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THE EDITOR AND PUBLISHER

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**H. B. CLARK OF SAN FRANCISCO
SUCCEEDS COL. M. A. McRAE
AS PRESIDENT.**

At Annual Meeting of Stockholders and Directors Held Tuesday—Col. Oliver S. Hershman Elected Vice-President, John Vandercook, Secretary and C. D. Lee, Treasurer—Seven Members of Directorate Chosen.

Several changes on the Publishers Press are announced as a result of the annual meeting of stockholders and directors held Tuesday in the offices of the Association in the Park Row Building. H. B. Clark of San Francisco was elected president, Col. Oliver S. Hershman of the Pittsburg Press, vice-president; C. D. Lee of New York, treasurer, and John Vandercook, secretary and general manager.

Prior to the election of officers by the directors the stockholders met and elected the following directors: Col. M. A. McRae, Cincinnati, O.; J. C. Harper, Cincinnati, O.; John Vandercook, New York; H. N. Rickey, Cleveland, O.; C. D. Lee, New York, H. B. Clark, San Francisco and Roy W. Howard, New York.

Mr. Clark, who succeeds Col. M. A. McRae as president of the association, is also president of the Scripps News Association which supplies a news report to a clientele of papers along the Pacific Coast. His claim for recognition as president of the Eastern Association comes from the success he attained in building up the Scripps News Association in the West. He was not present at the meeting having been detained in the West by a fire at Seattle which destroyed the Seattle Star, one of the Scripps papers. He is expected in New York in a few days. Col. McRae, with his son Lindsay S. McRae, is in Europe.

Col. Oliver S. Hershman, who is the largest minority stockholder, succeeds to the vice-presidency from the directorate. Andrew McLean, publisher of the Brooklyn Citizen, whom Col. Hershman succeeds, has been identified with the Publishers Press as a director for many years and at Tuesday's meeting much regret was expressed at his leaving the board. He also held the position of treasurer, although the active duties of that position devolved upon W. W. Campbell, the assistant treasurer who recently resigned. Mr. Lee, the newly elected treasurer and director, came to New York in March from San Francisco, where he was connected with the Scripps News Association.

H. N. Rickey, one of the newly elected directors, is editor-in-chief of the Scripps McRae League of papers and Roy W. Howard, is Publishers Press day news manager in the New York office.

R. St. P. Lowry of the Erie Herald, and W. J. Curtis of the Rochester Union and Advertiser, were elected auditors and inspectors of election.

New A. N. P. A. Members.

The Chicago Examiner and the Nashville Tennessean have been elected to membership in the American Newspaper Publishers' Association.



S. E. SNYDER.

WELL KNOWN NEWSPAPER MAN IN CHARGE OF THE EXPLOITATION DIVISION OF THE JAMESTOWN EXPOSITION.

WRITERS ORGANIZE.

Philadelphia Sporting Writers' Association Elect Officers.

The Philadelphia Sporting Writers' Association has organized by electing the following officers: President, Horace S. Fogel; vice president, Fred L. Wesde; secretary, Joseph M. McCready; treasurer, George M. Graham. Board of governors—A. M. Pennington, Frank L. Howe, H. C. Crowhurst, Francis C. Richter, James C. Isaminger.

Thirty-six sporting writers were qualified as charter members, and it was voted to allow all others who are eligible and who qualify before the first meeting of the board in July to also be classed as charter members.

One of the first official acts of the new organization will be to decorate with flowers the graves of Harry Wright, William Sharsig and other men well known to the profession who have passed away. This will be done on Sunday, May 26, in commemoration of Memorial Day.

George Reid is hustling for ads and write-ups for Tammany Times.

NEWSPAPER MEN ORGANIZE.

The Laurel Club of Connecticut Formed at Hartford.

The newspaper correspondents and reporters in the general assembly at Hartford have organized the Laurel Club of Connecticut, that name having been selected as a recognition of the act which was passed recently making the laurel a State flower. The correspondents claim the honor of having been the first to make use of it. The club will give several dinners before the end of the legislative session.

The club's officers are: President, Col. Charles W. Pickett, New Haven; vice-president, Joseph Mullin, Hartford; secretary, David W. Nichole, Hartford; treasurer, Richard Howell, Bridgeport. Executive committee—J. Olin Howe, Waterbury; F. E. Norton, Hartford, and Fred H. Wall, Hartford. Dinner committee—Lewis E. Garvey, Hartford; James L. McGovern, Bridgeport, and Alexander Troup, Jr., New Haven.

The Potter (Pa.) Democrat has installed a Potter two-revolution cylinder press.

EXPLOITATION CHIEF.

S. E. SNYDER IN CHARGE OF PUBLICITY AT THE JAMESTOWN EXPOSITION.

Joined the Press Department of the Exposition in August 1906 as a Special Writer and Was Promoted to Chief. To His Division is Entrusted the Entertainment of Visiting Newspaper Men.

The Exploitation Division of the Jamestown Exposition has been in systematic operation for the past three years and the work has been so planned and the publicity so extended that no section of the world is so remote as not to have had opportunity to be cognizant of the Jamestown Ter-Centennial Exposition. The international significance, the historical importance and the many attractive and unique features have been prolific sources of many interesting themes which, when prepared by an editorial staff of special writers, who are experts in their line, have met with ready response on the part of publishers.

The historical features of the exposition and of the exposition region, have brought out vast amounts of colonial history and in the collection and the collaboration of this material the exploitation division of the exposition has rendered a great service to the country.

The field of operation of the Division of Exploitation embraces the newspapers and magazines of the country, and as many of the leading dailies and magazines ask for special articles designating the line or feature which they wish treated, the writer to whom is delegated the work of supplying the articles, must be able to do it, many times on short notice, whether it be relating to history, education, art, science, agriculture, floriculture, mining, manufacturing, commerce, the army, the navy, yachting, motor boating, automobilism, aeronautics, pyrotechnics, social functions, architecture, landscape gardening or the side lights of the "War Path."

The governor of exploitation of the Jamestown Exposition is Hon. Barton Myers who is also governor of ways and means. He was formerly Mayor of Norfolk and is British Vice-Consul.

Silas E. Snyder, the chief of the Division of Exploitation, is a native of Illinois but claims Missouri as his home, having spent the years of his manhood in that State. He has upwards of twenty years' experience in newspaper work and advertising and joined the press department of the exposition in August, 1906, as a special writer. He was soon after assigned to the department of newspaper contests, to which was later added the validating department. In the sourest department his success was remarkable and over two thousand newspapers have undertaken these contests, securing for the exposition the publication of over five hundred thousand columns of advertising. Mr. Snyder is a thorough newspaper man, has worked up from carrier boy to editor, owner and publisher. He is popular with the exposition officials and with the members of his staff.

As executive officers Mr. Snyder has an

(Continued on page 2.)

PROMINENT SPEAKERS

AT PERIODICAL PUBLISHERS' ANNUAL DINNER AT ALBANY.

Well Known Authors, Artists, Publishers and Editors Off for a Daylight Sail Up the Hudson—Association Embraces in Its Membership Publishers and Editors of the Leading Magazines and National Periodicals of the Country.

AS THE EDITOR AND PUBLISHER goes to press the members of the Periodical Publishers' Association of America with guests including well known authors, artists, publishers and editors, are about to embark on the steamer New York of the Hudson River Day Line for their annual outing up the Hudson and dinner at the Hotel Ten Eyck at Albany Friday evening. The association embraces in its membership practically all the publishers and editors of the leading magazines and national periodicals of the country.

Musical and literary features will enliven the trip. Among those contributing will be Dan Beard, the popular artist; Ellis Parker Butler, the funny story writer; James B. Connolly, author of New England sea stories; Homer Davenport, cartoonist; Holman F. Day, the writer whose stories breathe of the Maine Woods; R. H. Davis, who always tells a good story; Hamlin Garland, the well-known writer of Western life; Burgess Johnson, the author of out door stories; John Luther Long, the popular and humorous story writer of Philadelphia; Edwin Markham, the venerable poet, and author of "The Man with the Hoe"; Charles Battell Loomis, author and lecturer, whose humor is always of the best and most contagious; Hon. William H. McElroy, the well-known after-dinner speaker and story teller; Don Seitz, of the New York World, who always tells an interesting story; Arthur C. Train, Assistant District Attorney of New York who writes interesting stories of real New York life; Augustus Thomas, the famous playwright and author; and the Hon. J. S. Wise, ex-Governor of Virginia, who is always bright, jolly and humorous.

The musical features will include the Neapolitan Quartette in Venetian and American songs, and an orchestra from Albany.

After dinner on board the steamer the members of the association will hold a brief business meeting.

Frederic L. Colver, of Success Magazine, president of the association, will present Dr. Hamilton Wright Mabie, the



FREDERIC L. COLVER,

PRESIDENT OF THE PERIODICAL PUBLISHERS ASSOCIATION OF AMERICA NOW ON ITS ANNUAL MEETING.

author and editor, who will preside as toastmaster. The list of speakers includes Gov. Charles E. Hughes, Hon. Joseph G. Cannon, Speaker of the House of Representatives; Dr. Arthur T. Hadley, president of Yale University; Commander Robert E. Peary, U. S. N.; Hon. St. Clair McKelway, Editor Brooklyn Eagle; Walter H. Page, Editor World's Work, and Hon. Theodore P. Shonts, president of the Interborough Railway system of New York.

The officers and directors of the association are Frederic L. Colver, president Success Magazine; Erman J. Ridgway, vice-president, Everybody's Magazine; S. A. Everitt, secretary, the World's Work; Thomas A. Barrett, treasurer American Agriculturist. Directors—Thomas A. Barrett, American Agriculturist; Frederick L. Colver, Success Magazine; Cyrus H. K. Curtis, the Ladies' Home Journal, Saturday Evening Post; Frank N. Doubleday, the World's Work, Country Life in America; S. A. Everitt, the World's Work; Louis Klopsch, the Christian Herald; Charles D. Lanier, the Review of Reviews; J. B. Lippincott, Lippincott's Magazine; Arthur W. Little, Pearson's Magazine; S. S. McClure, McClure's Magazine; John S. Phillips, the American Magazine; Erman J. Ridgway, Everybody's Magazine; Arthur T. Vance, Woman's Home Companion; Casper Whitney, the Outing Magazine, and George W. Wilder, the Delineator.

In next week's issue THE EDITOR AND PUBLISHER will give a detailed account of the dinner.

The Le Raysville (Pa.) Times recently celebrated its twenty-ninth anniversary in the Bradford county newspaper field.

Illinois Press Association.

The Illinois Press Association, which was organized in Peoria, Ill., some forty years ago, will hold its annual meeting in Peoria during the month of June. A banquet is to be given at which either William Jennings Bryan or Elbert Hubbard will be the speaker. The delegates will be well entertained.

Newsdealers' Dinner.

G. N. Charles H. Taylor of the Boston Globe and Speaker John N. Cole of the Massachusetts House of Representatives, were the guests of honor at the annual dinner of the Suburban Newsdealers' Association at Boston Tuesday night. President George E. Martin of Lynn, presided.

Now Play Ball.

The Paul Block baseball team of New York city is arranging its schedule, and has already booked games with the Hampton Advertising Company, the J. Walter Thompson Company and Munsey's Magazine. The first game will be played with the Munsey Team on June 8.

The Peoria (Ill.) Evening Stars has just installed two new linotypes, making a battery of nine machines, the largest in the State outside of Chicago.

EXPLOITATION CHIEF.

(Continued from page 1.)

editor-in-chief, W. H. Bright, a newspaper man of wide experience, and an associate editor, Mark O. Waters, a newspaper man from Indiana. The Canadian newspaper interests are represented by Louis Larivee, of Montreal, who is a member of the general press staff.

To the exploitation division is entrusted the entertainment of visiting newspaper representatives, and Chief Snyder is determined to do this on a scale more satisfactory than any previous exposition has done. At the annual meeting of the National Editorial Association June 8 to 15 inclusive, when more representatives of the press will be in attendance than at any other time, elaborate entertainment will be provided. There will be steamboat rides among the warships assembled in Hampton Roads; War Path rambles; observation trips to the Atlantic Ocean; surf bathing at Virginia Beach; clam bakes at Cape Henry; excursions to old Jamestown; visits to shipyards, Navy Yard, Fortres Monroe and other historical places.

Several State press associations will have special days at the exposition and these will be royally entertained.

Scheme to Tax Voted Down.

The State Senate in Texas has voted down the proposed amendment to tax newspapers 2 per cent on their gross receipts. Representative Brown of Wharton offered a substitute for the amendment, making the tax apply to newspapers having a circulation of 500 or less. He said they were going to impose a tax on "big fellows" and he wanted no discrimination. The point was lost. Senator Mears said the big newspapers of the State are escaping taxation, and he cited instances where a certain Texas paper paid no taxes on an expensive plant. He roasted newspapers for roasting the legislature and said these papers should be made to pay tax on gross receipts.

Bids for Legislative Printing.

Bids were opened to-day for the legislative printing for the coming fiscal year. John A. McCarthy, of the Albany (N. Y.) Press-Knickerbocker-Express is the lowest bidder at \$155,092. The next three lowest bidders were Wynkoop-Hallenback Company, of New York, \$153,857; Brandow Printing Company, Albany \$153,857; J. B. Lyon Company, Albany, \$157,368.

Manhattan Enterprise Starts.

The first edition of a new weekly newspaper, the Manhattan (Kan.) Enterprise, came out recently. Kimball Bros., the publishers, are at present running the Manhattan Weekly Republic. The two papers will be printed at the same office, but on different publication days.

New Paper at Martinsburg.

The Martinsburg (W. Va.) Evening Journal is a new paper in the afternoon field. H. F. Byrd as president and general manager, promises to make the new paper a hummer.

Texas Press Association Meeting.

The Texas Press Association is holding its annual convention in Galveston on Thursday, Friday and Saturday of this week.

THE BOSTON DAILY TRIBUNE

is the only national financial daily newspaper published in the United States.

High water mark circulation 216,829.

Advertising Rates Furnished on Application.

Publication Offices:
No. 74 SUMMER STREET,
BOSTON, MASS.

New York Offices:
St. James Bldg., Broadway and 28th St.

C. F. KING.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

Guarantees that its Daily circulation is larger than that of any morning newspaper printed in Alabama—and that its Sunday edition has the largest circulation of any edition of any newspaper printed in Alabama without exception.

VICTOR H. HANSON, Manager Advertising Department.

This Breaks the World's Record in Newspaper Advertising

BIG ADVERTISING By A BIG STORE In A BIG NEWSPAPER

"The Fair" has paid the Chicago Daily News \$114,690.00 for 368,991 lines of display advertising used in the twelve months ending March 31st, 1907. The net price paid averages over $31\frac{3}{10}$ cents per agate line.

In addition to its expenditure for display advertising "The Fair" paid The Daily News during the same twelve months \$3,087.64 for "help wanted" ads—a conspicuous recognition of the fact that The Daily News is Chicago's "want ad directory"—making a total payment of \$117,777.64 for one year's advertising. So far as known no other advertiser has ever paid any newspaper in the world so large an amount of money for one year's advertising.

THERE MUST BE A REASON.

Yes—it is two-fold. There are two factors in the case—A Big Store and A Big Newspaper.

The Store and The Newspaper were founded in the same year—1875. The growth of each has been typical of Chicago. Each has contributed not a little to the suc-

cess of the other. Their relations have been thoroughly reciprocal. The Daily News pays "The Fair," and "The Fair" pays "The Daily News"—and this in a steadily increasing degree, as the record of the last ten years shows. The expenditures of "The Fair" for advertising in The Daily News during these years have been as follows:

For the year ending March 31, 1898	-	\$56,339.84
" " " 1899	-	65,359.45
" " " 1900	-	83,607.96
" " " 1901	-	95,001.09
" " " 1902	-	88,698.69
" " " 1903	-	87,629.05
" " " 1904	-	84,978.44
" " " 1905	-	95,447.78
" " " 1906	-	96,084.09
" " " 1907	-	117,777.64

It will be noted that "THE FAIR" has increased its advertising expenditure in the Daily News over 109 per cent. during these ten years. Evidently "it pays to advertise"—in Chicago's "Daily News."

And that The Daily News pays the smaller advertisers, too, is attested by the fact that in the 26 issues of the month of April it printed 2030 display advertisements, each of 100 agate lines or less space. The significance of this statement is best recognized by the fact that in these same 26 days The Chicago Tribune printed 1829 and The Chicago Record-Herald 2505 display advertisements within like limitations of size. The Daily News felicitates itself that in this important matter it outranks the one, and is so little behind the other, of these next best Chicago advertising mediums.

The Chicago Daily News holds the World's Record for the largest yearly advertising expenditure by a single advertiser--\$117,777.64

THE ALABAMA PLAN.

TO BETTER THE FOREIGN BRANCH OF THE ADVERTISING BUSINESS.

Committee of the Alabama Press Association Recommends the Organization and Incorporation of a Joint Stock Advertising Agency, the Shares to Be Owned by Publishers of Newspapers. Agency Soon to Be Established.

Three years ago the Alabama Press Association appointed a committee to devise some way to better conditions in the foreign advertising branch of the newspaper business. W. T. Wear of the Opelika Daily News is chairman of the committee which has given the subject much time and study. The committee has agreed upon the following plan which was recommended to the last meeting of the association:

First—The organization and incorporation of a joint stock advertising agency, the shares to be \$25 each, payable in monthly installments of \$5, these shares to be owned by the publishers of newspapers who are willing to become members and stockholders under the terms and conditions upon which the company is organized, and upon the following schedule of divisions of stock:

First—Papers given no rating in directories, one share each.

Second—Papers of less than 500 circulation, two shares each.

Third—Papers with 500 to 750 circulation, three shares each.

Fourth—Papers with 750 to 1,000 circulation, four shares each.

Fifth—Papers with 1,000 to 1,500 circulation, five shares each.

Sixth—Papers with 1,500 to 2,000 circulation, six shares each.

Seventh—Papers with 2,000 to 3,000 circulation, eight shares each.

Eighth—Papers with over 3,000 circulation, ten shares each.

Each share of such apportioned stock to be entitled to one vote at all stockholders' meetings; company to be under direct control of board of six directors to be elected by the stockholders, one each to be a representative of the above set out classifications except the first and last named.

Any newspaper may be permitted to purchase as many shares as desired as an investment, but such shares shall carry no right to vote in stockholders' meetings.

The corporation to be subject to all laws governing such, to the rules, by-laws and instructions of the stockholders, and their directors, as made known from time to time.

This agency, when organized, to have a manager of advertising who is thoroughly competent and experienced in soliciting advertising, a sufficient clerical force, (all responsible officers and employees under bond) to have full legal assignment to the right to sell all the space in stockholders' publications, except that to local advertisers (which may be limited and defined as advertising for patrons in the country of the publication).

The stockholders of this agency shall determine on a scale of rates for foreign advertising, making a rate scale based on circulation, this circulation being determined by sworn reports filed by each member, and this scale of rates shall be the prices at which this agency shall sell space to all purchasers. This scale shall be made on a basis such as will allow a reasonable profit and the agency shall pay each stockholder monthly, quarterly or semi-annually—as the payments are



C. D. LEE.

ELECTED TREASURER AND A DIRECTOR OF THE PUBLISHERS PRESS AT TUESDAY'S ANNUAL MEETING.

made the agency, for the space used during such period, less an agency commission of 20 per cent. (or such commission as may be agreed upon by the stockholders).

As soon as the agency is organized the stockholders shall furnish it with an attested schedule of every outstanding contract they then have, with copy of the contract, and execute to the agency a legal contract (with agreed upon damages for forfeiture) to give to this agency sole control of all space sold to foreign advertisers from that day—save and except contracts then in force, which shall be completed by the parties making and having such, but stipulating that on their expiration the agency shall have the renewal right to such existing contracts. These contracts made between the publishers and the agency shall be for a period of not less than two years.

Your committee estimates the cost of such agency, handling the papers of Alabama, only, at about \$6,000 per year. We urge that no less than that be considered—preferably more by \$1,500 to \$2,000 for the first year. Ample cash for the first year's expenses should be assured, if publishers are, or get to be, in earnest in this cause, by the sale of stock as suggested. If all the papers of the State would join, 557 shares of the stock would be taken, at \$25 each, making a paid in capital of \$13,925. If three-fourths of them take stock the paid in stock would be \$10,443. You will note that if only one-half of the papers of the State join, on the plan proposed, the agency would have a capital

of practically \$7,000—amply sufficient for making a sure success of a big first year's work in getting more advertising, and getting what is now running, on a paying basis.

After the first year the agency, we are of the opinion, would have from its 20 per cent. commissions, sufficient to pay all expenses and a handsome dividend. Our estimates on this are that the first year the agency will be at heavy expense, but after that it can be conducted at a very moderate expense.

Your committee has confidence enough in the business judgment of the publishers of the State to believe that on this practical and certainly profitable plan for adding to the cash receipts of their plants they can practically all be united but suggests that, as this plan is sure to succeed, those, if any, waiting for absolute proof of success should, when they afterwards apply for and secure membership, be charged such price for their pro rata shares of stock as the directors of the agency company may decide they are worth, at the time the application is made. As a matter of course, the agency will work for and sell space only for stockholders in the agency.

Such, in brief, is the plan reported by your committee, and they join in a recommendation for its prompt adoption and the organization of the advertising agency, its incorporation and the earliest possible time set for the closing of the stock subscription books and starting active work in and on the lines suggested. Any and all matters of minor detail can be safely left to the determination of the stockholders when they

meet to elect directors and adopt rules and by-laws. Very truly yours,

W. T. WEAR,

Chairman Com. on Foreign Advertising.

Mr. Wear in a letter to THE EDITOR AND PUBLISHER states that at the June meeting of the association the stock company will be formed and the agency established. "The plan meets the hearty approbation of all the members," says Mr. Wear, "and is approved by the best advertising men in the South, as well as by many agencies and advertisers to whom it has been submitted. The agency will employ one good man, one experienced in the advertising field, and provide him with sufficient office force to transact the business of the agency. I may add that if this plan is good for Alabama publishers it is equally good for those in nearby States, and I hope to interest them in it and, eventually, have the space of practically all the good weekly papers in several States adjoining ours handled by this agency. If this could be accomplished it would be to the advantage of both publishers and advertisers."

GERMAN EDITOR ENTERTAINED.

Oswald G. Villard Gives Dinner to Dr. Theodor Barth of Berlin.

Dr. Theodor Barth, for many years editor of the Berlin Nation and a member of the Reichstag, was the guest of honor at a dinner given Tuesday evening by Oswald G. Villard at the University Club, New York. In introducing his guest Mr. Villard referred to the German journalist as a man who had stood for freedom of speech, antagonism to class legislation, opposition to protective tariffs, political independence and sturdy refusal to truckle to those who rule merely because they have power.

Dr. Barth gave it as his opinion that the United States had an opportunity in the forthcoming Hague conference to show its earnestness in promoting those principles of civilization which beyond the narrow selfishness of nationalism got to the roots of international life.

In Dr. Barth's opinion the British Government has a sincere desire of stopping the ever increasing armaments on land and sea. What Dr. Barth would have the Hague conference do is to take some action against the capture and plunder of merchant ships.

"Put into the law of nations," said he, "the principle of the inviolability of private property at sea, just as it has been established for many years in wars on land, and you have removed one of the most expensive pretexts for the constant increase of naval armaments."

Dr. Barth said that the present Lord Chancellor of England is an eloquent champion of this reform, and so also is Ambassador Bryce at Washington.

"This constellation," said the German journalist, "gives an excellent opportunity of making the Hague conference a real success. No other nation is in a better position to take the initiative for such an important reform than is the United States. I am sure that Germany would follow immediately. This would be an occasion for President Roosevelt to show to the world that he merited the Nobel prize. I am here in the midst of influential representatives of the public opinion of America, and I am sure that in this distinguished circle there is not one man who would not be glad if the second Hague conference would render such valuable service to mankind."

Among those at the dinner were: Dr. Felix Adler, Robert Bridges, Arthur von Briesen, Prof. Kuno Francke of Harvard, Richard Watson Gilder, George Harvey, Hart Lyman, St. Clair McKelway, Hamilton W. Mabie, Adolph S. Ochs, Rollo Ogden, Walter H. Page, Ralph Pulitzer, Herman Ridder, Jacob H. Schiff, Gustav H. Schwab, Isaac N. Seligman, Edward M. Shepard, James Speyer, Horace White and Edmund Clarence Stedman.

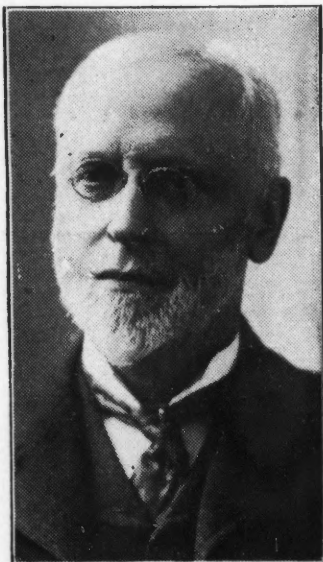
COTTON'S NEW EDITOR

HENRY G. KITTREDGE, DEAN OF AMERICAN TEXTILE EDITORS GOES TO ATLANTA.

Boston Editor Whose Name and Writing are Well Known in the Textile Field—Organized Textile Exhibits at the Columbian, Atlanta and Paris Expositions—His Familiarity with Cotton Began on a Southern Plantation.

Henry G. Kittredge of Boston, considered the "Dean" of American textile editors, has, within the past month, been induced by the new owners of Cotton, to sever his associations at Boston and to take the managing editorship of cotton in Atlanta. He will remove to Atlanta with his family during the present month.

The owners of Cotton are fortunate in securing such an eminent and well-known textile authority as Mr. Kittredge to undertake the editorial management of their magazine. As Mr. Kittredge is personally acquainted with hundreds of American mill owners, there are probably very few well informed men in the



HENRY G. KITTREDGE.

textile field to-day who are unfamiliar with his name and writings.

Upon the completion of his education, Mr. Kittredge entered a woolen mill and so qualified himself in the practical parts of manufacture that when he attained the age of 21, he was given the superintendency of a fancy cassimere mill in Massachusetts, after which he was appointed agent of a Maine corporation. Upon his resignation from this latter position, he became the proprietor of mills in Massachusetts, and interested in the mercantile handling of wool and cotton.

His familiarity with cotton began on a Southern plantation upon which he resided for a period, during which time he gave much attention to the scientific study of the staple with special reference to its adaptability to manufacture.

In following a natural bent of mind, he took up the economic and practical literature of textile manufacturing a few years prior to 1890, and has devoted his time and thoughts to it ever since—as editor of textile publications and contributor to magazines and technical journals.

He organized the American Textile Exhibits at the World's Columbian Ex-

position held at Chicago in 1894, acting specifically, however, as a member of a committee, of which he was chosen treasurer, appointed by the National Association of Wool Manufacturers.

In 1895 he was appointed by Gov. Frederic T. Greenhalge of Massachusetts a member of the commission to represent the Commonwealth at the Atlanta Exposition, together with the Hon. Curtis Guild, Jr., the present Governor, and the Hon. Wm. C. Lovering, member of Congress from the fifteenth district. The Massachusetts building at this Exposition in Piedmont Park, a fac-simile of the poet Longfellow's house in Cambridge, was given with proper ceremony to the Atlanta Chapter of the Daughters of the American Revolution.

He organized the United States Textile Exhibit at the Paris Exposition in 1900, and selected such exhibits as secured for the manufacturers of this country "grand prizes" and "gold medals," in every, but one, instance.

He is corresponding member of La Sociedad de Formento Fabril, Santiago, Chile, a semi-governmental organization, and a member of the National Geographic Society of Washington, D. C. He was a member of the National Committee of the Sir. Wm. H. Perkin Jubilee in 1906, in commemoration of the discovery of Mauve and the beginning of the modern progress in the manufacture of synthetic dyes, etc., and was one of the chosen speakers at the New York banquet given for the occasion.

He is the textile technologist for the Century Dictionary Encyclopedia, New York. He received the 1905 medal of the New England Cotton Manufacturers Association for his paper on the "Economic Extension of Cotton Cultivation in the South," read at its semi-annual meeting in 1904. He has presented to this association several papers besides the foregoing, notably one on the supply of cotton for fine spinning.

He has frequently visited the South and enjoys the acquaintance of many of its leading citizens. He is brother of the late Judge Ashbel S. Kittredge of San Jose, Cal.

Cotton claims to be the only purely technical textile publication published South of New York city.

Why He Bought a New Suit.

Patrick J. Halligan, of Washington D. C., editor of the National Hibernian, while on a lecturing tour in Pennsylvania recently, decided to go on a tour of exploration of the mammoth vein in the Kohinor mine at Shenandoah. All went well until the editor-lecturer slipped on a piece of sheet iron and shot sixty feet down into the darkness. He was promptly rescued from a heap of coal on which he landed and soon recovered. His clothing supply, however, had to be replenished.

WORTH MORE THAN THE PRICE.

Zanesville, O., April 25, 1907.
THE EDITOR AND PUBLISHER,
New York.

Gentlemen:—Enclosed find check for \$1 in renewal for my subscription. THE EDITOR AND PUBLISHER is a most excellent publication for newspaper men and is really worth much more than the subscription price asked. Yours very truly,
J. R. ALEXANDER,
President the Zanesville Signal.

To Honor Boston Editor.

Baron Ozawa, of Japan, will stop at Boston on his way to London to confer a decoration upon Dr. Lewis Klopsch, editor of the Christian Herald, in recognition of the splendid work he performed in raising funds for the relief of the great famine in Japan two years ago. Baron Ozawa is going to London to talk on work of the Red Cross Society in Japan.

Syracuse Advertising Comparisons.

The following table gives a comparison of display advertising published in the three daily newspapers of Syracuse during the month of April, 1906 and 1907:—

Journal gained 3,022 inches
Post-Standard gained 474 inches
Herald gained 410 inches

The Journal's gain in display advertising so far this year is shown in the following:—

January, gained 113 columns
February, gained 116 columns
March, gained 150 columns
April, gained 153 columns

Total 532 columns
Or 148,960 agate lines.

To put it in a money value The Journal's gain in advertising earnings for the first four months of 1907 as compared with the same period of 1906, was as follows:—

January 34 per cent. gain
February 42 per cent. gain
March 43 per cent. gain
April 56 per cent. gain

And The Journal's gain in advertising earnings for the first four months of 1907 as compared with the same period of 1905, was as follows:—

January 84 per cent. gain
February 112 per cent. gain
March 107 per cent. gain
April 71 per cent. gain

And note how The Journal's "want" advertisements have gone up this year—a sure test of public favor:—

	No. of Advs.
January	4,011
February	5,284
March	8,193
April	8,032

THE CIRCULATION CASH INCOME OF THE JOURNAL TO-DAY AT ONE CENT A COPY IS GREATER THAN IT EVER WAS AT TWO CENTS A COPY.

Advertisers are cordially invited to call any time without previous notice to inspect the circulation books and also observe that The Journal has no cut rates for advertisers, big or small.

"The Syracuse situation has changed" and The Journal has changed it.

SMITH & THOMPSON
Foreign Advertising Representatives

Brunswick Bldg.,
New York.

Tribune Bldg.,
Chicago.



PARLIAMENT OF JOURNALISTS.

Francis Joseph's Idea of How to Celebrate Anniversary.

A Berlin dispatch states that it is the intention of the Hungarian government to invite a sort of world's parliament of journalists from Great Britain, America, and all continental countries to participate in the festivities at Buda Pest in September in celebration of the fortieth anniversary of the coronation of Emperor Francis Joseph as King of Hungary.

The festivities which will take place all over the country will consist not only of banquets and illuminations but of historical, military, and ethnographical professions in the various towns showing the social, literary, and economic development of the people.

L'Italia, the Italian Daily News, of San Francisco, has published a special souvenir edition in commemoration of the anniversary of the great fire. It contains sixty pages.

PIANOS AS PRIZES.

Dayton (O) Herald Conducts a Successful Contest.

The Dayton (O.) Herald has just finished a contest among the churches, lodges and societies of that city in which they gave away eight high-grade pianos. The paper first offered three pianos, but the interest was so great and there were so many candidates that before a week the offer was advanced to six pianos. There were eight contestants finished with nearly or over 250,000 votes. The highest vote among the winners was 1,086,836 and the lowest 241,000 votes.

After the close of the contest a procession of nineteen vehicles, headed by a brass band, paraded the streets and delivered the pianos. Appropriate services were held in all the churches and societies when the pianos were dedicated. Four churches, two schools, and two societies were winners.

The Duluth Evening Herald has issued a ninety-two-page Industrial edition.

RESORT NEWSPAPERS.

Summer Publications Seem to Be on the Increase.

Summer publications are seemingly on the increase and evidently have a sure field with great possibilities of further development. Many of our better known American resorts support weekly newspapers and society journals the perusal of which is a part of the season's enjoyment afforded the summer guest. These publications are as a rule replete with sparkling views of current resort topics having a local interest, and illustrations of the scenic beauties of the particular region which stands sponsor for the paper.

Prominent among this class of journals are the White Mountain Echo; the Hill-Top, from Poland Spring, Me.; In the Mist, published at Niagara Falls; the Tatler, St. Augustine, Fla.; Lake George Mirror; the Palm Beach News; the Palm Beach Bulletin, and the St. Lawrence Bulletin, official organ of the Thousand Island resorts of the upper St. Lawrence River.

The St. Lawrence Bulletin was founded in 1906 by Lloyd E. Brown, of Buffalo, N. Y., for several years a well known newspaper correspondent at Thousand Islands. This spring Mr. Brown organized the Bulletin Publishing Company of Thousand Island Park, N. Y., and bought out the weekly paper, the Thousand Island Breeze, published since 1892 by C. H. Dayton, of Syracuse, N. Y., and merged that publication with the Bulletin. The editor of the paper is now Alexander J. Lindsay of New York, with Mr. Brown as business manager. These enterprising young men have published a souvenir number of the Bulletin for free distribution among the traveling public.

Detroit Press Club Officers.

The Detroit Press Club has elected these officers: President, Walter Boynton; vice-president, Gordon Damon; secretary, Tom P. Junkin; treasurer, Glenn Chapman. Board of governors, Frank S. Cooke, L. L. Richards, Paul H. Bruke, David B. Stewart and Frank D. Eaman. Brand Whitlock, Toledo's author-mayor was the guest of the club at its annual dinner on May 6. The mayor was a political reporter on a Chicago paper at one time.

Going Down the River.

The Alabama Press Association will hold its annual meeting in Montgomery, Thursday and Friday July 18 and 19. On Friday night the party of newspaper men will leave Montgomery on the steamer City of Mobile for Mobile, spending a week on the Alabama river. The boat will go to Mobile by easy stages and stops will be made at points enroute. Two days will be spent in Mobile. R. E. L. Niel of Selma, is president of the Association.

News Item Passes.

The News Item, a recent venture in the Winchester Va., newspaper field ceased publication with its issue of May 4, and its subscription list was taken over by the Evening Star. The News Item was established in 1895 as an evening paper, being Winchester's first daily. It recently passed into new hands, and was not a success, however. The Evening Star is now without a competitor in the daily field.

Married by a Reporter.

George J. Campbell, court reporter for a Pittsburg, Pa., paper and a justice of the peace for Bellevue, a suburb of that city, tied the knot which made Ellen Terry and James Carew, her leading man, man and wife, on March 22. Campbell was pledged to secrecy until Miss Terry had left New York for England.

Scores of "Scoops" Over Our Rivals

TELL THE STORY OF THE SUCCESS
OF THE PUBLISHERS PRESS.

Hundreds of letters and telegrams from editors and publishers are on file in this office telling how the service of the PUBLISHERS PRESS enabled them to score news "beats" over their competitors.

If you wish to make your paper the leader in its locality subscribe for this service.

The association is specializing on its telegraph news for afternoon and Sunday morning newspapers. Its aim is to give the quickest and the best service in these two fields.

If you want a full leased wire, pony report, or a special news service, address

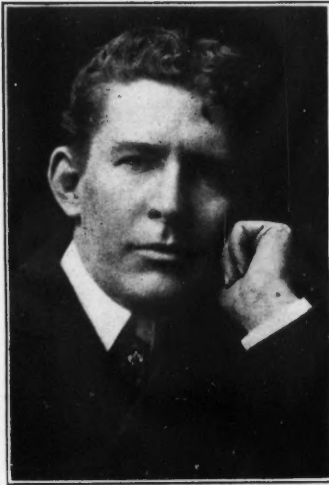
Publishers Press
PARK ROW BUILDING, NEW YORK CITY.

PUBLICITY PROMOTERS

NO. II.—WILBUR M. BATES.

(THE EDITOR AND PUBLISHER is running a series of pictures and sketches of New York Dramatic Publicity Promoters, or "Press Agents." The subject of the sketch in the next issue is Frank J. Wiletsch. Last week the sketch of Philip Mindt was printed.)

Wilbur M. Bates was born in Boston and began his career as an office boy in a detective agency. During this period he developed the natural newspaper instinct. Mr. Bates's first connection with newspapers was with the Boston Star, the first penny paper started in Boston. He afterwards held down the financial editor's desk. The Boston Star was then owned by Jay Gould and



WILBUR M. BATES.

William A. Simonds, ex-collector of the port of Boston. The Star was a good paper but it failed to arrive. When the Star went the way of other papers that fail to fulfill their mission Bates went to the Boston Herald, then to the New York World, and afterward to the Philadelphia Press. The detective instinct put Mr. Bates in the way of solving a great many murder stories for the various papers with which he was connected. He was very successful in this line of newspaper work, but he told me that while he was "it" on criminal cases the assignments annoyed him, although he was not proud. In 1892 he associated himself with Charles H. Yale as publicity promoter for the "Devil's Auction." This spectacle, by the way, was years and years ago known as Gilmore's "Devil's Auction." In 1893 he managed Dr. Carver's Wild West Show and the following year he was assistant manager of Klaw & Erlanger's theatres in New Orleans.

In 1897 and 1898 he promoted the interests of Charles Coghlan and established Coghlan as the star in "The Royal Box."

One of the most interesting achievements of Mr. Bates was his scheme of luring ministers of various denominations to witness the production of "The Christian." As I recall it there was a special performance for the benefit of the clergymen, and they certainly did turn out in large numbers. The result was that the newspapers all over the country printed interviews with the clergymen endorsing "The Christian" as a real fine, nice, moral play. I am sufficiently unkind to imagine that whatever adverse criticism, if any, clergymen gave of the play were not sent out.

Mr. Bates is the main squeeze of the publicity department of Klaw & Erlanger's enterprises, where he will undoubtedly remain as long as the "K. & E." people continue to be as successful as they now are.

J. Z. R.

WOODWORTH CLUM.

Elected Secretary of the Trenton (N. J.) Board of Trade.

Woodworth Clum, a Washington newspaper man, has been elected secretary of the Trenton (N. J.) Board of Trade. Mr. Clum for the past year has been secretary of the Jobbers' and Shippers' Association of Washington. During this period he brought about a consolidation of that organization with the Business Men's League of Washington, the two being merged into a chamber of commerce, called the Jobbers' and Shippers' Association.

It was while Sunday editor of the Washington Post that Mr. Clum started the "greater Washington movement" merely as a newspaper feature. It caught on and Mr. Clum was impressed into the service as secretary.

Mr. Clum has traveled widely as a newspaper correspondent. He is about 30 years of age, and was born in Arizona while his father was in command of the forces giving chase to the renegade Apache Indians. His mother was a daughter of William Dennison, "war Governor" of Ohio and Postmaster-General in President Lincoln's Cabinet.

Mr. Clum is a graduate of Kenyon



WOODWORTH CLUM.

University, Gambier, O., and studied law at Western Reserve University, at Cleveland. In the early spring of 1898 he received a special commission from the Postoffice Department to proceed to Alaska and the Klondike to study postal conditions, establish postoffices and provide for an adequate transportation of mails. It was while on this journey that he began his newspaper work. Subsequently he went as a correspondent to Manila, Japan and Hawaii. At the time of the first Yaqui Indian outbreak in Mexico he went there, and from 1902 to 1906 he was located at Washington doing newspaper work.

Church Papers Merge.

It has been decided by the Northwest German Presbytery to consolidate the Evangelist, published at Bloomfield, Mass., and the Presbyterianer, published at Dubuque, Ia. The new paper will be published at Dubuque and will be called the Evangelist-Presbyterianer.

To Wed in June.

The engagement is announced of Miss Edith Elizabeth Rowe, a Cincinnati newspaper woman to Taylor McDougall of Los Angeles, Cal. The marriage will take place June 5 at the home of Thomas McDougall in Los Angeles.

ATLANTIC CITY, N. J. WORLD'S RENOWNED HEALTH RESORT.



Hotel Rudolf LARGEST AND MOST MODERN HOTEL ON THE COAST. DIRECTLY ON OCEAN FRONT AND BEACH PROMENADE. OPEN ALL THE YEAR. New York's Aristocratic Location. Favorite All-year Seaside Resort. Capacity 1,000. American and European Plan. Rooms with Bath. Hot and Cold Sea and Fresh Water Baths. Dining Room Overlooks the ocean. The Finest Salt Water Bathing. Balmey Sea Air. Fishing and Sailing a Popular Past-time.

Send for Booklet and Rates.

CHARLES R. MYERS, Owner and Proprietor, Atlantic City, N. J.

LEAGUE OF PRESS CLUBS.

The Birmingham Convention in October Promises to Be Largely Attended.

Press clubs throughout the United States already are making arrangements to send large delegations to the International League of Press Clubs that will convene in Birmingham in October. J. A. Rountree, chairman of the general arrangement committee from the Birmingham Press Club, is in receipt of a letter from J. W. Kelly, president of the Birmingham Press Club, saying that Denver will send a delegation of eighteen in a chartered car. Denver has heretofore sent only one delegate, but this year she is going to have a very large delegation.

L. G. Early, of Reading, Pa., secretary of the International League of Press Clubs, states that a great deal of interest is being aroused over the coming meeting in Birmingham, in spite of the fact that passes have been abolished. He predicts there will be a good attendance at the meeting. The Birmingham Club, the commercial bodies, as well as the city at large, have commenced actively to arrange for the convention.

Outing for Newsboys.

Jack Sullivan, organizer of the Newsboys' Home Club of 74 East Fourth street, New York, suggests that a place be obtained at the seashore where newsboys can be sent in relays of ten or twenty for a two weeks outing. The suggestion has met with approval of those interested in the welfare of the little chaps and \$100 of the \$500 needed has been pledged.

The Arkansaswyer, "built for laughing purposes only," is a new weekly paper published at Fort Smith, Ark. Richard T. Martin is editor.

NEWSPAPERS PRAISED.

Congressman Moore, in Philadelphia, Says They Educate.

Congressman J. Hampton Moore was the guest of honor at the ninth annual ladies banquet of the Publishers Club of Philadelphia on May 9 at the Hotel Majestic. The ball room of the hotel was well filled with the members of the club and their wives. The toastmaster and president of the occasion was Charles Sessler. After the banquet an entertainment was furnished by local talent.

Mr. Moore's speech was brief and was devoted entirely to the value of publicity. He said:

"Publicity is one of the crying demands of the day, and it may also be one of the crying evils. President Roosevelt don't think so, however, and as he makes the most of it as may be taken as an authority. There is one thing sure, it does not pay to keep things under cover. The moral tone of the community or country is uplifted by exposure. It is only by means of publicity that we are able to strike the higher level. The President has insisted upon the publication of facts to safeguard the people against the illegal methods of corrupt corporations and his advocacy has done much to wipe out some of the worst ills of the country."

At the conclusion of his address Mr. Moore praised the newspapers and magazines for the educational work they are doing.

The executive committee of the Kentucky Press Association has decided to hold the next annual meeting of the association at the Jamestown Exposition, the date to be agreed upon at a meeting of the committee to be held to-day.

Isn't it exasperating to have presses tied up at a critical moment because your controlling system won't work.

You don't have to worry about such things if you use

"THE KOHLER SYSTEM"

KOHLER BROTHERS, Newspaper Engineers and Electrical Contractors,

CHICAGO, Fisher Building,

NEW YORK, Metropolitan Life Building.

LONDON, 56 Ludgate Hill.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY:

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

ADVERTISING RATES.

Display, 15 cents per agate line. Reading notices, 25 cents per agate line. Classified, 50 cents for 4 lines or less. Four agate lines Situations Wanted one time free.

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, MAY 18, 1907.

FOR A TRUTHFUL PRESS.

This is truly an age of reform. Reformers are numerous and the reforms advocated are varied. Now comes Edgar F. Howe, publisher of the Imperial (Cal.) Daily Standard, with a plan to keep liars out of the newspaper calling his plan outlined at a recent meeting of the Southern California Editorial Association, provides for the creation of a newspaper commission to be composed of skilled newspaper men representing three parties, no party to have a majority of members, before whom every one must appear to secure a license "to follow the journalistic profession." Mr. Howe also wishes to forbid the deliberate falsification of news by any writer or any newspaper, any writer falsifying news to be suspended for a brief time in case of first conviction, for a longer time for second conviction, and to be barred from the profession on third conviction; the newspaper to be fined on first conviction, suspended for a brief time on second conviction, suspended for a longer time on third conviction, etc.

Mr. Howe's ambition is a laudable one but really it ought not to be necessary. It is a painful fact however that there are newspapers which print lies. Some print them through error, others, we believe in the minority, deliberately. But a commission such as Mr. Howe suggests is open to the objection among other things that it might interfere with the freedom of the press.

Should the California publishers get together and decide to discountenance lying and faking by firing forthwith every reporter or editor caught writing deliberate untruths the effect in all probability would be more marked than the efforts of a commission such as is suggested.

STAMPS FOR SUBSCRIPTIONS.

Will some inventive genius devise a substitute for postage stamps as fractional currency that will commend itself to the general public. The last congress was petitioned by a Boston publisher for such a substitute the latter claiming that in one month of 1907 he had received through the mails postage stamps, mostly of the smallest denominations, amounting to \$3,470.63. This was more than he could use in his business and he had to dispose of them through brokers at a discount. Many of the stamps were damaged and this added to the loss.

The Boston publisher's experience is that of many others who receive stamps through the mail. Sometimes the denominations are too large to be of use but more often the stamps form an attachment for each other during their

travels that little short of steam will undo. But how many are there who would care to return to the "shin plasters" of our forefathers. This style of fractional currency flourished during the civil war, surviving the rebellion for a few years, finally giving way to the silver dime, half dime and quarters.

The public generally rejoiced when the dirty, greasy, ragged, easily counterfeited "chicken feed" disappeared.

People who wish to make small remittances and who do not find it convenient to get money orders, dislike to send silver through the mail fearing its loss in transit, and the stamps are called in requisition. But sticky as they often are the majority of publishers prefer them to an unpaid subscription.

ROOSEVELT TO EDITORS.

President Roosevelt is to address the National Editorial Association at the Jamestown Exposition on June 11. The event is one which will be looked forward to with interest by newspaper men all over the country. It has been some time since the strenuous occupant of the White House has taken up the short comings and limitations of the newspaper man and his address undoubtedly will be characteristic and important.

HE LIKES IT.

Stroudsburg, Pa., April 28, 1907.
EDITOR AND PUBLISHER AND JOURNALIST,
New York.

Gentlemen:—I have just finished reading the current number of THE EDITOR AND PUBLISHER, which I take great pleasure in doing every week. I am so well pleased with its editorials, general reading matter and advertisements that I cannot refrain from writing you and expressing my appreciation of the good work you are doing. In my opinion THE EDITOR AND PUBLISHER is the best of its class in the country and I sincerely hope advertisers will not be long in seeing the great benefit to be derived from the use of its columns. May it grow to twice its present size.

C. L. DRAKE,
Manager Times.

FINDS IT VALUABLE.

San Francisco, April 29, 1907.
THE EDITOR AND PUBLISHER, COMPANY,
New York city.

Gentlemen:—Enclosed herewith please find check for one dollar to cover subscription for one year. I regard your publication as not only most valuable technically, but as most ably and progressively edited.

Sincerely yours,
ARTHUR I. STREET,
Editor the Pandex of the Press.

The Faribault (Minn.) Daily Journal plant was destroyed by fire May 8. The loss on the plant is estimated at \$20,000.

ROGERS:—HIS COLUMN.

THE "VERY BUSY" MAN WEARIES THE UNDERSIGNED.

(The undersigned is Morally, Legally, Personally, Professionally and Physically responsible for this column.)

Of the many amusing types which I encounter, due probably to our advanced civilization, the "busy" man stands out predominantly. We have all seen him. I do not refer to the man who is actually busy but the class composed of those who deceive themselves into the belief that they are busy.

Last week I met three in one afternoon. Gee! but they were busy. One man, he of the long hair, took twenty-five minutes and forty-three seconds of my time—and my humble time is not entirely without value—in order to tell me how busy he was. He was really so busy he couldn't see me and asked me to call in again some time. Not yet have I called and it will be a frapped day before I do intrude myself upon this busy man.

I am satisfied that people who are really busy, actually busy, those who really do things, do not advertise the fact that they are busy. It is one bet bet that the really busy man keeps his mouth closed, turns off his work, saying nothing. Many a time I have encountered the gentleman who being anxious to hold his job, rushes into his office and rushes out again, grabs the telephone receiver, yells at the top of his lungs to somebody over the phone, then makes a hurried escape hotfooted. This is all dramatic. I do not wish to be uncharitable or unkind but in my own mind I am satisfied that it is nothing but acting.

I know many people who turn out a great deal of work in a short space of time and the fact that they are busy needs no verbal announcement from them. Anyone who has an ordinary amount of acumen and eyesight can see that they are busy. But they are mild and calm and always have time to talk with any one who wishes to talk with them on pertinent business. George P. Rowell I never saw frustrated or very "busy." Yet he has turned out a great deal of work without apparent effort. Chauncey M. Depew is a pretty busy man but I never had any great difficulty in seeing him and he never told me what a very busy man he was.

I may be prejudiced but it does seem strange that the cheap bluff of the alleged busy mangoes as well with the busy man's employers as it evidently does. It puts a premium on bluff and laziness but I do not see as we can correct conditions at present, at least not for a week or two.

J. Z. R.

Tramp Magazine.

The latest issue of Everett Lloyd's little tramp publication, the Vagabond, claims San Francisco as its home. The Vagabond is the only periodical of its kind in existence. Only one number is issued from a city and the itinerary includes about thirty of the largest cities of the United States, Canada, Mexico and Cuba, after which the editor will go to Europe to carry out a similar program. When the magazine has been around the world, the editor will establish it in New York.

Endorsement Should Count.

The Monongahela Valley Press Association at a recent meeting at Monessen, adopted resolutions endorsing the candidacy of C. L. V. Acheson of Washington, Pa., for assistant district attorney of Washington county.

The German Press Club of Pittsburg celebrated its twentieth anniversary on May 6.

TRAIN WAS WRECKED.

But the Cub Reporter Got the Tennis Tournament Story.

He was a "cub reporter" on a San Francisco newspaper, boasting of but a single week's experience in journalism, yet fired with boundless energy and pride. One Saturday afternoon he was detailed to cover a tennis tournament in a town several miles from the Western metropolis. There was but one train, and about an hour after its departure word came to the office that the train had been wrecked and, it was believed, several passengers had been killed. The city editor sat back and waited. "If our man has escaped," he told the managing editor, "we should get a beat on the story." Many minutes passed and the city editor began to grow nervous, knowing that if the "cub" was uninjured he should have been heard from by that time. More minutes passed, and then there came a frantic ringing of the telephone bell.

"Hello, is this the city editor?"

"Yes."

"This is"—(the cub)

"Yes, hurry up with the story."

"My train was wrecked, but I managed to get here by walking four miles and I've got a fine story of the tennis tournament."

The editor's language burned out the telephone wires and the cub is a reporter no longer but has taken to bookkeeping as a simpler and less strenuous vocation.

Newspaper Plants Trees

On Monday, May 6, the Des Moines (Ia.) Capital conducted the ceremony of planting two trees taken from Mount Vernon, the home of George Washington, and supposed to have been planted originally by America's first president. These trees were planted in the public parks of Des Moines under the auspices of two of the prominent schools of Des Moines and the members of the park board. It was a dignified ceremony and the growth of the trees in the future will be a matter of considerable interest and will inculcate patriotism in the youth of Des Moines and Iowa.

May Raise Prices.

The Ninth District Publishers' League at a recent meeting at Maysville, Ky., elected the following officers: President, John J. Allmeyer, Maysville; vice president, Hiram Duly, Flemingsburg; secretary-treasurer, John W. Powling, Carlisle. A motion to increase the subscription price of the weekly newspapers went over until the August meeting at Flemingsburg.

Hearst News Service Expanding.

Among the recent papers that have taken on the Hearst News Service are: The Birmingham Ledger, the National Tennessean, the Montgomery State, the New Orleans Item, the Milwaukee Free Press, the Salt Lake Republican, and the Seattle Times.

Erie's New Ore Yards.

With the opening of navigation the Erie railroad's new ore yards will be placed in operation at Cleveland, O. Several hundred thousands of dollars have been expended in modernizing the ore unloading plant and the capacity has been doubled.

AND RESULTS COUNT.

Johnstown, Pa., April 16, 1907.
THE EDITOR AND PUBLISHER,
New York.

Gentlemen:—Replying to your favor of April 12, beg to say we have received very good results from our advertisement in your publication.

Yours truly,
THE JOURNAL COMPANY,
H. G. Kaylor, Business Manager.

PERSONALS.

Phil Wells, editor of the Salt Lick (Ky.) Times and Miss Mary Hudgins of Olive Hill, Ky., were married recently.

Charles S. Cotterill, of the Washington staff of the Associated Press, has resigned.

A. E. Clayden has moved from the World Building, New York, 916 Brunswick Building.

Harvey W. Scott, editor of the Portland Oregonian, has returned home after a three months trip spent in Europe.

George Brown is doing good work in charge of the automobils department of the New York Tribune.

"Freddie" Shipman is now on the exchange desk of the World. He is, in point of service, the second oldest employe of the paper.

John S. Perry, former editor of the Temple Tribune, has moved to Alpine, Tex., where he will engage in the newspaper and real estate business.

Cecil Ewing, of Columbia, Tenn., son of R. C. Ewing and a student of Vanderbilt, has been elected editor-in-chief of the Vanderbilt Observer for next year.

C. D. Hagerty, of the Associated Press, who was sent on a special assignment to Venezuela, has returned and has been assigned to the Chicago office.

Charles Meade, for a long time city editor of the New York Tribune, is now with the New York American and Journal.

Arthur Greaves, city editor of the Times, is about to forsake the city as place of residence and move to Long Island where he has erected a home.

Frederick F. McCormick, who was a member of the war staff of the Associated Press during the Russian-Japanese war, on the Russian side, has been assigned to Pekin.

Elmer E. Roberts, Berlin representative of the Associated Press, sailed Wednesday for his post from New York, after a short vacation. He was accompanied by Mrs. Roberts.

Secretary of the Interior Garfield has accepted the resignation of Tams Bixby of the Muskogee Phoenix, as commissioner to the Five Civilized Tribes. It will take effect June 30.

Miss Irene Wright, formerly of the New York Telegraph, has accepted the associate editorship of Cuba's oldest paper, El Diario in Morina. Miss Wright has lived in Havana before.

Managing Editor Ralph E. Stout of the Kansas City Star, was injured recently by a fall while getting off a street car. His injuries were not serious however.

Arthur T. Vance, who for the past six years had charge of the editorial destinies of the Woman's Home Companion, is now the new managing editor of the Circle, Funk & Wagnalls Company new monthly magazine.

J. J. Gilham, formerly foreman of the Mechanical department of the Brenham (Tex.) Evening Press, has purchased an interest in the plant and will assist in the management of the paper as local editor and circulation manager.

George P. Morris, for several years associate editor of the Congregationalist and writer for leading magazines and reviews on special current topics, has become a member of the editorial staff of the Boston Herald. Mr. Morris ranks very high as a journalist.

OBITUARY NOTES:

A. Carson Warren, who for years lived in the fear that he would die of a "musical heart," is dead, pneumonia having, in spite of his strange premonition, cut short his career. For 25 years Warren believed that the prediction of physicians that he must die of heart disease would be fulfilled. Warren was a native of Philadelphia and a veteran newspaper man. His heart beat in such a way that it gave forth sounds similar to that of a harmonica which could be heard at times across a room. He had been before specialists in many cities but none could give him relief. He carried for years in his pocket a letter addressed to the coroner, in which he asked that in case of sudden death his body be given to the Medico-Chirurgical Hospital for dissection. "It is my desire," the letter said, "that the physicians may know what has caused my sufferings and that they may prescribe for humanity similarly afflicted after I am dead.

L. C. Underhill, well known as a writer on sporting subjects, died on Monday at his home, 50 St. Nicholas Place, New York, after a lingering illness. He was particularly interested in trotting horses. Twenty-five years ago he was editor and manager of the New York Sports man, and later he had been a contributor to various sporting publications. At one time he reported the brushes on the Speedway.

Edmund Gibson Ross, ex-Governor of New Mexico and ex-United States Senator from Kansas, died at Ahn-querque, N. M., May 8. Prior to the Civil War he was the editor of the Kansas State Record and of the Kansas Tribune, which was the only Free-State paper in the territory at that time.

J. L. Hollifield of Macon, Ga., city editor of the Macon Telegraph, died at the home of his daughter, Mrs. Custic Anderson, at Atlanta, Ga., Sunday, aged 61 years, of rheumatism. He was known throughout the South.

BANKRUPT PAPER SOLD.

Fresno (Cal) Evening Telegram Changes Hands.

A. J. Hosking, Charles H. Prisk and W. E. Prisk, owners of the Pasadena (Cal.) Evening Star, the Grass Valley Union and the Watsonville Register, have purchased the defunct Fresno (Cal.) Evening Democrat from the creditors of Mark E. Plaisted. The purchase price was not made public, but it is understood to be in the neighborhood of \$20,000.

A controlling interest in the Democrat was secured in 1898 by Mr. Plaisted and he paper was run by him up to two months ago, when he filed a petition in bankruptcy. Since then the paper has been issued by the editors, pending its sale.

The company consisting of the two Prisks and Hosking will issue the paper under the old name, taking charge Aug. 1. A. J. Hosking, now managing editor of the Pasadena Evening Star, will be editor and manager. The entire plant will be enlarged when the new management assumes control.

Bar Magazines at Atlantic.

The management of the Y. M. C. A. of Atlantic, Ia., has decided that as soon as the present term of subscriptions of all the leading magazines on their table expires, they will discontinue their use, if they still carry advertisements of liquor or liquor houses. This step is taken in protection of the younger generation, as nothing was done in regard to newspapers, that are read by the older boys.

BARGAINS IN PRINTING PRESSES.

FOR SALE.

- 2-3 TIERED SCOTT PRESSES
Printing from 4 to 24 pages.
- 1 HOE SEXTUPLE PRESS,
Printing from 4 to 24 pages.
- 1 HOE DOUBLE SUPPLEMENT,
Printing from 4-24 pages.
- 1 HOE OBSERVER PRESS,
Printing from 4 to 20 pages.
- 1 HOE PONY QUAD,
Printing from 4 to 16 pages.
- 2 SCOTT 4 and 8 page presses.
- 1 HOE PRESTO,
Printing 4 and 8 pages.

Above machines will be sold at bargain counter prices by

THE GOSS PRINTING PRESS COMPANY,

New York Office, 312 Temple Court.
London Office, 99-103 Fleet St.
Chicago Office, 16th St. and Ashland Ave.

Guide Publishing Company Incorporated
The Guide Publishing Company of Birmingham, Ala., has incorporated with a capital of \$20,000 to publish magazines, newspapers, etc. The incorporators and directors are: C. R. Agricola, Birmingham; E. J. Cook, Bays D. Cather, and A. Heath Cather, Peil City.

Change in Ownership.

I. C. Penery has sold the Farmland (Ind.) Enterprise, a weekly newspaper, to Henry F. Harris, of Indianapolis and hereafter he will give his undivided attention to the Four-County Enterprise, at Losantville, Ind.

HELP WANTED.

OPPORTUNITIES

In all lines of business, professional and technical work for high grade men, salaries \$1,000-\$5,000. Write us to-day, stating age and experience fully. HAPGOODS, 305 Broadway, New York.

DO YOU WANT A NEW YORK REPRESENTATIVE? Well known newspaper man on Sunday work exclusive will give his mornings and evenings to newspaper of established reputation. Service strictly first class. Snapshots, illustrated Sunday specials, theatrical specials. Address REPRESENTATIVE, care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED.

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

EDITORIAL POSITION WANTED.

by an experienced editor on daily and trade papers. Good editorial writer, copy reader, or all round desk man. New York or vicinity preferred. Address "MAKE GOOD," care THE EDITOR AND PUBLISHER.

EDITOR

wants to leave conservative New York daily for executive and editorial job in small city. Has both city and provincial experience, NOT OUT OF WORK. Address "RUS," care THE EDITOR AND PUBLISHER.

WILL SIT IN FOR VACATION

on New York weekly trade or news. Twenty years' experience as reporter, copy reader, editor and magazine writer. Do not want steady desk. Am booking now. "VACATION," care THE EDITOR AND PUBLISHER.

HAVE JUST SOLD MY INTEREST IN a live, growing daily that I organized and put on its feet in a city of three hundred thousand and will be open Jan. 1 for executive position with good live daily or one that has good prospects and opportunity. Don't answer unless you have bright future and need haste, energy and head work in your business office. Address BUSINESS MANAGER, care THE EDITOR AND PUBLISHER. High class references.

FOR SALE.

COTREL TWO REVOLUTION PRESS bed 43x56 inches, four form rollers, table distribution, front fly delivery.

CAMPBELL TWO REVOLUTION Press, bed 35x56 inches, four form rollers, table distribution, front fly delivery.

COTREL TWO REVOLUTION PRESS, bed 35x52 inches, four form rollers, table distribution, rear delivery.

Tell us your requirements. We have the press.

WALTER SCOTT & CO., South Avenue, Plainfield, N. J.

BUSINESS OPPORTUNITIES.

WOULD YOU for the small amount we charge be without a neat and attractive engraved letterhead cut? Send matter for sketch and get lowest cash price. CAPITOL ENGRAVING CO., 235 F street, Washington, D. C.

PUBLISHER WANTS

Interest in paying daily, New York State preferred. \$5,000 to \$10,000 to invest. Successful business manager. CHAS. E. WESTERVELT, Marlboro, N. Y.

WANTED.

An 8-page Cox Duplex printing press. Address "J. G.," care THE EDITOR AND PUBLISHER, giving price and particulars.

GOOD JOB AND CATALOGUE

printing office in a growing Kansas city. Plant worth \$5,000. Owner wishes to engage in other business. Address "F. C.," care THE EDITOR AND PUBLISHER.

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

NOTE THE DIFFERENCE SKY PARTLY ENGRAVED BY OUR PATENTED PROCESS



NORTH AMERICAN ENG. CO., 225 Fourth Ave., NEW YORK.

THE STANDARD FOR EIGHTY YEARS.



THOMAS WILDES, 246 Water St., New York.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The Bates Agency, Spruce street, New York, is asking for rates on half pages.

Arthur S. Hoyt, New York, is offering exchange deals with daily papers to advertise Jellica Paste.

The Gillam Service, Herald Square, New York, is sending out additional copy for the Multiphone advertising.

The Trenton Oil Cloth & Linoleum Company, Trenton, N. J., is placing some advertising in Eastern dailies.

The advertising for the Ralston Health Shoe is being placed through the P. F. O'Keefe Agency, Boston.

William B. Curtis is placing the advertising direct of the Hotel Winthrop, New-castle, N. H.

E. D. Kollock, advertising agent, 8 Beacon street, Boston, is placing the Ideal Chocolate advertising; also the Rose Leaf Balm advertising.

The Homer Hedge Company, West Thirty-second street, New York, is placing the business of the Aconstie Company, St. Louis.

Albert Frank & Co., Broad Exchange Building, New York, is placing the advertising for the Union Pacific bond issue.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is placing advertising for the Frank Jones Brewery Company.

Cliff Riker, advertising agent, 60 Wall street, New York, is asking for rates. He states that he will handle the accounts of several large concerns.

The Jaros Company, 132 Nassau street, New York, will extend the advertising of the Morrison Shirt & Collar Company, Glens Falls, N. Y.

Advertising for the Wisconsin Central Railway, Milwaukee, Wis., is being placed through the Otto J. Koch Agency, Milwaukee, in Southern dailies.

The Higginhorn Bros. Company, manufacturers of Modern Flora Cigars, Chicago, is placing 1,500 inches through the Mahin Advertising Company, Chicago.

Wood, Putnam & Wood, Boston, will place the advertising of the Gillette Sales Company, Gillette Safety Razors, Times Building, New York.

Waiter Baker & Co., Boston, are making up the list of daily papers for the fall advertising of Baker's Cocoa. The business will be placed direct.

The Albert Chemical Company, Oakland, Me., is asking rates on three and one-half inches three times a week in Eastern papers.

The J. Walter Thompson Company, East Twenty-third street, New York, will place the advertising for J. W. Wap-

perman, Angostura Bitters, 44 West Thirty-fourth street, New York.

The Massengale Agency, Atlanta, Ga., is placing the advertising for the estate of Thomas F. Goode, Buffalo Lithia Water, Buffalo Lithia Springs, Va.

S. S. Standish, advertising agent, Providence, R. I., is placing the advertising of the "Outlet" Phonograph. He is also placing the Boss Biscuit advertising.

The Merrill Advertising Agency, 1123 Broadway, New York, is placing the advertising for the Turks' Head Inn of Rockport, Mass., in magazines on the exchange basis for full accommodations.

The Hampton Advertising Company, 7 West Twenty-second street, New York, will place the advertising of the Maxwell-Briscoe Motor Car Company, Tarrytown, N. Y.

Arnold & Dyer, Philadelphia, are placing the advertising of the Bernstein Manufacturing Company, Philadelphia. This agency is also using some of the larger city dailies for the advertising of the Wernet Dental Powder Company.

N. W. Ayer & Son, Philadelphia, is placing a large appropriation in weekly editions for the Bureau of Navigation, United States Navy. It is also stated this agency will start a general campaign for Smith Bros. & Pierce, Osco Elastic Felt Mattresses, Philadelphia.

Green's Capital Advertising Agency, 1146 15th street, N. W., Washington, D. C., is now handling the account of Sergeant's Dog Remedies. This account has been in the magazines for some time but now will be transferred to the newspapers. A list is being made up, the Middle West papers being used. This agency is placing large copy for Elixir Babek, the malaria remedy, in the Southern papers. A small line of financial advertising for the Carter Motor Car Corporation is also being handled.

ADVERTISING SHOW.

Opened Thursday at the Madison Square Garden.

The Advertising Show which opened Thursday at the Madison Square Garden had a large attendance. Among those present were people who were interested in all the varied lines of publicity from newspaper advertising, magazine advertising down to booklets and circulars. Lectures were given and will continue to be given under various phases of the methods and scope of modern advertising by those who are best qualified to treat the subject. All branches of modern advertising are represented in the display booths.

On Tuesday evening the New York Advertising League will give its annual banquet in the concert Hall. Among those who will make addresses are Rev. Lindsay Parker, of St. Peter's Episcopal Church, Brooklyn, Frank Presbrey Arthur Brisbane and Dr. W. S. Crowe.

The New Orleans Item is the only New Orleans newspaper that will permit an examination of its circulation and guarantees advertisers a larger circulation in the city of New Orleans than any other two New Orleans newspapers combined.

Books open for verification to any advertiser
SMITH & THOMPSON,
Foreign Advertising Representatives,
Potter Building, Tribune Building,
NEW YORK. CHICAGO.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in THE DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKS, HORACE M. FORD,
41 Park Row, N. Y. Marquette Bldg., Chicago.

Now Ready

ROWELL'S

American Newspaper

Directory

1907 Edition

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1907, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Thirty-ninth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The 1907 edition of the Directory, for the first time in several years, gives the ratings of all papers in plain figures, and consequently the "key" is unnecessary.

The price of the Directory is \$10.00, expressage prepaid.

THE PRINTERS' INK PUBLISHING CO.
10 Spruce Street, New York

ADVERTISING NOTES.

H. Clarence Fisher, advertising representative of 119 Nassau street, New York, has been appointed Western representative of the Philadelphia Item.

The Vreeland-Benjamin Special Advertising Agency has been appointed manager of the foreign advertising department of the Bridgeport (Conn.) Post, succeeding the E. Katz Special Agency of New York.

The Merrill Advertising Agency of 1123 Broadway, New York, has opened a textile department with A. Jagerhuber in charge and will soon begin the placing on a cash basis several of the larger concerns who manufacture goods under this title.

The H-O Company, Buffalo, N. Y., has

oversold Korn Kinks, one of its products, several hundred thousand boxes, due to an active newspaper advertising campaign. The advertising has been discontinued in some of the papers until the company is able to catch up with its orders.

Publishing Company Organized.
The Gazette Publishing Company has been organized at Dexter, Me., for the purpose of conducting a general printing and newspaper business with \$5,000 capital stock. The officers are: President, George C. Furber; treasurer, George F. Huff of Dexter.

Taking Hearst's Full Service.
The Birmingham (Ala) Ledger is now taking the full leased wire Hearst News Service. The addition of the Hearst full service will greatly strengthen the paper.

THE NEWS-DEMOCRAT

OF PROVIDENCE, RHODE ISLAND

Members of the Associated Press

The ONLY Metropolitan Democratic Newspaper in the State of Rhode Island

REASONS WHY YOU SHOULD ADVERTISE in THE NEWS-DEMOCRAT

- 1—We are union printers, printing the Union label, and endorsed by the local unions.
- 2—We are "With the People, and for the People, first and all the time."
- 3—We are not afraid to say and print what is Right. People read the News-Democrat to obtain a fair and unbiased opinion.
- 4—Advertising in the News-Democrat brings results, as it reaches the purchasing classes
- 5—Circulation Books open to advertisers.

For further information and advertising rates address:

H. CLARENCE FISHER, Sole Foreign Advertising Representative,
Western Office, 506 Boyce Bldg., Chicago, Eastern Office, 624 Temple Court Bldg., New York.



TALK ON ADVERTISING

AT MERCHANTS' AND ADVERTISERS' ASSOCIATION BANQUET AT BINGHAMTON.

"The Value of Newspaper Advertising to the Retailer" the Subject of an Address by a Well Known Advertising Manager City Papers Each Represented by a Speaker — Other Addresses by Well Known Binghamtonians.

The Merchants' and Advertisers' Association of Binghamton, N. Y., learned a few things about progressive advertising methods at their recent annual banquet at the Arlington Hotel. E. W. Parsons, president of the association presided, introducing as toastmaster James M. McNamara, a former president. There were a number of addresses by well known Binghamtonians, including President L. M. Wilson, of the Chamber of Commerce, and Mayor H. H. Woodburn. Each of the daily newspapers were represented, Manager Edwin B. Hard speaking for the Press, G. W. Beardsley for the Herald, and Harry N. Gardner for the Republican.

One of the most interesting addresses of the evening was that of C. S. Connor of the International Time Recording Company, who spoke on "The Value of Newspaper Advertising to the Retailer." He said in part:

"Blow your own horn and give every customer a square deal.

"The business of selling goods has changed wonderfully in the last few years, and all progressive merchants, to succeed, must adjust their business to the new conditions. In olden days a sign over the door and a few thriller-like 'Go to Jones for prunes and hog powders' painted on country fences and barns was about the limit of publicity. An occasional card in the weekly paper and a few dodgers and hand-bills, just to help along the printer, was downright plunging and caused no little comment in the business community.

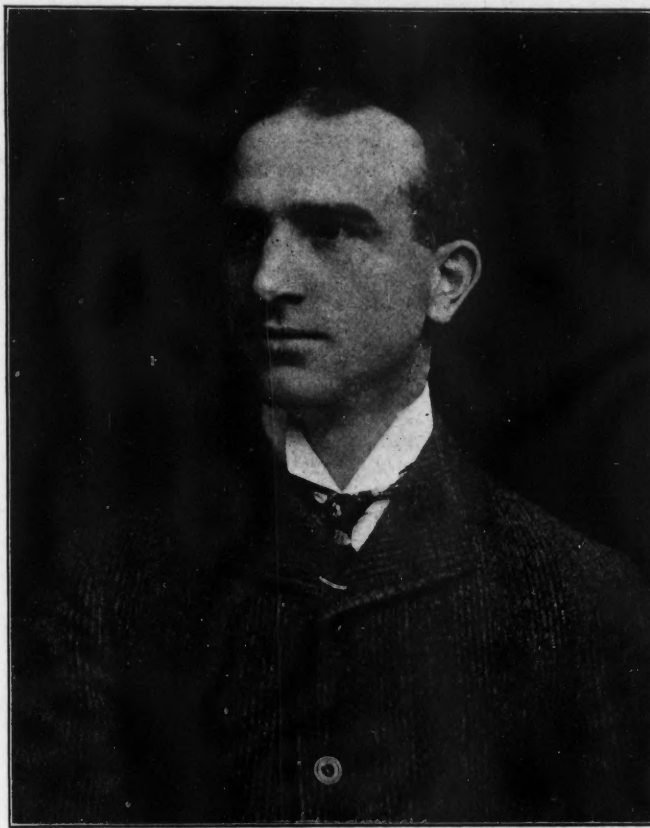
"To-day the printing press is dominating the civilized world and the merchant who fails to take advantage of the avenues of publicity open to him and blow his own horn, soon finds himself among the ninety and five per cent. who fail within a business life time.

"Judicious advertising is the cause of the new era in merchandising, and has lifted the art of selling goods to the plane of a science. Yestoday many merchants look upon advertising as a gamble. Not a few take a flier at it and because big results are not promptly obtained, quit. Gentlemen, the quitter in any walk of life never achieves success. It takes constant, persistent scheming and plugging in every branch of business to obtain profitable results. Profits, larger profits, more profits is the goal you are striving for. Very few men profit from gambling. Why gamble in advertising?

"The modern business man is beginning to realize that advertising is a science, based upon known causes and producing known results. It is a plain, straightforward proposition, governed by the same laws that rule any other branch of your business. Like everything else the whole secret lies in two words. 'Know how.' 'The world makes way for the man who knows how.' You know how to buy right, how to rent right, how to hire help right, and you ought to know how to advertise right.

"The first step in advertising is the intelligent purchase of space. Fill it with good copy and you've got good advertising.

"What is good copy? It's a straight away selling talk in simple, plain, effective language, that can be understood by the least educated, telling the truth about the goods for sale, quoting prices, guaranteeing the quality, quantity, and value, suggesting the reader's need of the



HARRY N. RICKEY.

EDITOR IN CHIEF OF SCRIPPS-M'RAE LEAGUE, ELECTED A DIRECTOR OF THE PUBLISHERS PRESS.

articles and the reason they should buy now, and from you. State facts and give reasons.

"If a merchant's business is too large for individual attention he hires skilled assistants to buy and to sell for him. Likewise, should he hire a skillful advertising man to conduct his advertising for him. As a good buyer saves much by his knowledge of goods and prices, so does the good advertising man save money by his ability to select proper mediums, intelligently buy and use space and produce advertisements that sell more goods with greater aggregate profit, at the least expense.

"There is one more point that is vital to all advertisers. Don't plunge. Lay out your campaign as does the architect and builder. Know what you can afford to spend and be judicious in spending. Don't contract for a big quantity of space because the discount is attractive unless you can use it profitably. It is the injudicious advertising that causes many to fail."

New Welsh Paper.

The Druid, a newspaper for the Welsh people of the Lackawanna Valley, to be printed in the English language, is soon to be published by T. Owen Charles, of Scranton, Pa., formerly of the Tribune. The paper will be published monthly during the summer months and will afterwards appear as a weekly. There is a splendid field for the Druid in Lackawanna Valley, owing to the large Welsh population.

Golf Tournament.

Frank Presbrey Company gave a golf tournament on Thursday at the St. Andrews golf club. The guests met at the Frank Presbrey Company's office on West Twenty-ninth street at 9 a. m., and proceeded in automobiles to the club where lunch was served and an eighteen hole blind handicap tournament for first, second and third prizes was played.

BUSINESS ADVERTISING.

Massachusetts Labor Bulletin Presents Some Interesting Statistics.

The Massachusetts Labor Bulletin in a recent issue devotes a page to the subject of business advertising in magazines in order to determine the proportional representation of manufacturers and dealers in Massachusetts a tabulation was made of the advertisements contained in twenty-one of the leading magazines of the country and three prominent weeklies.

In making the tabulation no account was made of the advertisements relating to the publications of the house that printed the magazine; advertisements of a professional nature and all institutions of learning were also omitted from the tabulation.

The whole number of advertisements contained in the twenty-four magazines and weeklies referred to, was 3,392. Of these, 1,144 were inserted by New York houses, that is, business houses located in the State of New York, and they represent 33.73 per cent. of the entire number. The State of Illinois ranked second, with 408 advertisements, or 11.73 per cent.

Business houses in the nine States of New York, Illinois, Massachusetts, Ohio, Michigan, Pennsylvania, Indiana, Connecticut and New Jersey inserted 3,110 of the total 3,392 advertisements, or 91.69 per cent.

"WHEN YOU WANT ANYTHING DONE IN NEW YORK; TELL US."

MR. EDITOR:

If you want a good New York story, a picture—or anything else—just tell us and we will deliver the goods promptly.

MR. PUBLISHER:

If you want a man seen, or any commission executed in New York, just tell us.

Terms, \$3 for a 200 word story, one cent a word for over 200 words; and \$3 for the execution of an ordinary commission. Terms, cash with order. Orders by wire, cash on delivery of the goods.

SPECIAL NEWS SERVICE,
John Z. Rogers, Gen'l Manager,
Room 303, Park Row Building,
New York.

WISE EDITORS SHOULD SEND FOR OUR SPECIAL PROPOSITION INCLUDING ABOVE SERVICE AT SPECIAL RATES.

ENERGETIC BUSINESS

manager able to invest some capital wanted for Associated Press penny daily in city of 100,000. Individuals preferred who can show record of having successfully conducted properties in cities of 50,000 to 100,000.

Proposition No. 276.

C. M. PALMER,

Newspaper Broker,
277 Broadway, New York.

THE CHEMICAL ENGRAVING CO.
117 100th ST. NEW YORK

HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING	LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES
---	--

TELEPHONES 2900, 2500, ORCHARD

NEWSPAPER HALF TONE SERVICE INSTANTANEOUS SERVICE DAY AND NIGHT
We meet you
THE STANDARD ENGRAVING CO.
PHILADELPHIA

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,
225 FOURTH AVE., NEW YORK.

Will Meet in Rockford.
The Illinois Daily Newspaper Association will hold its annual meeting in Rockford, June 4 and 5.

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

WHAT LEADING NEWSPAPERS THINK OF THE HEARST NEWS SERVICE.

THE DETROIT TIMES.

The Times led the evening papers in Detroit by three hours with the publication of the Harriman letter. This beat is in keeping with the record we are able to make with the alert, ample and inclusive Hearst News Service.

The best exhibition of complete and competent handling of news with which Detroit was ever favored was furnished by the Times reports of the celebrated Thaw trial. The leased wire of the Hearst News Service running directly to this office gave the Times the story within a minute of its unfolding in Justice Fitzgerald's court.

James Schermerhorn,
General Manager.

THE WASHINGTON TIMES.

We have found the Hearst News Service the quickest and best. Its reports have an individuality which give them all the vividness and value of special staff correspondence.

Hearst News Service reports do not have to be rewritten, neither are they mere bulletins.

THE KANSAS CITY POST.

We have taken the Hearst News Service from the first issue of The Post, and take much pleasure in stating that it has been in all respects satisfactory. We get the news we want in the way we want it.

B. J. Sheridan,
Editor and Manager.

THE RALEIGH TIMES.

The Times wishes to congratulate you on the splendid service carried by the full-day leased wire of the Hearst News Service.

R. B. Crater, Manager.

THE TOLEDO PRESS.

The Hearst News Service is fast and thorough on big events. It enabled us to score splendid beats on the Frisco and Kingston quakes, Thaw sanity report and Frisco graft expose.

Kevil O'Dwyer,
Managing Editor.

THE AUGUSTA HERALD.

Since we have been taking the full-day leased wire report of the Hearst News Service we have received many congratulations on the completeness of the news department of The Herald.

T. J. Sheron,
Managing Editor.

THE ATLANTA GEORGIAN.

I offer The Georgian's warmest appreciation for the manner in which the Hearst News Service handled the verdict in the Thaw case. We beat all competition to the street by five minutes.

T. B. Goodwin,
Managing Editor.

THE CINCINNATI ENQUIRER.

I think beyond a doubt your reports of the Thaw trial have been the very best sent out of New York.

W. F. Wiley,
Managing Editor.

THE DENVER TIMES.

We depend upon the Hearst News Service leased wire for our one best beat of the day and we are rarely disappointed.

W. C. Shepard,
Managing Editor.

THE SALT LAKE CITY INTER-MOUNTAIN REPUBLICAN.

We are greatly pleased with the Hearst News Service both in volume and character. It is far ahead of the service we previously had.

Malcolm McAllister,
General Manager.

THE OAKLAND TRIBUNE.

Permit me to congratulate you on the excellent service you are giving the patrons of the Hearst News Service. It reaches us in good season and in excellent shape. Your specials relating to the Thaw case have been very effective.

W. E. Dargie,
Publisher.

THE BATTLE CREEK (MICH.) DAILY MOON.

I want to compliment you on the news value of the Hearst News Service wire report. I consider it the most up-to-date and complete news service that is offered the daily publishers to-day.

M. E. Brown,
Publisher.

THE GRAND RAPIDS DAILY NEWS.

The Daily News wishes to congratulate you on the magnificent manner the Thaw trial was handled by the Hearst News Service.

J. W. Hunter, Publisher.

THE COLUMBUS SUN.

We are particularly pleased with the manner in which the Hearst News Service handles the big news stories of the day.

C. C. Philbrick, Manager.

THE SCRANTON (PA.) SCRANTONIAN.

We have received many compliments during the past few weeks on the completeness and excellence of the general telegraphic and cable news printed in The Scrantonian.

In many instances there is a clean beat of twenty-four hours over our local contemporaries, while no telegraphic report that has ever been received in this city covers the field so thoroughly and so well as that furnished by the Hearst News Service.

Richard Little, Publisher.

THE COLUMBUS PRESS-POST.

We have found that on all of the big stories of the world your service has enabled us to beat our contemporaries in this field.

L. H. Gibson,
General Manager.

THE MANSFIELD SHIELD.

The Mansfield Daily Shield dropped one news service and declined to accept the offer of another association, preferring the Hearst News Service.

W. R. Merrick, Editor.

THE BUCYRUS EVENING TELEGRAPH.

For two months we have used the Hearst News Service and find it well worth the investment. It has improved our paper and our subscribers appreciate that improvement.

James R. Hopley,
Manager.

THE NEW ORLEANS ITEM.

We have used the Hearst News Service for a long time. We find that in addition to accuracy and enterprise it furnishes a class of news that contains human interest, the most important measure of news value.

James M. Thomson, Publisher.

THE TRAVERSE CITY EVENING RECORD.

I am pleased to commend very highly the Hearst News Service, which has been received by The Evening Record for a year or more.

J. W. Hannen, Manager.

THE BUFFALO ENQUIRER.

For the past year The Enquirer has placed great dependence upon the Hearst News Service for its general news. During that time the Service has been prompt and efficient, enabling The Enquirer to score frequent beats upon its contemporaries depending upon other associations.

J. L. Nixon, Managing Editor.

THE SAN JOSE TIMES.

I was so gratified with the report sent out of the Thaw trial, and particularly with the magnificent way in which you handled the great speech of DeLinas, that I feel that I should write to you and offer in some way to express my gratification. I would like to testify to the general as well as the special advantages and superiority of the Hearst News Service over that of other associations.

Charles M. Shortridge,
Managing Editor.

THE PITTSBURG SUN.

My heartiest congratulations on the manner in which you handled the decision of the Thaw lunacy

commission. We were on the street with the news nearly ten minutes ahead of any other afternoon paper.

J. S. Myers,
Editor.

THE HOUSTON CHRONICLE.

Your service is prompt, very complete and contains many stories of world-wide importance that we receive through no other agency.

M. E. Foster,
President Houston Chronicle.

THE ZANESVILLE SIGNAL.

We use the Hearst News Service and find it prompt and satisfactory. We have had some splendid stories, which have enabled us to make a decided hit and increase our circulation.

J. R. Alexander,
President and Publisher.

THE CHATTANOOGA STAR.

The Hearst News Service has far surpassed our expectations. We have been out first with almost every important news item, and so far have not been scooped on anything of importance.

One of the quickest feats of journalistic lightning on record happened in connection with the disagreement of the Thaw jury. It was 4:20 P. M. when the jury filed into court with its disagreement. The fact was flashed into The Star office at 3:23, nominally before it happened. Allowing for difference of time, the Hearst News Service put the facts in the Star office in exactly three minutes. This excellent service enabled The Star to be the first to its patrons by a margin of some twelve minutes.

J. P. Fyfe, Manager.

THE ERIE TIMES.

Compared with the reports of any other organization, we feel that we are just a little ahead of any of them in fresh news and the stories are given in an original style which makes them unusually attractive.

We are very highly pleased with the Hearst News Service.

F. S. Phelps,
Editor and President Times Publishing Co.

THE ANN ARBOR NEWS.

The Hearst News Service is giving us entire satisfaction. In fact, I doubt if there is any service being given to publishers of dailies that equals in any way your service.

C. Seymour Clark,
Business Manager.

THE MILWAUKEE FREE PRESS.

The Hearst News Service has been very satisfactory to us. It evidently has all the facilities for covering the world's news and we have found it very complete and satisfactory.

H. P. Myrick, Editor.

THE HEARST NEWS SERVICE, 200 William St., New York.

