



THE EDITOR AND PUBLISHER

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FUN AT OYSTER BAY.

INCIDENTS RELIEVING MONOTONY OF NEWSPAPER MEN'S GRIND AT SUMMER CAPITAL.

Was It Goose or Broom?—Unsuccessful Plant of Two Eager Vaudevillains in Search of Printers' Ink—A Rendition of Uncle Tom's Cabin That Was So Bad It Was Good, and Beat Many a Problem Play at That—New Faces in Newspaper Colony.

Oyster Bay, N. Y., Aug. 25, 1904.
Special to THE EDITOR AND PUBLISHER.

Was the goose a broom, or was the broom a goose?

This momentous question caused more discussion at the "Summer Capital" during the last week than all the other items combined. The men who boxed it up and shipped it to the President asserted that the broom was a goose. They raised it from callow goslinghood and ought to know. They heard its sweet squawk of protest as they nailed down the lid over its gentle head. Of course the broom was a goose. The Secret Service sleuths at the executive offices over Moore's grocery store swear the goose was a broom. Didn't they approach the mysterious box with quaking limbs and remove the lid with all the reverence that is due a hundred weight of dynamite? Didn't they find the broom? How, then, could the broom be a goose? Well, anyway.

The mysterious box arrived at the executive office from Syosset. A few hours before the expressmen brought it, a telegram was delivered to Secretary Loeb, reading about like this:

"Look out for mysterious box sent to President from Syosset. The boy who brought it to station very nervous and excited."

The man who sent the message was the deputy sheriff of the county, and, coming from such an authority, Secretary Loeb could of course, do nothing else but take the ordinary precaution of turning the whole matter over to the Secret Service detectives. When the box came, the detectives accepted it very gingerly and took it away down by Ship Point, far from any human habitation. A cannon cracker was produced, and, after being set on end upon the lid of the box, its fuse was lighted, and the detectives fled precipitately to a point some hundred yards away to watch results. The fuse burned down, and the cracker exploded. The sleuths held their ears expecting a more deafening report. But none came. Some say that the only noise then heard was the muffled squawking of an imprisoned and badly scared bird. At any rate, the detectives waited for a few minutes to see if the infernal machine within would let go, and observing that nothing startling happened, made bold to approach and finally open the box.

Last Tuesday two vaudeville actors came to Oyster Bay looking for some trace of the box they sent the President. It may be that they were also looking for a little printer's ink. It's a good thing in their business. They said that they have spent their summers at Syosset

(Continued on page 3.)



HAROLD G. MURRAY.

MANAGER OF THE NEW INTERNATIONAL ADVERTISING ASSOCIATION.

MANAGER OF I. A. A.

HAROLD G. MURRAY SELECTED TO CONDUCT WORK OF NEW ADVERTISING ASSOCIATION.

Offices Opened at 114 Fifth Avenue, New York, and Work of Sending Out Prospectus Begins—Special Efforts to Provide for the Efficiency of the Organization at the Start—Mr. Murray's Thorough Acquaintance With Advertising.

The new International Advertising Association has opened offices at 114 Fifth avenue, New York, with Harold G. Murray as manager, and copies of the prospectus inviting membership in the organization are being sent out as rapidly as possible. By last Wednesday night 10,000 of these had gone to the leading general advertisers, advertising agents, special newspaper representatives, advertising managers, newspaper publishers, bill posting companies and street car advertising concerns in the country. Mr. Murray said on Tuesday that the returns were already very gratifying.

The management is starting in at the very beginning to make the association of the utmost possible value to its members. With each prospectus, besides the blank application for membership, is sent a slip which reads as follows:

"In our prospectus sent herewith are noted the means which may be successfully carried into effect to promote the objects of this association, being numbered from I to XXIII. Kindly designate by number in the spaces opposite, in their relative order, the six which you consider the most important, that we may have, when these expressions of opinion are all tabulated, the best guide for our initial effort for the most important subjects on which we shall commence our work. Please fill in the blanks below and return with your application for membership."

Still another slip is inclosed, on which is printed this request:

"Will you be kind enough to note on the back of this sheet, in the order of their relative importance, a list of wrong methods which you would like to see remedied through the aid of the I. A. A.?"

Harold G. Murray, who has been chosen manager of the association, was selected for that position on account of his ability as an organizer. He has had fourteen years' experience in the advertising and newspaper field, having served as reporter, advertising solicitor, advertising manager and publisher. He has traveled all over the United States in the interest of advertising, and is widely known by those engaged in the business of publicity. For eight years he was advertising manager of the New York Press, and previous to that was on the editorial staff of the New York Tribune, and then on that of the Press. He has served for some time past as special advertising representative in Chicago of one of the leading advertising agencies.

In speaking of the prospects of the International Advertising Association, Mr. Murray said that the interest being manifested in its work was truly surprising, and that it showed there was a real need for such an organization.

"There has, of course, been criticism

PAPER TRAIN AFIRE.

Many Jersey Shore Readers Late in Getting Their Sunday Newspapers.

Fire broke out on the paper train which left Jersey City last Sunday morning over the Jersey Central Railroad, and before the flames were extinguished one car had been gutted and thousands of papers burned. As a result the Sunday newspaper readers of Asbury Park, Ocean Grove, Long Branch and other shore resorts were late in getting their papers, and some went without them altogether.

The train left Jersey City shortly after four o'clock. While it was whizzing by the Thirty-third street station, Bayonne, one of the crew discovered fire in a car filled with papers. A defective gas pipe had ignited the side of the car, and the rapid moving of the train had fanned the flames. As soon as the fire was discovered the train was brought to a standstill. The road runs along a cut at this point, so the train was backed to Forty-ninth street where the tracks are even with the street, and an alarm was sent to the city fire department. In a few minutes half a dozen engines were on the scene, and soon had the fire under control. The flames lighted up the vicinity, and caused much excitement among the citizens, many of whom went to the tracks to view the spectacle.

DEMOCRATIC EDITORS TO MEET.

Will Assemble in Conference in New York and Organize for Campaign.

A conference of Democratic editors from all over the country is to be held shortly in New York to discuss the campaign. It is possible that Judge Parker will attend the congress, but whether he does or not, the editors will in a body pay a visit to their candidate at his home in Esopus.

Chairman Thomas Taggart, of the Democratic National Committee, and his lieutenants, recognizing the importance of support from the newspapers, will endeavor to bring the editors together and form a campaign editorial association which shall enable the papers to do the most effective work. The editors will meet and exchange views, and will probably decide to form a permanent national association, such as exists among the Republican newspaper men. All the prominent editors of the Democratic and Independent newspapers will be invited, and it is not surprising if the membership of the congress will reach two or three hundred.

The meeting will not be without its social side. A committee of New York newspaper men will be appointed to entertain the visitors, and the National committee will tender them an excursion by boat to Esopus.

and opposition," said Mr. Murray, "as there must be with any new project of this kind, but the great majority of the advertising interests are coming heartily to its support. This talk of the impossibility of bringing together conflicting interests comes largely from men who are more or less antiquated in their methods, and who do not accept the new conditions which we have to meet now. Those who understand thoroughly the purpose of the I. A. A. know that its chief aim will be the correction of abuses, which cannot fail to benefit every phase of legitimate advertising."

Mr. Murray explained that one of the first moves will be to establish a department similar to Dun's and Bradstreet's, which will furnish reports on advertising that will be final and authoritative. Another large department will be devoted to statistical information as to mediums, so that an agent can furnish his client with estimates for large appropriation in a nutshell, thus doing away with the voluminous work that has been necessary heretofore. In this connection an attempt will be made to establish a fixed and uniform basis of rates for all classes of mediums.

The work of caring for the statistics will be enormous, and arrangements for the necessary filing cabinets are now being made. It is expected that the rooms at the headquarters of the association, 114 Fifth avenue, will all be in readiness within a very few days, so that the real work of the association may begin.

The program for the big meeting of advertising interests at the St. Louis World's Fair, which will be held on Oct. 4, 5 and 6 under the auspices of the I. A. A. has been roughly drawn and will probably be completed at the next meeting of the executive committee. A number of men prominent in the advertising profession, including officers and members of the various clubs of the United States, have been invited to make addresses. Among these are John Wanamaker, of Philadelphia, and William Cullen Bryant and Manley M. Gillam, of New York.

Paper Mill Strike Ends.

The big strike in the paper mills of the Fox River valley in Wisconsin came to an end last week, when the union men went back to work without receiving any concession from the manufacturers. The strike had been on since June 4, and had seriously impaired operation in nearly every mill in the Fox River valley. It is estimated that it cost the men and manufacturers close to half a million dollars.

Wisconsin Paper Sold.

The Rice Lake (Wis.) Leader, one of the strongest Republican papers of Wisconsin, has been sold by P. H. Swift to George C. Elwood. The paper will continue to advocate the principles of the Republican party. Mr. Swift, who has been engaged in journalism for a third of a century, will take a rest for a time and then look for a new opening.

International Exhibition.

An international exhibition of printing, papermaking, journalism, engraving and all graphic arts, will be held at Paris in 1906. It is expected to be the largest show of the kind ever held. Paper manufacturing and woodpulp making will, it is said, be shown in operation.

Preparing Special Edition.

The Huntsville (Ala.) Daily Mercury, Robert L. O'Neal, publisher, is getting up a handsome magazine supplement to that paper, to be published about Oct. 1. The edition will be 5,000, and promises to be the most artistic that has ever been published by a Huntsville newspaper.

BRISTOL COURIER'S PLANS.

Company Reorganized for Purpose of Improving Mechanical Plant.

The Bristol (Tenn.) Courier, which, as announced recently, is to add substantially to its mechanical equipment, has reorganized for that purpose, and has been incorporated with a capital stock of \$25,000. The incorporators are: Judge Curtin, Col. Charles H. Slack, Dr. Nat. T. Dulaney, Jr., Rhea Crawford, Harry Shelton and Paul Dulaney.

Ex-Gov. Robert L. Taylor, of Tennessee, who is president and one of the large stockholders in the new company, chanced to be in Bristol at the time the matter of reorganization came up. He manifested great interest in the project, and at once became enthusiastic over the prospects of keeping the Courier in the lead among the newspapers of Eastern Tennessee and Southwest Georgia, where its patronage lies. Ex-Gov. Taylor will be associate editor of the paper and will contribute to the editorial page. He is one of the best known men in that section of the United States. His ability as a strong and trenchant writer is acknowledged, and his fame as an orator is known the country over.

Col. Charles H. Slack, who made the Courier famous from an editorial standpoint, when it was published by himself and his father, the late Senator John Slack, is to be editor of the paper, and is expected to go to Bristol from Washington, D. C., to take that position. Mr. Slack's ability as an editorial paragrapher is unquestioned.

The business management will remain in charge of Rhea Crawford, who went to the Courier recently from the Knoxville (Tenn.) Sentinel. Mr. Crawford will be secretary and treasurer of the new organization.

New Indian Territory Daily.

John B. Kessler, former editor and proprietor of a Democratic daily in Muskogee, I. T., and who has been in St. Louis for the last two years, has announced that he will publish a new Democratic daily in Muskogee, the first issue to be out in a few weeks. The paper is to be an innovation in the Territorial field, in so far as it will be generously illustrated. The plant is to contain a photo-engraving department and a staff of artists. There are now three daily newspapers in Muskogee.

Gets Publishers Press Service.

H. W. Kronheimer, editor of the Winston-Salem (N. C.) Evening Sentinel, was in New York this week and closed a contract for the news service of the Publishers Press. Mr. Kronheimer is also editor of the Southern Furniture Journal, which is published at High Point, N. C., and is one of the most prosperous trade papers in the South.

New Ohio Daily.

The Middletown News Printing and Publishing Company, of Middletown, O. has just been incorporated by Frank Forster, Henry Erb, David B. Bundy, Jr., Frank C. Dell and Leo L. Crider. It is understood they will publish a new daily paper.

May Resume Publication.

For several days the report has been current here that Harry T. Daniel would become manager of the Huntsville (Ala.) Daily News, and that the publication, suspended on Aug. 5, would be revived. Mr. Daniels and the owners of the plant are non-committal.

Sir Alfred Harmsworth Coming Here

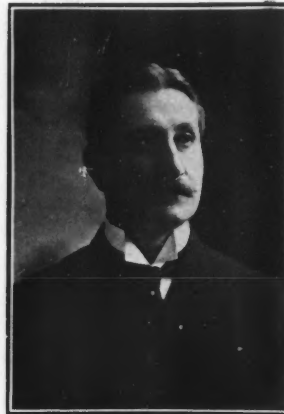
Sir Alfred Harmsworth, the energetic proprietor and editor of the London Daily Mail, will be in New York early in September, arriving here from Canada.

THE BLAINE SPECIAL AGENCY.

Now Represents the St. Louis Star in Both East and West.

William T. Blaine, who has represented the Star Publishing Company, of St. Louis, in the Eastern territory, with offices at 41 Park Row, New York, for the past three years, has made arrangements for a term of years to represent the Daily, Sunday, and Weekly Star both in the East and West outside of St. Louis. He has opened an office in the Tribune Building, Chicago, and engaged W. F. Dunn as manager of his Western office.

Mr. Blaine has been actively identified

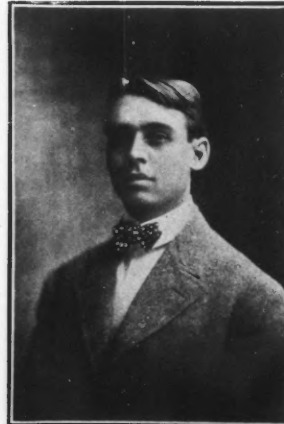


WILLIAM T. BLAINE.

in advertising work for the past fifteen years, having been for five years advertising manager of the St. Louis Republic, and for nearly two years advertising manager of the St. Louis Post-Dispatch. He has also been associated with the Scripps-McRae League and advertising manager of the Chicago Journal, and spent nearly three years abroad where he studied the different phases and methods of European advertising.

Mr. Blaine has a long and large acquaintance with advertisers in every section of the country. His work for the Star publications in the East has been so satisfactory to the Star Publishing Company that they have desired him to take full charge of their advertising business outside of St. Louis.

Mr. Dunn, manager of the Chicago



W. F. DUNN.

office, has been for over five years advertising manager of the Chicago Evening Post. Previous to that he was associated with the Scripps-McRae League, St. Louis Post-Dispatch, and Chicago Journal, and is thoroughly acquainted with the advertisers of the West.

Both men are practical newspaper men as well as experienced and successful advertising managers, which makes an unusually strong combination. They will give the Star what the term implies, special representation.

BERLIN EDITOR ON CANADA.

Pleased With Dominion's Newspapers, But Does Not Like Ours a Bit.

Herr A. Wagner, editor of the Tageblatt, one of the best known and most influential of the newspapers of Berlin, has been on an extended tour through Canada for the purpose of collecting material for articles on its advantages as a field for German emigration. When the German editor was in Toronto a few days ago, a representative of the World of that city secured an extended interview with him, which closed with this parting question and its answer: "What do you think of Canadian newspapers?"

"I am greatly pleased with them," said the Berlin editor, "and consider them superior in many respects to the journals of the United States, which are too full of scandal for my taste. I have been struck by the cheapness of the Toronto papers and the wide variety of subjects dealt with. I have counted from thirty-five to forty different topics on a morning. Then there is the freedom and good taste with which everything is discussed."

Herr Wagner expressed surprise on being told that journals in British and kindred countries are entirely free from governmental control and interference, and are only restricted by the requirements of the law and the canons of courtesy and good taste.

Herr Wagner is thus described by the Toronto World's representative:

The German editor is a man of middle age, with a keen, alert and vigorous personality, and thoroughly up to date. An Austrian by birth, he has been for thirty years in journalism, seventeen of them in Germany, and has edited newspapers in Vienna, Stuttgart and Strassburg before his removal to the Prussian capital. Herr Wagner has been interested in German emigration for a good many years, and deplored the choice of Brazil, which has been made by so many of the people.

"My attention was drawn to Canada," he said, "and I satisfied myself that it offered a far better field for German emigrants. In seeing the country for myself the opinions I formed have been fully confirmed. I am securing everywhere illustrative photographs of typical Canadian scenes, and these I will use in connection with the lectures I intend to deliver throughout Germany and the Austrian provinces. Then I will contribute a series of articles to my own paper and to other leading journals."

Asked concerning the attitude of Germany in the matter of the war in the Far East, Herr Wagner said:

"At first Germany went wholly for the Japs, but now the more intelligent portion of the people desires the success of Russia. In fact, all the intelligent section of the community support Russia, but the mob shout for the Japs."

"I have very strong views as to the military power of Russia. I speak Russian and Polish, and was war correspondent for the Novoe Vremya and another Russian paper now suppressed, during the Russo-Turkish war. Russia always begins badly, but has an enormous reserve of strength and can, if need be, place 3,000,000 in the field. I think peace will follow the fall of Port Arthur, and I do not think the Baltic fleet will be sent out to the East now."

Printing Plant for Canal Commission.

To meet the demand for the considerable amount of printing required in connection with the building of the Panama canal, a full printing outfit has been authorized, and this will go forward to the Isthmus at the earliest possible moment.

FUN AT OYSTER BAY.

Continued from page 1.

for the last four years, and are in the habit of whiling away their warm spells by doing a little farming and goose raising.

"We thought it would be a neat thing to send the President one of our best geese," said one of the vaudevillians. "Now I'm sorry that we did it, for I'll bet the poor bird was killed before it ever got to the President. We sent a little note along with it, in which we said that we hoped the goose would forever hiss his enemies. Kinder clever, don't you think? A broom? Why, who said anything about a broom? Of course it wasn't a broom. We ought to know what we sent the President, I guess. I'd like to see the man who says it was a broom. Perhaps the fellows who opened it thought they'd like to have it for dinner."

Still, the Secret Service men stick to their assertion that it was a broom. They opened the box.

The news supply has been rather limited since the President returned. There has been a dearth of political stories and the number of conferences held at Sagamore Hill has not by any means kept pace with the record set when the President came down earlier in the summer. "It looks very much as if it were going to be a gum-shoe campaign" remarked Ren Crawford of the Herald. The "gum shoes" worn by the gentlemen who have seen the President this summer appear to be about the thickest ever worn in this vicinity.

On Tuesday night most of the newspaper crowd took in an Uncle Tom's Cabin show that played in a tent on Townsend's lot. It was so bad it was good, and the fortunate ones attending declared that it was a good deal more interesting than many of the problem plays they have suffered through in New York.

Quite a number of changes have been made in the newspaper representation at Oyster Bay this time. The three press association men are the same, however, E. E. Paine, for the Associated Press; R. H. Hazard for the Publishers Press and Scripps-McRae Press Associations; and E. A. Fowler for the Sun Press Association. Mr. Fowler also bends his energies for the Evening Sun, thus replacing Charley Camp who was here earlier in the season. Ren Crawford is here for the Herald instead of Chauncey Miller; Bernardo de Barros has replaced Finley Fawley for the Evening Journal; and Henry C. Howland is doing the New York World's work instead of Ewan Justice. It is understood that Justice, who is now on his vacation, will come down later. James E. McBride, the American's representative, was here with the crowd in July. The Mail, Globe, Times, and Brooklyn Eagle are not represented at all, contenting themselves with the report of the press associations.

Mr. Paine, of the Associated Press, brought his son Roger to Oyster Bay this trip. Paine the younger is an enthusiastic camera artist and one of the finest swimmers for his years that has rippled the waters hereabouts for a long time. When he was down here last year he swam from the Casino to Center Island and return one morning, and at the conclusion of his mile and a half jaunt was apparently as fresh as when he started.

ENGLISH HAVE TROUBLES, TOO.

Example of Uncertainties Under the British Law of Libel.

Arthur William A. Beckett, son of Gilbert A. Beckett, famous as a London magistrate and still more celebrated as one of the chief contributors to Punch, relates a curious experience which happened to himself when he was editor of the Glowworm. An actor brought suit against him for libel, because in the columns of that publication it had been said of him that, in Palgrave Simpson's play of the "Watch-Cry," his part had been "efficiently spoken by the prompter." The actor recovered damages in the case. More than that, he recovered two sets of damages. The editor, in commenting on the verdict, republished articles written by other editors on the subject, which praised the stand he had taken and his pluck in defending the suit. He was sued over and over again in consequence. To avoid this inconvenience and its accompanying expense, he engaged the services of a "speculative" lawyer, who had prompted these suits as a means of making an income out of every paper with which A. Beckett was connected, and gave him a general retainer to advise his client before publication whether or not the proposed paragraph or article were libelous. Strangely enough, from that time no more libel suits were ever brought against A. Beckett, nor was the lawyer ever called upon to render an opinion.

It will be remembered that his father Gilbert A. Beckett—"A Beckett the Beak," as he was nicknamed—was the intimate friend of Dickens and Thackeray, and called himself and his two sons, who, by the way, afterwards were the proprietors and editors of Tomahawk, a satirical monthly magazine which fiercely lashed and cartooned society people from the Prince of Wales (now King Edward VII.) downwards "three working journalists." The sons formed a most complete contrast to the father, whose humor overflowed with geniality, while that of the sons, while keen and amusing, was replete with the most caustic satire and most trenchant sarcasm.

Success of Women Press Agents.

The woman press agent is no novelty in the theatrical field, says the New York Sun. When she first appeared it was predicted that she would not last. But she has lasted. There are half a dozen women press agents now—and good ones—actively engaged in obtaining publicity for as many theatrical enterprises. The manager of the best attended roof garden in this city employs a woman press agent, and he says that no little of his success is due to her efforts. She was one of the first women press agents in the theatrical field.

Editor Narrowly Escapes Drowning.

Robert G. Bremner, editor of the Pas-saic (N. J.) Herald was rescued from drowning one day last week at Greenwood Lake. Although a good swimmer he would have drowned but for several members of the Garrick Club, who went to his assistance. Bremner was fishing when he lost his balance and fell overboard. Members of the Garrick Club saw him struggling in the water, and a couple of them reached him just as he was about to sink for the last time.

INSANE NEWSPAPER WOMAN.

Caroline Rogers of Chicago Sent to Bellevue as Result of Overwork.

Caroline Rogers, a young Chicago newspaper woman, who had come to New York to describe the opening of the subway and to do some other special work, was taken to Bellevue Hospital one night last week as an insane patient.

She had been in New York about three weeks, living at 108 East Eighty-ninth street. She came to this city from St. Louis, where she did newspaper work at the Democratic National Convention. The physicians say that her condition is very bad. They believe that overwork is the cause of her insanity.

She began to act strangely some days ago, and one night she became violent at the supper table and the folks with whom she boarded were obliged to call in a policeman. The young woman imagines that she is the head of a sect established in opposition to Mrs. Eddy and her Church, and rants about it continually.

CHANGES IN INTEREST.

Grant Kyler and his son, E. Nolan Kyler, have purchased the Ashland (Pa.) News.

The Elma (Ia.) New Era has purchased the Elma Vidette, which will now be discontinued.

The Frederick (Md.) Examiner, has been sold at a receiver's sale to Adrian Posey, of Laplata, Md., for \$1,500.

Frank Hammil has purchased the Spooner (Wis.) Register of J. G. Adams, and will merge it with the Spooner Advocate.

The Gettysburg (Pa.) News printing plant has been sold by N. C. Barbehenn to W. B. Hammond, of Baltimore. Mr. Barbehenn will remain with the office.

The Lowell (O.) Record has been sold to John D. Hollinger, C. G. Schneider and A. C. Beach. F. O. Gorrel, who started the paper about a year ago, retires because of ill health.

James H. Thompson, a young newspaper man of Wellsboro, Pa., has purchased a half interest in the Watkins (N. Y.) Democrat, and the business will be conducted under the name of Thompson & Co.

The Kirbyville (Tex.) Banner has been sold to Prof. W. R. Blackshear by the Kirbyville Printing Company. Mr. Blackshear has already taken possession of the same, and will make many improvements.

The Lewistown (Pa.) Free Press, owned and conducted by W. M. Lind for the past several years, has been sold to Clarence E. Hoffman, recently connected with the Titusville Herald. Mr. Hoffman will continue it as a weekly Republican paper.

The Wrightsville (Pa.) Star, one of the oldest weeklies published in York county, was purchased last Saturday by the Wrightsville Journal, a new weekly paper recently started by the Harris Printing Company and edited by Major R. S. Magee. The entire plant of the Star will be moved to the Journal office, where the two papers will be combined and issued weekly under the name of the Star-Journal.

The Buffalo Express has just installed a big new Goss press.

NASHVILLE CLUB FORMED.

Robert L. Burch Elected President of the New Organization.

The Nashville Press Club met one night last week and perfected organization by adopting a constitution and electing officers. The officers elected are: Robert L. Burch, president; G. H. Baskette, vice-president; Col. Dan Baird, second vice-president; Paul W. Treanor, secretary, and E. C. Faircloth, treasurer. These officers, with W. J. Ewing, R. H. Yancey, T. B. Goodwin and S. A. Cunningham, form the directorate of the club.

All names enrolled in the club previous to the meeting are placed on the charter-roll of the organization and considered chartered members. The second Monday in each month was selected as the meeting night of the club. The ladies enrolled in the club, who are active newspaper women and writers, form the associate membership, and non-resident writers of prominence are eligible to the honorary roll. Others, that is resident active and former journalists, authors and heads of departments on newspapers and periodicals, form the active membership. Roll call showed about twenty-five present. The total membership numbers sixty.

A constitution based upon that of the Press Club of Chicago was recommended, and, after being changed and abridged to suit the peculiar needs of the profession in Nashville, was adopted.

The following new names were added to the club's membership list: Dr. Deering J. Roberts, O. W. Patton, Rev. G. B. Winton, Daniel A. Barr, Capt. J. W. Morton, John A. Murkin, Jr., W. C. Brown, W. P. Handley, H. M. Doak, Hon. E. W. Carmack, Reau E. Folk, R. L. C. White, Verner M. Jones, Sam K. Cowan, James H. Baird, R. C. Armistead and Robert McKay. Miss Will Allen Dromgoole and Mrs. G. F. Nye were added to the associate membership.

Denies Sale of Oshkosh Times.

W. C. Jenkins, former managing editor of the Oshkosh (Wis.) Times, and who is still financially interested in the publication, denies the reported sale of the paper to members of the State administration. Further, Mr. Jenkins asserts there has been no talk whatever of such a deal and it cannot be regarded in the light of even a remote possibility. Mr. Jenkins says that there is a move on foot to bring about a reorganization of the Times Publishing Company, and that prominent members of the Democratic party throughout Wisconsin are expected to promote the enterprise financially.

Work of United Armies.

The latest N. E. A. Bugle, organ of the Newspaper Enterprise Association, of Cleveland, is devoted to "the work of the allied armies at the national convention," and is very entertaining. "The allied armies" included the Publishers Press, the Scripps-McRae Press Association, the Newspaper Enterprise Association, the Scripps-McRae League, the Kellogg-Ashbaugh Clover Leaf League, the Pacific Penny Papers League, and the Scripps News Association, besides the Chicago Journal and the St. Louis Chronicle, clients of the N. E. A.

Well Known Iowa Paper Sold.

The Eldora (Ia.) Ledger, which was established by the renowned Bob McBride in 1867, has just been sold by its present proprietors and owners, W. H. & C. C. Sheakley, to R. P. Wood, of Sibley and his son Paul C. Wood, of McGregor, Ia., possession to be given on Sept. 1. The Ledger in its time has been one of the leading newspapers of Iowa.

The Milton (Pa.) Standard has just installed a new Simplex typesetting machine.

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ADVERTISING RATES.

Display Advertisements, 15 cents an agate line, (14 lines to the inch, 168 lines to a column); Reading Notices, 25 cents an agate line; Small Advertisements under classified headings, such as Situations Wanted, Help Wanted, For Sale, Correspondents, &c., 50 cents for four printed lines or less. Four agate lines Situations Wanted free. Discounts for page ads and long time contracts.

Entered as Second Class Matter in the New York Post Office.

NEW YORK, SATURDAY, AUGUST 27, 1904.

THE NEW ASSOCIATION.

After having met a considerable amount of open opposition and much throwing of cold water, the International Advertising Association may now be said to be established. It has opened offices, with a competent manager in charge, and is preparing to begin its real work, of which there is plenty to do, heaven knows.

Now comes the objection raised in some quarters that this new association is organized for the purpose of putting forward one man, or a small group of men, and even that one trade organ is to be made the official mouthpiece of the organization and reap from it undue advantages. Whether this is the case or not we do not pretend to know. We sincerely hope it is not. But, if it is the case, then the association should suffer the early demise which, under such circumstances, it would so richly deserve.

The information concerning the association which has appeared in these columns has been published with the idea that it was a matter of general interest to the publishing and advertising world, and with no other object whatsoever.

ADVERTISING REFORM.

The advertising business is comparatively young yet. It did not assume any considerable proportions until only about twenty-five years ago. Yet last year it represented an expenditure of over a billion dollars. This rank growth of the advertising business has carried along with it a woeful waste of money. Fabulous salaries and commissions were paid for campaigns that were poorly conducted. Many advertisers were in doubt as to whether publicity payed. They were willing to give it a trial, and now they know it pays, and pays well, but they know, too, that in reducing the business to a science the enormous waste must stop. Those interested in legitimate advertising are determined that the man who carries on an agency business on contracts which he hopes to get, the fake advertiser who never expects to pay, and the man who claims for his medium a fabulous circulation which he cannot prove it has, are no longer needed in the business, and that they must go.

One of the first promises of the new advertising association is to try to stop this shameful waste. Can it do it? From the eagerness with which advertising men are said to be enlisting in its membership it would seem that they are at least willing to give it a chance.

A FOREIGN CRITIC.

The newspaper men of the United

States will not be much disturbed because a prominent Berlin editor has found fault with journalism in this country, while he lauded that of Canada to the skies. Foreign editors have criticized American journalism before, and the newspapers of every country kept right on adopting American methods just as far as they could.

When we read in the Toronto World the praise of Herr Wagner for Canadian newspapers, it is well to bear in mind that he is speaking through a Canadian newspaper, and, also, that at best he is only indifferently qualified to compare the newspaper work of the two great countries on this side of the pond. His discussion of European politics is much more worthy of attention, but how very much less amusing!

WHERE are the cartoonists of Republican faith? For several days a representative of an out-of-town newspaper, has been searching New York for a first class artist who can draw caricatures for a Republican paper, and he is about to give up in despair. It seems the Democratic papers have pretty well monopolized the talent. If there is a really competent artist who is open to an engagement in the Republican cause, here is his opportunity.

EDITOR ENCOURAGES MARRIAGE.

With Village Parson Agrees to Boom Practice and Divide Fees.

As an incentive to matrimony the parson of the local church of the village of Dallas, Pa., and Editor Capwell, publisher of the town weekly, the Dallas Post, have entered into an agreement by which marriages among the young people will be encouraged. The following appears in this week's issue of the Post: "Here is a chance that will help you to get the Post a year free. A good brother duly authorized to say the words that will unite for life, or until the divorce court cuts the bonds, says he will divvy up with us the fees he receives from all couples we send to him to marry. Now we will give a year's subscription to each couple who will get him to tie the knot and also give a nice write-up of the wedding besides."

Editor Capwell says the offer is not confined exclusively to young folks.

Portuguese to Write of America.

Alfredo Mesquita, editor of the Lisbon Daily News, and one of the foremost journalists of Portugal, is in San Francisco on his way to the St. Louis Exposition, where he will act as press commissioner for his country. It is Mr. Mesquita's intention to write a book describing life and conditions in this country when he returns to Portugal. This will be the first work on America written in the Portuguese language.

INTEREST THE WOMEN

And the Rest of What Goes to Make a Success of Advertising Is an Easy Matter.

Judge Thayer, of the Clinton Age, says the Sioux City (Ia.) Journal, is a man of experience in the business of publishing a newspaper. He has been at it for nearly forty years, and in that time, as he says, he flatters himself he has treasured up some knowledge of the advertising business. The good judge has set forth some of his conclusions, and from a column devoted to the matter the following quotations are made:

"Glance over this city, and you will accept as a truthful statement that seven-ninths of the sales made by the retail merchant are made to the ladies. Hence, it needs no argument to bolster up the statement that for the advertiser to get paying results from his advertising he must reach the ears and eyes of the ladies.

"The women of a household are almost invariably readers of local news, and keep in touch with local papers for that purpose. To make a newspaper of interest to the ladies is quite essential.

"A large number of readers, made up in about equal proportion of paid subscribers and those who get the paper 'free gratis,' cannot be a fairly good medium for advertisers to patronize. This is true if the reader of the paper simply glances it over and does not learn to like the paper. The very best advertising medium is the paper that the subscriber looks forward to each morning in anticipation of finding something new and pleasing to read.

"When a subscriber learns to be pleased with the paper and wishes it well, then will that subscriber be friendly to those who advertise in it, and very often patronize the merchant because he does patronize the paper.

"The women like a liberal advertiser. A merchant that stingily and parsimoniously uses the columns of the paper may also use his customers in the same way, so many of those would-be customers think.

"Tradesmen cannot overlook the importance of inquiring into how the paper they patronize stands with the family that reads it. The paper that is thrust upon the family, really against its mild protest, is not the paper for an advertiser to expect good results from patronizing its advertising columns. The paper must be welcomed, and this done there is a bond of friendship existing between the advertiser and the person to whom he expects to sell his goods.

"The merchant who does not believe in advertising his wares is traveling a dangerous path. If he has the goods and they are such as the public want let him go into the newspapers and tell the public all about it. He must possess the courage of his convictions."

The local newspaper would have hard sledding but for the women, and that they are the life and delight of the local merchant is beyond dispute. It is only fair to the women to say that they not only want to know what is going on in the neighborhood, but they want the latest in regard to the strike and the latest in regard to the war. It is a good deal of a newspaper in these days that will satisfy the best women. To undertake to meet their requirements with silly stories and vapid chit-chat shows lack of appreciation, and has its roots in heathendom. Women who are capable of successful dealing with a department store are capable of thought. It is wise policy for the newspaper to set its cap to catch the best women. They set the fashion.

The retail merchant, dealing in domestic supplies, has need of the newspaper that is at home in the family. The family gets acquainted with its newspaper just as it does with its horse, its dog or its cat. The disposition is to look out

for it and to stand up for it. The newspaper that cannot establish such relations is all the time an experiment, and the probability is that it is all the time a matter of financial concern to some one.

Therefore, the relation of the newspaper to the family is of more consequence than the record of the number of copies printed. The latter simply depends on the ability to pay for paper run through the press.

Anything in the way of advertising has ceased to be attractive. It is not the habit of people to read advertising matter from a sense of duty. The advertising must not only appeal to the eye, but it must appeal to the self-interest of the reader. The women are great bargain hunters; it is their way of practicing economy. They want to know the quality and the price. It is the business of the "ad writer" to know what they want.

The wholesaler cannot get along without men on the road. The commercial traveler is essential in the modern methods of doing business. The retailer, who has ambition to hold up his head, cannot get along without the newspaper. It is for him to determine what newspaper he will use and in what manner and to what extent he will use it. If he exercises poor judgment, if he is all the time being flim-flammed, he will suffer the consequences.

It is important for the merchant to establish good credit. It is important to him to have the confidence of his customers. He must study to make it a pleasure to trade with him. The obligations upon him must necessarily extend to his favorite newspaper. Both are responsible to an intelligent public, and confidence games will not wear with an intelligent public.

DOUBLE ANNIVERSARY.

Amsterdam Recorder Employs Help W. J. Kline, the Publisher, Celebrate.

Thirty-one years ago last Saturday what is now the Amsterdam (N. Y.) Recorder came under the management of William J. Kline, who still remains its publisher. Just six years later to the day, the daily edition was established. The double anniversary was celebrated with a special number full of newspaper reminiscence, and publishers and employees of the present and the past, together with a few newspaper friends, enjoyed an outing at Sacandago Park, followed by a dinner at the Adirondack Inn, in honor of the event.

Mr. Kline succeeded John E. Ashe as publisher of the Amsterdam Democrat on Aug. 20, 1873. On Aug. 20, 1879, the first issue of the Daily Democrat made its appearance. In 1893 the Evening Recorder was purchased, and the two papers were consolidated under the name of the Daily Democrat and Evening Recorder, which, two years ago, was transposed to the Evening Recorder and Daily Democrat.

Chinese Editor Entertained.

Tong Chew, editor of the "Chinese Reform News," of New York, was one of a number of prominent Chinese who were entertained a few days ago by the Chinese Reform Association of Hartford. Editor Tong spoke about his weekly paper, which has been established about six months and which is very successful. Sample copies of the paper were distributed. The name of the paper and the addresses of some of the advertisers are in English and the rest is in Chinese. Miss Khang, who will return to Hartford from London in the fall to complete her studies, is one of the principal editorial writers.

PERSONALS.

Charles Daniel, business manager of the Atlanta News, was in New York this week in the interest of his paper.

Frank K. Kauffman, manager of C. M. Palmer's New York office, left last Thursday for a trip through the New England States.

Mrs. Kate E. Ward, of the Hillsdale (Mich.) Standard, has just been elected president of the Michigan Woman's Press Association.

Louis T. Golding, publisher of the St. Joseph (Mo.) News and Press, was in New York this week in the interest of his newspaper.

Charles Nelan, the New York Globe cartoonist, who is spending some time in the Adirondacks to regain his health, is gradually recovering.

John M. Melon, formerly of the Paducah (Ky.) Register, has been managing editor of the Paducah News-Democrat, Urey Woodson's paper.

K. T. Boardman has resigned as circulation manager of the Minneapolis Journal to take charge of the circulation of the Milwaukee Sentinel.

Allen Kelly, formerly of the Philadelphia North American and lately with the New York Daily News, is to be managing editor of the new United States Daily at Detroit.

Fred H. Hewitt, late of the Winnipeg (Man.) Telegram staff has left for San Francisco, where he will again engage in newspaper work.

On Aug. 19 the house of Capt. Henry A. Jones, editor of the New Hartford (Conn.) Tribune was burned to the ground. The loss was \$10,000. Nearly all the furniture was saved.

Joseph Pulitzer, proprietor of the New York World, gave a luncheon for William F. Sheehan last Tuesday at Bar Harbor, Me., before the Democratic leader left for New York to take up the strenuous work of the campaign.

Dr. Walter Lindley, editor of the Southern California Practitioner, has been elected Dean of the Medical College of the University of Southern California at Los Angeles. Dr. Lindley was one of the organizers of that school twenty years ago, and is Professor of Gynecology in the institution.

Irving J. Lewis, president of the Correspondents' Club of New York, has resigned his position with the Philadelphia North American, and will become dramatic editor of the New York Morning Telegraph. The members of the club will likely choose for its head Charles H. George, the dean of the corps, Marion J. Pike, of the New Orleans Times-Democrat, or Chris Hawthorne, of the Pittsburgh Dispatch.

NEW PUBLICATIONS.

A new temperance paper is being talked of for Williamsburg, Pa.

A new paper has been started at Terry, Ia., called the Terry Tribune. C. N. Harris is the publisher.

The Matfield Independent is the name of a paper just recently started at Matfield Green, Kan.

A. Anderson, will soon start a new weekly paper at Blaine, Wash.

The Inter State Post, a weekly paper devoted to the interest of the G. A. R. in Oklahoma and the Indian Territory, has just made its appearance at Tulsa, I. T. E. E. Brackney is the editor.

The Federation News, a weekly labor paper, has just made its appearance at Rome, Ga. Floyd Webb and Reg Wimpsee are the editors.

CHEAPER FOREIGN POSTAGE.

To Be Considered at International Congress—Efficiency of Rural Service.

Before leaving Washington for a brief visit to Wisconsin last Saturday Postmaster General Payne announced that it is contemplated in the near future to secure a reduction in the postal rates on letters passing between the United States and foreign countries.

The present rates are five cents per half ounce on letters, two cents on postal cards, and on newspapers one cent on each two ounces. It is in contemplation to secure the domestic rates for matter sent abroad, and some progress has been made in this direction. This proposed reduction can be secured only by postal treaties with the several foreign countries.

On this subject Mr. Payne said: "The most important reform we now have in mind is the reduction of rates of postage between the United States and Europe from five cents to two cents. There is every prospect that at the next meeting of the Postal Congress in March we shall be successful, as we have the co-operation of England and Germany."

"We are also at work to secure a mail service providing for sailings each way at least six days a week. We now have four days for sailings, and are confident that by arrangements with the great lines we shall have practically daily mail carriage. We have greatly facilitated the international postal service by what may be termed sea post offices on almost all of the transatlantic mail vessels."

Of the business of the department generally, Mr. Payne said:

"Few persons realize the enormous increase in the aggregate amount of business of the Postoffice Department. Even during the three years in which I have been Postmaster General, the gross revenues of the postal branch have increased from \$100,000,000 to \$140,000,000. The rural free delivery system has increased from 8,000 routes until to-day it has 28,000. It is being extended in a much more rapid and businesslike way than ever before in its history."

"Three years ago the number of applications for new routes vastly exceeded the number being established, and the department was far behind. To-day it may be said that we are practically up-to-date, and few applications remain from day to day without being passed upon or placed under investigation. I look to see the great work of the future in the line of placing together the many scattered routes into compact county systems."

"The department is about to issue a pamphlet that will be of great public utility. We are to issue this as a condensation of facts from the Postal Guide and General Postal Information. This pamphlet will be distributed freely to the people at every postoffice in the country. The parcel post has been extended to twenty-three foreign countries, two-thirds of these having been arranged during the last three years."

Editor McKinley Dead.

Carlyle McKinley, associate editor of the News and Courier, died at Charleston, S. C., last Tuesday. He was the author of "An Appeal to Pharaoh," an argument for the deportation of negroes to Egypt. He was a distant relative of the late President McKinley.

Celebrates Tenth Anniversary.

The Raleigh (N. C.) News and Observer, of which Josephus Daniels is editor, celebrated its tenth anniversary under the present management on Aug. 14, with a special edition devoted largely to Raleigh newspaper history.

NEWS FROM PORTLAND.

Two Recent Incorporations to Engage the Publishing Business.

Portland, Me., Aug. 25, 1904. Special to THE EDITOR AND PUBLISHER.

The following corporations have filed certificates of organization at the office of the Secretary of State:

The Manchester News Company, organized at Berwick, for the purpose of collecting matter and preparing the same for publication, etc., with \$10,000 capital stock of which \$300 is paid in. The officers are: President, Samuel C. Kennard of Manchester, N. H.; treasurer, Elias A. McDavid, Manchester, N. H. Certificate approved Aug. 13.

The Manchester Publishing Company, organized at Berwick, for the purpose of engaging in real and personal estate business, with \$10,000 capital stock of which \$300 is paid in. The officers are: President, Charles H. Smith, of New Market, N. H.; treasurer, Louise L. Mellows, of Manchester, N. H. Certificate approved, Aug. 13.

Louis E. Parkhurst, city editor of the Hartford (Conn.) Times, was in the city, recently. Mr. Parkhurst was passing a short vacation in Gardiner, his native city. W. C. J.

OBITUARY NOTES.

Erwin T. Busmann, employed for twenty years on the New Jersey Freie Zeitung, died last Monday night of a heart affection at Newark. Mr. Busmann was 60 years old, and was born in Hamburg, Germany. He had recently completed a history of the Germans in New Jersey, the reading of which will form a part of the celebration of German Day at the St. Louis Exposition on Oct. 6.

Frank E. Robinson, an editorial writer on the Detroit Journal and a newspaper man who was well known throughout Michigan, died last week at Harper Hospital, Detroit, from uremic poisoning, with other complications, after an illness of several weeks.

Samuel M. Burdette, a newspaper man, widely known throughout the United States, died suddenly at the home of his cousin, at Junction City, near Danville, Ky., last Monday. He was about 50 years of age.

Bennett Bellman, who died at the Carlisle, Pa., hospital last week of apoplexy, was one of the editors of the Carlisle Daily Sentinel, a poet and author of several books.

Rev. Dr. W. E. Mumford, founder of the Georgia Industrial Home at Macon, who died last week, was for many years editor of the Talhott (Ga.) New Era.

Gov. Peabody's Secretary.

Samuel Hamill Wood, formerly city editor of the Trenton (N. J.) Times, is now private secretary to Gov. Peabody of Colorado. He left Trenton for Denver in 1899, continuing his newspaper work on the Denver Republican. His political writing brought him into prominence, and he was rewarded by being appointed private secretary to the mayor of Denver. At the expiration of his chief's term of office he was chosen to be private secretary to the governor and in that capacity has come to be no small factor in political affairs in Colorado.

SITUATIONS WANTED.

Four agate lines will be published one time free under this classification. 15 cents for each additional line.

BUSINESS AND ADVERTISING.

Competent business and advertising manager of New England daily desires change of location. Can furnish best of recommendations regarding character and ability, 35 years of age, married. Exceptionally well qualified to handle agency and foreign business handled direct. Address for information, "N. E.," care THE EDITOR AND PUBLISHER.

POLITICAL CARTOONIST

desires position on enterprising paper. Can do general sketch work and has plenty of original ideas. Address "SKETCH," care THE EDITOR AND PUBLISHER.

COPY READER

with three years' experience on New York dailies, will be open to engagement (city only) Sept. 1. Unimpeachable references. Address "COPY READER," care THE EDITOR AND PUBLISHER.

CAPABLE MANAGER

will be open to offers from trade weeklies Sept. 1. Can also act as editor, if desired. Thoroughly versed, and with fine metropolitan record in all departments. Can take charge of plant if there be one in connection. Address "MANAGER," care THE EDITOR AND PUBLISHER.

NEWS OR CITY EDITOR.

Position as news editor or head of copy desk or as city editor in some Eastern city. Eight years' experience. "BOSTON," care THE EDITOR AND PUBLISHER.

I DESIRE A POSITION ON A NORTHERN daily in a good city to write Sunday supplement matter; feature column and editorial. Have been all over United States and West Indian possessions. Address "W.," Box 68, Washington, N. C.

BUSINESS OR AD MANAGER

Situation wanted as advertising or business manager by practical newspaper man with over ten years' successful experience in business, advertising and circulation departments. Glitch references. If you mean business address Box 109, Harrisburg, Pa.

STAFF OR EDITORIAL.

Experienced newspaper man, now telegraph editor of one of the largest Southern dailies, desires staff or editorial position on bye morning paper. Can furnish good references. Address "APPLICANT," care THE EDITOR AND PUBLISHER.

EXPERIENCED DESK MAN

As desk man (experience every capacity daily) feature writer, headline writer. Executive experience and ability. Now news editor. Address "R. X.," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES.

MANAGER WANTED.

A practical newspaper manager, who is willing to risk \$20,000 in an attempt to put a losing property on a paying basis, can secure interesting information by addressing "OPPORTUNITY," care of THE EDITOR AND PUBLISHER.

HELP WANTED.

SALESMEN WANTED.

Reliable men to carry as a side line an up-to-date line of Advertising Calendars, sold to Furniture, Hardware, Drug, Shoe and General Merchants. Convenient to carry prompt remittances. GEO. H. JUNG & CO., Cincinnati, O.

FOR SALE.

Two revolution press. Prints sheets 36x48. All improvements; guaranteed to do first class job, book and newspaper work. Has 7-column folder attached. Price reasonable. "GREEN," care THE EDITOR AND PUBLISHER.

Six-column quarto Potter drum cylinder. Press in good running order. \$ from quick buyer will be accepted. "COM 3CIAL," care THE EDITOR AND PUBLISHER.

THE LOVEJOY CO., Established 1858.

ELECTROTYPERS

and Manufacturers of Electrotpe Machinery
444-446 Pearl Street, New York

**TYPEWRITER
RIBBONS
FLIMSIES
CARBON PAPER**

WE MANUFACTURE THE BEST LINE OF
Typewriter Supplies
ON THE MARKET—SEND FOR CATALOG
THE S. T. SMITH CO.
11 BARCLAY STREET, NEW YORK CITY

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The Barto Agency, Philadelphia, is asking rates in magazines.

J. C. Ayer & Co., Lowell, Mass., are sending out renewals for next year's business.

Dauchy & Co., 9 Murray street, New York, are putting out a four-line classified ad.

Dr. Kennedy's Sons, Rondout, N. Y., are sending out some new business to dailies.

The Hayner Distilling Company, of Dayton, O., is adding new papers to their list.

Samuel Knopf, 61 East Ninth street, New York, is asking rates on fourteen inches once a week for eight weeks.

E. M. Hoopes, Wilmington, Del., is placing some advertising for the Osage Oil Company, of Philadelphia, in dailies.

The W. S. Hill Company, Pittsburg, is sending out contracts to weekly papers for two inches to be run weekly within one year.

The Homer W. Hedge Company, advertising agents, 120 Broadway, New York, are asking rates of 5,000, 10,000 and 15,000 lines.

The J. Walter Thompson Company, advertising agents, Times Building, New York, are asking rates on four inches e. o. d. for one year.

The Bates Advertising Company, 182 William street, New York, is sending out renewals on Cloughart advertising to papers that had this advertising last spring.

Southern papers are being used through the Massengale Advertising Agency, Anstell Building, Atlanta, Ga., for the advertising of the Macon Brewing Company, of Macon, Ga.

The North American Advertising Corporation, 100 William street, New York, is asking rates on 4,000 lines of advertising for the Singer Sewing Machine Company, to be used within four months.

The J. I. Stack Advertising Agency, Chicago, is sending out additional advertising for the Schlitz Brewing Company, of Milwaukee. The same agency is also increasing its list of papers for the liquid Ozone Company's advertising.

The Henry Web Advertising Agency, Temple Court Building, New York, is placing the advertising for the Highlands Hotel, Lexington avenue and Ninety-first street, New York. The business is being placed on an exchange basis.

The Kickapoo Medicine Company, Clintonville, Conn., which formerly placed its advertising through Pettigill & Co., Boston, announces that its business will again be placed through an agency, but it has not stated which one. The advertising will likely start in the fall.

The Homer W. Hedge Company, advertising agents, 120 Broadway, New York, are asking rates on two inches seventy-eight times e. o. d., and on two and two and one-half inches for six months. The same agency is also asking rates on two, two and one-half and three inches e. o. d. for one year.

William Alden, who has been in the advertising business in Boston for a number of years, has announced his retirement. The two principal accounts handled by him were those of the Blood Balm Company, Atlanta, Ga., and the A. M. Townsend Company, Boston (Cure of Drink). The Blood Balm business is now being placed by the Massengale Agency, of Atlanta, and the Cure of Drink advertising is to go out direct from that company's own advertising department. They are now securing estimates from papers all over the country.

CHANGES IN STARKE'S OFFICE.

New Arrangement for Conducting Agency to Take Effect on Sept. 1.

M. Lee Starke, the New York special, has made quite a number of important changes in his organization, to become effective on Sept. 1. W. Y. Perry will continue as manager of the Western department, with headquarters at the Tribune Building, Chicago, and will handle all territory in the United States and Canada west of Pittsburg, Buffalo and Toronto. A. E. Chamberlain will have entire charge of the Eastern department, with headquarters at the Tribune Building, New York, and will cover all territory east of Buffalo, Pittsburg and Toronto. Lawrence J. Delaney has been made secretary and office manager.

Mr. Starke will remain manager of the general advertising department of the Washington Star, the Baltimore News, the Indianapolis News and the Minneapolis Journal, and manager of the United States department of the Montreal Star. With substantial additions to the force in New York and Chicago, this gives Mr. Starke one of the most complete organizations in the newspaper special agency business.

Representative of Chicago Tribune.

John W. Hunter, until recently business manager of the Chicago Journal, has been made foreign advertising manager of the Chicago Tribune, and will take up the duties of his new position immediately upon his return from Europe, where he is enjoying a brief vacation. The Eastern office will remain in charge of Harry S. Thalheimer, World Building, New York. Guy Osborn, who has had charge of the Western business of the Tribune, has resigned, and will in future give his entire time to the other papers on his list, the Boston Globe, St. Louis Globe-Democrat, San Francisco Bulletin and New York Sun.

Newspaper Display Advertising.

One of the principal real estate establishments of New York, says the Mexico City Herald, is the Realty Trust. The manager says: "The advertising mediums used by the Realty Trust are the daily newspapers. Other mediums have been tried and abandoned, and now all of this company's advertising goes to the dailies. Display advertising only is used—nothing can in any way take its place. Our business has been built up by this advertising."

Represents Daily Farm Papers.

Lee T. Waterman, former manager of the Des Moines News has opened offices in the Tribune Building, Chicago, and is now managing the foreign advertising of a list of daily farm papers, including the following: The Kansas City Daily Drovers' Telegram, the South Omaha Daily Journal-Stockman and the Daily Live Stock Reporter of the National Stock Yards of Illinois.

West Coast Advertising Company.

The West Coast Advertising Company, of Los Angeles, Cal., has filed articles of incorporation, with capital of \$100,000, of which \$500 has been subscribed. The directors are Wilkes Wheaty, William V. Holly, Carlyle C. Davis, W. A. Alderson and J. H. McClymonds.

New Indiana Advertising Company.

Articles of incorporation have been filed by the McCaffrey Advertising Company, of Montpelier, Ind. The incorporators are: R. J. Sidney, Horace McCaffrey and Guy West, all of Montpelier. The capital stock of the company is placed at \$5,000.

A BILLION A YEAR.

Some Thoughts on Significance of this Annual Expenditure in Advertising.

It is estimated that a billion dollars is annually expended in advertising in the United States. This two and one-half million dollars a day, says the Washington Star, may seem to the careless thinker, an enormous waste, and be regarded by many as a direct tax upon the consumer.

But a moment's consideration will demonstrate that this huge sum is not, after all, a tax upon the consumer. The truth is, every dollar judiciously spent in advertising an article of merit reduces the cost to the consumer by reason of the increased demand, and, therefore, a lessening cost in manufacture and selling.

Without exception, the advertised article—quality being duly considered—is cheaper than the unadvertised article of limited sale. Therefore, the enlarged market, by reason of advertising, tends to reduce prices.

The men who are expending this billion of dollars a year, and those engaged in directing its proper use and distribution, believe that its efficiency may be increased by its more thorough and scientific study.

To this end the International Advertising Association has been formed, and advertisers, publishers, advertising agents and all others who have to do with the subject are enthusiastically giving it their support and co-operation. It is expected that this organization will greatly assist in many ways in establishing the great business of advertising upon a more satisfactory and economical basis.

It is claimed a still larger sum will be spent, and the present "billion dollar mark" will be exceeded.

Japanese in Advertising.

As an illustration of the Japanese advance in the art of advertising can anything be more complete than this? "Our wrapping paper is as strong as the hide of an elephant. Goods forwarded with the speed of a cannon ball. Our silks and satins are as soft as the cheeks of a pretty woman, as beautiful as a rainbow. Our parcels are packed with as much care as a young married woman takes of her husband."

Schemes and Newspaper Publicity.

"The scheme is the morphine habit of advertising," is a remark credited to "a man who knows." The man further asserts that "plain, legitimate publicity in the daily newspaper is equaled by no other form of advertising. Novelties can sometimes be profitably utilized as auxiliaries, but, when used alone, they cost tenfold the price of newspaper space, no matter how high the rate for the latter."

Violated Lottery Law.

The Postoffice Department at Washington has issued a fraud order against the Union Commercial Company and C. M. Ryder, of San Francisco, on account of violation of the lottery laws. They offered to pay \$200 on a diamond worth \$250 for a cash payment of \$5 and fifty-two weekly payments of \$2 each.

Logan Gets United States Daily.

Charles T. Logan, Tribune Building, New York, will represent the United States Daily, the new Detroit paper, in the Eastern foreign advertising field.

A MATTER OF PRESSES.

Question of Kinds of Printing Machines Used by San Diego Papers.

New York, Aug. 20, 1904.

THE EDITOR AND PUBLISHER,
21 Park Row, New York.

Dear Sirs:—I'm awfully sorry to be compelled to reply to the letter of the Vreeland-Benjamin Special Agency, headed "Not the First Perfecting Press," which appeared in your issue of last week, but the facts are as follows:

The San Diego Sun, of which the writer is publisher, has ordered a Potter perfecting press, capacity 12,000 to 20,000 per hour. When it is installed it will be the only perfecting press in San Diego county, and also the only one in Southern California outside Los Angeles, if we except a Hoe press, which at last accounts reposed peacefully in a basement at 909 Fourth street, San Diego, where it has lain for some three years past.

Prior to that time the esteemed Union which the Vreeland-Benjamin Agency represents, did own that press, and did operate the same, but about three years ago the management of my esteemed contemporary decided that a perfecting press, with a capacity of 12,000 an hour was an absurdity for a paper of the Union's circulation, and accordingly the press was turned in to the American Type Founders' Company, and a Cox Duplex purchased in its stead. This Cox press is used for both the morning and evening edition of the Union, which latter is known as the Tribune. Both are estimable papers owned by Mr. Spreckels, of San Francisco, who also owns the Call of that city. Mr. Spreckels could buy several perfecting presses if he desired to, but realizing that such an expenditure would be in the light of an extravagance, he has wisely refrained from such action.

No paper in San Diego has an excess of 3,200 circulation, and the Sun does not really need a perfecting press, but we simply realized that a new press of some sort is necessary to take care of our increasing circulation, and thought it wise to buy for the future.

If the esteemed Union is still publishing a claim to having a fast press on its rate card, they should be gently called down by their worthy New York representatives, for the claim is an error and calculated to mislead the unwary.

Respectfully submitted,

W. H. PORTERFIELD,
Manager foreign advertising, Pacific Penny Papers.

ADVERTISING NOTES.

D. J. Randall, manager of the New York office, of the Scripps-McRae League, is spending his vacation at Mt. Pocono.

J. C. Wilberding, advertising manager of the New York Press, left last Saturday for Chicago on a two weeks' visit.

J. P. McKinney, New York and Chicago, has been made foreign advertising representative of the Colorado Springs (Col.) Telegraph.

R. J. Shannon, the special agent, 150 Nassau street, New York, has returned home after spending the past two weeks visiting his publishers in the West and South.

THE SCRIPPS-McRAE LEAGUE

Own and Control the

Cincinnati Post.....	154,000	Cleveland Press.....	139,000
St. Louis Chronicle.....	85,000	Covington (Ky.) Post.....	12,000
Toledo Times and News.....	51,000	Akron (O.) Press.....	9,000
Columbus (O.) Citizen.....	24,000		

AT LESS THAN A TENTH OF A CENT PER THOUSAND PER LINE.

D. J. RANDALL, Tribune Bldg., N. Y.

I. S. WALLIS, Boyce Bldg., Chicago.

JAPAN'S HARD TASK.

William E. Curtis Says Dealing With The War Correspondents Has Been Her Most Perplexing Problem.

William E. Curtis, in one of his daily letters to the Chicago Record-Herald and the New York Globe, gives, perhaps, the best account yet published of the blunders the Japanese fell into in handling the war correspondents who flocked to Tokio immediately after the opening of hostilities. He says:

"An important personage confided to me the other day that of all the difficulties the Japanese Government has been compelled to contend with since the beginning of the war the most perplexing were the newspaper men and the American nurses. They did not want either to come here. Both have been inexpressible nuisances, but they could not be abated for many reasons, chief of which was a desire to make both believe that they were cordially welcome. In dealing with the war correspondents, however, the Japanese authorities made a very serious mistake, and by their lack of candor have provoked indignation and enmity, when they might have had good will and friendship. However, there have been errors on both sides.

"Unfortunately, the newspaper men could not be disposed of so easily [as the nurses] and they were very much more unwelcome. The Japanese Government made a lamentable mistake in not telling these enterprising gentlemen at the start that they were not wanted, and that few of them would be permitted to accompany the army. The impetuous and enterprising war correspondents would not have relished such a greeting, of course, and would have made a tremendous ado about it; but the trouble would soon have been over and the Government would have been respected for its independence and determination, and its frankness in declaring both. But, for fear of giving offense, they misled, and still continue to mislead the correspondents by promises which they have never intended to fulfill. And whenever the correspondents showed signs of discontent and uneasiness, they have been entertained at a geisha dance, or a banquet, has been given in their honor by some important functionary.

"For more than six months this amiable and well meant duplicity has continued, and, while a large number of correspondents, having become discouraged or short of funds, or for other reasons, have gone home, the majority of them remain, and are still patiently but wrathfully awaiting a summons to leave for the front. Not only have false hopes and encouragement been held out by the Japanese officials, but they have gone so far as to warn the correspondents that they had better not leave Tokio for fear they may miss their chance of joining the army. They have been told again and again, week after week, and month after month, for six months, that the summons was likely to come any day or any hour, hence they have kept their kits packed, ready to start at an instant's notice. Meantime, the most important and responsible men among the correspondents have become convinced that they are the victims of polite deception, and have not hesitated to say so openly and publicly. Men who would and should have been friends have been made enemies because of a lack of candor, for some of the Japanese officials—not those who are directly responsible, however—are beginning to intimate that it has been and still is impossible for their Government to gratify the correspondents, and explain with great detail the reasons why.

"At the War Office, however, the pretenses are still maintained, and whenever one of the anxious, waiting correspondents makes inquiries there he is informed that the second detachment of correspondents will be sent to the front next week, or certainly the week after. Whenever a correspondent asks whether it would be safe for him to go to Nikko or to Miyanoshta for a few

days, the Japanese officials will shake their heads gravely and advise him not to do so for fear the expedition may start without him.

"One prominent official told me that more than two hundred newspaper men had applied for permission to go to the front, including eighty-nine foreigners. Of the latter number thirty-four were Americans, thirty-six were English, including English papers in Hong Kong, Shanghai and other Chinese cities, and the remainder were from Germany, France, Belgium, Italy and Austria, in order. Of that number he was confident that ten per cent. were impostors, or irresponsible and untrustworthy adventurers, which is undoubtedly true. Every man here who is well acquainted with his profession can pick out the black sheep, who usually appear at scenes of excitement. And, undoubtedly, the Government has taken pains to ascertain the character and antecedents of every man who has applied to go to the front, especially those who are not personally vouched for at the legation of their Government.

"Eighty-nine foreign newspaper men, in addition to about 111 representatives of the Japanese press, made a formidable battalion, especially as each of the foreigners applied for permission to take an interpreter and a servant. I was told that one of the English correspondents had also a private secretary and a cook. One newspaper sent seven men, another sent four, and several have three men on the Japanese side, without counting those who are observing the war from China. One of the steamers that arrived here in February landed twenty-nine war correspondents from the United States alone. If the War Department had acted favorably upon every application, the commander of the Japanese troops in Manchuria would now have not less than 250 critical gentlemen of the press to take care of, and every reasonable correspondent admits promptly that such a thing would be impossible. And their impediments, their luggage and kits and typewriters, would fill a ship, to say nothing of their horses and the forage that must be carried for them.

"At one time it was proposed that representatives of the several press associations only should be allowed to accompany each of the three armies, and that the remainder of the correspondents should be definitely advised that their applications were irrevocably rejected. It was also proposed that the correspondents choose ten or twelve of their own number, who might be divided among the several armies, and permitted to telegraph to Tokio such news as the censor would permit for the common use of all the papers represented here, but a member of the Ministry who is familiar with newspaper management in the United States soon convinced his colleagues that such a plan was impracticable.

"This division of counsels and the inability of the Ministers to agree upon a solution of the problem permitted matters to drift along until it became necessary for somebody to act, when Gen. Baron Kodama, assistant chief of the general staff, assumed the responsibility, which other members of the government were perfectly willing he should do. He asked the correspondents to appoint a committee to represent them in their relations with the War Office, in order to save time and confusion, and each side speaks with great respect of the other. Fifty-four correspondents were allowed to go to the front with the first army, and have been in Manchuria all this time, which as you must admit, were about as many as the most intelligent commanding general could take care of. Thirty-eight of these represented Japanese papers, sixteen were foreigners, and six were American. As the government would not make the selection, and the foreign legations declined to do so, the correspondents were asked to designate those of their own number to whom permission should be granted. This was done by ballot and with commendable fairness and decorum.

"The War Office promised that twenty foreigners should go with the second army, and that number of correspondents was selected in the same manner—

but they have not been allowed to leave; and a third detachment has also been selected for the third army, although their prospects of getting to the front have never been encouraging.

"Several of those who went with the first army have returned, and have declared that the restrictions and conditions imposed by the Japanese authorities are intolerable, and that the regulations deprive them of all their usefulness to their employers. They are treated practically as prisoners of war. They are not allowed to leave the camp or to communicate with unknown persons, and whatever they write, even their private letters to their wives and families, are read by the censors before they can be sent. The combined news dispatches of the entire sixteen foreign correspondents are limited to 250 words a day, which prevents them from conveying any details of events. In order to promote their mutual interest, an agreement has been made by which the correspondents still at headquarters are divided into three detachments of five each, and each detachment has a chance at the wire on alternate days, thus giving each of its members fifty words every three days. This works much better than the original individual arrangement, but, as a consequence, on some of the most eventful days five of the correspondents enjoy a monopoly of the news, while the papers represented by the other ten get nothing whatever."

A Copyright Suit.

A complaint was made last week by C. P. Johnson against the Vick Publishing Company, Rochester, N. Y., which issues a monthly magazine, charging infringement of copyright. According to the complaint Johnson has a copyright on a group picture of Presidents of the United States in various colors, which the Vick Company is said to have used on the front of its magazine. The complaint was made to Deputy United States Marshal Clements, and some of the magazines were secured in evidence. The Vick Company is given twenty days in which to make answer.

New Use for Wireless.

Hon. John E. Redmond, Mrs. Florence Maybrick, Lady Yarmouth and the Archbishop of Canterbury, all on the sea bound for this country, last week received a Marconigram asking, "Do you want press clippings on your arrival?" The messages were sent by Frank A. Burrelle, the press clipper, and this is the first instance of the use of wireless telegraphy for soliciting such business.

Wireless Fire Alarms in Forest Reserves.

Secretary of Agriculture Wilson has decided to install a wireless telegraph system of fire alarms in all Government forest reserves throughout the country, and thinks that the step will contribute greatly to their preservation. The officers of the department agree with the secretary that wireless telegraphy will serve a great purpose along the line proposed.

Makes It Semi-Monthly.

Oran McCormick, publisher of the Illustrated Footwear-Fashion, of Boston, announces that beginning with September, that trade magazine will be issued semi-monthly instead of monthly, as it now is. The change will not affect the policy or quality of the paper.

New Finnish Paper.

The Tyomies Publishing Company, Calumet, Mich., capital \$5,000, has been organized by prominent copper country Finns, to engage in the general publishing business. A weekly paper will be issued in the Finnish language.

Plant Damaged by Fire.

In a big fire at Gulfport, Miss., the other day, the plant of the Gulfport News was badly damaged by fire and water. It was insured for \$500.

DENVER POST'S SUCCESS.

Remarkable Showing of This Great Newspaper of the Rocky Mountain Region.

It needs but a glance at the Denver Post of Aug. 14 to show what a splendid newspaper it has come to be. And this edition is not in any way an extraordinary one either. The Post every day measures up well to this standard.

When the Post can claim a circulation exceeding the combined circulation of any two other papers in Colorado, or of those of its three Denver competitors put together, and have this claim go practically unrefuted, it shows what a success it has made. Yet its popularity is not hard to understand when you consider the excellence of its editorial work, its special illustrated features, and its mechanical make-up.

In advertising patronage the Post is receiving the support that its large distribution deserves. The classified want advertising carried is pretty often a fair index of the favor various papers are finding in a community. The Post claims it prints more want ads as well as display advertising, than its three Denver contemporaries combined, and an inspection of a sample issue would tend to show that this is so.

NEW CORPORATIONS.

Heating and Ventilating Magazine Company, New York. Capital, \$10,000. Directors: C. B. J. Synder, H. L. Hall, W. M. Mackay, New York.

The Morea Publishing and Printing Company, New York. Capital, \$10,000. Directors: Jacob Hurwitz, Jacob Luria, and Nathan Chasan, New York.

The Barr Press Publishing Company, of Hightstown, N. J. Capital, \$10,000. Incorporators: Frank H. Barr, J. Alfred Judge, and H. W. Pennypacker.

R. L. Polk & Co., Baltimore, have been incorporated for the publication of the Baltimore City Directory, Business Directory and the Maryland Gazetteer.

Officers of the Tidings Publishing Company, of Los Angeles, Cal., a Catholic concern, have filed articles of incorporation, with capital stock of \$50,000, of which \$7,075 has been subscribed.

The Lafollette News Publishing Company of Lafollette, Tenn., has been chartered with a capital stock of \$2,500, and the incorporators are W. A. Owen, A. J. Carr, H. P. Miller, G. A. Lafollette, J. W. Luallen and W. H. Delap.

Lathrop, Leet & Shepard Company, organized at Portland, Me., for the purpose of carrying on a general printing and publishing business, with \$250,000 capital stock, of which \$600 is paid in. The officers are: President, Andrew F. Sanborn, Jr., Portland; treasurer, Joseph W. Leathers, Portland.

Commissioner Varner's Report.

H. B. Varner, editor of the Lexington (N. C.) Dispatch and Salisbury Globe, has just issued, in his capacity of commissioner, the seventeenth annual report of the bureau of labor and printing of the State of North Carolina. The bulletin contains a complete list of the newspapers of the Tar Heel State, with their editors and publishers. There are 297 publications reported.

Buys California Paper.

J. E. Clarey, of Great Barrington, Mass., has bought control of the San Bernardino (Cal.) Times-Index, an evening paper.

Collier's Weekly claims that it has gained 162,000 subscribers since last November, and that its circulation is now 528,000.

WHEELING.

Wheeling, W. Va., Aug. 25, 1904.
Special to THE EDITOR AND PUBLISHER.

Harry V. Arkle, for fifteen years a member of the local force of the Register, a greater portion of which time he served in the capacity of city editor, has resigned as telegraph editor of the Intelligencer, which position he has held for the past year, and has assumed the office of political editor of the Register.

James Weir, a former Pittsburg newspaper man, who for the past two years has been railroad editor of the Intelligencer, has resigned, and goes with the Columbus (O.) Dispatch.

Steelton St. Clair, formerly of the Latrobe (Pa.) Advance, has accepted the position of financial man with the Intelligencer.

Jesse Phoebus, formerly telegraph editor of the Register, but now of the Philadelphia Press, has been spending a two weeks' vacation here.

A new penny afternoon newspaper, of a Democratic political policy, has of late been actively talked of here by leaders of that party, but nothing definite has resulted. A well known local newspaper man is said to be slated for the management should the paper materialize.

S. Biglow Kirby, late of the Marietta Leader, is a new member of the Intelligencer reportorial force.

John H. Rennard, one of Wheeling's bright young newspaper men, who began his career on the News, but for the past two years has been a member of the Intelligencer staff, has been advanced from assistant city editor to telegraph editor.

SPECIALTY OF SCHOOL ADS.

Remarkable Showing of Kansas City Journal on Educational Announcements.

W. G. Bryan, manager of the college department of the Kansas City Journal sends us a sample copy of that paper as evidence of the splendid showing that paper is making in educational advertising. It contains three full pages of school and college announcements.

Mr. Bryan says of the Journal's methods:

"During June, July and August the Journal has two full pages on Mondays, one on Fridays and several columns on Wednesdays—in all over 80,000 lines. We have found that one or two pages devoted exclusively to school and college announcements is far more effective than where such announcements are scattered alone among miscellaneous mercantile advertising. We maintain a flat ten-cent rate for educational announcements. However, we co-operate with our advertisers by conducting an educational information bureau, issuing a school and college booklet and giving prominence to college news throughout the year."

As evidence of the success of the plan, Mr. Bryan states that the advertising has grown steadily from 23,664 lines in 1900 to 81,252 lines in 1904.

Moorestown Republican Sold.

Earle Bowen has purchased the Moorestown (N. J.) Republican from Charles Laessle. Mr. Bowen was formerly connected with the New Era, of Riverton, N. J.

The Dublin (Ga.) Courier-Dispatch has arranged for the erection of a new building, which will give it one of the most conveniently equipped publication offices of any of the country papers in Georgia.

The Sonoma County Citizen, at Santa Rosa, Cal., has suspended.

Progressive Newspapers

REALIZE THE NECESSITY FOR UP-TO-DATE
TELEGRAPHIC AND CABLE NEWS SERVICE.

ARE YOU AWAKE?

THE FOLLOWING PAPERS ARE, AND HAVE BEGUN TAKING
THE PUBLISHERS PRESS SERVICE SINCE JANUARY 1, 1904:

- Alexandria, La.....TOWN TALK.
- Anniston, Ala.....STAR.
- Asbury Park, N. J.....SUNDAY PRESS.
- Asheville, N. C.....NEWS.
- Binghamton, N. Y.....PRESS.
- Boston, Mass.....HEARST'S AMERICAN.
- Boston, Mass.....FINANCIAL NEWS.
- Bristol, Va.....COURIER.
- Bristol, Va.....NEWS.
- Charleston, W. Va.....GAZETTE.
- Charlotte, N. C.....CHRONICLE.
- Clinton, Ia.....AGE.
- Columbia, S. C.....RECORD.
- Cordele, Ga.....NEWS.
- Danville, Ill.....PRESS.
- Du Bois, Pa.....COURIER.
- El Paso, Texas.....HERALD.
- Fairmont, W. Va.....WEST VIRGINIAN.
- Greensboro, N. C.....RECORD.
- Greenville, S. C.....HERALD.
- Huntington, W. Va.....DISPATCH.
- Jacksonville, Fla.....METROPOLIS.
- Lynchburg, Va.....ADVANCE.
- Morgantown, W. Va.....CHRONICLE.
- Meridian, Miss.....STAR.
- Newberry, S. C.....TELEGRAM.
- New York.....JEWISH DAILY NEWS.
- Peoria, Ill.....STAR.
- Raleigh, N. C.....TIMES.
- Roanoke, Va.....PRESS.
- Roanoke, Va.....WORLD.
- Rome, Ga.....HERALD.
- Salamanca, N. Y.....NEWS.
- Scranton, Pa.....RECORD.
- Staunton, Va.....DISPATCH.
- St. Louis, Mo.....WORLD.
- Spartanburg, S. C.....JOURNAL.
- Sumter, S. C.....ITEM.
- Tampa, Fla.....HERALD.
- Troy, N. Y.....DEMOCRAT.
- Uniontown, Pa.....GENIUS ON LIBERTY.
- Victoria, B. C.....COLONIST.
- Washington, Pa.....OBSERVER.
- Wilson, N. C.....TIMES.
- Wilmington, N. C.....DISPATCH.

The Indiana (Pa.) Gazette began the service on Monday, Aug. 22, and the Baltimore (Md.) Evening Herald on Tuesday, Aug. 23.

Your patronage is respectfully solicited. Communications by wire or mail will receive prompt attention.

PUBLISHERS PRESS, PARK ROW BLDG., NEW YORK CITY.

