for 10,000 lines in New York or vicinity for the Central Railroad of New Jersey and allied interests.

The Van Cleve Company, 250 Fifth avenue, New York, has secured the advertising of H. O. Wilbur & Sons, Wilbur's Cocoa, 235 North Third street, Philadelphia.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing orders for 10,000 lines to be used within one year in Eastern papers for the Cambridge University Press.

The Merrill Advertising Agency, 1161 Broadway, New York, is placing the advertising for the Victoria Hotel of Chicago, on an exchange basis. This agency is also placing the advertising of the Mt. Park Hotel, Hot Springs, N. C., on a trade basis.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making contracts with Southern papers for the C. S. Morey Mercantile Company, Solitare Brand Goods, Chicago.

The A. R. Elliott Advertising Agency, 62 West Broadway, New York, are plac-

ing full pages in automobile journals and large space in illustrated weeklies and daily newspapers for the advertising of the Palmer-Singer Company, automobiles, New York. This account promises to be quite a large one.

The F. Wallis Armstrong Company, North American Building, Philadelphia, is placing orders in weekly editions of dailies for Planet, Jr., same city.

OBITUARY.

Charles Sedgwick Aiken, editor of the Sunset Magazine and widely known as a writer, died in San Francisco last week after a long illness. He was forty-eight years old.

Harry Grove Summer, city editor of the Passaic (N. J.) Daily News for the past seven years and Passaic correspondent of the New York Herald, died at his home last week from pneumonia. He was thirty-four years old.

William T. Jones, for thirty years associated with the publishing house of Harper & Brother, died last Saturday of pneumonia. He was at one time in the consular service and was stationed at Foochow, China.

Edgington Price Fulton, veteran newspaper man, died in Baltimore last week following a long illness. He was connected at various times with the Baltimore American, Philadelphia Record and the Pittsburg Times. He was an authority on literature. He was sixty-three years old and a veteran of the Civil War.

John T. Williams, manager of the Moberly (Mo.) Monitor Publishing Company, died at his home in Moberly last week. He was twenty-nine years old and was one of the proprietors of the Moberly Monitor.

Edward Allen Perry, widely known as a journalist both in this country and Europe and one of the oldest of Boston newspaper men, died in Kansas City last Saturday. He was first president of the Boston Press Club and while acting as London correspondent for a Boston newspaper he was active in ferreting out the story of the downfall of Charles Stewart Parnell. On his return to Boston the Aldermen gave a public reception in his honor. He also served as United States Commissioner to the Austrian Exposition in Vienna. He was a veteran of the Civil War and when mustered out was brevetted major for gallant service. He also took part in the Franco-Prussian War and was decorated with the iron cross for bravery under fire.

Major John Lawrence Bettinger, for many years editor of the St. Joseph (Mo.) Herald and prominent in Missouri public life, died in St. Joseph last Monday. He was seventy-seven years old. He was consul-general to Montreal, Canada, from 1897 to May, 1903.

Henry Squire, for many years connected with Boston newspapers, died suddenly at his home in West Somer-

ville Sunday from heart failure. He was eighty-one years old. He was identified with the Boston Traveler for thirty-nine years and with the Boston Journal eight years.

Joseph P. Beach, son of the late Moses Yale Beach, founder of the New York Sun, died at Cheshire, Conn., last Sunday. He was eighty-two years old. In the course of his life he was connected with the Sun and with the Scientific American. He retired from active business in 1868.

Fremont, Neb., March 2, 1910.

Thos. Wildes' Son,
14 Dover Street, New York City.

Dear Sirs: We use OXODIO because it is economical for us to do so and we have found it to be very satisfactory in our linotype work. Yours very truly,

HAMMOND PRINTING CO.,



Ray W. Hammond,
Sec'y and Manager.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

We make Special SUPPLEMENT PAGES

WRITE US FOR PRICES

OUR MARK

"DAY AND NIGHT SERVICE"

The Chestnut Street Engraving Co. 702 CHESTNUT ST. PHILA., PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

MON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4800-4 Beekman

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

Send To-day for the "The Kohler System" List of Users of

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

Manufactured and Sold by the
CUTLER-HAMMER MFG. CO.
MILWAUKEE, WISCONSIN

Philadelphia Cleveland San Francisco
New York Boston Pittsburg Chicago

The Garwood Electric System

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

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

THE BOSTON GLOBE'S GREATEST YEAR

During the past year the Boston Daily and the Boston Sunday Globe have made substantial gains in circulation and in advertising patronage.

The Circulation receipts of the Boston Globe for the year 1910 were the largest in its history.

The Average Circulation of the Daily Globe for 1910	183,720		The Average Circulation of the Sunday Globe for 1910	321,878
The Average Circulation of the Daily Globe for Dec., 1910	188,543		The Average Circulation of the Sunday Globe for Dec., 1910	330,717

The Daily Globe (selling for two cents a copy), and the Sunday Globe, go into the homes of the substantial residents of Boston and its surrounding territory. Globe readers answer advertisements and have the money with which to respond to them liberally.

THE ADVERTISING RECEIPTS OF THE BOSTON GLOBE FOR THE YEAR 1910 EXCEEDED THOSE OF ANY PRECEDING YEAR.

The total advertising in the three leading Boston newspapers having Daily and Sunday editions for the year 1910, was:

1. The Globe **7,922,108 Lines**
Showing a gain of 586,831 lines over 1909.
2. Second Paper **5,528,005 Lines**
3. Third Paper **5,142,480 Lines**

The above totals include all kinds of advertising, from that of the big department store to the smallest want advertisement. They comprise the totals from January 1, 1910, to December 31, 1910.

Total, - 479,877
Plurality, 347,148

In every large city one and sometimes two newspapers carry the want advts. During the year 1910 the Globe printed **479,877 Want Advts.**, establishing a new high-water mark. This was a gain for the Globe of 19,412 advts. over the year 1909, and was 347,148 more advts. than appeared in any other Boston newspaper.

Want advertisers can trace results. They know just what they get for the money they expend in advertising. In Boston they use the Globe.

If you want to increase your business in the richest field in the United States during 1911, plan to use liberal space in the Boston Daily and Sunday Globe.

