

About Advertising Media

What Publishers are Doing
and What They Say They Will Do

The Fort Worth, Texas, Star-Telegram held its first annual banquet to its employes. The paper has been holding banquets of this kind for the carriers and giving the newsboys their Christmas Dinner for four years, but this is the first occasion on which all the employes were together. The banquet was considered a success from every standpoint, and it will be an annual event from now on with *The Star-Telegram* employes.

The Morning Record of Meriden, Conn., has just begun the fiftieth year of its existence, having absorbed the old *Meriden Republican* about twelve years ago, which was founded in 1860. But the *Morning Record* doesn't count on its age in its most successful efforts to secure readers and advertisers. Though Meriden is only the fourth city in Connecticut in size, it is one of great importance to the general advertiser. In the territory covered by the *Morning Record* there are more than 60,000 people, and scarcely any of



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them can be reached by the daily papers of other Connecticut cities. *The Record's* circulation for 1909 was the largest in the history of the newspaper, and the volume of its local advertising, classified business and general advertising, was never equaled by a Meriden paper in any single year.

E. E. Smith, the vice-president and general manager of the *Morning Record* corporation has been an occasional visitor in the middle west for a number of years and keeps a personal touch with the advertisers and advertising agencies of Chicago, and is an enthusiastic advertiser of his city and his newspaper.

The rapid growth of the Carlisle *Evening Herald*, Carlisle, Penna., is the talk of the entire Cumberland Valley at the

present time. Taking the management of this paper on October 1st, Mr. H. O. Dodge started a whirlwind of changes in the news and feature departments of the paper that at once caught on with the people. On the 15th of October a circulation contest was started and in seven weeks time *The Herald* added over 800 new paid-in-advance subscribers. On December 15th *The Herald* put out over Mr. Dodge's signature the first sworn circulation statement ever issued in Carlisle. *The Herald's* average for twenty-six days is 2,150 copies daily actually sold.

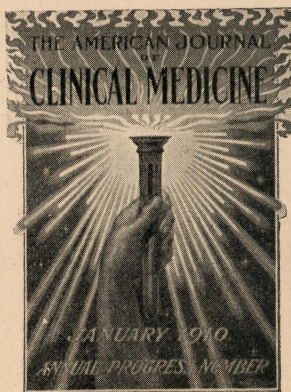
The Horticultural number of *The Farmer*, St. Paul, Minnesota, will be issued February 12th, and the Poultry number of *The Farmer* will appear February 5th. As *The Farmer* is now a weekly, copy is received up to the Saturday preceding the date of publication.

"Standard Farm Paper Advertising," published in the interests of the *Standard Farm Papers*, is full of interesting articles that will interest the agricultural advertiser and the prospective agricultural advertiser. Its offices are in the First National Bank Building, Chicago.

The Talk of the London newspaper world is the taking possession by *The Montreal Star* of an entire floor of the Canadian Transcontinental Railway Building.

The Daily Mail, *Times*, *Standard* and other newspapers, comment on the opening of the new offices by *The Star*. *The Times* speaks of the departure as emphasizing the community of interest between Canada and England, and adds "other Canadian journals have advertisement offices here, but for many years *The Montreal Star* has been the only Canadian journal with a resident cable correspondent.

After an existence of nearly thirty-eight years the South Bend *Weekly Tribune* has been discontinued. At the same time the St. Joseph Valley *Register*, in its seventy-fourth year ceased to exist. *The Register* was the late Vice-President Schuyler Colfax's paper and was purchased in 1887 by *The Tribune*, which continues to hold title to the same. Weekly paid-up subscribers have been transferred to the *Daily Tribune*, giving it a paid circulation of about 11,000.



The cover of the January number of the *American Journal of Clinical Medicine* is a striking color creation. The cover as reproduced here does not give the true "flare" of the original. The January number of the publication is known as the Annual Progress Number, one of the great achievements of the journal. This number is one of great interest among the medical fraternity and the journal has proved its quality as an advertising medium among that class.

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