

THE EDITOR AND PUBLISHER

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"SUBSCRIBERS UNPAID"

NEW CLASSIFICATION OF ARREARAGES BY THE ASSOCIATION OF AMERICAN ADVERTISERS.

Report of Secretary Moses Shows a Gratifying Increase in Membership Field of Examination Widened—Report of the Committee on Circulation—Officers Elected for the Ensuing Year—President Cheney Re-elected.

The Association of American Advertisers' annual meeting at the rooms of the Board of Trade, 203 Broadway, on Thursday Jan. 24, was well attended and was presided over by President C. W. Cheney, of Boston. The membership numbers seventy, including many of the most prominent advertisers in the country. During the meeting extracts from letters received from members were read showing their appreciation of the good work of the association during the past year.

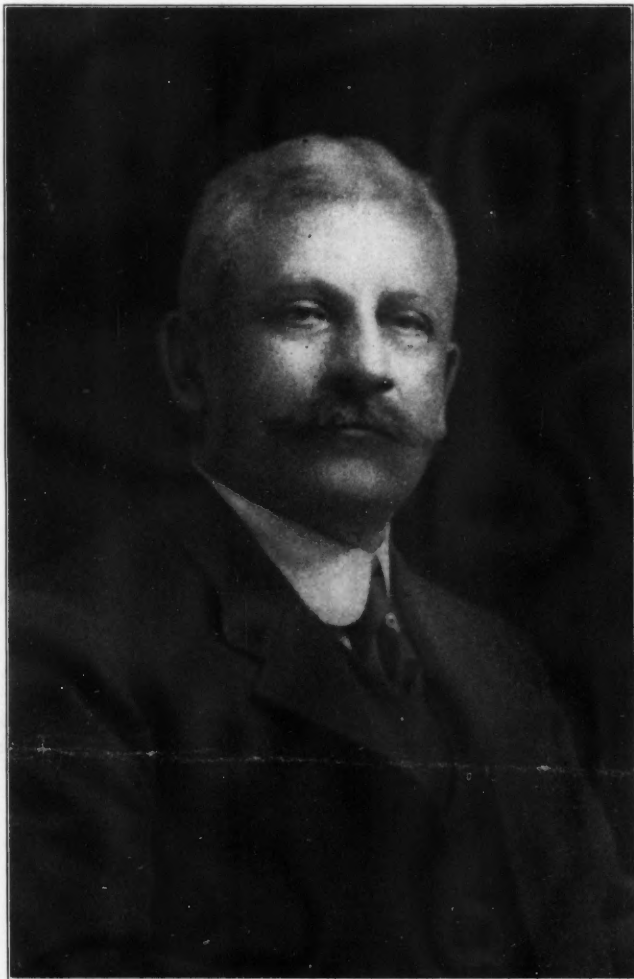
The report of Secretary B. M. Moses, referred to the fact that the association had inaugurated the practice of securing detail statements of circulation each year from all the newspapers and magazines published in cities of the United States and Canada with a population of 10,000 and over, many statements being secured from cities of smaller population where the local conditions or the importance of the city in its territory makes statements from papers in that city of value. In all there are about 1,800 newspapers and 500 other publications from which statements are received. These statements give in detail the circulation by news dealers, carriers' routes, newsboys and counter sales in the city; also news dealers out of city, R. F. D. routes and subscribers by mail, as well as a statement of the unpaid circulation. In connection with the statement the publisher is requested to indicate whether he will permit examination.

In his report Secretary Moses says: "We believe these detail statements of circulation are entitled to a high degree of credibility, particularly where consent to examination, for the purpose of verifying the statement, is given. It is now generally understood that no point is too distant or city too small for our examiners to visit, and under these circumstances, as publishers know that the examiners of the association are constantly traveling in various parts of the country, we feel that when a statement is made, with permission to make examination, that the statement is entitled to very considerable weight, and this is especially true if the paper is one which has previously permitted examination."

During the year 1906 fifty-one publications which had been examined secured certificates of circulation. The report of the secretary showed that during the year 193 reports had been issued by the association, covering street car and bill board checkings and general advertising conditions in the cities reported on.

The secretary's report also showed that the association had widened its field of examination work to a certain

(Continued on page 8.)



C. W. CHENEY.

WHO HAS BEEN RE-ELECTED PRESIDENT OF ASSOCIATION OF AMERICAN ADVERTISERS.

KANSAS WANTS NEWS.

Senator F. Dumont Smith Would Compel Press Association to Furnish It.

Senator F. Dumont Smith, of Kansas, has introduced a bill in the Kansas Senate which is intended to compel press associations to furnish service to more than one newspaper in a town. The bill provides that news gathering organizations shall furnish and sell news reports in the State of Kansas upon demand and proffer of payment, upon the same terms as to every other newspaper for the same service without discrimination. The measure further provides that a violation of the provisions of the act shall bar the offending party from the use of telegraph or telephone lines within the State. A violation of the act is made punishable by a fine not less \$100 or more than \$1,000 for each offence.

Senator Smith says that the bill is aimed at the Associated Press.

Frank Peniman, has resigned from the staff of the Boston American to accept a position on a Havana, Cuba, paper.

PUBLISHER OCHS WEDS.

Married in Philadelphia to Miss Bertie H. Gans of That City.

George W. Ochs, publisher and general manager of the Philadelphia Public Ledger, and Miss Bertie H. Gans, only daughter of Mr. and Mrs. A. Gans, 2020 Green street, were married on Wednesday evening in the Keneseth Israel by the Rev. Dr. Joseph Krauskopf.

The matron of honor was Mrs. William Bamberger, of New York. The best man was Adolph S. Ochs, publisher of the New York Times, brother of the bridegroom. The ushers, with the exception of Milton Gans, of New York, a brother, are first cousins of the bride and were Howard Gans, of New York, Alfred, Frank and Lester Newburger and Leon and Lawrence Marks of Philadelphia. Waiter S. Gans, a brother of the bride, was master of ceremonies.

A dinner and reception in the ballroom of the Bellevue Stratford followed.

Mr. and Mrs. Ochs called Thursday for Europe to pass their honeymoon on the Riviera and in southern Italy.

TO ADVERTISE CITY.

TWENTIETH CENTURY CLUB OF BOSTON PROTESTS AGAINST BILLBOARD SCHEME.

Boston's Plan, it is Argued, Seriously Conflicts With Efforts Being Made by Various Municipalities Thruout the Country to Restrict or Abolish the Billboard Method of Advertising—News-Paper Advertising the Only Way.

Boston's scheme to advertise far and wide by means of billboards is being roundly condemned by the Twentieth Century Club of that city. It is argued that the plan seriously conflicts with the efforts which are being made by various municipalities thruout the country to restrict or abolish the billboard method of advertising. Far better results are to be obtained thru the medium of the press.

Boston's billboard idea had its birth at the recent annual convention of the Associated Bill Posters and Distributors of the United States and Canada, Jan. 9 last, on the special occasion of a banquet to the directors of that body. At the close of the program of addresses a director suggested that something should be done to make Boston bigger, better and busier. Mayor Fitzgerald, who was a guest, immediately announced that he would furnish the paper. Thereupon President E. C. Donnelly offered to provide transportation and a committee of five was appointed to give effect to a plan for advertising Boston by means of billboards in 3,000 cities of the United States, the directors of the association pledging for their several States all expenses over and above the cost of paper and of transportation.

This scheme, which on any strict business basis, would involve an outlay of from \$150,000 to \$200,000, is now in course of being carried into effect.

At the Twentieth Century Club's meeting Saturday night Henry L. Johnson, of the Civic League, said:

"Plans everywhere under way for the beautification of cities are met with the affront of billboard advertising. The external aspect of cities has become largely an area of billboards; in every large town their area mounts up into square miles. Once cities were proud of their architecture—now it is largely obscured or snuffed out by billboards. Civic improvement societies talk of beautifying cities, but the cities are largely hidden.

"But slow as is reform, the American people are being thoroly awakened to the necessity of reasonable restrictions and are ready to sustain the action of Legislatures and courts. At its last annual meeting in Milwaukee the American Civic Association engaged in the development of outdoor art determined to make the suppression of billboards its principal business for the coming year. The Minnesota State Art Society and the Civic League of St. Paul have also taken action in the matter. The National Bill Posters' Protective Association employe council in every important city to combat proposed enactments and ordinances against billposting. Movements against the billboard have also been started in

Cincinnati, Denver, Chicago, Buffalo, Rochester, Springfield, Mass., Seattle, Kansas City, Elmira, Montreal, St. Paul, Omaha, Colorado Springs, Washington and Los Angeles."

Nathaniel C. Fowler, Jr., said:
"The only way to get rid of objectionable advertising is to create public sentiment and considerable individual action on the part of the public; not by passing resolutions, not by signing petitions, but by going out into the open and by refusing to purchase goods made by the advertiser who outrages nature and decency, and who does as he pleases because we let him do so.

"It is not up to the advertiser; it is up to us. Something for nothing isn't best. The advertisement which the reader pays for the privilege of seeing is worth a dozen times more than the advertisement thrust upon him. From the reader's standpoint the billboard advertisement is something for nothing and commands the respect of nobody.

"The public acknowledges the newspaper right to carry advertising. It knows that without advertising neither the newspaper nor the magazine could remain self-supporting. It does not object to newspaper or periodical advertising; in fact, it favors it because this class of advertising has an educational and other intrinsic value."

Magazine Plant Destroyed.

The plant of the Phelps Publishing Company at Springfield, Mass., comprising four large brick buildings and covering nearly an acre of ground, was destroyed by fire Monday. Spontaneous combustion among some benzine-soaked rags in the basement of the main building started the fire. The loss is estimated at nearly a million dollars. The firm published the following magazines: Good Housekeeping, the American Agriculturist, the Judd Farmer, the New England Homestead, and Farm and Home. Arrangements already have been made for the publication of these journals in New York and other cities until the plant can be rebuilt. About 450 persons are thrown out of employment by the destruction of the plant, which was one of the best of its kind in New England.

Seattle to Have New Paper.

Walter Thomas Mills, socialist and author of "The Struggle for Existence," announced in Spokane recently that \$8,500 has been raised for a publication to be called the Saturday Evening Tribune, of which he will be editor. The Tribune will be published at Seattle and the news of Idaho, Washington and British Columbia will be covered by special correspondents.

Back to its Own Home.

After being driven from its home by a fire which practically destroyed the plant of the Peoria Evening Star, the building has been repaired, new machinery installed and the paper is again being issued from the old plant. During the process of rejuvenation the Star was published from the plant of Herald-Transcript.

Claims to Have Broken the Record.

The Courier-Dispatch of Dublin, Ga., claims the honor of having carried the largest display advertisement of any newspaper in the country in a city the size of Dublin. The ad referred to occupied six full pages of the paper and was inserted by the Four Seasons Department Store.

Press Barred.

The Vicksburg, Miss., board of trade has notified the city's newspapers that hereafter reporters will be barred from the board's meetings.



WILLIAM BARNES, JR.

PRESIDENT OF THE ALBANY EVENING JOURNAL COMPANY RECENTLY NOMINATED FOR SURVEYOR OF CUSTOMS OF THE PORT OF ALBANY.

TO INVESTIGATE PAPER COMBINE

Minority Leader Williams Introduces a Resolution in the House.

Minority Leader Williams has introduced in the House a resolution directing the Department of Commerce and Labor to make an investigation of the so-called paper trust, "with a view to discovering how far an agreement between the various paper mills operates to fix the price of print paper in the United States, the causes of the ability of the mills to combine and the cost to the publishers and the people of their combination."

No Cause of Action in Libel Suit.

At the Washington County N. Y. term of the Supreme Court the case of Margaret Brown against J. L. McArthur was tried. The action was for libel based upon an article published in the Granville Sentinel, of which the defendant is the editor. The article stated that the plaintiff and her husband had mutually agreed upon separation, after having been married only four weeks. A verdict of no cause of action was returned.

The Harrington (Wash.) Citizen Sold.

Jim Goodwin has sold the Citizen, published at Harrington, Wash., to W. M. Miller and J. D. Stone. The new owners expect to materially improve the Citizen and furnish the people of the wheat belt a modern up-to-date paper.

HOLYOKE FREE PRESS.

New Owners at the Helm Will Eventually Make it a Daily.

The Holyoke (Mass.) Free Press, which for many years has been conducted by John D. Ryan has been sold to the M. J. Doyle Printing Company.

The paper will be published semi-weekly and eventually will be made a daily. Attorney James G. O'Shea, it is said, will edit the publication. Among those interested in the paper are Attorney J. G. O'Shea, Water Commissioner Hugh McLean, School Committeeman E. J. Gorman, Water Commissioner M. J. Doyle, P. J. Carmody and E. J. Kenney. John D. Ryan will have charge of the advertising department for the present.

Meadville Papers Merge.

Negotiations have been completed for the purchase of the Meadville (Pa.) Star and Gazette Publishing Company by Postmaster E. A. Hempstead, and the merger of that plant and the Journal Publishing plant, of which Mr. Hempstead is the principal owner. The consolidation becomes effective, Feb. 1, and the concern will be conducted as the Star Publishing Company, with E. H. Shurtle, as business manager. A. W. McCoy, late of the Star Publishing Company and Deputy Factory Inspector, will continue in that capacity and also be associated with the new Star Publishing Company.

WASHINGTON WHISPERS.

Max F. Ihmsen at the Helm of the Hearst Bureau.

Washington, D. C., Jan. 31, 1907.

Max F. Ihmsen is in charge of the Hearst bureau here, and "Charlie" Norcross, formerly in charge, has returned to New York. Mr. Hearst himself was here during the week ending Jan. 26 and made his headquarters on the fourth floor of the Post Building, where his papers occupy a front suite.

Morton E. Crane will continue to work for the San Francisco Call, altho he has plans for syndicate and magazine work on which he has been working for some time. He is well known in Washington as the closest friend of Senator Lodge, with whom he has taken a daily walk for the past fifteen years or longer.

Otto Carmichael blew in from Detroit the other day. His paper, the Free Press, was sold recently, but it is reported that he is still connected with it. His brother Jesse is Washington correspondent of the Free Press and also represents the Los Angeles Times and the San Francisco Bulletin.

E. B. Johns, representing the Toledo Blade, the Sandusky Register and the Pittsburg Chronicle Telegraph, went out to Ohio last week on business and undertook to "take a fall" out of a country wrestler. Result, a sprained knee. That's why he's walking with a cane.

Ira E. Bennett, author of the "M. Cram" letters and editorial writer on the Washington Post, has accepted the post of correspondent for the San Francisco Call. He will retain his position on the Post.

Zach McGhee, of the Columbia State and Savannah Morning News, is covering the House for the New York Times.

"NEXT" TO A GOOD THING.

Denver, Colo., Jan. 22, 1907.

THE EDITOR AND PUBLISHER Company, Park Row Building, New York.

Gentlemen:—Please find enclosed money for \$1.00, for which send me THE EDITOR AND PUBLISHER to my residence, 456 Clarkson street. If it comes to the office, I will get it sometimes, if I am in luck. Everybody around here knows a good thing, and since I am paying for this paper I want to get it.

Very truly yours,

A. D. BISHOP.

Advertising Manager the Denver Post.

Record for Press Work.

Frank Sullivan, a well known New York newspaper writer, has made the press agents sit up and take notice. For the Knights of Columbus Charity Ball, held in the Forty-seventh Regiment Armory, Brooklyn, on Wednesday night, Jan. 16, he succeeded in having published sixty-five columns of free notices in advance of the ball, and twelve columns the day following. This record for press work, in connection with a ball, has never been equaled.

Elects Officers and Increase Rates.

The following officers have been elected by the Spokane (Wash.) County Publishers Association: O. W. Hawkins, president; John Reycraft, vice-president; J. F. Dealy, secretary, and J. Campbell, treasurer. The association has decided to advance rates for foreign advertising 50 per cent. on yearly contracts.

William Barnes Jr.'s Appointment.

William Barnes Jr., president of the Albany (N. Y.) Evening Journal Company has been nominated for surveyor of customs for the port of Albany.

MORGAN AND ROGERS.

Targets for Shafts of Fun at the Gridiron Club's Latest Feast.

The Gridiron Club dined again on Saturday night. President Roosevelt was there and laughed long and heartily at the expense of J. Pierpont Morgan and H. H. Rogers, the victims of a skit put on by the club.

President Roosevelt has in his official capacity been at sword-points with the dictator of Wall Street and the Oil Trust magnate. But these worthies and many others, Cabinet officers, diplomats, professional and business men from all parts of the United States, met in the spirit of camaraderie that marks the meetings of this famous dinner club of newspaper correspondents.

The principal skit of the evening was based on President Roosevelt's centralization idea. The year was 1917 and a ceremonial session was held of the court of "His Gracious and Imperial Majesty, Emperor of all the Americas, Champion of Centralization, King of Kings and Monarch of the High, the Middle and the Low."

The room was darkened and after ten strokes on a gong the lights came up and a gorgeous gold throne was discovered beside which stood a herald who announced the members of the court as they came in. There were four officers of the King's Privy Council, courtiers, pages and jester, and all the panoply of a court.

A spirited colloquy was interrupted by the entrance of two ragged and woe-begone men, both of whom prostrated themselves before the King. One said: "Be merciful, for once I owned all the railroads in this land." The other exclaimed, "And I controlled the oil products."

They were identified by a courtier as H. H. Rogers and J. P. Morgan, whereupon a shout of merriment went up. It was decided by the court that inasmuch as these men had been deprived of all their profiting they should be given employment. Rogers was shilled as "first officer of the imperial special train," and Morgan was made "official photographer of the Panama Canal" with instructions to "get in all the steam shovels."

The skit ended with the recital of an epilogue and the "Star Spangled Banner" from the orchestra. Everybody then rose, cheering. President Roosevelt made a speech on the necessities of public and private morality.

During the evening a page entered with cards for various people. Capt. Bill McDonald, of the Texas Rangers, sent in his card for Senator Foraker; Attorney-General Hadley, of Missouri, inquired eagerly for H. H. Rogers; a note was delivered to Secretary Taft from Justice Brewer asking the Secretary not to commit himself further on the Presidential proposition as the Justice had been talking to Chief Justice Fuller;



MARGUERITE LINTON GLENTWORTH.

A TALENTED WRITER WHOSE LATEST ROMANCE IS BEING DRAMATIZED.

Senator Beveridge was presented with a card from the Child Labor Union No. 23.

In addition to the speech by President Roosevelt remarks were made by Representative J. Adam Bede, of Minnesota; Representative F. W. Cushman, of Washington; Gen. Horace Porter, Dr. Henry Van Dyke, Chief Justice Fitzpatrick, of Canada, Winston Churchill, Justice Brewer and Secretary Taft.

There were present also Vice-President Fairbanks, Speaker Cannon, Associate Justices Harlan and Brewer, of the United States Supreme Court; Secretary Root, Secretary Taft, Secretary Wilson; Ambassador Creel, of Mexico; Gov. Swanson, of Virginia; Gov. Warfield, of Maryland; Vice-President Culp, of the Southern Railway; Senators Aldrich, Beveridge, Clay, Foraker and Crane; Gen. Horace Porter, Rear Admiral Cowles, U. S. N., and a host of other people prominent in public life. The club had, however, endeavored to get away from official circles, and so there was a coterie of distinguished men who are not often seen at a Washington dinner. This company included Dr. Henry Van Dyke, author, of Princeton; Winston Churchill, amateur politician, and author of "The Crisis"; George Harvey, editor of Harper's Weekly; George Horace Lorimer, editor of the Saturday Evening Post; Chester S. Lord, managing editor of the New York Sun, and other literary men.

"Testimony" is the title of an interesting little booklet issued by Hapgood's employment agency in the interests of the unemployed.

"THE TENTH COMMANDMENT."

Marguerite Linton Glentworth's Latest Romance Being Dramatized.

The fact that Marguerite Linton Glentworth's latest romance, "The Tenth Commandment" is being dramatized, adds new interest to the work of this talented young writer, whose books "A Twentieth Century Boy" and "The Tenth Commandment" are almost as well known in England as in this country. It was Miss Glentworth's clever "small boy" articles which attracted the attention of the late Dr. Wendell Holmes, when the young author was but twelve years of age, and since that time she has been fulfilling some of the many kindly prophecies that editors and literary people predicted for her before she had added experience to genius. The London Times called "The Tenth Commandment" "the greatest problem novel of the decade," and Miss Glentworth is busy on another book along similar lines.

Miss Glentworth comes of distinguished ancestry, her paternal grandfather being Dr. George Glentworth, Surgeon-Director in the war of 1812, and on her mother's side a descendant of Col. James Budden, who commanded Washington's body-guard at the Battle of Trenton. That young girl as Marguerite Linton Glentworth should be the author and dramatist of so brilliant a book as "The Tenth Commandment," makes one aware of her inborn genius and future worth as a writer.

The Denver Post has been elected to membership in the American Newspaper Publishers Association.

ALBANY CORRESPONDENTS.

Official List of Those Affected by the Senate "Gag Rule."

The official list of Albany correspondents affected by the Senate "gag rule" has been made public. The list includes: Edward R. Anker, Albany Evening Journal; Charles H. Armitage, Buffalo News; William H. Brainerd, Wall Street Summary; Joseph D. Byrne, Publishers Press; William C. Lehman, manager Publishers Press; Samuel J. T. Coe, New York Evening Journal; Frederick W. Crone, New York Tribune; Clarke W. Crannell, New York Mail; Otto Cruwell, Brooklyn Free Press; Edward C. Cuyler, Troy Times, Utica Press; Joseph J. Early, Brooklyn Standard-Union; Joseph A. Fitzgerald, Associated Press; John P. Gavit, manager Associated Press; George E. Griffin, Argus, Albany; Joseph O. Hammitt, Brooklyn Times; Louis McH. Howe, New York Evening Telegram; Albert E. Hoyt, Lockport Union-Sun; George M. Janvrin, Brooklyn Citizen; Joseph J. Judd, Albany Press-Knickerbocker-Express; Alfred H. Kaestner, Albany Free Press; Louis J. Lang, New York American; Willard A. Marakie, Rochester Democrat and Chronicle, Buffalo Times; James E. McBride, New York American; Joseph L. McEntee, New York Sun; Willard E. McHarg, New York Evening Sun; Joseph T. McNally, Glens Falls Star; Everett K. Meade, New York Tribune; George D. Morris, New York Sun; J. W. Nagle, New York Times; William H. Owen, Albany Evening Journal, New York Herald; Charles A. Prescott, Albany Press-Knickerbocker-Express; P. T. Reilhan, New York Press; Franz Richter, New York Staats Zeitung; Louis Seibold, New York World; Frank H. Simonds, New York Evening Post; Harry W. Smith, Albany Argus; Buffalo Commercial; Louis S. Stern, New York Globe; David S. Taylor, Buffalo Courier and Buffalo Enquirer; Frank A. Tierney, Albany Times Union; George L. Tirrell, Brooklyn Eagle; Ira L. Wales, Associated Press, Binghamton Press; W. Axel Warn, New York Times; H. Pierce Weiler, Binghamton Herald; Frank G. Whiston, Buffalo Express; George T. Wight, New York Herald; Fred W. Wose, New York World, Syracuse Post-Standard; Bernard J. Haggarty, Rochester Times.

Incorporated in Delaware.

The State Department at Dover, Del., has issued a certificate of incorporation to the Wall Street Daily News Publishing Company New York (capitalized at \$100,000. The concern will do a general publishing and printing business.

A. N. P. A. Meeting.

The annual meeting of the American Newspaper Publishers Association will be held at the Waldorf-Astoria, on Feb. 19-21. A large meeting is anticipated. Many members have been added during the past year.

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, HOBACE M. FORD, 41 Park Row, N. Y. Marquette Bldg., Chicago.

THE
**BOSTON
HERALD**
NEW ENGLAND'S
GREATEST
NEWSPAPER

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER
ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7446 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands L. Jonas & Co., in the Astor House; Thomas Mead, 229 Broadway. H. J. Linkoff, 140 Nassau St.; Park Row Bid'g; Tribune Bid'g; Postal Telegraph Bid'g.

ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, FEBRUARY 2, 1907.

"THE PRESS IN DIPLOMACY."

Hon. Roswell R. Moss, an Elmira (N. Y.) attorney and referee in bankruptcy, contributes an article to the Advertiser of that city on "The Press in Diplomacy," in which he refers to the recent Swettenham-Davis incident as an occasion when editors and press correspondents faced fearlessly their duty in the matter. The change of the course of the pen might have swayed public opinion to a degree of wrath and indignation that would have resulted in strained relations between the two greatest nations of the world—America and Great Britain—for years to come. It was a proposition of the utmost delicacy. Small but noisy men in Congress might have sought glory unto themselves by stirring up strife. The editors and correspondents forestalled all that by being true to themselves, to their country and to their fellowman. The public got the information it sought without waiting weeks for it to be ground out, as it were, by the slow process manifested in other days in government circles, not only in this country but in others.

"Admiral Davis gave to the Associated Press the correspondence between himself and Gov. Swettenham, and it was published in New York and in London, indeed, wherever newspapers are read," writes Mr. Moss. "For an admiral to do that years ago, would have merited reproof, possibly, would have subjected him to court-martial. In this instance, possibly, it was permitted by his superiors. At the time, Kingston was in restored telegraphic communication with the world, Davis with his superior, Evans, at Guantanamo, and he by wireless with Key West, and Key West with Washington. Anyway, the correspondence was published—its correctness being vouched by the Associated Press—an impersonal, unofficial body, without governmental responsibility, whose newsgatherers are spoken of only as its representatives. But the accuracy of its news has come to be so relied upon that now chancelleries act upon its published information. In this case, the British Secretary of State for War, Hildane, not the foreign department, cables directly to the American Secretary of State and in effect apologizes, not for an act of an officer under his command, but for an act, a letter, which he says he has read in the newspapers, of the governor of a British colony, who is under the direction of the British secretary for the colonies. And he is replied to by Root, in the name of the President, directly, and not through the American ambassador at London. But later, as late Washington dispatches

show, the British Foreign Department did communicate to the American government, thru the regular diplomatic channels the regrets of the British government that a British official should have addressed such a letter to a gallant admiral who rendered valuable services to British subjects at a time of great suffering. And the reference is to a letter 'which appeared in the press.' The whole episode teems with incidents without precedent. But all of them are fruitful of promise for a growing directness of intercourse among nations that must more and more not only promote but insure peace."

THE COST MUCH GREATER

Comparatively few who read their daily paper have any conception of the great increase in the cost of producing a newspaper at present compared with the cost of producing one twenty-five years ago. It is safe to say that it costs 100 per cent. more to produce a newspaper now than it did then, and the average newspaper is much larger but is sold for less. The theory that those engaged in the publication of newspapers have an easy proposition and earn large dividends on their money is all wrong. The facts are that a large percentage of newspapers are barely making expenses, and there is no other profession or business more severe on the nerves than journalism.

NEWSPAPERS ARE BEST

An official of one of the large automobile companies in an interview recently stated that in his opinion newspapers were the best advertising mediums. He said his company appropriated \$20,000 for advertising the different cars it manufactured and nearly every dollar was spent for space in newspapers. Continuing he said "If you don't toot your horn they won't know you're coming."

Sketch Artists Barred.

Justice Fitzgerald, who is presiding at the trial of Harry K. Thaw, announced on Wednesday that he would permit no more sketching of the principals in the Thaw trial in the court room and asked the sketch artists present to leave.

To Have a New Paper.

Fairview, Okla., which is to be the county seat of the new county, is to have a new Democratic paper. C. L. Wilson, of the Cherokee Messenger, is to be the publisher.

A New Dallas Magazine.

Cullom's Magazine and Home Advocate is a new Dallas publication with Charles Key Cullom as editor. It is published by the Cullom Publishing Company, of Dallas, Tex.

SECOND-CLASS MATTER

Postal Recommendations Against Which Newspapers Are Making Protest.

The report of the Joint Postal Commission, authorized at the last session of Congress to investigate and report to that body its conclusions on the operation and effect of the existing law relative to the second-class mail matter and what changes, if any, should be made, has been made public.

The commission makes a number of sweeping recommendations looking to a reform in the postal service, and has drafted a measure embodying such changes as it thinks ought to be made. Among the most important additions to existing law as regards second-class matter embodied in this measure are the following:

A newspaper or other periodical may be in part composed of advertisements which are permanently inserted in, or attached to the same, but such advertisements shall not constitute more than 50 per cent. of the superficial area of any issue of the publication; nor shall any advertisement be printed on card, cloth or any substance other than paper, nor upon paper of greater weight than the text of such publication.

An issue of a newspaper or other periodical may be composed of parts or sections, but all such parts or sections shall be made of the same size, form and weight of paper, and shall, when taken together, form one complete and identifiable whole. All provisions of law applicable to a newspaper or periodical shall apply equally to each and every section thereof.

With a regular issue of a newspaper or other periodical a supplement may be enclosed or folded.

Supplements shall not be printed on any other substance than paper, nor, except in the case of maps and plans illustrative of the text, shall be of different form from the main body of the publication. No supplement shall be composed of or contain advertisements, but the same shall be confined to matter germane to the regular issue and supplied in order to complete matter left incomplete in the main body of the publication.

The proposed law refuses the second-class rate to periodical publications consisting wholly or substantially of fiction.

With each issue of a newspaper or other periodical the publisher may mail at the second-class rate of postage samples of such issue but not to exceed 10 per centum of the total number of the copies of each issue mailed by him to actual subscribers as the same appears by a sworn statement of such issue required to be submitted to the postmaster at the office of mailing.

PROVISION MADE FOR APPEALS.

The appointment of a postal appeals commission in the Postoffice Department is provided for, to consist of three members, at least one of whom shall be a person who has had actual experience in the conduct of the publishing business and at least one of whom shall be learned in the law and a member of ten years' standing of the bar of the highest court of some State or Territory of the United States or the District of Columbia. The commission is to enter upon its duties on the first of next July.

The object of this commission is to allow the proprietor or publisher of any newspaper or periodical publication, the application for the admission of which to the second-class of mail matter has been denied by the Postmaster General, to appeal to it, and which commis-

sion shall hear, consider and determine such appeal, with respect as well to matters of fact as matters of law.

Authority is given the Postmaster General to require an opinion of the commission regarding questions of law respecting classification of mail matter and the right to admission to the second-class.

If in the judgment of the Postmaster General the class privilege of any publication should be suspended, revoked or annulled, he must submit the case by petition or by information to the commission. Publishers and proprietors are to be given due notice of application to the commission together with the grounds upon which such suspension, annulment or revocation should be made. Persons to whom such notice is given are required to answer such petition or application and the commission is empowered to hear the case and render a decision.

The findings, determination, decision or judgment of the commission, upon any appeal from a refusal to admit second-class publications or for the removal from the second-class, or the suspension, annulment or revocation of its second-class privilege, shall be final and conclusive.

The construction or application of any law or statute relating to classification of mail matter to be made by the commission shall be controlling upon the Postoffice, and all its employees, unless overruled by some competent court of the United States.

Proprietors and publishers of newspapers or periodicals may apply to have the same placed upon a register of the Postoffice Department as being entitled to second-class rates, such application to be verified by the oath of the applicant and accompanied by a copy of the newspaper or periodical, as well as a fee of \$5. Pending final action upon the application the Postmaster General is authorized to issue a temporary permit for the transmission of such publication at second-class rates.

JOINT COMMISSION TO INVESTIGATE.

The requirements are made that where an article is offered for sale in combination with the subscription for a newspaper or periodical admitted to the second-class, the price of such article shall be clearly stated in such publication, together with the price of the publication and in all cases the regular advertised price of the publication.

The proposed bill provides for the appointment of a Joint Commission of Congress to investigate the entire postal system.

Mrs. Platt Sues for \$500,000 Damages.

Mrs. Lillian T. Platt, wife of the Senior Senator from New York, has entered suit against the Washington, D. C. Post for \$300,000 and against the Washington, D. C. Times for \$200,000. Mrs. Platt alleges that the newspapers printed articles derogatory to her character.

Portsmouth Star Change.

The announcement is made of the retirement on Feb. 1, of Paul C. Trugien, editor and manager of the Portsmouth (Va.) Evening Star. A company organized by McK. Griggs, the present city editor, will take over the property. Many improvements are contemplated.

The Journal of Commerce, published by the Spokane Chamber of Commerce, of which F. E. Goodall has just been re-elected to the presidency, will not solicit any advertisements in the future. A fund has been provided and the paper will be under the direct supervision of Secretary L. G. Monroe and the board of trustees.

PERSONALS.

Stoddard Fitzpatrick, a young newspaper man of Philadelphia is reported to have been missing from his home and place of employment since Jan. 18.

It is reported that George W. Patchell, one of the best known Republican editors of Indiana, will be appointed postmaster of Union City in the near future.

E. S. Wright, general manager of the Scripps McRae Press Association of Cleveland, and Mrs. Wright are in the city for a few days.

Edward Harold Crosby, dramatic editor of the Boston Post, has made his debut as an author. His book, "Radiana" is a neat story of 425 pages.

Nathan A. Cole, publisher of the Trotting Guide, a horseman's publication, has moved the office and plant to Peoria, Ill., from where the Guide will be issued in the future.

Russell Lowry, formerly managing editor of the Inter Mountain Republican, Salt Lake City, Utah, has accepted a position in the E. W. Wilson Bank of San Francisco, Cal.

W. W. Hawkins arrived in New York Wednesday on the steamship Thames from Kingston where he covered the earthquake story for the Publishers Press and Scripps-McRae Press Associations.

H. W. C. Jackson, formerly proprietor of the Rosslyn mine, has arranged to issue a weekly newspaper at Mullen, Idaho, east of Spokane. Mullen is in the heart of the famous Coeur d'Alene mining district.

James T. Sullivan, automobile editor of the Boston Globe is in Ormond where he has been attending the auto races. His dispatch of the accident to Fred Marriott was one of the first to leave the beach and was a "scoop" in Boston.

Miss Ida M. Tarbell, who is spending a few days in Boston, visiting friends, was the guest at a dinner last Friday of the American Free Trade League at the Bellevue hotel. The dinner was arranged by William Lloyd Garrison, secretary of the league.

E. N. Blythe, managing editor of the Lewiston (Me.) Evening Teller, has accepted a position with the Oregonian, of Portland, Ore., and will occupy the position of coast editor. Mr. Blythe is said to be very capable and energetic and no doubt will be successful in his new position.

A. H. Mahler has accepted a proposition to establish a weekly newspaper at Cashmere, Wash., west of Spokane. A committee, composed of E. C. Long, A. J. Burbank and C. M. Banker, has been named to canvass the town for advertisements and subscriptions. Cashmere is the center of the big red apple district.

Attorney George W. Robinson, son of Prof. W. C. Robinson, of New Haven, Conn., has accepted the editorship of the New Haven Palladium. Many years ago Mr. Robinson was a reporter on the Palladium but gave up newspaper work to engage in the law business. The old love for the world has led him back to the paper.

Mrs. Roselle C. Cooley has been engaged by the Metropolis, of Jacksonville, Fla., as society editress. Mrs. Cooley is a native of Jacksonville and wields a graceful pen. She has done considerable literary work and her parliamentary manual, "The Presiding Officer," now in its second edition, may be found in newspaper offices in nearly every State

There is no doubt Mrs. Cooley will be successful.

Col. Robert Mitchell Floyd, of the Trade Press List, has been seriously ill at the Union Square Hotel, New York city, since Dec. 27. The Colonel was first stricken with an acute attack of rheumatism, which subsequently changed to asthmatic bronchitis. He was taken on Monday to the Wernersville (Pa.) Sanatorium, where his friends hope for his speedy recovery.

The marriage has just been announced of Louis F. Burton, a former newspaper man of this city, now principal comedian with the "Fred Ray Company," and Miss Bessie Roland of Philadelphia, prima donna with Joe Hart's "Electric Crickets" Company. The ceremony was performed on Nov. 18, 1906. Mr. and Mrs. Burton will star together in vaudeville next season.

OBITUARY NOTES.

A telegram has been received here from Amarillo announcing the death of Alonzo C. Scurlock, formerly owner and editor of the Cleburne (Tex.) Chronicle, one of the oldest newspapers in the State of Texas. The paper was established thirty-eight years ago, when Cleburne was a small village. It fell into the hands of Mr. Scurlock some years later; in fact, he had been its editor for twenty-five years, when he recently sold the paper and building to other parties.

T. Wilson Brackett died at the residence of his parents, Mr. and Mrs. Dana A. Brackett at South Windham, Me., Jan. 24, aged 24 years. Mr. Brackett was for several years a reporter on the editorial staff of the Portland Evening Express and had made an enviable name as secret order and real estate reporter.

Frank Grice, editor and publisher of the San Antonio (Tex.) Daily Express, died last week after a lingering illness. He was born in North Georgetown, O. At the breaking out of the war Mr. Grice entered the Union army, and served gallantly thruout the conflict. He went to San Antonio in 1877.

The Rev. Henry Martyn Field, a well-known clergyman and author, and for forty-four years editor of the Evangelist of New York, died at his home at Stockbridge, Mass., on Jan. 26, after an illness of several weeks. Death was due to a general breakdown incident to old age.

Franklin Green Churchhill, 74 years old, died at Lansing, Mich., on Jan. 23. Mr. Churchhill was at one time editor of the Elmira (N. Y.) Gazette. He was also the founder of the Wellsboro (Pa.) Gazette.

J. A. Bridges, Mayor of Mediapolis, Ia., and editor and proprietor of the Mediapolis News, died suddenly last week.

Col. Williams, father of Henry Williams, editor of the Fort Wayne (Ind.) Sentinel, died last week in Indianapolis.

Editor J. F. Magner Dead.

John F. Magner, associate editor of the Star-Chronicle, died suddenly on Jan. 27, at St. Louis, Mo., of hemorrhage of the stomach. He was born in St. Louis in 1855. Mr. Magner is credited with having given the first intimation to Circuit Attorney Folk, now Gov. Folk, that the members of the House of Delegates were bribed in connection with certain traction franchise measures, and the famous boodler crusade followed.

Wholesome Advice.

Joseph E. Dickerson, Jr., colored editor of the News & Observer, Norfolk, Va., recently gave his colored brethren this advice: "Serve God and go to work."

NEW PRESS CLUB.

The Pen and Pencil Club of Cincinnati Organized.

Cincinnati, Jan. 26, 1907.

A movement that has been on for several weeks last night resulted in the practical organization of a press club here. The name selected for the body is "The Pen and Pencil Club of Cincinnati." The meeting last night was marked with enthusiasm and the greatest harmony. One hundred and ten men were enrolled as members with everybody's initiation fee and first dues paid in advance. The following nominations were made for the annual election which will take place Feb. 6, from 4 to 8 p. m.: President, E. McIntyre; vice-presidents, Hulbert Taft, Samuel F. Carg; secretary, Isaac Pichel; treasurer, Carl Pletz. Directors for three years, two to be elected—Edward Stefnborn, Dolph Berli, F. W. Harding, Ray Long and J. M. Lucke. Directors for two years, two to be elected—S. W. Snively, Matt. Levi, A. G. Brauer, Morris B. Herman, Harry V. Martin and Clyde M. Allen. Directors for one year, two to be elected—Ralph Woodward, Robert K. Thompson, B. S. Cowen, Charles A. Elliott, Philip Simms and James Hamilton. The six directors and the five other offices are to constitute a board of governors. Of those present Charles A. Elliott, Horace Hubbard and "Sam." F. Cary are of the less than half a dozen surviving members or those remaining in town of the first press club ever established here, which was organized about seventeen years ago, but which went to pieces a very few years later. The present organization seems destined for a better fate.

CHARLES A. ELLIOT

Dinner to "Admiral" Duffy.

A party of jolly salts honored "Admiral" Edward Paul Duffy's twenty-fifth anniversary as marine reporter on the Baltimore Sun by a dinner on Jan. 24. Subscribers to the dinner included steamship companies, ship brokerage firms and a number of personal friends among the newspaper fraternity and along the waterfront. Duffy is a Baltimore institution and not merely a marine reporter. Before going on the Sun's staff he was ship's printer on a United States man-of-war. He is known to every skipper who has been in Baltimore during the last quarter of a century. The A. S. Abell Publishing Company gave him a gold watch and chain, suitably inscribed, the chain being in the form of a ship's anchor chain, and the charm a miniature wheel. His associates on the Sun gave him a handsome desk.

Back From Kingston.

Julian C. Edgerly is back at his desk as night editor of the Boston American. Mr. Edgerly was at Kingston during the earthquake and narrowly escaped serious injury, if not death, the walls of the hotel in which he was stopping collapsing just as he was about to pass out the front door. He was somewhat scratched and bruised by the falling debris.

Newspaper Man's Appointment.

I. Louis Schnitzer, real estate editor of the New York Staats-Zeitung, has been appointed cashier in the State treasurer's office at Albany by State Treasurer Hauser. The salary is \$2,700 per year. Mr. Schnitzer represented the Staats-Zeitung at Albany for several Legislative sessions.

Hartford Post Not Sold.

It was reported last week that the Hartford (Conn.) Post had been sold to E. Martin Black, of Wall Street, New York, but we learn upon further investigation that the paper has not been sold.

SITUATIONS WANTED.

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

WANTED.

A position by an experienced bookkeeper in South, where ability counts. Good correspondent, typewriter. Very best references. Route 1, box 80, Spartanburg, S. C.

COLLEGE GRADUATE,

energetic, able, literary ability, practical experience in reporting and advertising, would like position with established publication, where qualities mentioned would be appreciated. Address "H. B.," care THE EDITOR AND PUBLISHER, Park Row, New York.

A WRITER,

who refers to THE EDITOR AND PUBLISHER management, seeks a position in the West. Is at the present time well situated, but wishes a change of locality. Experience, office boy to editorial writer. Young man. Address "W.," 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 headwork in your business office. Address BUSINESS MANAGER, care THE EDITOR AND PUBLISHER. High class references.

AN EDITORIAL WRITER,

copy reader, writer or proof reader, is open for a position. Also a good knowledge of photography, and a specialist in agricultural lines. Address "R. M.," THE EDITOR AND PUBLISHER.

BUSINESS AND ADVERTISING

manager of marked ability would like change; prefer small salary with share of profits. Address "B.," care THE EDITOR AND PUBLISHER.

EXPERIENCED CORRESPONDENT

desires to represent two Eastern, Western and Southern newspapers obtaining interviews, sending skeleton telegrams, daily or weekly letter. Service to each strictly confidential. Address CORRESPONDENT, care THE EDITOR AND PUBLISHER.

HELP WANTED.

"TESTIMONY"

tells what high grade men and well known employes think of HAPGOOD'S SERVICE. If a business, professional or technical man write for it to-day. HAPGOODS, 305 Broadway, N. Y.

FOR SALE.

FOR SALE—ONE AUTOMATIC TYPE Caster and about 20 sets of mats. This is one of the newest machines made by the Baltimore Company, and is in good condition. Offered only because we need the money. Address "SOBTS CASTER," care THE EDITOR AND PUBLISHER.

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

The Quickest Road to

SONG Writing

Fame and Fortune
Send us your poems today we will compose them. Your song may be worth Thousands of Dollars
Accept no offer before reading Music, Song and Money. It is free.

Hayes Music Co., 276 Star Bldg., Chicago.

NEWS PHOTOGRAPHS

WHICH FOCUS FACTS.

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

GEORGE GRANTHAM BAIN,
15 PARK ROW, NEW YORK.

The late Royal R. Soper, of the Elmira (N. Y.) Gazette, left an estate of \$15,000 in personal property.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The New England Advertising Company, Boston, is asking for rates.

Lord & Thomas, Chicago, is sending out orders to advertise Vaughan's Seed Store.

George L. Richards, Boston, is placing advertising direct with newspapers and periodicals.

A. Chester Thegen, Drexel Building, Philadelphia, is asking rates on display and class advertising.

The M. B. Wilson Agency has removed from the Flatiron Building to Seventy-ninth street and Broadway, New York.

The Acme Washing Machine will be advertised thru the Mumm-Romer Company.

A. E. Dupell Advertising Agency, 108 Fulton street, New York, is asking rates for the Dr. Charles Flesh Food.

Calkens & Holden, 44 East Twenty-third street, New York, are asking for rates.

Richard A. Foley Advertising Agency, 600 Baily Building, Philadelphia, is asking for rates.

The Griffith Rheumatic Cure Company, 67 Third avenue, New York, is making renewals.

The Zelner Rheumatic Cure Company, 1402 Broadway, New York, is asking for rates.

The Underwood Typewriter Company, New York, is sending out orders direct for reading notices.

The Brown Manufacturing Company, Greenville, Tenn., is sending out orders for 850 inches.

The George B. Van Cleve Company, Union Square, New York, is placing orders for Sea Foam Baking Powder.

The Tobey Advertising Agency, Chicago, is placing 5,000 line contracts in Sunday papers for the Dr. D. D. Richardson Sanitarium.

The C. F. Wyckoff Company, Boston office, is offering contracts for the advertising of Williams, Clark & Co., Boston.

The J. Walter Thompson Company, East Twenty-third street, New York, is putting out additional orders for the X-Ray Stove Polish advertising.

The German-American Agency, Philadelphia is sending out orders to Pennsylvania papers for the American Squab Company.

White's Class Advertising Company, Chicago, is sending out new advertising copy for the Grand Rapids Felt Foot Company, Grand Rapids,

C. E. Lobbell, of the Julius Kayser Company, 524 Broadway, New York, is getting rates from the different daily

papers, and will shortly make up the list for the Kayser Glove advertising.

Green's Capital Advertising Agency, 1146 Fifteenth street, Washington, D. C., is asking for rates thruout the country.

The M. C. Wall Advertising Agency, Potter Building, New York, is asking rates of dailies in the Middle Atlantic States.

The Homer W. Hedge Company, West Thirty-second street, New York, is placing the Pall Mall Cigarette advertising in New York and Indiana papers.

The Nelson Chesman Company, Temple Court, New York, is sending out copy for Prof. Albert H. Postal, West Thirty-fourth street, same city.

The E. P. Remington Agency, New York Life Building, New York, is placing the Mustang Liniment advertising in Eastern dailies.

The Cramer-Krasselt Company, Milwaukee, is placing contracts in Western papers for the B. J. Johnson Soap Company.

The H. Ireland Agency, Philadelphia, will place copy about Feb. 15, in Pennsylvania papers to advertise F. A. Poth's Beer.

N. W. Ayer & Son, Philadelphia, are sending out propositions for a manufacturing concern for a three inch ad to be inserted eighteen times e. o. w. in weeklies.

The Genesee Pure Food Company, Le Roy, N. Y., is sending out orders to advertise Jell-O thru Dauchy & Co., Murray street, New York. Southern papers are being used.

It is expected that the list of papers for the National Lead advertising will be completed by next week. The business will go thru the George Batten Company, East Twenty-fifth street New York.

The Alfred Gratz Agency, Philadelphia, is using magazines for advertising Bender's Sanitary Liquid Toilet Soap. This agency is also placing new contracts for the Welsbach Light advertising.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing the account of the Perfection Razor Company, manufacturers of Wood's Multiblade Safety Razor, 760 Lexington avenue, Brooklyn.

Advertising League Dines.

The New York Advertising League, an organization founded to promote advertising in all its branches, held its first monthly dinner of the new year at the rooms of the Aldine Association, 111 Fifth avenue, on Tuesday evening. Talks on advertising were given by F. James Gibson, of the New York Times, president of the Sphinx Club; Robert M. Winkley, manager department of publicity of the Pope Manufacturing Company, Hartford, Conn., and Charles Snowden Redfield, advertising manager of the Yale & Towne Manufacturing Company.

Will Boom Pawnee Bill.

W. C. Thompson, a well known publicity promoter and newspaper man, will have charge of the press work of the Pawnee Bill Show during the coming season. Mr. Thompson was in charge of the Hippodrome press work for two years, and several well filled scrap books are mute testimony of his ability to land stories. "Bill" was on the Herald and Evening Telegram for ten years.

"SUBSCRIBERS UNPAID"

(Continued from page 1.)

extent, in that it had made examinations of the following publications and their circulation reported on during the year: Street Railway Journal, Electrical World, Engineering Record, Engineering News, Power, American Machinist, Engineering and Mining Journal, Railroad Gazette.

The eight examinations above were made in the interest of the Technical Publicity Association, composed of the advertising managers of advertisers who use the technical and trade journals exclusively.

The report of the committee on circulations, H. L. Kramer, of Kramer, Ind., chairman, stated that during the year 1906, 241 reports on circulation were issued, as against 212 in the year 1905 and 190 in the year 1904. The reports during the year covered sixty-two cities in the following States: Alabama, California, Colorado, Delaware, District of Columbia, Illinois, Iowa, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, Ohio, Pennsylvania, Tennessee, Utah, Wisconsin.

The report referred to the fact that the controlling feature in the work is to have the reports reliable, and that owing to questions which had been raised in connection with report made in Akron, Denver and Peoria, the association's representatives had made special supplemental visits to those cities, and confirmed the work which had been previously done.

The examiners of the association are now at work in Arizona, Arkansas, Mississippi, New Mexico, Oklahoma and Texas. When the work in these States is completed there will be left only the States of Idaho, Nevada and Wyoming in which examinations have not been made. It will, therefore, be seen that the work of the association is truly national. It has also covered a number of cities in Canada.

There was a very active discussion on measures to be taken by the association, or its members individually, to curtail the practice of dealers selling substitute articles for those which are called for and which latter are largely advertised. A committee was appointed on this subject and it is expected that some new lines of effort to reduce the "substitution evil" will be very soon put into effect.

The association passed the following resolution:

Resolved, "That it is the sense of this meeting that in the case of any subscriptions to a newspaper or magazine, which are one year or more in arrears, the publisher of said newspaper or magazine, should not be given credit for such subscriptions as paid circulation, but that the same should be classed as unpaid; circulation under the heading "Subscribers Unpaid."

The association is to make an active canvass to increase its membership, and the following were appointed a committee on membership: W. B. Cherry, Merrell-Soule Company, Syracuse; A. N. Drake, Booth's Hyomei Company, Buffalo; W. M. Fairbanks, J. C. Ayer Company, Lowell; J. A. Patton, Chattanooga Medicine Company, Chattanooga; George E. Hall, Andrew Jergens Company, Cincinnati.

The committee on nominations presented the following names as the officers of the association during the ensuing year and these officers were elected:

President, Charles W. Cheney, Mellin's Food Company, Boston; first vice-president, A. N. Drake, Booth's Hyomei Company, Buffalo; second vice-president, W. B. Cherry, Merrell-Soule Com-

pany, Syracuse; treasurer, B. M. Moses, the Omega Chemical Company, New York; secretary, T. E. Crossman, New York.

Board of control (one year).—V. Mott Pierce, M. D., World's Dispensary Medical Association, Buffalo; L. H. Soule, Bon Ami Company, New York; H. L. Kramer, Sterling Remedy Company, Kramer; F. H. Gale, General Electric Company, New York; W. M. Fairbanks, J. C. Ayer Company, Lowell.

Board of control (two years).—C. W. Post, Postum Cereal Company, Ltd, Battle Creek; J. M. Campbell, Proctor & Gamble Company, Cincinnati; H. H. Good, Carter Medicine Company, New York; T. E. Dockrell, Scott & Bowne, New York; George E. Hall, Andrew Jergens Company, Cincinnati.

New Advertising Agency.

T. F. Sykes, who has been connected with the Haulenbeek Advertising Agency, Union Square, New York, has started in as a general advertising agent, with headquarters in the Cambridge Building, Thirty-third street and Fifth avenue. All of Mr. Sykes's accounts were transferred yesterday to the T. F. Sykes Advertising Agency. Among the accounts handled by Mr. Sykes are: The Waltham Watch, Gibson Whisky and Esterbrook Pens.

Elmira Press Club Officers.

The Elmira, N. Y., Press Club has elected these officers: President, Dr. Woodford J. Copeland, Star; vice-president, Maj. Albert H. Hall, Advertiser; secretary, Frank E. Tripp, Star; treasurer, Earl Dean, Gazette. Trustees—Frank Ganette, George S. Crandall, Frank W. Ross, Evan I. Pattengill, and J. Max Beers. The club will hold its annual banquet tonight.

"Howdy."

Birmingham (Ala.) already is making preparations for the next annual meeting of the International League of Press Clubs. Robert Jemison, president of the Commercial Club suggests that "Howdy" be made the characteristic salutation with which to greet the guests and that the city be decorated with "howdy" flags.

Thanks.

THE EDITOR AND PUBLISHER is a publication of more than usual interest to publishers, advertising agents, special representatives and advertisers and should be on file in the office of all those affiliated with the above interests.—Commercial Union.

Press League Banquet.

The Cumberland Press League, comprising all of the newspaper fraternity in Cumberland County Pa., is arranging for its annual banquet about March 1.

Catholic Paper Sold.

The publishers of the Syracuse Chronicle Sun have purchased the Catholic Chronicle, of Albany, and will issue the paper from its Syracuse office.

Syracuse Journal

Net paid circulation for December, 1906, exceeded 21,000.

Right in Syracuse and nearby.

Only One Cent Paper in Syracuse.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Potter Building, Tribune Building,
NEW YORK. CHICAGO.

The Newspaper of Iowa

The Des Moines Capital

an evening paper with 40,000 circulation guaranteed.

You cannot cover the field without it.

Rate Five Cents Per Line Flat

O'MARA & ORMSBEE,
New York Office, World Bldg.

INTERESTING DEBATE.

Arthur Brisbane and William H. McElroy Argue on Lecture Platform in Montclair.

"Modern Journalism; What Should a Newspaper Attempt to Do?" was the subject of a debate between Arthur Brisbane, editor of the New York Evening Journal, and William H. McElroy, formerly editor of the New York Tribune, at Club Hall, Montclair, on Jan. 25. The discussion was held under the auspices of the Outlook Club. Rev. Harry Emerson Fosdick, pastor of the First Baptist Church of Montclair, introduced the speakers.

Mr. Brisbane spoke in short, clear-cut sentences. He took it for granted that his part of the debate was to defend the style of journalism represented by his paper. He said that he had originated the term "yellow journalism," and maintained that, weak and imperfect as that style was now, it was the journalism of the future.

Mr. McElroy took the conservative side. Not once did he use the word "yellow," and only once did he speak of the paper with which his opponent was connected. Then it was to explain that a remark made about some personal gossip which he condemned had not appeared in those sheets. The telling points in both speaker's arguments were generously applauded.

Mr. Brisbane said that he believed in the Bible text for newspapers as well as for men, "Be ye doers of the word and not hearers only." "Newspapers should be doers," he said. The old conservative newspapers, he claimed, considered their duty done when the news was told, but the modern newspaper went further than this and acted for the people who were its readers.

"The newspaper," he said, "makes it possible for millions, scattered in all parts of the country, to discuss public questions. And they must be handled right. You can't get rid of your Congressman or Senator if he displeases you, but you can get rid of your newspaper. That must be run on the lines you want. The main duty of a newspaper is to unite people in one line of thought."

"Different kinds of newspapers are necessary for different kinds of people. New York is the only city in the world that does not contain a successful anarchistic or socialistic journal, and this is due to the fact that 'yellow' journals exist.

"We are trying to make the more fortunate assist the less fortunate, and we are trying to do this by an appeal to law. We tell the people who are wronged that their redress is in the ballot-box, not in crime.

"It is the function of 'yellow journalism' to cause men to think. We cannot make thought, but we stimulate it. It is not the poor outcast alone that needs to think, but some rich men as well."

Mr. McElroy claimed that a newspaper should not print all of the news. He said that he could not agree with Charles A. Dana's theory that "Whatever Providence permits to happen I'm not too proud to report." He asserted that the function of a true newspaper was to try to make men better. He declared further that newspapers would be improved if they contracted some of their news especially items relating to crime and immorality, and expanded others.

"Sunday newspapers have come to stay," Mr. McElroy continued, "but I don't like them, I think we should have one day with the mind at rest from the affairs of everyday life. We are so hurried that it leaves no time for literature or art. In this respect I think that line

of Wordsworth's is very applicable. 'The world is too much with us.'

"Another bad feature of modern journalism is that a statement will be made in large type, probably vilifying a man's character, and if a retraction is necessary it will be made in small type, in some obscure corner. This should be changed. If a mistake has been made a paper should come out boldly and say so. A paper should also differentiate between real news and carrion, and it should never print news that reaches it thru a keyhole."

In illustration of the kind of news he would like to see contracted, Mr. Elroy referred to a Washington paper, which gave a column to the story of a prize fight and only quarter of a column to a lecture by President Elliott of Harvard. He claimed that in the paper's estimation President Elliott was of only one-fourth the importance of a prize fighter.

In his last fifteen minutes Mr. Brisbane took up the points scored by Mr. McElroy against modern journalism. He said that it was not that a paper considered a prizefighter more important than President Elliott that it gave more space to him, but because that was what every reader demanded.

"Even in this cultured audience, if Jeffries or Fitzsimmons were announced," he added, "I do not think that a distinguished editor would stand for a moment's show of attention. And as for a class of college students if they were to choose whether they would witness a prize fight or listen to a lecture by President Elliott, I think there is small doubt of which they would prefer. A nation looks at a newspaper to see itself. When people are developed enough they won't prefer prize fights to college presidents."

Mr. McElroy's summing up was brief. He said that the true newspaper should not be a follower but a leader of thought; that its fundamental principle should be: "Unto thyself be true." It should not be the function of a newspaper, he claimed, to set class against class.

A Prayer for the New Year.

Give me of good friends—as many as I can greet and entertain.

Give me the unselfish heart that prompts the friendly hand, the kind word and the smile of cheerfulness for others who, with me, are yet on the way.

Give me a whole-hearted trust and confidence in my fellow-travelers, and a deep respect for their hopes and their endeavors.

Give me a kindly spirit of forgiveness and leniency for those who err—knowing it is more against themselves than against me that they do the injury.

Give me eyes and ears that see and hear only the good.

Give me of wealth according to the measure of my needs; of health—a brimming portion.

And give me, above all, the divine gift of Optimism!

Ernest F. Gardner in *The Western Monthly*.

Pennsylvania Publicity Bill.

Representative Thompson of Blair, Pa., introduced in the house at Harrisburg, Wednesday a bill requiring all laws and regulations to be printed in three newspapers in each county, at least one paper representing the minority party, except in cases where the secretary of the commonwealth desires to limit publication to two papers in any county. In cities of the first class four newspapers must be used but all local laws and regulations need be printed only in counties affected.

NEW CORPORATIONS.

Finance Printing Company, New York, print and publish books, newspapers, etc. Capital, \$75,000. Incorporators: Edward S. Little, Frank R. Allen, New York; Joseph A. Rooney, Brooklyn.

Anchor Paper Company, New York, manufacturing paper, etc. Capital, \$5,000. Incorporators: Franklin P. Thomas, Hyman Atlas, Ieldor Price, all of New York.

J. J. Slattery Company, Boston, printing and publishing. Capital, \$5,000. President, James J. Slattery, Dorchester, Mass.; treasurer, Leon Miller, Chelsea, Mass.; clerk, Henry G. Hinkley, Wollaston, Mass.

The Evening has made its appearance at Lexington, Ky. It is issued from the office of the Herald. Charles I. Stewart, managing editor of the Herald, is business manager of the new paper. The Gazette is democratic in politics.

Herald Demurrer Overruled.

Judge Hough in the United States Circuit Court Monday handed down a decision overruling the demurrer interposed by counsel for the New York Herald corporation which was indicted by the Federal Grand Jury for sending scurrilous matter thru the mails. The finding of the Grand Jury was based on the ad printed in the "personal" column. Judge Hough says that he sees no point offered in the demurrer, why he should depart from his ruling as to the capacity of a corporation to commit a crime. He says in conclusion that the advertisements were directed to be placed in the mails by the management of the corporation; that they knew of the contents of the paper, had knowledge of the character of the advertisements printed, and therefore if they violated the provisions of the law excluding scurrilous publications from the mails, the crime would be chargeable against the management of the publication.

Legislature Alter Correspondent.

The Texas Legislature has adopted a resolution providing for the appointment of a committee to ascertain the source of charges in dispatches to a New York newspaper that Senator Bailey secured his re-election by corruption. The committee is authorized to demand of the local telegraph office the original of the dispatches referred to with a view of learning the identity of the correspondent. The resolution provides that he shall be adequately punished. The charges are branded by the resolution as false.

White Pine Siding Next.

The siege conditions of Richmond when newspapers were printed on wall paper are approached in North Dakota because of the freight blockade. A paper in Kenal, N. D., appears printed on yellow wrapping paper. It says it will print on white pine siding next week if the blockade continues.

Oklahoma Papers Combine Issues.

The Watonga Herald and the People's Voice, two well known newspapers of Central Oklahoma, have consolidated and will be published as the Watonga Herald. The paper will be Democratic in politics.

NORTHWEST COAST

daily property which returned owners in 1905 and 1906 over \$6,000 annually for time and investment will be sold for \$20,000.

Owners have other business calling for their entire attention. Fair equipment and good volume of business in fast growing city and section.

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Newspaper Broker,
277 Broadway, New York.

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THE QUALITY STAMP

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THE S. T. SMITH CO.
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MAINE EDITORS MEET.**Resolutions Adopted Protesting Against the Proposed Postal Changes Affecting Newspapers.**

Resolutions embodying an emphatic protest against the sweeping changes in the postal laws affecting newspapers, advocated by the Third Assistant Postmaster General, were adopted by the Maine Press Association at its forty-fourth annual meeting at Augusta, Me. The association urges that before Congress makes any move toward changing the postal laws, a thoro investigation be made as to the chief causes of the postal law deficit, the price paid the railroads for carrying the mails, the cost to the Postoffice Department of the present free government franking system and other abuses of present laws.

Another resolution passed protests against the clause in the Interstate Commerce bill whereby newspapers are prevented from making business contracts with railroads for transportation.

During the meeting papers were read by L. O. Haskell, of the Pittsfield Advertiser, Arthur Forbes, Oxford Democrat; E. W. Morrill, Gardiner Reporter-Journal; J. H. Ogier, Camden Herald; H. C. Prince, Madison Bulletin; W. F. Marston, Hallowell Register; W. B. Nash, Machias Republican; C. E. Kendrick, Boothby Register; F. L. Tower, Portland; W. F. Marston, Hallowell, and H. C. Prince, Madison.

The Association has a large membership to which were added these new members: Charles H. Fogg, the Aroostook Times; Harris V. Matthews, the Pittsfield Advertiser; Margaret B. Pillsbury, the Belfast Journal, and Guy P. Gannet, Comfort, Augusta.

Officers and committees for 1907 were selected as follows:

President, William H. Dow, Portland, Vice-presidents, Fred W. Sanborn, Norway; Arnold H. Jones, Rockland, Arthur E. Forbes, South Paris.

Secretary, Joseph Wood, Portland.

Treasurer, Charles F. Flynt, Augusta.

Corresponding secretary, Edward S. Stearns, Thomaston.

Executive Committee—William H. Dow (ex-officio) Portland; Samuel L. Miller, Waldoboro; L. O. Haskell, Pittsfield, and Miss Novella J. Trott, Augusta.

Membership Committee—Frank B. Nichols, Bath; Joseph Wood, Portland and Alfred W. Hall, Caribou.

Advertising Committee—Alexander Spiers, Westbrook; Francis V. Gullifer, Augusta, and William B. Neal.

Job Printing Committee—Ernest C. Bowler, Bethel; Frank W. Wardwell, Portland, and Edward D. Twombly, York.

Summer Excursion Committee—Friederick B. Averill, Sanford; George H. French, Augusta, and Grace E. Burgess, Belfast.

Necrology Committee—Joshua F. Upton, Bath; H. W. Rowe, Bangor, and Robert Campbell, Ellsworth.

The next annual meeting will be held at Portland in January, 1908 and there will be an summer meeting at the Bay of Naples and the Songo River.

Will Install a New Press.

W. E. Gardner, manager of the Syracuse (N. Y.) Post-Standard, has placed an order with R. Hoe & Co. for a new full octuple press, which he states was made necessary by increased circulation. Mr. Gardner claims that when the new press is installed the Post Standard will have the largest printing press of any newspaper between New York city and Buffalo.

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