

PRESS CLUB TICKET.

NOMINATIONS MADE FOR ANNUAL ELECTION TO BE HELD NEXT MONDAY.

George H. Rowe, Present Incumbent, and Edward Payson Call, Publisher of the New York Commercial, in the Race for President—Popularity of Men Makes Choice a Hard One—Several Other Offices Uncontested—Members Express Satisfaction With Ticket as Presented. Three Sets of Trustees to Be Elected.

The annual election of the New York Press Club will be held next Monday at its rooms in the Morton Building, 116 Nassau street.

The candidates for president are George H. Rowe, the present incumbent of that office, and Edward Payson Call, publisher of the New York Commercial. Because of the popularity of both men the contest promises to be a spirited one. Mr. Rowe has been an efficient and satisfactory president, and there is an inclination on the part of members to return him to office. On the other hand, Mr. Call is known to have been such an enthusiastic worker in every newspaper men's organization with which he has ever been connected that he has considerable sentiment in his favor.

The nominations have met with practically universal approval from members of the club.

The remainder of the ticket is made up as follows:

First vice-president, James E. Hardenbergh, manager of the City News Association.

Second vice-president, Herman Ridder, publisher of the New Yorker Staats-Zeitung.

Third vice-president, Samuel Strauss, publisher of the New York Globe.

Treasurer, Jonas E. Whitley, formerly of the World.

Financial secretary, Ben Aiten Block, general writer; George F. Lyon, clerk of the Supreme Court.

Recording secretary, Walter Scott, formerly of the Tammany Times.

Corresponding secretary, Edson Parker Hadley, general writer; John C. Hement, newspaper man and photographer.

Librarian, George Harrison McAdam, the present incumbent of that office; John Phin, author of the "Cyclopaedia of Shakespeare."

Trustees, three-year term—J. I. C. Clarke, formerly Sunday editor of the New York Herald; Elias B. Dunn, "Farmer" Dunn, of the Sunday Sun and other papers; James J. A. Hasson, of the New York Press; St. George Kempson, of the New York Insurance Journal; Edward J. Newell, formerly of the New York Herald, and now a general writer and lawyer.

Two-year term—William Berri, Brooklyn Standard-Union; Charles W. Fiske, of the Harper publications; J. R. Youatt, Associated Press.

One-year term—John N. Brockway, Brooklyn Standard-Union; Charles W. Price, Electrical Review.

Reduced to One Cent.

The Worcester Evening Gazette, one of the oldest and best known newspapers in Massachusetts, has reduced its price from two cents to one cent a copy.



W. H. COWLES.

(See page 3.)

PROPRIETOR AND PUBLISHER OF THE SPOKESMAN-REVIEW AT SPOKANE, WASH.

WILMINGTON PAPERS MERGE.

Evening Journal and Daily Republican Consolidated by H. G. Knowles.

The amalgamation of the Wilmington (Del.) Evening Journal and the Wilmington Daily Republican was announced last week. The consolidated paper will be known as the Evening Journal, and will oppose what is known as the "Courthouse Ring," but in politics it will remain Republican. It begins today, Nov. 25, to take the full leased wire service of the Publishers Press.

Horace Greeley Knowles, a prominent attorney of Wilmington, is the principal owner of the property and will direct its editorial policy. Mr. Knowles was consul to Bordeaux under President Harrison, and is said now to be an aspirant for Congress. George A. Elliott, a lawyer, who has controlled the Evening Journal, retains a minor interest, and A. W. Cummins, a Wilmington newspaper man, is also said to be associated with Mr. Knowles.

WHAT POSTOFFICE COSTS.

Increase of \$12,000,000 Asked; \$3,600,000 for Rural Free Delivery.

Postmaster-General Cortelyou has asked for \$193,000,000 to run his department for the next fiscal year, an increase of \$12,000,000. There was a deficit of \$14,572,584 for the fiscal year ended June 30, 1905.

"This amount, the difference between the expenditures and the revenues," it is officially announced, "may be said to represent the actual net cost of the service to the people." The total revenue for the fiscal year 1905 exceeded the total expenditures for 1904 by nearly \$500,000.

The Postmaster-General estimates that \$29,000,000 will be required to run the rural free delivery service, an increase of \$3,600,000. He asks for an increase of \$3,600,000 for railway mail service.

MAKES ITS OWN PAPER

DENVER POST ANNOUNCES THE PURCHASE AND OPENING OF PRIVATE MILLS.

Will Manufacture Its Print Stock in Colorado, of Colorado Material, and by Colorado Labor—Estimates That It Will Thus Keep \$600,000 in the State That Has Heretofore Been Sent Annually to Eastern Capitalists—Other Papers Invited to Take Advantage of the Home-Made Product.

The Denver Post announces that it will open the Denver paper mills on a date to be set later and invites all its readers to be present to celebrate the occasion. The Post says:

"The opening of these mills means a complete triumph over the paper trust. It means that a hard-fought battle with this octopus has been won, and that these mills start now under the most favorable conditions, and that the Post pledges itself to see that the manufacture of paper in Denver, from Colorado products, by Colorado labor, shall not cease.

"The mills have practically been rebuilt, as far as machinery is concerned. The best, most modern, improved and up-to-date paper machinery known to this progressive age has been put in and re-arranged, so that now we believe paper can be produced as cheaply in Denver as it can anywhere else in the known world.

"The management of the mills will be under Thomas H. Savery, Jr., and A. D. McCauley, his superintendent, two of the most skillful paper manufacturers known to the trade.

"The mills will produce about a million and a quarter pounds of paper per month to start with, and the production will increase as the demand makes it necessary. We will manufacture all kinds of wrapping paper, butcher's manila and the white paper upon which newspapers are printed.

"The consumption of white paper by the Post is now so great that the mills can run profitably if we do not sell an additional pound of white paper to any other of the papers in the West. This does not mean, however, that we do not want and seek and solicit their patronage, because the more paper we make the better it will be for all interests concerned.

"Just so the people may know what the opening of these mills by the Post means to the State, consider that more than \$50,000 is sent from Colorado every month to the Eastern manufacturers. This is \$600,000 a year that is taken out of this community and placed among the Eastern manufacturers. That money shall remain in Colorado from now on.

"First, all the wood that goes into the manufacture of this paper is now at our doors. The coal is at our doors. The clay; in fact, almost everything except a few unimportant items, is produced almost immediately around us. The money for labor will remain here. So it means to Colorado and to Denver that over a half million new dollars will remain here and that several hundred people will find employment."

The Post expresses its appreciation of the aid the various railroads of Colorado have given in the enterprise by making equitable transportation rates. It invites the other newspapers of its vicinity to write and give particulars as to the size and quantity of white paper

they use so it may quote them fair prices.

It has been demonstrated that a newspaper can successfully operate mills for the manufacture of its own paper. The Kansas City Star has done so for several years, and the Publishers' Paper Company is now constructing big plants in New England to supply a number of the largest daily papers of the United States. The Harmsworths and C. Arthur Pearson, the big London publishers, have secured immense grants of timber lands in Canada for carrying on this industry in connection with their newspaper enterprises.

UNCLE SAM ECONOMIZES.

Postoffice Department Advertising to Be Discontinued.

The Postoffice Department at Washington will soon discontinue the practice of advertising uncalled-for letters in newspapers. It has been ascertained that ninety per cent. of the letters so advertised are for persons gone to other cities at the time the advertisement is inserted. The cost of delivery of these letters is estimated to be from 85 cents to \$1.

There is likelihood that the advertisement of the arrival and departure of foreign mails will also be discontinued. Schedules will be posted in postoffices, as well as lists of uncalled-for letters.

Quick Magazine Work.

The Apothecary and New England Druggist of Boston exhibited remarkable enterprise on the occasion of the recent meeting of the National Association of Retail Druggists in that city. It issued an eighty-page and cover magazine, containing the full proceedings of the meeting, and had it in the hands of the delegates before they left the city. Four of the forms of sixteen pages each were already printed, and the fifth was held open to receive the news of the closing session of the convention. To get this out for the next day, the editor, foreman and linotype operators worked all night and until four o'clock the next morning. The paper owns its own plant which facilitated matters, but its achievement is one seldom, if ever, equalled by any other trade magazine.

DeGraw Dictates in "Morse."

Peter V. DeGraw, Fourth Assistant Postmaster-General at Washington, who was formerly manager of the old United Press, dictates the great bulk of his correspondence over a short telegraph line which runs from his private office to the room of his secretary, W. H. Allen, and his private stenographer, Robert H. Prender, both of whom are expert telegraphers. Mr. DeGraw's "Morse" is copied on the typewriter as it comes direct from the wire, thus saving the time that would be required to transcribe stenographic notes. Besides, Mr. DeGraw's long training at the key makes this the most natural medium for the expression of his thoughts.

Aiding Printers' Union.

At the meeting of the American Federation of Labor at Pittsburg this week the matter of the eight-hour day for the union printers was indorsed, and the executive council, in giving the printers moral aid and financial support, was commended. The council was instructed to continue its aid, if necessary, after Jan. 1, 1906. The committee reported that the eight-hour day for printers is in force in 268 cities and towns in this country and Canada. An assessment of four cents a member was ordered by the Federation to aid the printers in their contest. This assessment is expected to yield about \$80,000.

The Osterburg (Pa.) Press is a new paper launched by M. M. Griffith.

CORRESPONDENTS INCORPORATE

Association of News Representatives Is Organized in Brooklyn.

The Association of Press Correspondents, a new organization, whose membership consists of persons who own or represent various daily, weekly or monthly publications, and of others who desire to enter the profession of newspaper correspondents within the limits of the United States, Dominion of Canada and elsewhere, was incorporated last week in Albany.

The purpose of the corporation, as expressed in the papers accompanying the certificate, is to benefit those who wish to become united in a "mutual or co-operative organization for the collection and interchange of information and intelligence for publication with greater economy in such newspapers as may be owned or represented by the members of such corporation; to obtain any and all matters of information in any lawful manner for the sale and exclusive use and benefit of its members."

The directors are: Lawrence S. Kane, Archibald S. Park and Theodore M. Roche, all of Bath Beach; J. Clinton Foster and Howard W. Bible, of New York; Montague J. Gibbons and William E. Maginn, of Brooklyn.

Presentation to H. B. Varner.

In appreciation of his services while president of the North Carolina Press Association, H. B. Varner, editor of the Lexington (N. C.) Dispatch, has received through Secretary J. B. Sherrill, of Concord, a handsome present purchased by popular subscription among the editors of North Carolina and Virginia. It is a watch fob bearing the emblems of the Royal Arch Masons and Knights Templars, studded with rubies and diamonds. Mr. Varner has served two terms as president of the press association, his last term expiring in July of this year, at the annual meeting of the editors. Mr. Varner has written a letter to Mr. Sherrill in which he expresses with much feeling his great appreciation of the gift and particularly of the spirit that prompted it.

Another Magazine on Farming.

Doubleday, Page & Co. will begin the publication early in the new year of a new illustrated magazine called Farming, which will be devoted to the living and growing things on the farm. This will make the fourth periodical established by this firm of publishers within four years. The others are the World's Work, Country Life in America and the Garden Magazine. Each has created a distinctive field for itself and it is a significant fact that three of the publications are devoted to out-of-door affairs.

Editor, Fearing Insanity, Kills Himself.

S. P. Ayres, editor of the Marshalltown (Ia.) Herald, and one of the best known lawyers and newspaper men in the West, shot himself in the head one day last week and his dead body was found in an outbuilding by his son. In a note he said that his head bothered him and he was afraid he would lose his mind. About a year ago, in an encounter with a highway robber, he received a bullet wound in his head, from which he had never thoroughly recovered.

Banking Journal at New Orleans.

Christian A. Luhnaw, publisher of Trust Companies, a standard banking publication of New York, is interested in a new financial journal to be called the South, which will be issued semi-monthly at New Orleans. He has associated with him John Carraway, of Mississippi, who will conduct the business end of the paper. Mr. Luhnaw will probably personally direct the news service from New York.

AFTER WESTERN PLANT.

American Lithographic Company Negotiating for Crowell Property in Ohio.

It became known last week that the American Lithographic Company of New York had been negotiating for the purchase of the Crowell Publishing Company, of Springfield, O., publishers of the Woman's Home Companion and other publications. J. S. Crowell denied that he had given any option on the property. He admitted that he had quoted the American Lithographic Company a price, but said he did not think it would be accepted.

Since the editorial offices of the Woman's Home Companion are already in New York, some concern was expressed in Springfield lest the publishing plant should also be moved to the metropolis, in case the American Lithographic Company deal went through. Mr. Crowell said, however, that so far as he understood the plans, there was no intention of making any change in the Springfield plant. He said further that the American Lithographic Company desired to establish a Western branch office, and in case they acquired the Springfield property, they would probably operate the two concerns conjunctively.

NETTLES PANAMA GOVERNMENT

Editor Threatened With Expulsion Because He Criticized Isthmian Courts.

George Eugene Bryson, editor of the Panama Journal, has been threatened with expulsion from the country because he criticized the action of the Isthmian courts in declaring the Liberal leader Senor Porras to be an alien. Twenty prominent Liberals who have protested against this action have been arrested and thrown into jail. Vice-president Arosemena and Gen. Diaz have arranged to call a mass meeting and make a demonstration of protest and it is feared that there will be bloodshed soon.

Many Liberals openly declare that rather than support the maladministration of affairs in Panama by President Amador they will provoke American intervention in the affairs of the canal zone.

Binghamton Press Not to Be Sold.

The rumor of negotiations looking to the sale of the Binghamton (N. Y.) Press to Clendennin J. Ryan, son of Thomas F. Ryan the well-known financier, and son-in-law of Col. George F. O'Neil, the former owner of the Binghamton Leader, is emphatically denied. When Jonas M. Kilmer, principal owner of the Press, was asked about the story he laughed and said there was not a word of truth in it. "The Press is not for sale," he added, "and no negotiations for its sale have been made or considered in any way, and if they were made they would not be considered. We are in the newspaper business here to stay."

President Roosevelt to Nashville Club.

The Nashville Press Club at its dinner last Tuesday night in honor of the veteran editor, Col. A. S. Coiyar, received the following message from President Roosevelt's secretary: "The President directs me to convey his greetings to the Nashville Press Club and its guest of honor. He trusts you will have a pleasant occasion."

Maine Newspaper Changes Hands.

The Madison (Me.) Bulletin, established twenty-one years ago by E. A. Merriman, has been sold by Mr. Merriman to Harry C. Prince, of Waterville. Mr. Prince for fifteen years was editor of the Waterville Mail and for the past nine years editor and proprietor of the Evening Mail of Waterville, which he recently sold.

WANTS LEWIS COMPANY SUED.

Attorney-General Asks Court to Order Action Against Publishing Concern.

Attorney-General Hadley, of St. Louis, applied to Circuit Judge McElhinney at Clayton, Mo., last week for an order directing Receiver Frederick Essen of the People's United States Bank to bring suit forthwith against the Lewis Publishing Company for \$375,000, loaned to the publishing company by the bank.

The petition states that \$400,000 was loaned to the publishing company by the bank on April 24, 1905, and a note taken, that \$25,000 was repaid prior to Aug. 1, 1905, and that \$375,000 and interest is now due.

It is alleged that the loan was unlawfully made for six reasons:

1. Because E. G. Lewis was president and director and principal stockholder of the publishing company and in sole charge and control of its affairs, that the directors were his employes and absolutely subject to his direction and control, that H. L. Cramer was a director of the publishing company and vice-president of the bank, and that F. J. Cabot was a director in each.

2. That the loan by the bank under the direction and control of Lewis was contrary to promises and representations made by Lewis, by which he had as promotor of the bank induced persons to invest in its stock.

3. That the loan was in fact made to Lewis personally, and that it was illegal under the banking laws and the laws of Missouri.

4. That the loan was made by the bank through Lewis without the knowledge or consent of the Board of Directors until afterward.

5. That the loan was illegally made in violation of promises to stockholders and in furtherance and confirmation of a plan of Lewis to organize the bank and secure the capital stock and deposits for his personal use in private enterprises, part of the loan being made payable three years after date as a part of the scheme.

6. That the publishing company at the time of the loan was insolvent, that the security was insufficient and that it was known to Lewis at the time to be insufficient.

Judge McElhinney has not yet taken action on the application.

Raleigh Evening Times Staff.

A number of changes in the staff of the Raleigh Evening Times have occurred since the suspension of the Raleigh Post and the taking over of its good will by the Times. George B. Crater, who has been very successful in conducting the business department of the Times remains as manager. S. L. Rotter, of the Post, becomes associate editor, having charge of the news and telegraph desk. Willis Briggs, city editor of the Post, takes a corresponding position on the Times. J. Tyler McLean remains with the Times, and George Hall, formerly of Charlotte, is also connected with the city department. The Evening Times will begin the erection of a new building for its plant as soon as the lease on the site it has secured expires.

Little Rock May Have Open Shops.

The job printers at Little Rock, Ark., employed by the Arkansas Democrat Company, Thompson Lithograph Company, A. N. Kellogg and H. G. Pugh, struck last week to enforce their demand for an eight-hour day. The strike included every printing office in the city except one. Little Rock has been a union city heretofore, and the action of the printers precipitates a contest that may result in the proprietors declaring for "open shop." The Arkansas Democrat has not been seriously affected by the strike.

SPOKESMAN-REVIEW.

Something About This Prosperous Spokane Paper, Its Progress, Its Rich Territory, and W. H. Cowles, Its Publisher.

W. H. Cowles, proprietor and publisher of the Spokane (Wash.) Spokesman-Review, is a native of Chicago and is a graduate of Yale College. He derived his early newspaper training on the Chicago Tribune, of which his father, Alfred Cowles, was the publisher for over thirty years. In 1890 Mr. Cowles located in Spokane and became interested in the Morning Spokesman of that city. Shortly after the union of that paper with the Morning Review in 1893 he became sole owner of the combined property.

The Review was established as a weekly in 1883 and was made a daily in 1889, and the Spokesman was started in 1890, but the real birth of the Spokesman-Review did not occur until the spring of 1893, when the two papers were consolidated. From that time on the steady gain of the paper indicates the rapid growth of Spokane and the wonderful development of the rich agricultural, mining and lumbering communities lying tributary. In 1893 when Spokane had a population of a little over 20,000, the daily and Sunday S-R had an average circulation of about 3,000. In 1900, when the city had grown to 36,848, the daily had 10,419, and the Sunday 12,881. From the certificate of circulation issued in August last by the Association of American Advertisers, the daily is shown to have had an average for June, 1905, of 17,386, and the Sunday edition 23,762. Based upon its present school census, Spokane now has a population of 73,527.

The Spokesman-Review has grown from four pages in the early nineties to fourteen to sixteen pages daily and forty-eight to fifty-six pages on Sunday. Its plant consists of eleven linotypes, a three-page supplement Hoe press and a new sextuple Hoe press recently installed.

The exceptionally strong position of the Spokesman-Review lies in the fact that Spokane is the chief city between St. Paul on the East and Seattle on the West. Its field reaches 200 to 300 miles from Spokane in all directions and includes the eastern half of Washington, the five northeastern counties of Oregon, central and northern Idaho, western Montana and southern British Columbia. In this field there are over one hundred thriving, growing cities and towns, which are reached the same day of publication by the Spokesman-Review.

An idea of the prosperous conditions that exist throughout this territory can be obtained from the fact that the mines of Idaho and southern British Columbia are among the world's greatest producers, having an annual output of from twenty to thirty millions. The vast lumber interests of this section add another \$20,000,000 annually and the rich agricultural districts of Eastern Washington, northeastern Oregon and central Idaho, which are among the most fertile in the world, are yielding \$85,000,000 each year in farm, orchard, dairy and live-stock products.

Besides its daily and Sunday editions the Spokesman-Review publishes on Tuesday and Friday the Twice-a-Week, an entirely separate paper edited in the interest of the farming population. The remarkable growth of the Twice-a-Week from 2,838 readers in 1896 to over 32,000 at the present time denotes the rapid strides in agricultural development that have been made in the Pacific Northwest in the past few years. The Association of American Advertisers found the average circulation of the Twice-a-Week

Spokesman-Review for the year ending on June 30, 1905, to be 31,852.

The marked success that has been attained by the Spokesman-Review is due in no small measure to the able management and untiring efforts of its executive staff: N. W. Durham, managing editor; J. F. Young, business and advertising manager, and C. H. Breed, circulation manager, all of whom have been with the paper practically since its inception.

AMERICAN MAGAZINE'S COVER.

Another Handsome One for Christmas. Some of Periodical's Latest Enterprise.

The American Illustrated Magazine, formerly Leslie's, has another cover in fac-simile of ornamental leather for its December number. This Christmas edition is filled with good things, among others an article by Judge Grosscup on "Who Shall Own America?"

William Morrow, associate editor of



the magazine, is on a two-months' trip to the far Northwest and Southwest gathering literary material, and Henry Kitchell Webster, author of "Calumet K.," another member of the staff, is searching the South for stories of the right sort.

All question of the wisdom of changing the name to the American Illustrated Magazine is past. Since this move was made the circulation is said to have gained about twenty per cent., and the advertising has shown a substantial increase.

Affairs of Why Publishing Company.

The office furniture and fixtures of the Why Publishing Company at Deposit, N. Y., publishers of the defunct Era Magazine, which has failed to appear on newstands this month, have been sold to satisfy judgments awarded by Justice Riggs to Harry B. Dembe, of Bayonne, N. J., and J. R. Davis, of Endicott, N. Y., who were for several months employed in the office of the company and who recently brought suit to recover unpaid wages. Judgment of \$150 was awarded in each case.

Maine State Printing Contracts.

The Waterville Sentinel Company, has been awarded the contract for the miscellaneous job printing of the State of Maine. Contracts for books and pamphlets and legislative printing went to Burleigh & Flint, of Augusta. It is estimated that the State will save about \$20,000 on these bids over the cost for the last two years.

Bids on New York Court Reports.

H. B. Parsons, Albany, was the lowest bidder for the contract to print the New York State Court Reports for the term of five years from Nov. 10, 1905, the bid being 40 cents a volume. The other bidders, all of Albany, were the Brandow Printing Company, 60 cents; J. B. Lyon Company, 65 cents, and Banks & Co., 70 cents.

DR. EMIL PREETORIUS DEAD.

Nestor of German-American Journalists Passes Away at St. Louis.

Dr. Emil Preetorius, editor of the Westliche Post at St. Louis and known as the Nestor of German-American journalists, died last Sunday at his home in St. Louis after a week's suffering from blood poisoning which followed a slight abrasion of the leg.

News of the death was telegraphed to the leading German papers in this country and Germany, and responses were received from thirty-five editors of German publications, notifying the family that they would attend the funeral, which took place last Tuesday afternoon at the Missouri crematory.

Emil Preetorius was born in Alzey, Rheinhessen, Germany, in 1827, and was graduated from Giessen and Heidelberg universities, where he studied law. He took part in the revolutionary measures of 1848 and 1849, and was forced to leave Germany. He fled to America to establish a permanent home, and in 1853 took up his residence in St. Louis. There in company with his brother he engaged in a wholesale business which he carried on for seven years.

In 1862 Dr. Preetorius established a German afternoon paper in St. Louis under the title of Die Neue Zeit. Two years later this paper was consolidated with the Westliche Post, founded by Carl Daenzer, and Dr. Preetorius took charge of the editorial department, which for forty years he directed as editor-in-chief. About this time Carl Schurz, who also fled from Germany for freedom's sake, became associated with Dr. Preetorius in the newspaper.

Dr. Preetorius was always loyal to his adopted country. His motto was "The best Germans make the best Americans," and he had often said:

"All German-Americans are for America first and for their fatherland next. Naturally we have fond memories of the old country. It is because of this tenderness that we do not want to see a war between the two countries—we do not want to fight our people, but if necessary we would."

Several times he declined to accept a decoration from the Kaiser, and last year he advised his son, Edward L. Preetorius, not to accept the decoration of the Red Eagle conferred upon him by Emperor William in recognition of his services to the fatherland at the St. Louis World's Fair. Dr. Preetorius never revisited his native land, saying that when he would have gone back he could not, and when he could have, he would not. A strong Boer sympathizer, he sent a check for \$750 to Secretary of State Hay, asking him to forward it to President Kruger through the American consul at Pretoria. His avowed purpose was to learn "just how the United States stands, whether she is with Britain against the Boers."

Upon coming to this country he entered at once earnestly into politics, and when in 1855 the Know-Nothing movement swept over the country the able young jurist, who now had command of the English language, was one of the most fervent defenders of the rights of immigrants and foreign-born citizens of the United States. He was one of the founders of the Republican party, and in the campaign of 1856 he worked zealously for the election of John C. Fremont. His fervor and eloquence soon made him a political leader. As a liberty-loving man Dr. Preetorius was an outspoken abolitionist, and was elected as such to the Legislature of Missouri in 1861.

Beyond this he would never accept public office, though frequently asked to do so. He was an intimate friend of President Lincoln, Charles Francis

Adams, Lyman Trumbull, Murat Halstead and other prominent statesmen, and stood high in their estimation.

Two years ago he was confined to his home by an accident and did little active editorial work after that. His last public appearance was on German Day at the World's Fair, at which he presided.

He leaves his widow and two children, Mrs. Louisa Relkhoff, and E. L. Preetorius, associate-business-manager and treasurer of the Westliche Post Company.

SOUTHERN TRADE PRESS.

Association of Class Paper Publishers Holds Annual Meeting at Atlanta.

The first regular annual meeting of the Southern Trade Press Association was held in Atlanta, Ga., on Nov. 10 and 11 with a large number of trade paper publishers in attendance, all of whom showed much interest in the practical work accomplished.

Harry E. Harman, of Atlanta, who was elected president at the preliminary meeting in August, presided, and George D. Lowe, also of Atlanta, acted as secretary.

It was resolved to incorporate the association at once. Each paper belonging to the organization will keep standing at the head of its editorial column the words "Member of the Southern Trade Press Association, Incorporated."

The discussion on advertising agencies showed that the papers by choice were getting further away from agency business each year and dealing direct with the advertiser. A plan was put on foot for the opening of independent Eastern agencies by which four or five papers, each in a different line, will employ their own agent, and divide the cost pro rata according to the business secured.

In the matter of unjust department rulings in case of trade papers it was resolved that when a member incurred what was considered an unjust ruling, the association should come to his assistance with all the influence at its command.

The papers of the Southern Agricultural Press League will be invited to join the association, or at least arrange for a joint meeting of the two organizations. This proposition, it is said, is likely to receive favorable consideration by the agricultural publishers. A meeting will be held at New Orleans in February, when a number of practical papers will be read.

The Southern Trade Press Association already has in its membership nearly every trade paper in the South of any prominence. It is an organization that means much in the development of the South's resources.

Members of the association were represented at the Atlanta meeting, as follows: The Rice Journal, Crowley, La., John T. Nixon; Dixie Miller, Nashville, Tenn., B. K. Rankin; American Cotton Manufacturer, Charlotte, N. C., William Whittam, Jr.; Cotton Trade Journal, Savannah, Ga., Julius Nelson; Southern Furniture Journal, High Point, N. C., Wilbur Jones; and these publications of Atlanta: Railroad Herald, E. C. Laird; the Concrete Age, Geo. C. Walters; Southern Banker, R. H. Brown; Southern Cultivator, E. P. Hunnicutt; Railroad Record and Common Carrier, Frank Weldon; Insurance Herald, L. N. Geldert; Southeastern Underwriter, O. H. Hall; Southern Druggist, Louis Phillips; Southern Carbonator and Bottler, D. A. Loyless; Practical Machinist, W. R. C. Smith; Dixie, B. F. Ulmer; Cotton, H. E. Harman; Silk, Louis Borris Magid; Southern Fancier, H. F. Reils; Railway Guide, J. R. Watts; Cottonseed Oil Magazine, W. H. Wilson.

The Doylestown (Pa.) Intelligencer has just installed a new perfecting press.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7446 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

SUBSCRIPTION, \$1.00 A YEAR. FOREIGN, \$2.00. SINGLE COPIES, 5 CENTS.

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; H. J. Linkoff, 140 Nassau St.; John Manning, City Hall Park, foot of Brooklyn Bridge, and at the corner of Fulton and Broadway; Park Row Bldg; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bldg; Cortlandt Street Ferry.

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 Postoffice.

NEW YORK, SATURDAY, NOVEMBER 25, 1905.

SAFEGUARDING THE BALLOTS.

The report of William P. Hazen, former chief of the United States Secret Service, who was employed by the New York World to investigate the charges of fraud in the city election, closes with this interesting statement:

"I attribute the security of the ballot boxes from illegal manipulation by election officials as much to the fear caused by publicity as to anything else. The certainty that such acts would be revealed and the perpetrators punished through the activity of the newspapers, co-operating with officers of the law, undoubtedly prevented a good deal of fraud from being committed, not only in regard to illegal voting, but in the handling of the returns after the polls were closed."

The World says of the numerous instances of fraudulent voting:

"The promoters of some of these illegal acts regarded them something in the nature of a good joke on the Superintendent of Elections Bureau, whose services at the recent election cost the citizens of New York something like \$150,000. As far as could be learned, this bureau accomplished little or no good in preventing illegal voting, or at least curtailing the number of cases of it."

So the publicity with which the newspapers hold the corruptionist in awe does more to encourage fair elections than the most expensive machinery of government that can be devised. The state of affairs revealed in the World's investigation is a sad commentary on our institutions, but the moral victories that the newspapers won in the last election show that things are looking up, and that with a proper use of the press conditions will mend themselves. There is just now a movement for ballot reform which should do much to remedy existing evils. Here the newspapers have an unusual opportunity. Every lick that they put in for the abolishment of the present system of voting, created to keep in power the bosses and political machines, will add that much to the faith their readers have in them. The present ballot must go, and the newspapers must get in line and be ready to give it the shove at the proper time.

CHEAPENING NEWSPAPERS.

Several papers have recently cut their selling price down from two cents to one. Is it a wise thing to do? Many of those who are familiar with newspaper conditions are decidedly of the opinion that it is not.

"It may do very well in your big cities, where you have a comparatively unlimited population to draw from," said a visiting publisher in discussing the mat-

ter the other day, "but there is no fun in trying it in our smaller communities. Cutting the price generally means at the very start a loss of fifty per cent. of your revenue from circulation. On the face of it this is a big sacrifice as a bid for business. But, of course, the publisher reasons that he will sell enough more papers to afford it. That is, he hopes to swell his circulation to a figure that will attract sufficient advertising to equalize the loss. In nine cases out of ten he fails to take into account, first, that the per cent. of available subscribers he might put on is not at all in ratio with the sacrifice he has made in price, and secondly, that in local communities the advertising does not follow circulation closely enough to make his theory a practical one.

"No," he said in conclusion, "a publisher who enjoys a two cent circulation should consider himself lucky and should hold on to it. With the present trend of prices it will be a valuable thing to have in a few years. And it is a mighty hard pull, by the way, to try to re-establish a two cent price after you have once sold for a penny."

COST AND PRICE.

Let us look at another phase of this matter of price. A paper that can keep its size down to eight pages can usually sell for one cent and still make a small margin of profit. It costs about one-fourth of a cent to issue such a paper, and it sells to the newsboy for half a cent, so the publisher clears the other quarter of a cent. But nowadays nearly every paper that amounts to much must issue from fourteen to sixteen pages or even more, and this brings the cost up to a half a cent or over. Thus the publisher is fortunate indeed if he does not actually lose money on his circulation.

To show the importance of this matter of running cost, it is an acknowledged fact that the circulations of one or two penny papers in New York are too large to be profitable. That is, there is not sufficient advertising increase to make a larger circulation pay, even if it were to be obtained. It is said that Harmsworth has frequently returned advertising for the London Daily Mail, even when it was accompanied by a check in payment, rather than insert an extra page to accommodate it. It is safe to say that the selling price of the paper alone is responsible for this remarkable condition of affairs.

Suppose that a paper in one of the smaller towns has a circulation of 10,000. Figure the difference between the price of one cent and two for such a circulation, and count the handsome little profit that two cents would mean

by the end of the year. Keeping this in mind, a publisher must indeed have great faith in his advertisers, as well as in his own ability, who is willing to sacrifice the extra penny a copy.

MAKING THEIR OWN PAPER.

Publishers who have fretted under the increasing burdens laid on them by the combination of paper manufacturers will read with interest the announcement that the Denver Post will hereafter make its own paper. By all accounts from New England the operations of the Publishers' Paper Company are progressing rapidly, and it, too, will soon be turning out tons of print stock for the use of the newspapers interested in the enterprise. If these projects turn out as satisfactorily as has the Kansas City Star's experiment in making paper, still other newspapers may be expected to declare their independence by purchasing or establishing their private mills. It looks indeed as if the trust has chased the goose of the golden eggs until she has decided to lay them from now on in a nest of her own.

WHEN Prince Louis of Battenberg visited the office of the Baltimore News on election night, a bulletin acquainting the crowd outside of his presence brought forth a storm of cheers. This might furnish publishers a tip for an interesting card to show on their boards at some future time, providing they could corral for the occasion a celebrity as popular as Prince Louis.

THE Prince took the liveliest interest in the exciting scenes that were being enacted on the night of his chance visit to the newspaper shop, and inspected all the details of the process of giving out returns, making up election extras and running out editions serving up the news hot from the wires. As the News suggests, "it was an experience of such a distinctive character that it will probably stand out prominently among his American recollections."

PUBLIC CONSCIENCE.

The Press Is Its Embodiment, Says Max Nordau, in an Essay on the Progress, Influence and Power of the Newspapers.

The following estimate of the power of the press and the reasons therefor is from the pen of Max Nordau:

"In former times public opinion was something intangible; it had no substance, no defined outlines; it was formed no one knew how; it was composed of a thousand fragmentary traits, from the casual expressions of some prince or dignitary, from the significant head-shakings of some worthy tradesman surrounded by his boon companions, from the gossip of some old woman in an afternoon call, in the market or in the spinning room.

"It first assumed definite form in that jurisdiction of honor imposed, not by the written laws, but by custom, which each order, but especially the close corporations, exercised upon its members, and whose sentence of condemnation, without appeal, annihilated the culprit, morally, with more certainty than the decree of an official court.

"To-day, on the contrary, public opinion is a firmly organized power in possession of an organ that is recognized throughout the world as its authorized representative, and this organ is the press.

"The importance of the press in our

modern civilization; its existence, the place it fills in the life of the individual, as well as of the community, gives its tone to our age far more than all the wonderful scientific inventions which have transformed so completely the material and intellectual conditions of our existence.

"The remarkable development of the newspaper press has kept pace with these inventions and is one of their results.

"It is consequently difficult to consider our modern newspapers apart from these inventions, but there is no doubt that the trait supplied by the existence of our modern press in the physiognomy of our modern civilization is what distinguishes it more emphatically from all former civilizations than all the other traits which characterize modern life.

"It is a fact that to-day no State can be governed, nor law enforced permanently, without the co-operation of the press or against its resistance.

"What is the explanation of this influence? The attempt has been made to ascribe it to its share in commerce and trade, but I do not consider it necessary to enter into controversy with a mind which seeks in the advertisements the explanation of the importance of the press in our civilization.

"Neither is its power due to the laws it imparts. As a mere chronicler of the news of the day, the newspaper would have no higher position than that of the barber around the corner, who is its rival on this field, at least so far as local happenings are concerned. A newspaper which contained nothing but news expressed in dry objective way, would indeed never disturb any government, nor would it sway the public.

"Another explanation of the influence of the press is that it is the instructor of the masses, the disseminator of results of scientific investigation among the people.

"This explanation is not adequate by far, for in the first place the newspapers have little value as popularizers of science, and, in the second, observation teaches us that the best popular science magazine makes a far less profound impression upon the mind of the readers than the most scurrilous little political sheet.

"No! Not to its advertisements, not to its news, not even to its entertaining, instructive articles does the press owe its influence upon civilization, but to its tendency to express more or less openly the political or philosophical thought upon which it is founded, not only in the leading articles, but in the selection and arrangement of its news.

"If the press were merely a relator of circumstances it would stand upon the somewhat low scale of a commercial, financial and social gossip, and its place in our civilization would be very insignificant.

"But it is the critical supervisor of the occurrences of the day; it assumes the responsibilities of passing judgment upon the actions, the words and even the unexpressed intentions; it stigmatizes them or praises them; it encourages them or threatens them; it commends them to the love and imitation of the community or it points them out as objects of hatred and contempt.

"It is the visible embodiment of public opinion, it assumes the rights of the latter, with its judicial power which it wields even in its most fearful form, public contempt and moral annihilation; it takes its place as ally by the side of the objective MUST, and announces itself as the public conscience of the community."

TRACKING THE HUMORISTS.

Boston, Nov. 16, 1905.

THE EDITOR AND PUBLISHER,
New York.

Dear Sirs:—I'm sending along the money to renew my subscription. Begin it where I left off. The only way I can keep track of those humorists recently subsidized by John D. Rockefeller is by reading your paper. Enclosed is the \$1

Very sincerely,

JAMES T. SULLIVAN,

Special Writer on the Boston Globe.

PERSONALS.

Rufus Jones, until recently news editor of the Montgomery (Ala.) Advertiser, has purchased an interest in the Dothan (Ala.) Home Journal.

W. J. Delameter, general manager of the Monterey (Mexico) News, was married recently to Miss Helen J. Stockwell at San Antonio, Tex.

F. E. Johnson, business manager of the Taunton (Mass.) Daily Gazette, was in New York this week looking over the foreign advertising field for his paper.

John Vandercook, editor of the Cincinnati Post, was in New York this week. He is taking a brief rest after his strenuous work during the recent hot campaign in Ohio.

William A. Thompson, managing editor of the Battle Creek (Mich.) Moon, is on a visit to New York. He will make the Publishers Press his headquarters while in the city.

Charles Emory Smith, editor of the Philadelphia Press, delivered his lecture on Russia last Tuesday night at Pottsville, Pa., under the auspices of the Shakespearian Society of that city.

Thomas J. Lindsey, one of the editors of the Philadelphia Evening Bulletin, will deliver an address at Lancaster, Pa., on Dec. 1, taking as his subject "Everyday Scenes in a Newspaper Office."

H. W. Risley has resigned as editor of the Fremont (Neb.) Herald and has disposed of his stock in the Dodge County Publishing Company to the owners of the paper. Mr. Risley will go to California.

R. M. Phillips, who was editor of the Raleigh (N. C.) Morning Post up to the time of its recent suspension, has been elected secretary of the Raleigh Chamber of Commerce with a salary of \$12,000 a year.

Le Roy Theim, press operator in the Raleigh News and Observer office, is now operating the wire for the Raleigh Evening Times. He is succeeded at the News and Observer by Joseph Hunter, who has been employed by the Industrial News at Greensboro, N. C.

W. P. Whitaker, for eight years business manager of the Raleigh Morning Post, which recently suspended, has accepted the position of advertising manager for the Mecklenburg Mineral Springs Company and Mecklenburg Hotel at Chase City, N. C.

Albert R. Turner, financial editor of the Philadelphia North American, gave a dinner one night last week at the Seaside House, Atlantic City, to Mayor and Mrs. John Weaver, of Philadelphia. There were twelve in the party, all being prominent in the reform movement in Pennsylvania.

Lee C. Robertson, for nine years city editor of the Dunkirk (N. Y.) Herald, has resigned and gone to Pittsburg where he has a position on one of the leading dailies of that city. Mr. Robertson was formerly Dunkirk correspondent of the Associated Press and the Buffalo Express. William M. Bowen, of Jamestown, N. Y., succeeds him in Dunkirk.

Clarence H. Poe, editor of the Progressive Farmer at Raleigh, N. C., has returned home from New York, where he had under consideration a proposition to become editor of a new farm journal, which is soon to begin publication. Mr. Poe found that he could not hold both positions, as was at first suggested, and was unwilling to give up the Progressive Farmer, which is rapidly becoming one of the foremost agricultural papers in the country.

OBITUARY NOTES.

Harry B. Thomas, business manager of the Wilkes-Barre (Pa.) Times, died last week after a lingering illness from tuberculosis. Mr. Thomas was born in 1868. He served his apprenticeship on the Wilkes-Barre Record and the News, and later worked on the Scranton Tribune, Republican and Times. He was one of the founders of the Plymouth (Pa.) Daily Tribune, and had worked on newspapers in Cleveland and Detroit. He was first promoted to the position of business manager of the Wilkes-Barre Times in 1899.

John M. Davis, treasurer of the Albany (N. Y.) Journal Company, died last week, aged 40 years. He began his newspaper career as a boy in the office of a Utica paper. Then he went to Albany and obtained a position in the counting room of the Evening Journal, of which paper his uncle, the late John Ten Eyck, was one of the owners. He was advanced rapidly and when the Journal Company was organized he was chosen treasurer, a position he held until the time of his death. He was also president of the Capital City Advertising Company.

George A. Farquhar, for eleven years connected with the business office of the Baltimore American, died last week, aged 29 years.

F. Eugene Wathen, editor of the Maryland Republican at Annapolis, died last week, aged 47 years.

Well-Known Paris Publisher Dead.
A well-known Parisian figure has been removed by the death of M. Georges Charpentier at the age of 59 years. M. Charpentier was the son of the founder of the famous publishing firm. Before carrying on the business himself he devoted several years to journalism, making many friends among literary men. The Bibliotheque Charpentier, which is now under the management of M. Eugene Fasquelle, edited the works of the brothers Goncourt, Theophile Gautier, Flaubert, Zola and Daudet, and M. Georges Charpentier himself played an important part in the history of French literature in the nineteenth century.

Goes to Muncie Star.
Claude Jamison has resigned as advertising manager of the Springfield (O.) Daily News to take charge of the advertising department of the Muncie Star, one of the members of the Star League of Indiana Newspapers. His successor on the Daily News has not been announced. Mr. Jamison was to have been married to Miss Mabel Hayward, of Springfield, some time next June, but owing to his change of positions, the wedding will take place about the first of the new year.

Col. Harvey to Dine Mark Twain.
Mark Twain will be seventy years old on Thanksgiving Day, Nov. 30. On the following Tuesday evening, Dec. 5, Col. George Harvey will give a dinner at Delmonico's in celebration of the humorist's birthday. A large number of literary workers will be invited.

Rosewater and Folk Guests of Honor.
Edward Rosewater, editor of the Omaha Bee, and Gov. Joseph W. Folk of Missouri were the guests of honor at the monthly dinner of the Knife and Fork Club given on Thursday evening of last week at the Coates House in Kansas City. Covers were laid for 250 guests.

Fire in Newspaper Shop.
The plant of the San Marcos (Tex.) Democrat, a weekly paper owned by Daniel Watson, was badly damaged by fire a few days ago. The insurance amounted to only \$350.

SITUATIONS WANTED.

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

SOUTHERN CORRESPONDENT

Is prepared to contribute his breezy weekly letters to several additional papers of North and West. Trial letters free. Satisfaction guaranteed. Address "CITY EDITOR," Box 354, Anniston, Ala.

WEB PRESSMAN

desires to better himself; has 18 years' experience in pressrooms as foreman and pressman; can handle help; know how to get out a paper and get it out on time; understand stereotyping and mailing; can furnish the best of reference. Address "O. M.," 1273 East Third street, Cincinnati, Ohio.

BUSINESS MANAGER

wishes change. Record increasing business on several papers 50 to 100 per cent. Expert advertising and circulation manager. Familiar foreign advertising field. Successful experience papers 10,000 to 100,000 circulation. Can increase your business. Very highest references. Address "RESULTS," care THE EDITOR AND PUBLISHER.

PUBLISHER'S ASSISTANT.

Gentleman, well acquainted with the details of the position, seeks employment. Address "J. B.," 219 Franklin street, Astoria, L. I.

FOR TRADE JOURNALS.

I can write more "lay" copy for journals. Address "J. W. S.," care THE EDITOR AND PUBLISHER.

ALL ROUND NEWSPAPER MAN
of long experience open for engagement. Bright editorial writer, besides reportorial. Can take charge of advertising end. Country daily or weekly preferred. Address "W. F. S.," care THE EDITOR AND PUBLISHER.

YOUNG MAN, WITH FOUR OR MORE
years of active trade paper experience from reporter to associate editor, desires position on staff of daily or weekly. Ambitious and can "make good." Best references. "ABILITY," care THE EDITOR AND PUBLISHER.

HELP WANTED.

MANAGER FOR SOUTHERN OFFICE
with local publications and class journal; also doing large job business; city of 7,000. Must have a past record of success in similar position. Prefer party able to make some investment. Address "SOUTH," care THE EDITOR AND PUBLISHER.

A YOUNG UNMARRIED JOB PRINTER
competent to solicit work for an old established printing establishment. One from a weekly newspaper office preferred. Address "JOBBER," care Lyman D. Morse Agency, 38 Park Row, New York.

EDITOR FOR A DAILY PAPER.

Applicant must invest in stock of the company. "NORTHAMPTON PRINTING AND BINDING COMPANY," Northampton, Mass.

FOR SALE.

\$2,700—Splendid independent weekly in Southern Michigan, in town of 400, with four towns and city of 30,000 near by to draw from. Power plant, Thorne typesetting machine, and good equipment. Did a business last year of \$2,725. Advertising alone runs over \$1,500 per year. It is a splendid agricultural section, and an investment that always has and always will pay well. Established 14 years. Proposition No. 2. Send for list of desirable daily and weekly newspapers. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

TRADE PAPER FOR SALE.

An old established trade paper, enjoying large advertising patronage, live cash-in-advance subscription list, with unlimited field, and capable of unusually profitable development. An opportunity for a live, hustling business man. Address "BLOODGOOD," care THE EDITOR AND PUBLISHER.

We have a surplus of news print which will sell below the market price to quick buyers. Quality guaranteed. In replying please state how much you use per annum and from whom you are now buying. Address "T. J.," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTIONS
delivered prepaid, 75c; 6 or more, 50c each cash with order. All newspaper screens; service day and night. Write for circulars. References furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 815, Philadelphia, Pa.

THE CHEMICAL ENGRAVING CO.

HIGH GRADE PHOTO-ENGRAVING ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.

18 & 20 OAK ST. NEW YORK.

The STANDARD ENGRAVING CO.

A NIGHT FORCE

SEVENTH & CHESTNUT STS. PHILADELPHIA.

WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND FINISH THE HIGHEST GRADE OF PLATES IN ALL SIZES FOR THE ILLUSTRATION AND REPRODUCTION OF CATALOGUES, CIRCULARS, BOOKLETS AND ARTISTIC PUBLICATIONS.

WILLIAMS LLOYD MACHINERY COMPANY.

(Formerly Geo. E. Lloyd & Co., Est'd 1876)

373 Dearborn St., Chicago.

Plants for Stereotyping, Electrotyping and Photo-Engraving complete in every detail.

N. Y. Agent: **THE TYPALYN CO.,** CHARLES S. MILLS, Manager.

SPECIALTY: Iron Equipment for Composing Rooms.

NEWS PHOTOGRAPHS WHICH FOCUS FACTS.

We have 15,000 subjects in stock and agents all over the world. Text supplied. WE BUY interesting photographs. Send for our daily bulletin of news subjects.

GEORGE GRANTHAM BAIN, 15 PARK ROW, NEW YORK.

THE LOVEJOY CO., Established 1883

ELECTROTYPERS

and Manufacturers of Electrotpe Machinery

444-446 Pearl Street, New York.

IN THE MARKET.

I WANT TO BUY
a newspaper in a growing town of 20,000 or 30,000 population. Must be bright prospects for paper and place it is located. Now a successful publisher in town of 10,000. Address "C. H.," care THE EDITOR AND PUBLISHER.

WANTED—TO BUY
second-hand perfecting press that will print a 4, 8, 10 or 12-page paper. Address with price, "E. A. T.," care THE EDITOR AND PUBLISHER.

PARTNER WANTED.
One-half interest in a moderate sized, up-to-date job printing office with small weekly in connection, situated just the right distance from a large city; all new material; a growing business in a growing section. Want a man capable of handling the inside to perfection, while present owner would work both inside and outside. The half interest will be sold at a very low figure to the right party. Full particulars upon request. Address "ACTIVE," Box 585, Pittsburg, Pa.

The Christian World, the organ of the Reformed Church, will be moved from Dayton, O., to Cleveland.

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.

Dr. E. S. Sloan, Boston, is renewing contracts for the Sloan Lintiment advertising through the J. T. Weatherald Agency, Boston. The orders will not go out for several weeks.

Bendiner & Schlesinger, East Tenth street, New York, are placing contracts direct in daily papers for the Hoff's Consumption Cure.

New England papers are being used by Bovil Company, Ltd., Montreal, Can. The business is placed direct.

Irving P. Dodge, Boston, is using New England dailies for the Regal Trading Stamp advertising.

The C. E. Sherin Agency, Fifth avenue, New York, is sending out fiveline readers for the O. F. C. Rye Whisky, to run two times a week for four months.

Perceval K. Frowert, Stephen Girard Building, Philadelphia, is using Pennsylvania and New Jersey papers for Evan-son's Naptha Borax advertising.

The Kaufman Advertising Agency, 377 Broadway, New York, is placing the advertising for Runkel's Cocoa in dailies.

A. McKim & Co., Montreal, Can., are placing the advertising for Gray's Syrup of Red Spruce Gum in New England and New York State dailies.

The W. S. Hill Company, Pittsburg, is using dailies for the Ward-Corby Company bakeries.

Powers & Armstrong, Philadelphia, are using weekly papers for the Mandrake Pill advertising.

Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing the advertising of the United Fruit Company.

The J. T. Weatherald Agency, Boston, is using daily papers to advertise the Paxtine Toilet Specialties.

The A. R. Elliott Agency, 66 West Broadway, New York, is placing display advertising of Borden's Condensed Milk in dailies. The space to be used is 312 inches.

N. W. Ayer & Son, Philadelphia, are placing a line of advertising for a nurseman.

The Pacific Coast Borax Company, 100 William street, New York, is asking for rates.

The Ben B. Hampton Company, 7 West Twenty-second street, New York, is sending out 1,248 inches for the National Cigar Stands Advertising, and 1,600 inches for the American Tobacco Company.

The Irving Drug Company, Philadelphia, is asking for rates on one inch daily for one year.

The National Photographic Chemical Company, Washington, D. C., is asking for rates.

Miss E. W. Hooper, Mutual Life Building, Philadelphia, is using Pennsylvania papers to advertise the Estey Piano.

The Gold Placer Mining Company, 603 Ellicott Square, Buffalo, N. Y. is asking rates on three and one-half inches daily for four months.

The von Balsam Advertising Agency, 172 Washington street, Boston, is asking for rates.

Harrison Parker, advertising manager of the Chicago Tribune was in New York this week.

MEXICO ADVERTISING CONCERN.

Publicity Company Recently Organized Will Have Large Field of Activity.

The Publicity Company is the name of a new concern at Mexico City, Mexico, which proposes to handle "Every Kind of Advertising Everywhere." Already it has a large list of publications with which it is doing business, and this is constantly being augmented. It controls one of the largest printing plants in Mexico, and in addition is agent for the most prominent lithographic concerns of the United States and France. All minor mediums, such as novelties and outdoor advertising appliances, it undertakes also to furnish its patrons.

At the head of the Publicity Company is C. Le Roy Scott, who is president and general manager. Mr. Scott was formerly in charge of the advertising of the National lines in Mexico, and previous to that was advertising manager of Sanger Bros., the largest department store in Texas. He was also advertising manager of the International and Great Northern railroads, and is a Page-Davis graduate.

The other officers of the Company are: Paul Hudson, first vice-president; Felix Mercado, second vice-president; Paul D. MacQuiston, secretary; R. H. Beach, treasurer. Among the prominent directors appear Sr. Jacinto Pimentel, the capitalist, Sr. Carlos Rivas, the Mexican senator and director of the Mexican Central Railroad, and Sr. Jose Castellot, general manager of the Mexican Financial Association, and also a member of the Mexican Senate.

The offices of the concern are at Betlemitas 208, Mexico City.

ADVERTISING NOTES.

Claude M. White, formerly connected with the advertising department of the Kansas City Journal, is now manager of the local advertising of the Des Moines Capital.

M. O. Headley, for two years manager of the want ad department of the Omaha Daily News and before that connected with the Omaha Bee, has quit newspaper work to engage in the real estate business.

William Webb, formerly in charge of the foreign department of the Lyman D. Morse Agency, Potter Building, New York, has gone to Cuba where he will locate permanently.

R. J. Shannon, the New York special agent, was on a trip through the New England States this week in the interest of his papers.

The Lyman D. Morse Agency, Potter Building, New York, has taken an additional room on account of increasing business.

Richard Chesman Hackstaff, head of the Hackstaff Advertising Agency, Twenty-third street, New York, was married this week to Miss Nancy Chase Blaisbell, Red Bank, N. J.

J. Ross Robertson, publisher of the Toronto (Can.) Telegram, was in New York this week.

Van Zandt Adds Another.

Eugene Van Zandt, the New York special agent, has added the Springfield (Ill.) News to his list of papers. The News since it passed into the hands of J. McCan Davis has shown marked improvement. As a solicitor of foreign business, Mr. Van Zandt has a faculty of contributing to the advance of the papers he represents, and still further progress may, therefore, now be expected of the News.

WHY THE DAILY PULLS

Advantages Which It Has as an Advertising Medium—Value of Local News and Frequency of Issue—Reason for Sunday Paper's Popularity.

Frank L. Blanchard, who is conducting the course in advertising at the Twenty-third street Y. M. C. A. of New York, delivered a lecture last Monday evening on "The Daily Newspaper as an Advertising Medium." Mr. Blanchard is a newspaper man of wide experience and has given much attention to the subject of advertising. His address was replete with information bearing on the newspaper situation. In explaining why, of all mediums of publicity, the daily paper is the most valuable, he said:

"What are the newspapers doing for mankind and what is the secret of their influence? Virtually they bring to every man's door a college education. They give him the latest information in every department of human knowledge. They place him in touch with the uttermost parts of the earth by telling him what happened yesterday in Tokio, in St. Petersburg, in Rome, in Cape Town, in Buenos Ayres and in Melbourne. While we sleep hundreds, nay thousands of correspondents are at work scouring the earth for information that may add to our store of learning or help us in our business.

"But while we are interested in what is happening in our own country, state and city, publishers of newspapers long since learned that after all it is the home or local paper that gets closest to people's hearts.

"We are so constituted that we take a livelier and more vital interest in our neighbors than we do in foreigners wherever they may reside. We are interested in our neighbors because we know them, we talk with or see them almost every day, we know their history, their peculiarities, their characters. The doings of Montgomery Smith who resides in Paris and owns a stable of fast horses, are a matter of indifference to us, but the health, prosperity or adversity of James Brown who lives just across the street from us and who drops in of an evening to smoke a cigar or play a rubber of whist, are of considerable importance to us.

"News, therefore, interests us in inverse ratio to the distance it travels before it reaches us. This fact explains the power and the influence of the local daily paper. It is more eagerly read than outside periodicals because the news it contains relates to the town in which we live and the people with whom we associate or with whose careers we are somewhat familiar. It comes to us in the morning or the evening laden with items that appeal to us.

"The men scan the pages of the daily paper to find out the condition of the market; the women to see what bargains are being offered in the dry goods stores. The men want to learn what is going on in sports; the women what the newest fashions from Paris are.

"Herein is apparent the real value of the newspaper as an advertising medium. The more thoroughly a paper is read the more desirable it is for securing publicity for anything sold in the city. No announcement, however small it may be, will escape notice.

"Aside from the intimate relationship existing between the local newspaper and its readers, the daily has another advantage, and by many considered its greatest, over the weekly or monthly magazine, namely, frequency of appearance. The advertiser has a chance to talk to the public seven times a week in the daily instead of once a week in the weekly or once in thirty days in the monthly. Reiteration tells in advertising, as repeated blows in the same spot will finally break the hardest stone. Who usually influences us most, the man who talks to us once in thirty days or he who speaks to us daily? Think under what a disadvantage John Wanamaker's store would be placed if instead of ad-

vertising every day it could reach the public only once a week. Neither Wanamaker nor any other big merchant could do one-half the business he now does if he was thus limited in his opportunities for appealing to the public for its patronage. Now he can fire a broadside page of bargains in the newspaper every day in the week and thus interest seven times as many people or the same people seven times.

"But of all the issues of the week the Sunday newspaper is the most popular for advertising purposes. Its value chiefly lies in the fact that it is delivered to the home on the morning of the day of rest, when there is an abundance of time for looking over its pages. The paper itself is made most attractive by the use of special illustrated articles on live and interesting topics, by humorous pictures, by contributions from eminent writers and by the presentation of matter that appeals to all classes of people. While the circulation of no one of the Sunday papers is as great as the week day issues of the afternoon papers, nevertheless the character of the circulation is of the highest quality and hence its great value as an advertising medium.

"People have time to study the ads and answer those that call for letter writing. Those in search of employment or those who have positions they desire to fill find the Sunday paper the best of the week for obtaining what they want. Hence the want columns are always crowded on that day.

"The Sunday papers have been found to be specially valuable in selling real estate and in disposing of stock in financial enterprises. Merchants like to use these issues to announce the bargains they have to offer the coming week. The general advertiser makes them the vehicle for his best appeals for patronage and those in search of capital for various enterprises find them the most productive of results.

"There are in New York city alone fifty six daily newspapers of which one-half are morning and the other half are evening papers. Fully one-third of these are printed in foreign tongues and are in a distinct class by themselves. In the order of their strength and influence they run about as follows: German, Italian, Hebrew, French, Hungarian, Scandinavian, Arabic, Greek and Russian."

Mr. Blanchard followed with an intelligent summing up of the relative value of the various New York dailies, laying stress on the particular merits of each.

At the close of his lecture Mr. Blanchard referred to THE EDITOR AND PUBLISHER as being in his opinion the publication containing the most news of essential interest to newspaper men, presented in the most concise manner, of any paper in its field.

He has made a critical study of the newspaper field, and has several lectures on the subject which he has delivered on various occasions. He spoke one afternoon last week at a meeting of the Good Citizenship League of Flushing, N. Y., on "The Making of a Newspaper." An audience of 300 listened with marked interest to the lecture, which was enlivened with stereopticon views of the busy scenes in the newspaper shop and with the portraits of famous newspaper proprietors from the time of Benjamin Franklin down to the present day.

The STAR-CHRONICLE ST. LOUIS.

One of the important papers of the
SCRIPPS-McRAE LEAGUE
is the most reasonable exclusive newspaper value for advertisers in St. Louis.
Investigate the field and avoid duplicate circulation.

FOREIGN ADVERTISING MANAGERS:

D. J. RANDALL, Tribune Bldg., New York.
I. S. WALLIS, 1st Nat'l Bank Bldg., Chicago.
W. O. MILLINGER, Am. Trust Bldg., Cleveland.

SYRACUSE, N. Y., OCT. 23.—THE SYRACUSE TELEGRAM SUSPENDED PUBLICATION YESTERDAY.

THE SYRACUSE JOURNAL TAKES OVER TELEGRAM'S ENTIRE CIRCULATION. THE JOURNAL HIRED THE ENTIRE TELEGRAM'S CIRCULATION STAFF, INCLUDING ALL CARRIERS IN SYRACUSE AND SUBURBS AND ALL COUNTRY AGENTS. COPIES OF THE JOURNAL WERE DELIVERED TO ALL TELEGRAM PATRONS WITHOUT INTERRUPTION.

THE JOURNAL NOW EXCEEDS 17,300 GUARANTEED CIRCULATION TO ADVERTISERS, TO WHOM CIRCULATION BOOKS ARE OPEN.

SYRACUSE JOURNAL COMPANY,

H. D. BURRILL, GENERAL MANAGER.

EUGENE VAN ZANDT, Manager of Foreign Advertising, World Bldg., New York.

SYRACUSE TELEGRAM SUSPENDS

Facts About Matter of News Service. Journal Takes Over Subscription.

Charles E. Handy, publisher of the Syracuse Evening Telegram, last Wednesday announced the suspension of that paper. The Syracuse Journal takes over the circulation of the Telegram.

Mr. Handy makes the following statement:

"To the Editor of the Syracuse Journal:—It is with regret that I am compelled to inform you that the Telegram has ceased publication, and the circumstances compelling the same are those over which I have no control. I desire to state that a lack of capital has forced this conclusion and at the same time I wish to express to my contemporaries and the general public my sincere thanks for their generosity toward the Telegram in the past."

On Aug. 13, on account of non-payment, it became necessary for the Publishers Press Association to suspend service to the paper. On the 14th of August Mr. Handy published the following statement: "It makes little difference whether we get the news service of the Publishers Press or not, as the Hearst service, exclusively at the disposal of the Telegram, is more than ample to make up for the loss of the other, and we are willing to let the public be the judge."

It seems that the public has rendered its decision. Mr. Handy also stated that Mr. Burrill, general manager of the Syracuse Journal and a director in the Publishers Press Association, was responsible for the suspension of the Publishers Press service. This, we are informed, is not correct, as Mr. Burrill at no time either requested or demanded the suspension of the service to the Telegram. The only reason for suspension was its failure to pay for the service.

WAS OUTCAULT JOLLYING?

Flushing Journal Thinks He Was Stringing Denver Reporter About Colorado.

The Flushing (N. Y.) Journal reprints from THE EDITOR AND PUBLISHER the report from Denver that R. F. Outcault, the comic supplement artist, is going to Colorado to live, and comments on it as follows:

"If all this be true Flushing is likely to lose one of her well-known residents, and a man who has a host of friends in his home town. However, those who meet Mr. Outcault here, and know that confidence that he inspires in his hearers and how he loves to 'string 'em along,' can imagine his influence over the reporter who was sent up to interview him at Denver. Do any of the artist's friends imagine that he would lose a trick to hum his lecture locally by calling attention to the grand and glorious country about Denver and declaring he had firmly decided to locate there in the future."

Ohio Paper Changes Hands.

The plant of the Coshocton (O.) Daily Age has been sold to R. C. Snyder, of Coshocton, and Egbert H. Mack, formerly of the Columbus Citizen. C. B. McCoy, the former owner, retires after fourteen years as editor of the paper. In the re-organized company Mr. Snyder is president and general manager. F. L. Lyharger is vice-president and Egbert H. Mack is secretary and treasurer.

Horace Greeley Council Well Represented

The fifth annual dinner of the councils of the National Union of New York was held last Wednesday evening at Kallie's Restaurant, with 187 members and guests in attendance. The Horace Greeley Council, the newspaper men's branch of the order, was represented by fifteen members.

SPHINX VISITS THE ATLAS.

New York Advertising Club Guests at Dinner of Chicago Brethren.

The dinner of the Atlas Club in Chicago which took place last Saturday evening at the Auditorium Hotel in that city was the most notable in the history of that active organization.

A delegation from the Sphinx Club of New York attending the dinner included the following: Louis Wiley, vice-president; Louis E. Barta, of Boston; E. D. Gibbs, P. A. Conne, Irving R. Parsons, Oscar E. Binner, Thomas Balmer, J. W. Barber, Homer Davenport, W. H. Campbell, C. E. Ellis, George H. Hazen, Robert Frothingham, James O'Flaherty, Guy Bradt, Paul Block, S. W. Hoke, Richard F. Wood.

Among the speakers were Gov. J. Frank Hanley, of Indiana; George Ade, the playwright; Henry Wallace and Francis T. Roots, of Indiana, and Louis Wiley, of the New York Times.

Mr. Wiley, in speaking for the Sphinx Club, said:

"The sphinx was a fabled monster, half woman and half lion, while Atlas was a king of Mauritania, transformed into a range of mountains. Thus, we of New York are all Mohomets coming to the range of mountains, and I may say confidentially, we are without honor in our own country.

"We of the Sphinx Club have always regarded the Atlas Club as our own progeny. We have watched your growth as a father watches the development of a son, and the suggestion of the Sphinx Club's fatherhood of the Atlas Club recalls to my mind the story of a christening in an English church. The clergyman said to a very young looking man: 'You are far too young to stand as sponsor to this child.' 'Please, Sir,' answered the young man meekly, 'I'm his father.'

"President Frank Preshrey, of the

Sphinx Club, has asked me to express to you his deep regret at his inability to be here to-night. I am sure if he were he would say that this brilliant event reminded him of the small boy's definition of a carhuncle—'a great gathering and a swell affair.'"

Jack London's Honeymoon.

The plane of Jack London for his honeymoon include a trip around the world with his bride in a yacht. The author and Miss Charmian Kittredge, a California girl, were married last Saturday at Chicago. They will go to Maine to visit relatives of the bride and to New York and Boston. In January they will return to San Francisco and in February will start their yachting tour. Miss Kittredge is the daughter of a Federal officer, Capt. Willard Kittredge, who died in her childhood.

Goes to the Book-Keeper.

E Lacy Speer, for several years managing editor of Ad Sense, Chicago, has severed his connection with that publication and has taken a position with the Book-Keeper Publishing Company of Detroit. The Book-Keeper is to extend its field of activity and will introduce substantial salesmanship and advertising sections. It is to the editorial direction of these two departments that Mr. Speer will give his attention.

Emory Foster Joins Hearst Papers.

Emory Foster, formerly managing editor of the Philadelphia North American, has succeeded Foster Coates as managing editor of the New York American and Evening Journal. Mr. Coates goes to Chicago to take charge of the Chicago American as managing editor.

W. E. Wille is now foreign advertising representative of the Philadelphia North American, with offices in the Temple Court Building, New York. He succeeds L. C. Strauss, resigned.

NEWSPAPER DISCUSSION CLUB.

Boston Y. M. C. A. Considers Attitude of Press Toward Graft.

Members of the Boston & Maine Railroad Y. M. C. A. at Boston have started a newspaper discussion club. A meeting lasting an hour will be held each week at which topics uppermost in the press will be considered. The work will be directed by Rev. Allen A. Stockdale.

Rev. Stockdale, in his opening address on the subject "The Attitude of the Newspaper in Respect to Graft," had this to say:

"The newspaper is the real basis of this work, for whether it gives good or bad it is always a photographer, bringing out in the picture what it finds in life. After all the failures which even the newspapers sometimes make, it is safe to say that there is no agency which makes so much for honesty. They are on the alert for those things which are of vital interest to men, and in most cases they ring true. If this is the age of graft it is equally the age of the exposure of graft, and the newspapers are doing this.

"Graft is the transference of the sap from the tree to the branch in such a way that it is not visible outside. The work of the newspaper lies mainly in bringing this transfer to the light. Its enormous circulation, its fund of information and detail make it the great educator. The news items give the facts, and the editorials give the translation of these facts. The editorial pages are neglected oftentimes, for their value is not appreciated. In the last few years they have developed a directness and fearlessness, which is the conviction of truth.

"The newspaper always assumes that the reader is to use his brain, and therefore it is an informer to a greater extent than an advocate. No great reform can be carried out without the help of the newspaper, for until the facts are known, there can be no reason for change.

"In the fight against graft the newspapers have given the facts, and by doing their duty in seeking for the truth, have prepared the way for the overthrow of the grafters. The newspapers are awakeners, and since they are in the midst of life, deal with things as they are, and not in the abstract."

NEW CORPORATIONS.

The Cailer Publishing Company, Plainfield, Ind. Capital, \$10,000.

El Paso (Tex.) Printing Company. Capital, \$12,000. Incorporators: Charles W. Allen, Albert Goodrich and Paul Hearmans.

Goodwin's Official Turf Guide Company, New York, to publish Goodwin's turf guide. Capital, \$50,000. Incorporators: Frederick S. Goodwin, 1440 Broadway, and others.

The Encyclopedia Hibernica Company, White Plains, N. Y., publishing. Capital, \$250,000. Incorporators: James O'Flaherty, 1240 Eighty-third street, Brooklyn; William J. Wilson, 61 Park Row, New York, and others.

The Beagon Press, Omaha, Neb., to do business as a general printing and publishing house, has filed articles of incorporation, the capital stock being \$50,000. The incorporators are Gustav C. Wiese, A. N. Smith and John F. Hamilton.

The Pettingill-Flowers Company, Memphis. Capital \$10,000. Incorporators: Arthur A. Zellner, Hamilton K. Avery, William Hays Flowers, W. C. Johnson and Edgar A. Pettingill, to operate printing plant, etc. Offices, Tennessee Trust Building.

A New Press Edition.

The Jacksonville (Fla.) Metropolis recently issued a "new press" edition in honor of the installation of its big Goss machine. The paper consisted of twenty-four pages and in it were represented most of the principal advertisers of Jacksonville.

COMMENDATION FROM NEW ENGLAND.

The Morning News, a New Daily Published
at Lewiston, Maine, Tells Its Readers
About the Fine Service of the PUBLISHERS PRESS—Read It.

"The readers of the Morning News must have noticed, and we know they have, for we have received many favorable comments upon it, the splendid foreign news service the paper has every morning. Especially is this true of the news from Russia and the accounts of other European events. The news is furnished by the PUBLISHERS PRESS, of which association the Lewiston Morning News is a member, and it is unsurpassed by the service furnished by the Associated Press or any other news gathering agency. The having of this service by the Morning News is the good fortune both of the paper and its readers, for it assures them not only the most accurate and complete account of foreign happenings, but gives it in a different form from most of the other papers of the State which, almost invariably, have the Associated Press service.

"The idea has prevailed in Maine to some extent that there was a monopoly of the news and that no paper could get it that did not belong to the Associated Press, but this is no longer true as proven by the excellent news service the Morning News is giving its readers by being a member of the PUBLISHERS PRESS. The readers of Lewiston's new daily paper will get the best there is going in the foreign news line as the paper has thus far shown."

"The Morning News continues to receive compliments from its readers upon its varied and complete news service. Mention was made in this column a few days ago of the excellent foreign news service the paper enjoyed through the PUBLISHERS PRESS ASSOCIATION, of which The News is a member. No less excellent and satisfactory is the domestic news service the paper receives from the same source. Readers must have noticed the fine accounts the paper has had of the Boston suit case mystery and other general domestic news events. All this is furnished by the PUBLISHERS PRESS ASSOCIATION and it is a pleasing satisfaction to have these important news stories in a little different form than the other papers give them. Rarely has a new daily paper been started that has so quickly, in fact from the very first issue, and completely furnished its readers with the best of both foreign and home news as the Lewiston Morning News has done. And rarely too, has the appreciation and response of the public been more prompt and hearty."

FOR PARTICULARS ABOUT THIS ESSENTIAL NEWS SERVICE ADDRESS

PUBLISHERS PRESS

PARK ROW BUILDING,

NEW YORK CITY.

