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# THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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 TILDEN FOUNDATION

NEW YORK, JULY 8, 1905.

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## NOW STARKE'S AGENCY

TRANSFER OF ENTIRE CONTROL OF PAUL E. DERRICK AMERICAN INTERESTS.

Name Changed to the Starke Advertising Agency—All of North and South America Its Field—Offices Being Opened in Montreal and Mexico City—Mr. Starke Will Devote Half of His Time to Chicago Branch—Bulk of Business Goes to the Newspapers.

M Lee Starke has purchased control of the entire American interest of the Paul E. Derrick Advertising Agency, and the name of the concern was changed on July 1 to the Starke Advertising Agency. Mr. Starke's field will be the whole of North and South America. In other words, the American branch of the Derrick agency, after fifteen years of life, passed out of existence on July 1 to be succeeded by the Starke Advertising Agency.

Since Mr. Starke purchased a half interest in the Paul E. Derrick Agency, a little less than a year ago, many have wondered why Starke's name did not appear in the title of the partnership. To all inquiries Mr. Starke only smiled. It was evident that he was biding his time. He now says that he has in reality been working to this end for the past twenty years.

Twenty years ago, at about the time he reached his majority, Mr. Starke became the publisher of a daily paper. Later he served as advertising manager, circulation manager, foreign representative, and still later, in his stiff resolve to "get down to rock-bottom," he took to setting type. About ten years ago he was made associate manager of the Scripps-McRae League of Newspapers, and five years later became the representative of his own unique list of evening papers, which position he resigned only nine months ago, when he bought a half interest in the Derrick agency.

Mr. Starke says he has now reached the goal of twenty years and that this is his last move. He will henceforth devote himself exclusively to the development of the advertising agency. Offices will soon be opened in Mexico City and Montreal. Mr. Starke will spend the first fifteen days of each month at his newly opened Western branch in the First National Bank Building, Chicago. This office is rapidly growing in importance and it now handles the following accounts: Ligozone, American Cereal Company, Dr. E. L. Graves' Tooth Powder, Hiker-Wiechers Manufacturing Company, Case Machine Company, Red Jacket Manufacturing Company, and the Lima Locomotive Machine Company.

"Starke Service" has been chosen as the slogan of the agency. A large bulk of the business will be placed in the newspapers, Mr. Starke's intimate acquaintance with them in all their phases having convinced him that they are the advertising mediums above all others. But this same familiarity with the business has made him discriminating, and it is announced that every paper will be considered wholly on its merits, measured by the standards of quantity and quality of circulation.



WALTER W. ABELL. (See page 3.)  
 PRESIDENT OF THE A. S. ABELL COMPANY, PUBLISHERS OF THE BALTIMORE SUN.

## SHADES OF SAGAMORE

STORIES OF CORRESPONDENTS STATIONED AT THE SUMMER CAPITAL THIS SEASON.

Some Old Faces and a Number of New Ones Seen in the Newspaper Colony Near President Roosevelt's Summer Home—How the Time is Spent by Those Who Abide at Oyster Bay—Several Away This Week Accompanying the President to Cleveland.

Special to THE EDITOR AND PUBLISHER.

Oyster Bay, N. Y., July 6, 1904. The newspaper colony this year includes a few old residents and many new faces. The old are Elmer E. Paine, of the Associated Press; Will Hooster, of the American, and Robert H. Hazard, of the Publishers Press. The new are H. J. Forman, of the Sun; Robert I. Carter, of the Herald; W. A. Warn, of the Times; J. B. Walker, of the Telegram; Fred Sturdevant, of the World, and William P. Hamilton, of the Evening Sun. Carter, Warn, Forman, Hazard and Walker are quartered at the Octagon Hotel. Paine has his room at the Conklin House on South street and boards at the Thompson's on the hill; Mr. and Mrs. Hooster live next door to Paine and eat where he does; and Mr. and Mrs. Sturdevant have their domicile not far away. Hooster and Sturdevant did not bring their better halves down at first, but as soon as they found comfortable quarters, and filling meals, sent for them.

When Elmer Paine writes his reminiscences, he will probably devote an interesting chapter to the story of how he informed President Roosevelt of Secretary Hay's death. Paine got the news by phone from his New York office, and started for Sagamore before daylight. The President came down in his pajamas, read the sad message, and wrote a message of condolence to Mrs. Hay which Paine took back to the village.

As far as Paine knows there were only five persons who could have possibly seen that telegram to Mrs. Hay. When he received it from the President, the latter said that he did not care to have it made public. Elmer took it down to the village where he intrusted it to the care of Tom Lightfoot, the President's confidential colored messenger, with the most explicit orders to give it to the telegraph operator and under no circumstances or conditions allow any one else to see the text. Lightfoot says he obeyed instructions to the letter. The telegraph operators at the office declare that not a soul saw the telegram or knew of its contents. Paine knows that he did not send the message to his own office by word of mouth or written sign. Yet, within three hours of the time he received the MS from the President, Paine got a telephonic message from his office informing him that the Standard News had the President's sympathetic lines to Mrs. Hay under an Oyster Bay date line. Since that time Paine has been conducting an investigation to discover where the leak originated and who leaked. Thus far he is as far as ever from a solution of his problem.

Elmer Paine, Robert Hazard and Edwin

### NEW LEAVENWORTH DAILY.

Company Organized to Start One There About the First of August.

The Post Publishing Company at Leavenworth, Kan., has been incorporated by Albert T. Reid, of Topeka, and Fred W. Jameson, of Leavenworth, who will begin the publication of a new afternoon paper about Aug. 1.

A Goss perfecting press and linotypes are being installed. There is at present only one daily paper in Leavenworth. The new publication will be independent in politics. A feature will be the cartoons drawn by Mr. Reid.

### Alton Papers Consolidated.

The Alton (Ill.) Evening Republican has been consolidated with the Alton Evening Telegraph, under the name of the latter paper. John A. Cousley of the Telegraph will retain the position of managing editor, and John D. McAdams of the Republican will become business manager of the Telegraph. Control is retained by Mr. Cousley. The Telegraph is in its seventieth year.

### PEARSON WILL MAKE PAPER.

London Publisher Interested in Companies Rivaling the Harmsworths.

It is authoritatively announced at St. John's, Newfoundland, that C. Arthur Pearson, the London publisher, and Coutts & Co., London bankers, have acquired four woodland properties in Newfoundland aggregating 300 square miles. Two of the tracts belonged to the Timber Estates Company, of which H. M. Whitney, of Boston, is president; one belonged to the Export Lumber Company, of which Wood, Barker & Co., of Boston, are principals, while the fourth tract was the property of the Newlands Company, owned by a number of New York and Albany capitalists.

The new purchasers are sending experts to Newfoundland to examine the properties preparatory to beginning the manufacture of pulp paper on a scale rivaling the Harmsworth project.

C. P. Taft, publisher of the Cincinnati Times Star, accompanied by his family, sailed on Tuesday for a four months' trip abroad. The party will go as far North as Norway.

MARA

Hill accompanied the Presidential party to Cleveland. Forman, the regular Sun man at Oyster Bay was at first selected to make the trip instead of Hill, who is working in the New York office on space, but at the last moment the powers that be in Mr. Laffan's office decided to let Forman have a day or two off and give the assignment to a man who could profit by it in a financial way. Things are pretty dull in a space way in the big city just at present, it is said about Park Row, and whenever anything happens that can give a faithful worker a few honest ems, it is an unkind city editor that will not cut out the cloth so that it will cover the largest bare spot.

Nearly all the other newspaper men in the village hiked for New York as soon as the President got out of town. Most of them rode up on the President's special as far as Long Island City. Bill Hoster would have been glad to accompany the party to Cleveland, but Secretary Loeb had to deny him that favor on account of the limited space at the disposal of the party on board the train which left Jersey City at 5:35 Tuesday afternoon. Hoster received orders to "cover the President's trip to Cleveland," and as his orders included the injunctions, "Give us a story of his departure and then beat him to Cleveland," it may be imagined that the able Hoster was a fairly busy man from Tuesday afternoon until Thursday morning.

Carter, of the Herald, went up to the postoffice the other day and tacked up the following placard on the bulletin board:

**LOST.**

Half of a blue bathing suit. Finder will please return to the Octagon Hotel and receive suitable reward. R. I. CARTER.

The loss of that half bathing suit—it's the upper half, by the way—has saddened Carter more than one would think. He wanders around the village with a far away look in his eye, and accosts strangers night and day with what has now become that old question: "Say, pardon me sir, but have you seen half of a blue bathing suit?"

Sturdevant, of the World, is accumulating a wonderful reputation as a ball toser. He pitched for the Oyster Bay team on the Fourth of July, and in spite of wretched support on the part of the village blacksmiths, tinsmiths, grocers and butchers, which at first threatened to put at naught all of Sturdevant's great work, he won the game for the local team by a score of 15 to 10, and sent the bunch of visitors from Kings county home in disgrace and disgust. "Sturdevant, Sturdevant," exclaimed one of the Kings county misfits after he had fanned out for the fourth successive time. "His name ain't no more Sturdevant than mine. He's Rube Waddell, that's who he is and the next time I go up against him you can use my nose for a street cleaner."

**Indianapolis Sentinel Changes.**

The Indianapolis Sentinel, since its change in management, has been enlarging and reorganizing its staff. W. M. Clemons, until recently city editor of the Cincinnati Post, is news editor, and John M. Schmid, formerly in charge of the circulation of the Post, is circulation manager of the Sentinel. George Stout, for some time a member of the staff, has been advanced to city editor. The Home and Farm Sentinel, weekly, is now in charge of G. L. McCampbell, lately of Madam.

**Daily at Kansas City, Kan.**

The Kansas City (Kan.) Globe, an evening paper, began publication on June 20. W. J. Pearson is editor, J. J. Maxwell assistant editor, and Frank Clark business manager.

**TESTIMONY IN TRUST CASE.**

**Milwaukee Journal's Manager Tells of Dealings With General Paper Company.**

L. T. Boyd, business manager of the Milwaukee Journal, was a witness last week in the Government's investigation of the General Paper Company to determine whether or not it is a corporation in restraint of trade. Mr. Boyd's testimony apparently showed that in recent years it became fruitless to make any efforts to obtain paper from any other source than the General Paper Company, which is the selling agent of Wisconsin companies said to be in a combine. Contracts were made six and seven years ago with independent companies, among them the Nekoosa Paper Company. The advance in price since under a contract made with the General Paper Company in 1904 cost his company \$18,000 for 1904 alone.

The witness testified that the advance in price in five years had been about fifty-five cents on 100 pounds, and that President Nash of the Nekoosa Paper Company had verbally promised in 1898 to "take care" of his paper with a long term contract, but that when the contract expired he refused to deal with the Journal individually, directing it to the General Paper Company.

It was renewed in August of 1900 through the General Paper Company. For a time the payments continued to be made to the Nekoosa Paper Company, but afterward they were made to the General Paper Company direct. In 1902, although the General Paper Company came down in its price from \$2.50 on 100 pounds to \$2., the witness closed a contract with E. A. Bouer, representing the Great Northern Paper Company, at \$2.10, to encourage competition.

For one year this company supplied the paper, and then Mr. Bouer, who was a broker, was unable to get it from that source, and sent paper obtained from the General Paper Company. Since then there had been offers from brokers in various cities to supply paper, but the witness considered that their offers were "blinds," and has obtained his paper since from the General Paper Company.

Edgar W. Coleman, of the Milwaukee Herald, and George Brumder, of the Germania, also testified. Mr. Coleman said that since July, 1900, he had purchased his print paper from the Manufacturers' Paper Company, but said he believed that concern was interested solely in the commissions derived from the sale of products from the mills of the General Paper Company. He testified that prior to 1900 the price of his paper was from \$1.75 to \$1.80 per 100 pounds and that from July 1, 1900 to January, 1901, it was \$2.35, with a three per cent. discount for cash.

He said that during a part of 1901 and 1902 the price fell to \$2, but in July, 1902, it again rose, this time to \$2.20. The following year he had to pay \$2.25 and on July 1, 1904, the price was boosted to \$2.35, without discounts. He tried to obtain relief by dealing direct with the General Paper Company, he said, and with Wisconsin mills, but every effort met with failure. He testified that last week he made a contract with the Cheboygan Paper Mill, which claims to be an independent concern, at a flat price of \$2 a hundred.

"I felt that I had been robbed," said Mr. Coleman in cross-examination. "Only the fact that the entire output had been controlled warranted such an outrageous, cutthroat proceeding." The testimony of Mr. Brumder was brief.

**Times Editor Gets LL. D. Degree.**

Charles Ransom Miller, editor of the New York Times, received the honorary degree of LL. D. from Dartmouth College at the commencement exercises last week. Mr. Miller was graduated from Dartmouth with the class of '72.

**PRESSMEN'S CONVENTION.**

**Delegates Speak in Favor of the Universal Eight-Hour Day.**

Sentiment in favor of the universal eight-hour day was strongly expressed at the seventeenth annual convention of the International Printing Pressmen and Assistants' Union of North America, in session recently at San Francisco. "As sure as the sun rises in the East, the eight-hour day will come," said President Martin P. Higgins, of Boston, "but let it come, say I, as the result of careful deliberation and judgment, in which the interests of all are considered." San Francisco is the first city in the country to adopt the eight-hour proposition, and the delegates used this to give impetus to the movement. The local unions of San Francisco petitioned the convention for support in a coming fight with employers over the attempt to return to the nine-hour working day, and presented a resolution they asked to be adopted. The executive board was asked to remain in the city after the close of the convention to inquire into the question.

Several delegates referred to the danger of an invasion of Japanese cheap labor after the present war in the Far East is over, and urged that protective measures be taken.

A protest from Chicago photo-engravers to printing pressmen working for less schedule and longer hours on photo-engraving was reported on favorably by the committee. Hereafter pressmen doing photo-engraving must comply with the schedule of wages and hours of the Engravers' Union. The project of establishing a home for aged pressmen was referred to the executive board.

At the final day's session of the convention the proposition of biennial conventions was voted down and the yearly meetings will be continued.

It was decided to leave the mode of election of international officers to the wisdom of the next convention.

The following officers were elected for the ensuing year: President, M. P. Higgins, Boston; vice-presidents, Edward H. Randall, Toronto; J. G. Harrington, St. Louis; Frederick Ranagan, Boston; secretary and treasurer, W. J. Webb, New York.

The convention turned down the resolution of delegates from the Franklin Union, No. 23, of New York, "That it be the sense of this convention that within ten days after the adjournment of the convention the board of directors, through the international president, must notify all subordinate unions who have failed to comply with the resolution of the Cincinnati convention relative to the transfer of all job pressmen into pressmen's unions that said transfer of all job pressmen must go into effect immediately, and upon failure on the part of any local union to comply with this notice within thirty days it will stand suspended and upon failure to comply with this notice within sixty days from date of first notice it will be expelled." It was decided that the board of directors should proceed to Chicago after adjournment and use its best endeavors to settle the trouble there between the feeders and the Franklin Union. The board was given full power to act.

The convention disposed of a few other propositions, when it adjourned sine die.

**Cincinnati Post Changes.**

A. M. Hopkins, lately managing editor of the Cincinnati Post, has been made editor of the Newspaper Enterprise Association, with headquarters in Cleveland. He is succeeded on the Post by Ray Long, who has been on the staff of the paper for some time. Phillip Sims is now city editor of the Post.

**WAY TO GET CHEAP PAPER.**

**Keeping Pulp Mill Projects Alive Said to Have Saved Harmsworth a Million.**

In deference to the protests raised against it, the Governor of Newfoundland has withheld his assent to the contract between the Cabinet and the Anglo-Newfoundland Company, the corporation organized by Sir Alfred Harmsworth and associates for the purpose of establishing paper mills in Canada. Referring to these protests the London correspondent of the Paper Mill says:

"The British paper trade has been greatly interested in the publication of various charges made against English capitalists identified with the development of the pulp and paper industries in British possessions. In the first place, it appears that Newfoundland is up in arms against the concessions granted to Sir Alfred Harmsworth and others.

"The Newfoundland Committee formed to oppose the transaction has brought its views prominently before people in London, and the opinion held here is that it is a case of laud grabbing extraordinary. It is possible that the Anglo-Newfoundland Development Company may be able to place a different complexion on the matter, but if the statements put forward by the Newfoundland Committee cannot be disputed, it is considered desirable that the Colonial office and the King should be urged to withhold the necessary imperial consent 'to the bartering away for a mess of promises the inalienable inheritance of the people.'

"Among the many points raised by the Newfoundland Committee against the deal is the following one: 'Because it has been stated, on the authority of the editor of the Government organ, who holds an official position in the House of Assembly, that "reports from a seemingly reliable quarter state that the Harmsworths have already profited greatly from their connections with this project, it being alleged that the mere knowledge, by English and Canadian paper men, that the firm has entered into this scheme has secured them reductions in their paper contracts worth \$1,000,000 in the next ten years.'" Now Harmsworths are known as the keenest paper buyers in this country, and they have always made a feature of long contracts. For years they have been talking of building pulp and paper mills and this very fact has given them a strong lever in keeping prices down to a minimum. The very talk of entering the ranks as pulp and paper makers must have saved them thousands of pounds in contracting for their 'news' supply during recent years.

"Some surprise has been expressed in this country at what appears to be the undue haste of the Newfoundland Government to carry the Harmsworth bill through. During the last week it has passed both Houses, certain amendments having been made which show the maximum area of the concession to be 2,000 square miles with a free import of machinery for twenty years. It is generally considered that Harmsworths are getting a very good bargain and that it is not in the interests of the people of Newfoundland, who it is said should be carefully safeguarded by the Government of the mother country."

**Well-Known Illustrator Dead.**

Harry Whitney McVickar, the artist and illustrator, died last Tuesday at Southampton, L. I., from pleurisy, which he first contracted on an automobile trip in Europe about a year ago. His work as an artist consisted almost entirely in illustrating in black and white. He was for many years a contributor to Life and was one of the founders of Vogue, for which he did much pen and ink work. Besides this he supplied illustrations for several works of fiction, notably John Kendrick Bangs's "Mr. Bonaparte of Corsica," and Henry James's "Daisy Miller." Mr. McVickar was also actively engaged in the real estate business.

## THE BALTIMORE SUN.

Something of the History of the Paper.  
How It Weathered the Fire.  
Its New Building.

The Baltimore Sun was founded in 1837 by the late Arunah S. Abell. It is a paper of traditions and for three generations has remained in the Abell family, Walter W. Abell, now president of the A. S. Abell Company, being a grandson of the founder.

Arunah S. Abell was also one of the founders of the Philadelphia Public Ledger. His main purpose was the cheapening of the price of newspapers as a means of widely diffusing intelligence and enlightening the working body of the people on whom the substantial prosperity of the country depends. It was on these lines that the Sun was founded and on these lines that it has been maintained. Though there have been changes to keep pace with the times, the style of the Sun remains essentially as it was at the start. With its news carefully classified for the convenience of its readers, it stands loyal to the best interests and the greatest good to the greatest number.

A. S. Abell died in 1888 in the eighty-second year of his age. He was born in East Providence, R. I., and after a common school education he learned the printing trade on the Providence Patriot. He later went to Boston and then to New York, where he formed a business connection with William M. Swain and A. H. Simmons, both practical printers like himself, with the view of establishing a daily newspaper.

Philadelphia was chosen as the most promising field, and on March 25, 1836, the first number of the Philadelphia Public Ledger appeared. It was at first intended to call the paper the Times, but upon Mr. Abell's suggestion the Public Ledger was chosen instead.

When the success of this venture in popular daily newspaper enterprise seemed to be assured, Mr. Abell, with the assent of his partners, went to Baltimore, where on May 17, 1837, he founded the Sun.

Mr. Abell identified himself with the conduct and management of the Sun, and it was successful from the start. In 1864 Mr. Abell sold his interest in the Public Ledger and four years later became sole proprietor of the Sun, and on the latter paper concentrated his personal ambitions and to it devoted all his energies.

Mr. Abell was thoroughly imbued with the spirit of progress and this was reflected in his newspaper. The Sun was printed on the first rotary printing machine, invented by Hoe, and Mr. Abell personally and in his paper took the lead in supporting and promoting the electric telegraph. The first document of any length transmitted over the experimental telegraph line between Washington and Baltimore was the President's message which was telegraphed to and published in the Sun with an accuracy that excited general astonishment and established all the claims that had been made for the wonderful invention of Morse.

After the close of the Civil War, the Sun, which had always stood for the uplifting of the commercial and business interests of Maryland and that section of the South, entered upon its course of reconstruction and its advocacy of all that had to do with progress. This, briefly, was the line on which the Sun was founded and on which it has endured.

### THE YOUNGER GENERATIONS.

Since the death of the founder there have been three presidents of the A. S. Abell Company, namely, George W. Abell and Edwin F. Abell, sons, and Walter W. Abell, grandson. George W.



THE NEW HOME OF THE BALTIMORE SUN.

Abell was the first of the sons to become president of the publishing company and to take charge of the paper. He was educated for the law and was admitted to the bar in 1864, but elected rather to go into the newspaper business than to practise law, and entered the counting room of the Sun, going later to the editorial and news departments. He was identified with all the improvements and developments of the Sun for a period of thirty years. While he shared fully with his brother, Edwin F. Abell, other serious and manifold responsibilities, the more active and immediate direction of the Sun had, by mutual agreement, devolved upon George W. Abell. He brought to the great responsibility which that position involved, not only the experience acquired under his father's tuition, but the most generous enthusiasm and the noblest and loftiest conception of what the mission of a great newspaper and the duty of the publisher and editor of such a newspaper should be.

George W. Abell died in 1894 in the fifty-second year of his age, and was succeeded by his younger brother Edwin F. Abell as president of the A. S. Abell Company. Edwin F. Abell directed the Sun for nearly ten years, when he died, on Feb. 28, of last year, twenty days after the big Baltimore fire which destroyed the Sun Building from which the paper had been issued for fifty-three years. The fire was a great grief to him

and a shock to him in his last illness, relieved to some extent, however, by the knowledge that he had in great measure prepared in advance for such a catastrophe. Believing that Baltimore, like other cities, would be visited at some time or other by a great conflagration, he had erected the Sun's emergency building, at the southwest corner of Calvert and Saratoga streets, which in the emergency of the fire proved a refuge in time of distress. This building was one of the greatest benefits to the Sun in every particular and its creation was due to the wise foresight of Edwin F. Abell.

### PRESENT HEAD OF THE SUN.

Walter W. Abell, the third president of the A. S. Abell Company, and grandson of the founder of the Sun, succeeded to the direction on the death of his father, Edwin F. Abell. He had entered actively into this work in 1895, having been previously to that trained in the banking business. While engaged in the management of manifold details connected with the newspaper, he gave attention to duties devolving upon him as a director of the National Marine Bank, one of the leading banks of Baltimore.

To Walter W. Abell fell the duties after the big fire of reconstructing the Sun Building and looking after the details of continuing the publication of the paper in the face of the most serious mechanical difficulties. These details he has handled in a masterly way, besides at-

tending to the many other interests entrusted to his care.

### AFTER THE FIRE.

When the big fire of Feb. 7-8, 1904, laid waste the business section of the city and destroyed the Sun Building and all the other newspaper offices except one, the Sun with characteristic enterprise, did not omit a single issue. Realizing the possibility that the disaster would involve the Sun Building at the southeast corner of Baltimore and South streets, preparations were begun early in the forenoon of Sunday to seek a place for the safe storage of the valuable files of the paper in bound volumes from May 17, 1837 to date; of the mailing lists of the subscribers; of the books of the counting-room and such other appurtenances as could be saved.

The moving began at 4 p. m., and was hastened by the nearer and nearer approach of the fire, until shortly after midnight when the building was enveloped in flames. Some of the effects saved in the later hours of the night were charred.

The directing manager of the paper and business manager took personal supervision of all the details necessary for continued publication, and saving valuable effects. In good time, before the wires were burned, negotiations were made with the Washington Evening Star for printing the Monday morning edition and for temporary service until the effects of the disaster could be mastered fully. The paper continued to be printed in Washington until facilities for doing business at Saratoga and Calvert streets were fully completed, in two months, when on April 7, the whole Sun force was reunited in the temporary home in Baltimore. This temporary home is the job printing and book publishing house of the Sun, a large establishment located and constructed with the view especially to fire conditions which actually occurred.

In addition to the great labor of creating the new plant and settling it into harmonious working order, the question of rebuilding the future permanent home of the Sun was settled by determining to locate at the southwest corner of Baltimore and Charles streets.

### THE NEW SUN BUILDING.

Above is presented a cut of the new Sun Building as planned. The choice of design was reached by competition, four well-known architectural firms being commissioned to draw plans. Each firm was paid for the scheme submitted, which became the property of the publishers of the Sun. The plan of Baldwin & Pennington, of Baltimore, was finally selected and the work of constructing the new building will be rapidly pushed forward.

The plans of its various departments will be as complete as ingenuity and money can make them, every effort being made to facilitate newspaper publishing with as little hand labor as possible. In other words, the latest mechanical devices and most up-to-date methods of applying them will be employed throughout. The Sun will generate its own power, and every piece of machinery will be driven by electricity. The construction will be fireproof throughout and as little wood as is possible will be used.

The new building will be four stories, and will be about seventy-two feet from the street to the cornice. The globe, or set-piece (the design of which has not been finally selected, several having been submitted), will be fifteen or twenty feet above the cornice, so that the building may be said to be about eighty-six feet high. On the Baltimore street side the new building will have a frontage of fifty-two feet nine inches, while on the Charles street side it will have a depth of 115 feet. In its new home the Sun will have a floor area of 6,066 square feet.

### Welcome Visitor.

THE EDITOR AND PUBLISHER, a New York publication devoted to the interests of editors and publishers, has just entered its fifth volume. It is one of the best publications of its character and is each week a welcome visitor to thousands of newspaper offices.—*South Bend (Ind.) Tribune.*

# 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 Mend, 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, 108 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, JULY 8, 1905.

## BICYCLE REDIVIVUS.

Editors all over the country are being appealed to by the Associated Cycling Clubs of America to help bring about a revival of bicycling enthusiasm. "Kindly write some good editorials and send us copies to reproduce," is the wording of the supplication. "Help along a good thing. Get the people to ride. No charge made for news items. We are not asking for free advertising. We want you to help start a bicycle boom."

This association of cycling clubs has apparently been fairly successful in its work. Whether in answer to its appeal or in answer to their own desire to benefit humanity, Arthur Brisbane and Julian Hawthorne, of the Hearst papers, have lifted their far-heard voices for a return to favor of cycling, and the Chicago Journal and other papers have also fallen in line. Truly, it is a noble work, this of inducing people with wheels in storage to drag them forth and get in the habit again of fleeing from the stuffiness of the city to enjoy a spin along country lanes. From this standpoint these editorials on bicycling are well enough, but we doubt if they will be very generally adopted or do much good. The peculiar situation with the newspapers is that they must be sure the people want to go in for bicycling again before they give too much of their valuable space to this decadent pastime. Just show that people are going to take to pedaling again and you will have bicycle articles aplenty, but until then the newspapers are apt to be too busy with live amusements of the hour to do much charitable missionary work in resurrecting old ones.

And right here it is just as well to refer again to the cause of the bicycle being neglected. It has been pretty clearly demonstrated that it all came about through lack of advertising. When the manufacturers combined they thought they could then do without advertising and they tried it. Result, the bottom dropped out of the bicycle business the same as it would, under like conditions, out of any thing else. It is hardly too much to say that the bicycle business was rendered unnaturally prosperous by advertising, and when this source of nourishment suddenly was cut off the consequence was bound to be fatal in its tendency.

What the bicycle enthusiasts want to do is to get manufacturers to do some good advertising. Get the public to talking about wheels, not through editorials, but through pictures and arguments in the advertising columns where people expect to be appealed to on such things. Then, when you have the people interested, it will be time for the news-

papers to give it a good big boost and the bicycle boom will be started in real earnest.

## JOURNALISM AND POLITICS.

The press of the country seems very much struck by the fact, says the New Orleans Times-Democrat, that in the present race for the Democratic nomination for Governor of Georgia—which nomination it is needless to say, is equivalent to an election—the three candidates are Clark Howell, of the Atlanta Constitution, J. H. Estill, of the Savannah News, and Hoke Smith, late of the Atlanta Journal; in other words, it is a journalistic as well as a gubernatorial race. The Times-Democrat continues:

"This is most unusual in the United States where, although the newspapers play the leading part in politics, the editors are seldom candidates for office, and prefer to remain behind the scenes. There is a marked difference in this respect in America from France, where the papers, although their political influence is infinitely less than in this country, succeed in landing their editors in important official positions. Journalism in France has marked the beginning of many notable official careers, from Gambetta down, and some of the highest members of the French Assembly as well as in the diplomatic service in the last half century made their debuts as writers for the Parisian newspapers, and first attracted attention with their pens. Perhaps the explanation of this success lies in the fact that in French journals the articles are generally signed, whereas the anonymity of the American press acts against the political promotion of political writers.

"The Washington Star is inclined to believe that we are drifting in the direction of French precedent, and says:

"But we are coming more and more to this. Journalism is well represented in our official life to day, and so well represented that the profession has occasion to be proud of its ex-members. They are repeating in politics the successes which as writers marked them for election or appointment to office, and the country is benefiting by their services. A more accomplished or successful man has never presided over the State Department than John Hay, nor have we ever sent a better qualified man to the court of St. James than Whitelaw Reid. Both are graduates of journalism in its best American estate."

"We are not prepared, however, to fully concur in this view, and believe that the combination of the editor and the official would be against the interest of both. The true duty of the paper is to serve as critic, watching the administration in the interest of the people. It can never be as fair-minded or as good a critic when its editor holds a high administrative office, as President, Governor or member of the Cabinet."

## EDITOR TO TREASURER

How Hon. Ellis H. Roberts Rose From Printer's Case to Be Custodian of Uncle Sam's Finances.

The Washington Post prints a very interesting sketch of the Hon. Ellis H. Roberts, who retired last Saturday as Treasurer of the United States, after serving for more than eight years in that office. Before he became Treasurer, Mr. Roberts was for many years editor of a New York State daily. The Post says of his newspaper career:

"Working as a printer in his brother's office, back in the forties, Ellis H. Roberts, at Utica, was put to setting type for the Hamilton College catalogue. The task, a minor one, shaped his career. It has directed him through a busy and an eventful half century. It led him to commanding influence as an editor of the old school, one of those whose names are mentioned when one wants a more comprehensive list than Greeley, Bennett, and Dana. It led him to active participation in New York State and national politics; to membership of the New York Legislature, the National House, and to other honorable public offices, till, at the ripe age of seventy-eight, he is rounding out more than eight years of service as Treasurer of the United States and custodian of all the assets of the Government—considerably over \$1,000,000,000.

"That is a very creditable rise in life for the son of an emigrant from Wales, the father having arrived in this country in 1817. With the copy of that Hamilton catalogue on the case before him, Mr. Roberts formed the idea of going to college himself. He wanted to go to one of the big colleges, marveled that the cost of a college education was so little, and was soon planning the details of his long journey to New Haven. He excelled in English composition, took college prize after college prize, and by reason of his aptitude for learning from books, found himself, a full decade before the war, in possession of the coveted diploma.

## CAREER AS EDITOR.

"As a newspaper editor, Mr. Roberts first won prominence. His training as a printer started him in that direction. He was working in the editorial sanctum at the period when American newspapers began that development which has resulted in the progressive journals of the present age. The abolition movement, an impetus to the production of newspapers in the Northern States, was becoming strong in the early fifties. Mr. Roberts was himself an abolitionist, when he went to work with the Utica Morning Herald in 1851. This was a year after his graduation from Yale College in the class of 1850, when he was accorded the second highest honor.

"I went into the composing room at first," said Mr. Roberts, replying to a question about his newspaper experiences. "After a while I made up the paper. The editor, Gen. Richard U. Sherman, father of James S. Sherman, now representing the Utica district in Congress, was elected clerk of the general assembly, and then I assumed editorial charge. In those early days the forms of a morning newspaper closed by 8 o'clock in the evening or thereabouts. A big fire was about the only item for which we would open up our forms. These were made up and put aside for the pressman, who came down early in the morning. The New York city papers did not compete at all with us, for transportation was slow and, even many years later, those papers did not arrive in Utica till the evening of the day they were issued.

## FIRST NEWS SERVICE BY WIRE.

"An important departure for us was when we contracted for telegraphic news from New York city with D. H. Craig, a man well known in those days. Then we began to keep forms open till 10 o'clock in the evening, but not until I had conducted an energetic warfare for the privilege. By the time the Civil War came we had taken on a few reporters and assistants. Our news service had been enlarged,

after contests with Mr. Craig, with whom we finally parted company. I remember that Mr. Greeley, editor of the Tribune, whom I met for the first time at a convention in Syracuse, congratulated me for having dared to fight Craig. He admitted that he had not dared to do as much himself."

"Mr Roberts retained his connection with the Utica Herald till 1899. He has been through the thick of many New York State campaigns, for he and his paper quickly became important political factors. There are few survivors in New York of the fierce politics of the Garfield and Arthur administrations who possess more intimate knowledge of that strife than he.

"In his 'Twenty Years of Congress,' Mr. Blaine paid him a splendid tribute. 'The strength of Mr. Roberts,' Blaine wrote; 'his intellectual resources, the variety and extent of his knowledge, the elegance and purity of his style, may be found in his editorial columns. No test of a man's power is more severe than the demand made by a daily newspaper.' Mr. Blaine adds: 'Tried by these requirements, Mr. Roberts has for a third of a century exhibited a high order of ability, with a constantly enlarging sphere of knowledge, a constantly growing power of logical statement.'"

## PUBLICITY OF CRIMINAL TRIALS.

Why Reports of These Court Proceedings in the Newspapers Are Necessary.

To a correspondent who asks for information as to the advisability of regulating the treatment of criminal trials by the newspapers, the New York Sun replies as follows:

"This letter asks of us a question, easily answered, the importance of which seems to be overestimated by our correspondent:

"To the editor of the Sun—Sir: In connection with suggestions now being made relative to the reform of criminal procedure, will the Sun answer the following question?

"Would it not be a good thing to regulate in some reasonable way the publication of the proceedings at criminal trials by newspapers?"

"New York, June 28. Inquirer."

"Such trials and the proceedings at them are made public by the compulsion of the law. This is done for the protection of the accused and for the general public welfare. Secrecy in those trials led to outrages on personal rights so flagrant that one of the fundamental principles of our Government was that it should not be tolerated. 'In all criminal prosecutions,' provides the Constitution of the United States, 'the accused shall enjoy the right to a speedy and public trial.'

"The great triumph of free civilization has been in securing that publicity, for the secrecy of past times served the purposes of despots."

## Courtesy in Time of Need.

An example of journalistic courtesy was furnished recently when the offices of the Press and News at Long Branch, N. J., were destroyed by fire. The editor of the Long Branch Record was at Cape May at the time attending the convention of the New Jersey Editorial Association. When he learned of the fire in the shops of his contemporaries he rushed to the telegraph office and sent a message to his foreman instructing him to render the News and Press every assistance possible to help them out of their difficulties. Such evidence of good feeling in the craft is not rare, but it is none the less good to see. It is one of those things that are better for their very commonness.

## Organized to Teach Journalism.

The Canada Century Publishing Company, Toronto, will carry on an advertising business and the "business and teaching of journalism," together with a general publishing office. It has \$17,000 capital.

**PERSONALS.**

M. H. de Young, proprietor of the San Francisco Chronicle, will spend the summer in Europe.

Bart McCarthy has resigned as business manager of the Indianapolis Sentinel on account of ill health.

Frank Manley has succeeded William J. Regan as Carbonate correspondent of the Scranton (Pa.) Trnth.

Levi Cook, of the Washington office of the Publishers Press, was in New York a few days this week on a pleasure trip.

Urey Woodson, proprietor of the Owenboro (Ky.) Messenger and Paducah News-Democrat, was in New York this week.

C. F. McCormick, editor of the Binghamton (N. Y.) Leader, is seriously ill of heart trouble and it is feared he cannot recover.

W. R. Nelson, owner of the Kansas City Star and Times, is spending the summer in Europe. He will not return until September.

Edward M. Holmes, city editor of the Norfolk (Va.) Landmark, was married last week to Miss Emma Estelle Ehrmantraut of Norfolk.

H. T. Boardman, formerly circulation manager of the Minneapolis Journal, is now in charge of the city circulation of the San Francisco Chronicle.

Carlo Tresea, editor of the Proletario, the official organ of the Socialists in Philadelphia, addressed a mass meeting of Italians in Washington last week.

Frank A. Burrelle, the press clipping man, has offered a handsome cup as a prize in the competitive test of motor car tires which is soon to take place in New York.

H. H. Cabaniss, until lately business manager of the Augusta (Ga.) Chronicle, has taken the position of State agent for Georgia of the Citizens' Life Insurance Company.

William L. Terhune, publisher of the Boot and Shoe Recorder, Boston, has been nominated for State Senator by the Republicans of the Seventh Senatorial District of Massachusetts.

S. C. W. Smith, editor and publisher of the Bristol (Tenn.) Evening News, was married last week to Miss Blanche Angel Robert, of Elizabethton, Tenn. Mr. and Mrs. Smith left for Asheville, N. C., and Washington, on their honeymoon.

Henry Watterson, editor of the Louisville Courier Journal, and Mrs. Watterson and Miss Watterson, who are traveling abroad, were entertained at luncheon one day last week by Whiteia Reid, the American Ambassador at London.

George W. Goetz, of the South Bend (Ind.) Tribune, and Miss Anna Mahier, one of Indiana's charming young women, were married a few evenings ago. The ceremony took place at the bride's home and soon after Mr. and Mrs. Goetz left for a short lake trip.

Wilbur M. Moss, who has represented Philadelphia papers at various points in Pennsylvania, and has also been editor of the Lower Merion (Pa.) News, has been made secretary of the Pennsylvania State Department of Health.

William H. Sutton, who has been connected with the Brooklyn Eagle for over fifty years, was the guest of a number of the old employes of the paper at a dinner served one night last week at the Alhambra Hotel, Sheepshead Bay. The party was conveyed to the hotel from the Eagle Building in automobiles.

**DEATH OF JOHN HAY.**

**Illustrious Statesman's Brilliant Early Career as an Author, Journalist and Editor—Service on the Tribune.**

The death of John Hay, Secretary of State, calls to mind his brilliant career as an author and journalist. In 1870, after his return from Spain, where he served as secretary of the legation, Mr. Hay joined the staff of the New York Tribune. Horace Greeley had long had his eye on Mr. Hay and had once tried to get him away from his post at Madrid by the offer of \$5,000 a year, which was \$3,200 a year more than the Government was paying Mr. Hay. At that time, though, Mr. Hay was engrossed in work which he felt that it would not be fair to turn over to any one else and declined to resign. Mr. Hay was a writer for the editorial columns of the Tribune for five years and fully justified the confidence placed in him by Mr. Greeley, who regarded him as the most brilliant writer on the Tribune's staff.

In the spring of 1881 Whiteia Reid, in arranging to go abroad for the summer, put the editorial direction of the Tribune in the hands of his friend and former associate, Col. Hay. Mr. Hay's second term of service on the Tribune fell in stormy times. The country was disturbed by the resignations of Senators Conkling and Platt and a bitter controversy in the Republican party. Then ensued the shooting of President Garfield by Guitau and the long months of illness which ended in the death of the President. During that trying time Col. Hay was acting editor-in-chief of the Tribune. He then devoted himself, in conjunction with Mr. Nicolay, to carrying out a purpose they had long cherished of writing a complete life of Abraham Lincoln, their purpose to do so having been formed while associated with the President and having his approval. They spent a number of years in collecting the material, and the publication of the work was begun in the Century Magazine in 1887. After it had run for two years, the work was issued in ten volumes, taking its place as the authoritative biography of the martyred President. The works of Mr. Lincoln were afterwards compiled by the editors in two volumes.

In 1874 Mr. Hay was married to Miss Clara L. Stone, the daughter of Amasa Stone, of Cleveland, a young woman of much beauty and cultivation. Mr. Hay had been introduced to Mr. Stone by President Lincoln in the early Washington days. The marriage brought Mr. Hay great wealth, permitting him to devote all his time to politics and literature. A short time later, Mr. Hay having tired of journalism, gave up newspaper work and removed to Cleveland to live. Mr. Hay's verses gained wide favor. In 1871 he handed "Jim Bidso," "Little Breeches," with other verses written at college, to James T. Fields, who liked them so much that he insisted upon their publication. "Pike County Ballads" was the result, a book that enjoyed enormous popularity. When Mr. Hay was made ambassador to England, his reputation there was based chiefly upon his authorship of this book. He was also for many years a constant contributor of verse, especially sonnets, to the magazines.

After sixteen years of exclusive devotion to literary pursuits, chiefly at Washington, Col. Hay re-entered public life in March, 1897, when President McKinley appointed him Ambassador to Great Britain to succeed Thomas F. Bayard. Speaking of Mr. Hay's newspaper work the New York Tribune says editorially: "Of Col. Hay as a writer for the daily

press the Tribune is enabled to speak with authority. He was long an invaluable member of its editorial staff, and while, perhaps, by preference he more often treated foreign topics in its columns, there was no topic which he failed in touching to adorn. During Mr. Whiteia Reid's absence in Europe in 1881 he was the responsible manager of this journal for six peculiarly difficult and trying months, of which the memory and the tradition are preserved in this office with constant affection and profound respect."

**THE CHEMICAL ENGRAVING CO.**

HIGH GRADE PHOTO-ENGRAVING AND 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 PLATES IN ALL SIZES FOR THE LOWEST PRICES.

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 1887

**ELECTROTYPERS**

and Manufacturers of Electrotpe Machinery

444-446 Pearl Street, New York.

**IN THE MARKET.**

**I WANT TO BUY**

A two or three-deck perfecting press that will print from 10 to 15 pages. Will deal direct with publisher having a press of that nature for sale. Address "McKAY," care THE EDITOR AND PUBLISHER.

**WANTED—A SECOND HAND DUPLEX**

press to print four, six or eight pages. State age and lowest price. Will pay cash. Address "PRESS," care THE EDITOR AND PUBLISHER.

**TYPEWRITER RIBBONS FLIMSIES CARBON PAPER**

**SITUATIONS WANTED.**

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

**EDITOR, SEVERAL YEARS**

fast experience West and New York, desires position small city paper in South. Knows all branches editorial and make-up departments; small salary. Address "T," care THE EDITOR AND PUBLISHER.

**BUSINESS MANAGER, NOW**

employed, city 100,000, wishes change, or to be assistant in larger city. Twenty years experience. Thorough in details of advertising, circulation, mechanical and editorial departments. Good systemizer, able to see and stop leaks and has increased business wherever located. Can manage large forces and carry out ideas of those who pay the bills. Do not drink or gamble. "M. A. NAGER," care THE EDITOR AND PUBLISHER.

**EXPERIENCED EDITOR**

and well known author of children's stories, would manage children's department of reliable periodical at moderate salary. Original stories, poems, puzzles, essays, "talks," etc., furnished; clubs for girls and boys personally supervised. No syndicate matter used. Publishers wishing circulation increased, address "HAWKINS," 45 DeKoven Court, Brooklyn, N. Y.

**A MAN OF EXCEPTIONAL EXPERIENCE**

in newspaper business office and advertising, coupled with expert knowledge bookkeeping and office detail, desires engagement. Salary reasonable. Address "C. A. PABLE," care THE EDITOR AND PUBLISHER.

**TRADE AND SPECIAL PUBLICATIONS**

desiring "copy" on assignment or otherwise—can I serve you? Can supply interviews, "write-ups," special articles, any and all kinds, at your rates. Address "FREE LANCE," care THE EDITOR AND PUBLISHER.

**COLLEGE GRADUATE**

with excellent business experience, desires to connect himself with a newspaper; moderate salary until satisfaction is assured. Address "F. T.," care THE EDITOR AND PUBLISHER.

**LINOTYPE MACHINIST-OPERATOR,**

long experience best New York offices, present employer three years, would communicate with out-of-town party wanting first class man only. Address "PERMANENT," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**THE YELLOW JACKET,**

Moravian Falls, N. C., wants a Hoe pressman and stereotyper. Must be a hustler. Work light. State salary wanted, experience, habits, etc.

**FOR SALE.**

**CAMPBELL ECONOMIC CYLINDER,**

bed 45x59, front delivery, table distribution, overhead fixture, complete, speed 1,700, used five years, one hour daily, fine condition; can be seen running; easily worth \$1,200; will take \$600 if bought immediately, to make way for Duplex web press to be installed at once; also small cylinder press and folder at sacrifice. Apply "EVENING TIMES," Bayonne, N. J.

**FOR SALE—POTER 2 REVOLUTION**

perfecting, 7 column quarto, with new chases. Cylinder condition. Price, \$550, cash or good paper. Address "CRITERION PRESS," Haverhill, Mass.

**HOE THREE PAGE WIDE STEREO**

perfecting press for sale. Prints 6 or 7 columns, 4 or 6 pages, 20,000 per hour; 5 or 12 pages, 10,000; folded to half-page size, pasted and counted. "SARASOIN," 9 Rutgers street, New York.

**A BARGAIN WHILE IT LASTS.**

We have a surplus of news print which we 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.

**CAMPBELL WEB PRINTING PRESS**

with stereotyping machinery; size of paper, 39 inches; 7, 8 and 9 columns; 10 years old; good and strong. Very cheap. "PHILADELPHIA TAGELBATT," 613 Callowhill street.

**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.

**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.

J. C. Ayer, & Co., Lowell, Mass., are making up their list for the fall business.

Dr. R. Sproule, Boston, is sending out copy for his advertising to run through the month of August.

N. W. Ayer & Son, Philadelphia, are placing advertising in Ohio dailies for the National Biscuit Company.

The MacLevey Institute of Physical Culture, Brooklyn, N. Y., is offering 5,000 lines to be used within three months.

F. A. Thompson & Co., Detroit, are placing advertising direct in Western dailies for Thompson's Rose Nicotine.

Dauchy & Co., Murray street, New York, are sending out reading notices for life insurance companies.

The Ed. B. Giles Company, Philadelphia, is placing direct an ad for one year e. o. d. for the Home Gold Cure.

Russell M. Leads, Indianapolis, Ind., is using daily papers for the Dr. Stewart Company to advertise Treko French Perfume.

The Paul E. Derrick Agency, Temple Court, New York, is placing large copy in Eastern dailies for Pettijohn's Breakfast Food.

The Egan de Florez Company, Barclay Building, New York, is asking for rates on the Bates' Shoe advertising in Southern and Canadian dailies.

The Genesee Pure Food Company, Rochester, N. Y., is advertising in a number of the larger cities. The space to be used is 10,000 lines.

It is announced that the White Ribbon Remedy Company, Boston, formerly owned by Dr. Brown, will commence advertising in September.

The Jerome Manufacturing Company, Rochester, N. Y., is sending out propositions to papers in cities where they are able to place goods with the local druggists.

The William S. Power Company, Pittsburg, is using dailies for the Onondaga Manufacturing Company, Syracuse, N. Y., for the advertising of Sure Death Fly Killer.

The Western Advertising Company, St. Louis, is placing 1,000 lines to be used within one year for the J. C. Haas Soap Company, advertising the Ulka Erasive Tar Soap.

C. P. Blosser, proprietor of the Dr. Blosser Company, Atlanta, Ga., manufacturers of a catarrh cure, was in New York this week, making arrangements for an extensive advertising campaign.

The P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, is placing some advertising in newspapers and magazines for the Winchester Repeating Arms Company. The same agency is using daily papers for Dr. Greene's Nervura advertising and the Royal Worcester Corset Company.

## Boston Man Wins Ad Writing Prize.

In competition with the leading advertisement managers and writers of department stores all over the country, A. W. Guptill, advertising manager of the Gilchrist Company, of Boston, carried off the first prize of \$100 offered by the Boxbay Nevertear Silk concern to the person designing the most attractive advertisement for them, in any newspaper. Four prizes were offered, of \$100, \$50, \$25 and \$15, and the contest lasted from Feb. 1 to June 15. Le Costume Royal, the well known French fashion firm of New York, acted as judge.

## WANT WHAT THEY PAY FOR.

### Portland Ad Men Declare Against Publications With Fictitious Circulations.

The Portland (Ore.) Admen's League has declared that publications which get out special editions and secure advertising on the strength of promises of a large circulation, must carry out their pledges to the advertiser or be classed among fake advertising mediums.

When the matter was suggested at a recent meeting of the league there was some opposition to considering it, friends of the publications affected contending that the subject was not relevant. Other members insisted that it was a proper subject for investigation, to which the league should give its attention, if it aimed to be of practical assistance to the advertisers' guild. Those in favor of putting the offenders on inquiry were in the majority and a vigorous investigation was begun, which will be continued at the next meeting of the league.

The meeting listened to an interesting address by William Powers, of Pittsburg, who was in Portland with the Texas bankers.

## ADVERTISING NOTES.

Joseph C. Wilberding, advertising manager of the New York Press, is on a business trip through the West.

Ernest S. Edmondson, formerly advertising manager of the Baltimore Herald, now has charge of the advertising of the Philadelphia North American.

Wayne Whipple, advertising publisher and agent, 8 Beacon street, Boston, has filed a voluntary petition in bankruptcy. His liabilities are \$5,960.57, none of which is secured. There are forty-six creditors, the largest of whom is William Noyes, Malden, \$700, and accommodation paper to the amount of \$840; no assets.

H. P. P. Rees, of the H. P. P. Rees Advertising Agency, London, sailed for England last Sunday after spending the past three months in this country. Mr. Rees was formerly manager of the London office of the Paul E. Derrick Agency.

## A Booklet on Franklin.

N. W. Ayer & Son, advertising agents, Philadelphia, got out a very attractive brochure entitled "In the Land of Benjamin" for distribution on the Fourth of July. It contains a brief sketch of Benjamin Franklin and in its foreword says: "On the return of the National birthday, in which he took such an important part, it cannot be out of order to present again to his busy beneficiaries of this generation a few rambling facts concerning his long and useful life." A number of quaint and artistic illustrations add to the attractiveness of the booklet.

## Philadelphia Inquirer Represented Direct.

The Philadelphia Inquirer has decided to have a direct special representative in the foreign advertising field, and has appointed D. M. Shirk to that position, with headquarters in the Flatiron Building, New York. Mr. Shirk has been employed in the home office of the Inquirer for about ten years. He assumed the duties of his new position on July 1.

## Guests of the B. & O.

A party of New York, Philadelphia and Baltimore newspaper men were taken last Sunday for a trip to Chicago in a special train over the Baltimore & Ohio Railroad to inspect the terminal improvements of the road. The party was escorted by Mandel Sener, the press agent of the B. & O.

## NEW TEXAS MAGAZINE.

Frank Holland, of Farm and Ranch, to Start One in August.

The Texas Farm and Ranch Publishing Company, of which Frank Holland is the president, has purchased Street's Weekly and on Aug. 1 will begin the publication of a popular ten cent monthly to be known as Holland's Magazine. It is understood that the identity of both the former publications will be sunk in the new enterprise.

The new magazine will have a generous amount of good fiction and besides will have departments devoted to floriculture, fashions, young folks, builders and domestic and business economy. Mr. Holland's familiarity with the publishing field leads the Texas press to predict a full meed of success for his new venture.

## BRIEF ITEMS OF NEWS.

It is reported that a new afternoon paper will be started at Huntsville, Ala., as a successor of the Huntsville Daily News.

The Fulton (Ky.) Daily Commercial, which was edited and published by W. P. Green, has suspended. It began as a daily on Jan. 1, 1903.

The Vernon (N. Y.) Times has suspended. The Oneida Post has taken over the subscription list.

Travel, a St. Louis magazine devoted to commercial and railroad interests, will issue a special souvenir number setting forth the advantages and beauties of Louisville in July or August.

The Annapolis (Md.) Examiner, the only Republican paper in its county, has been sold to Daniel R. Randall by J. Guest King.

The Index Journal office, of Minneapolis, Kan., for a dozen years owned and operated by J. C. Cline, has been sold to the Western Poultry Journal, of Manhattan, Kan., of which Charles C. Smith and Rev. W. I. Winins are the editors.

## A Cracking Good Special Number.

One cannot but marvel at the size of special numbers of trade publications nowadays and wonder where they are going to stop. The fall trade number of the Boot and Shoe Recorder, Boston, just at hand, contains 358 pages, and what is no less remarkable is that it has sufficient advertising to justify fully that large an edition. The text is arranged in an attractive manner, and one is really surprised in reading it to find matter on such a specialized subject of so much interest to an outsider. The advertisements, it may be added, show to good advantage the work of the special advertising art department maintained by the Boot and Shoe Recorder.

## Harrisburg Telegraph's Builders' Edition.

The Harrisburg (Pa.) Telegraph last Saturday issued a big "Builders' Edition" of fifty-six pages, which is said to have been the largest and most complete newspaper ever printed in Harrisburg. Few cities in the country have had such a building boom as has been enjoyed recently by Pennsylvania's capital city and this makes the edition particularly appropriate. Since the Telegraph has added substantially in furthering this building activity, it richly deserved the liberal patronage accorded its special number.

## Kansas Morning Paper Sold.

The Fort Scott (Kan.) Daily Republican has been sold to N. W. Huston, formerly in the newspaper business at Mount Pleasant, Ia. F. C. Raney, who retires, started the Republican about three years ago. It is one of the four morning papers in Kansas.

## NEW CORPORATIONS.

Mayer Publishing and Printing Company, Pittsburg. Capital, \$1,000.

Aldrich Lloyd Printing and Publishing Company, Brooklyn. Capital \$10,000.

Decrease in capital stock of the International Publishing Company, of New York city, from \$1,000,000 to \$750,000.

Berkshire Printing Company, Great Barrington, Mass. Objects, printing and publishing. Capital, \$10,000. President and treasurer, Maitland P. Foster, Great Barrington.

The Cutler Williams Company, New York, publish journal for manufacturers of ice cream. Capital, \$10,000. Directors: T. D. Cutler, J. W. Wallace, E. C. Williams, New York.

American Home Journal Company of Dallas. Capital, \$25,000. Purpose, to do a printing and publishing business. Incorporators: L. T. Blaylock, F. E. Johnston and Tom P. Thornton.

The Hustler Publishing Company at North Wilkesboro, N. C., has been chartered with an authorized capital stock of \$50,000 to publish the North Wilkesboro Hustler, of which T. J. Robertson is the editor.

The University Printing Company, Syracuse, N. Y.; religious and denominational printing. Capital, \$20,000. Incorporators: Bennet E. Titus, Eugene A. Beach and George G. Manger, all of Syracuse.

The Gutenberg Press, New York; manufacture books, pamphlets, etc. Capital, \$10,000. Incorporators: Jose E. Solf, 131 Bay Tenth street, Bath Beach, L. I., Frederick C. Heidke, and Richard M. Bedell, of Brooklyn.

The Booklovers' Press, Scarsdale, N. Y.; print and publish. Capital \$100,000. Incorporators: Hjalmar H. Soyeman, Charles R. Ganter, Henry A. Yeomans, 201 West One Hundredth street, all of New York.

## NEW PUBLICATIONS.

The Apex (N. C.) Journal is a new paper. L. S. Franklin is publisher.

The Bloomington (Okla.) Times is a new paper. J. L. Wilemon is the editor.

The Pontiac (Mich.) Gazette, published by G. E. English, is now issued as a daily.

The Southern Home Journal is a new monthly magazine just started at Winston-Salem, N. C.

The Cumberland News at Camp Hill, Pa., is a new paper, published by A. M. Bowman and M. A. Brinton.

The Vernon (Ind.) News is a new paper. Mr. and Mrs. Nelson C. Euler are the editors and publishers.

The Ter-Centennial, a publication devoted to Norfolk, Va., and to the interests of the Jamestown Exposition, has just appeared. It is edited by Miss Lily Ryan.

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**THE NEW COSMOPOLITAN.**

**Bailey Millard Tells How It Will Be Conducted Under Hearst Regime.**

The Brooklyn Daily Eagle, in its series of interviews with magazine editors, which it is running on Mondays, prints an interesting conversation with Bailey Millard, the new editor of the Cosmopolitan. The interview throws some light on the way Mr. Hearst intends to conduct his newly acquired property. In part, it was as follows:

"Two months ago Mr. Hearst bought the Cosmopolitan for a heavy price, and transferred it from Irvington, at which postoffice it is still registered, to the new American Building, opposite the entrance to Central Park. Perhaps inspired by the success of Everybody's, under the editorship of a new Westerner, Mr. Cosgrove, Mr. Hearst looked to the West for a man to galvanize an already successful ten center into something phenomenal, and pitched on Bailey Millard, the city editor as well as literary critic and special writer of the Hearst paper in San Francisco, the Examiner.

"Mr. Millard refuses to acknowledge that he is the editor of the Cosmopolitan. 'It seems to me,' he said, 'that your Eastern magazine editor sits in an armchair and promptly thinks he is divorced from the activities of journalism into some higher realm where something called literature inspires. I am unable to regard myself as anything so important. I am a newspaper man, and I have run over here to set the thing on its legs, after which I expect to run back and resume my desk on the Examiner. I do not expect to stay in New York more than six months. Lewis tells me that I am booked for six years, but I would rather not believe it. I do not like New York. There is something oppressive in the inequality of classes. It is a fine city—a glorious whirlpool of intellectual activities. The men and women you meet here are, individually, the pick of the earth. But to a Westerner there is something uneasy about it.'

"I want to know how you propose to improve on John Brisben Walker," said the interviewer; "for you cannot deny that Mr. Walker, in spite of a rich man's idiosyncracies, has kept the Cosmopolitan going as a genuinely popular magazine, and you cannot deny that when Mr. Hearst gets hold of a magazine something is going to happen to make it more popular. You are going to yellowize it; how?"

"I am not at all in sympathy with what I believe you mean by yellowism."

"I did not at all need the reproof, for to meet Mr. Millard is to meet the antithesis of the mere sensational story-catcher. Mr. Millard evidently likes good literature and good art; in fact, in his appreciation for what is really good he betrays the minute inspection of the connoisseur and something approaching enthusiasm for the genuine marks of popular art. But he will not be an 'artistic' editor.

"I have known magazine editors," he said, "who analyze and tabulate every story like a mathematical proposition, saying this will appeal to women, this is profound, here is a glimpse of true wit, and so forth. I do not understand anything of that. With me I feel a story—I think every genuine newspaper man does; he perceives with a special sense if the whole thing is calculated to appeal to the interests of his public or if it is not. If he doesn't 'like' it, what is the use of pointing out its detailed excellencies? If he does, what is the use of picking holes in its grammar? It is the story, the story that is wanted every time. News? Certainly I shall have news in the magazine. But I shall not consider a thing news because it has trashy sensationalism. Oh, it is a big problem what to do in a new way with a magazine. I hate to feel fettered with precedent; I want to get away from everything that has been done before; I should like to spread the thing out into a sheet—but it takes time to innovate. We shall see what we shall see."

**COST OF PUBLICATION.**

**How a Sixteen-Page Monthly Is Sold at Ten Cents a Year.**

Gaylord Wilshire, editor of Wilshire's Magazine, gives in the current number of that periodical some interesting figures on the cost of publication. Wilshire's is ordinarily a sixteen page paper of mail-order size and sells for ten cents a year. It is said to have been very successful in increasing its circulation at this rate through the agency of personal workers among the Socialists in whose interests it is published. In explaining how the paper can be issued at ten cents a year, Mr. Wilshire says:

"It is all the result of modern machinery."

"The manufacturing cost of Wilshire's is just half a cent per copy. Two-thirds of this cost is for paper and one-third for the printer. This means a cost of six cents per year for the twelve monthly copies to each subscriber.

"Then there is the cost of postage and of wrapping, about one cent for each item for the year, making a total cost of Wilshire's about eight cents per copy, postpaid in the postoffice.

"However, this makes no count for the composition, the cuts, electrotyping, make-ready, etc., which is about \$250 per issue. This item is the same whether the edition is one thousand or one million.

"The office and editorial expense and rent are not counted in either. This expense decreases pro rata with increased circulation. We figure that with our present circulation the cost is about four dollars per month per thousand of circulation.

"The addressing of the wrappers is done by machinery, and costs about five cents per thousand names, but we have counted this in the office expense account.

"It is from the advertising that a ten-cent journal like Wilshire's derives the greatest part of its receipts."

**Wants to Organize News Writers.**

Terrence Ginley, national organizer of the United Mine Workers of America, is trying to organize the newspaper writers in Pottsville, Pa., and other towns in his district into a union, to be affiliated with the American Federation of Labor. The newspaper writers are considering the proposition, and it is believed they will give the project a favorable decision. There is a sufficient number of men and women thus employed in Pottsville to establish a local

**Brooklyn Eagle Gets More Ground.**

The Brooklyn Daily Eagle last week took title to property 44x100 feet in dimensions in the rear of the present Eagle Building. The consideration was \$35,000. This practically doubles the ground space devoted to the Eagle's plant. On this recently acquired property is being erected, the new stables and garage to be used for the horses and wagons and automobiles of the Eagle's delivery department.

**Commercial-Appeal's New Press.**

The Memphis Commercial-Appeal has just closed an order with R. Hoe & Co., for a new sextuple press, to be delivered in the fall. This new machine, with the other presses, will give the Commercial-Appeal one of the very best equipped plants in the South.

**Governor Looks After His Newspaper.**

Gov. E. W. Hoch, of Kansas, was in Marion a few days ago looking after his newspaper property, the Marion Record. The Governor says he intends to enlarge the paper and improve it in various ways.

**Change in Indiana Daily.**

Harry K. Stormant, editor and part owner of the Daily Clarion-News at Princeton, Ind., has sold his interest to Judge W. D. Robinson, of the Indiana Appellate bench.

**SOUTH BEND TRIBUNE WAYS.**

**Good Special Number—A Steadfast Staff. Plan to Get Quoted.**

The South Bend (Ind.) Tribune issued a special edition on June 13 in honor of the golden jubilee of St. Mary's Academy at South Bend. The edition contained over 15,000 words of descriptive matter, all of which was prepared by F. A. Miller, editor of the Tribune. The edition was handsomely illustrated and was widely circulated.

The Tribune is one of those papers with a wholesome sentiment behind it, and probably very few papers in the country have so few changes among its newspaper men. Only a few weeks ago the Tribunes celebrated its thirty-second anniversary, and of the present staff, F. A. Miller, the editor, has been with the paper for eighteen years, and R. H. Lyon, associate editor, began as a reporter some twenty-five years ago. J. T. Baldwin, who has been city editor for over two years, went to the Tribune as handy boy in the composing room. W. K. Lamport, telegraph editor, R. H. Horst, sporting editor, and F. A. Hamlin, of the staff of reporters, have all been in the harness for some time.

The Tribune recently began sending out to newspapers weekly sheets containing the best things in the paper for the six days preceding, and as a result it has come to be one of the most quoted papers in Indiana.

**The International Congress.**

The Tenth International Congress of Press Associations will open at Liege on July 24 and will last four days. Delegates will be given free transportation to any point of Belgium by the Government. Those who proceed through France to the convention will be extended the usual courtesies of free transportation by the railroad companies. W. Singer is president of the congress, and V. Tannay and J. Jauzon, of Paris, are the secretaries. T. J. Keenan, of Pittsburg, and John C. Hennessy, of New York, are listed as the delegates from the United States.

**Christian Herald's Children's Temple.**

The new Children's Temple at the Christian Herald Children's Home, Upper Nyack, N. Y., was dedicated last Tuesday. The exercises took place under the supervision of Dr. Louis Klopsch, publisher of the Christian Herald, who established the Children's Home eleven years ago. Jacob Riis of New York made the principal address.

**London Editor on Canadian Mission.**

I. Hall Richardson, assistant editor of the London Daily Telegraph, is traveling through Canada studying the conditions of the immigrants who were sent over from the poor districts of London. Mr. Richardson has charge of the distribution of \$15,000 collected by the Daily Telegraph for the relief of the poor.

**Liddon Flick Dead.**

Liddon Flick, editor and president of the Wilkes-Barre Times, died last Sunday of cerebral hemorrhages, aged 47 years. He was a graduate of Princeton and the Columbia Law School, and was a member of the New York and Pennsylvania bars. He had extensive financial interests in New Jersey and Pennsylvania.

**Wilkes-Barre News Enlarged.**

The Wilkes-Barre (Pa.) News has been enlarged from eight pages to ten. Since it passed under its present management about a year ago it says its circulation and advertising patronage has so increased as to make a larger paper justifiable. The price of the News remains at one cent.

**NEW CALIFORNIA DAILY.**

**Takes Its Name From a Paper That Had an Interesting History.**

A new daily paper is being started at Redding, Cal. It will be called the Courier, that name being taken to it by Lloyd Carter, who owned the Shasta Courier, which he has just recently suspended.

The Shasta Courier was the second oldest paper in California. The oldest newspaper in the State is the Calaveras Chronicle, published at Mokelumni Hill, but it antedates the Courier by only a few weeks.

The Courier was founded in March, 1852, by Lloyd Carter, father of the present Lloyd Carter. Lloyd Carter, Sr., died only three or four years ago. He used to boast that he had many a time refused new subscribers because he did not care to print any more papers on his Washington hand press. The paper flourished during the prosperous days of placer mining, and it had a wide influence. But with the decline of the placers and the loss of the county seat to Redding, when the Southern Pacific built northward and left Shasta to one side, caused the Courier to lose patronage, subscribers and influence, and it was at last forced to give up the struggle.

**Inventor of Typewriter Dead.**

John Pratt, inventor of the first typewriter that found a sale, is dead at Chattanooga, Tenn., at the age of 74 years. He took his invention to England and it received editorial mention in the leading English papers. It is said that it was one of these descriptions that attracted the attention of Scholes & Glidden, of Milwaukee, in 1867, and laid the foundation for the Remington typewriter. Mr. Pratt later invented many improvements for various machines. He was also for many years an active newspaper man.

**Atlantic City Men Entertained.**

Members of the Atlantic City Press Club were entertained at dinner one day last week by A. Cheshire Mitchell, proprietor of the Grand Atlantic Hotel, on the occasion of his birthday. Among those present were Mayor Stoy, president of the club, A. J. Royer, its secretary, and H. C. Test, of the Gazette; J. S. Jagmetty, W. B. Dill, James B. Adams, and George S. Lenhart, of the Press; H. C. Guest and F. S. Gore, of the Review, and Carl M. Voelker, William Haupt and Le Roy Willis, of the Union.

**Col. Osborn's Long Service.**

Col. Norris G. Osborn, last Monday completed twenty-five years of service on the New Haven Register, where he has been for many years as editor. In honor of the event the employees of the paper tendered him a banquet at the Pequot House, Morris Cove. Col. Osborn is one of the best known and most popular newspaper men in New England and he received from his friends many congratulations on the anniversary.

**New Home for 'Frisco Chronicle.**

The San Francisco Chronicle has begun the erection of a new seventeen-story building at the intersection of Market, Geary and Kearney streets as a home for the Chronicle. The new structure will be the largest office building in San Francisco, and with the site, will cost approximately \$2,000,000.

**New Home Magazine at St. Louis.**

The first issue of the American Family Magazine of St. Louis, a monthly journal for the home, has just appeared. Samuel F. Myerson is the proprietor. George Ade, Max Pemberton, Rene Bach and Prof. Loeb are contributors to the first number.

## WASHINGTON MEN'S TRIP.

Correspondents and Gridiron Members on Tour of Canadian Northwest.

The Washington correspondents and members of the Gridiron Club who have been on a tour of the Canadian Northwest, leave Vancouver to-day, July 8, on their return home. On their way back they will visit Victoria, Kootenay Lake, Prince Albert, and many other points of interest. The party is made up as follows:

Harris M. Crist, Brooklyn Eagle; Thomas F. Dawson, Associated Press; Arthur J. Dodge, Milwaukee Sentinel, St. Paul Pioneer Press; Arthur W. Dunn, Associated Press; Richard Lee Fearn, New York Tribune; H. Gilson Gardner, Newspaper Enterprise Association; Henry Hall, Pittsburg Times; James S. Henry, Philadelphia Press; James P. Hornaday, Indianapolis News; W. W. Jarmann, Minneapolis Journal, Seattle Times; N. O. Messenger, Washington Star; Robert Lincoln O'Brien, Boston Transcript; John S. Shriver, Cincinnati Times-Star, Baltimore American; John Suure, New York Globe, Des Moines Register and Leader; Edgar C. Snyder, Omaha Bee, Denver Post, Toronto World; Jackson Tucker, New York Press; C. Arthur Williams, Houston Post; Richard Lloyd Jones, Collier's Weekly, and Cy. Warman, representing "Canada," and several United States publications.

Accompanying it are the following-named representatives of the Western Immigration Association: F. B. Lynch, of St. Paul, chairman of the executive committee; J. H. Halseam, a member of the executive, and Theodore M. Kuappen, secretary. D. W. Bole, M. P. for Winnipeg, president of the association, will join it in this city.

## CLUBS AND ASSOCIATIONS.

The Kentucky Press Association will hold its annual meeting at Crab Orchard Springs, beginning July 24.

The annual meeting of the Alabama Press Association will be held on July 18 at Coden, near Mobile, instead of at Sylacauga, as originally planned. Joseph Pepperman, of Montgomery, is secretary of the association.

The forty-ninth annual meeting of the New Jersey Editorial Association was held last week at Cape May. The following officers were elected for the ensuing year: President, John W. Swift, Summit Herald; vice-president, O. S. Freeman, Passaic Herald; secretary, C. L. Stryker, Washington Star; treasurer, W. B. R. Mason, Bound Brook Chronicle. Executive committee—H. B. Rollinson, Rahway Advocate; B. F. Ladd, Vineland Evening Journal; J. L. Bunnell, Newton Herald; A. L. Moreau, Freehold Transcript; C. L. Edwards, Long Branch Record. There were about 200 members of the association present.

## New Daily for Columbus, Miss.

McBride & Fitzgerald, proprietors of the Courier Informant at Bartow, Fla., are planning to move their establishment to Columbus, Miss., and begin the publication there of a new daily paper. A suitable plant has already been arranged for. It is understood that Mr. Fitzgerald will be editor of the new paper and Mr. McBride will be its business manager.

## Guests of Pennsylvania Railroad.

Newspaper men from Washington, Philadelphia and Baltimore enjoyed the hospitality of the Pennsylvania Railroad one day last week on a trip to Cape May, N. J. There were about 200 in the party. Col. Frank N. Barksdale of the advertising department of the Pennsylvania, gave his personal attention to the comfort of the guests.

# Do You Get the Publishers Press Service?

Here are a few comments on the news of the recent naval conflict furnished by this Association:

The news of the great sea fight was flashed in here over the Times special wire by the PUBLISHERS PRESS ASSOCIATION and enabled the Times to give the news to the people twelve hours before it appeared in any other paper in this section of the State—SCRANTON (PA.) TIMES.

\* \* \*

The Journal received the PUBLISHERS PRESS dispatches giving the first news of the naval battle in the Far East. The Journal had the town to itself all during Sunday evening and sold hundreds of extras. Thanks to the PUBLISHERS PRESS the Journal was able to put an extra on the streets at 8:45 Monday morning giving fuller details of the battle one and one-half hours ahead of any other paper. The news reports regarding the battle were very complete. The PUBLISHERS PRESS certainly outdid all competition in handling this important news.—SYRACUSE (N. Y.) JOURNAL.

\* \* \*

The Dispatch cannot allow the memory of the war news to fade from the minds of its readers without taking occasion to call to their attention the excellent telegraphic facilities of the paper. News of this character is furnished to the Dispatch by the PUBLISHERS PRESS—this paper being a subscriber to this the largest distinctively afternoon press service in the world.—NORFOLK (VA.) DISPATCH.

\* \* \*

We have been using the PUBLISHERS PRESS report over four years and never have had to correct anything it sent.—LIMA (O.) REPUBLICAN GAZETTE.

\* \* \*

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