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# THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 5, No. 43.

NEW YORK, APRIL 14, 1906.

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## ROWE'S NEW BERTH.

A FORMER PITTSBURGER MADE BUSINESS MANAGER OF NEW YORK EVENING JOURNAL.

His Rapid Rise and Wide Experience in Newspaper Publishing—How He Built Up Pittsburg Gazette and Chronicle-Telegraph—Will Have Charge of Business Department of Hearst's Afternoon Paper Only, Management of Morning American Remaining Unchanged.

William R. Rowe, formerly business manager of the Pittsburg Gazette and Chronicle-Telegraph, has been made business manager of the New York Evening Journal. Mr. Rowe will have charge of the business end of the evening Hearst paper only, the business management of the Morning American remaining in charge of T. T. Williams.

William Rush Rowe is about thirty-four years old, and few men of his years have achieved so much or acquired such valuable experience in newspaper publishing as has he. In 1890 he entered the employ of the Pittsburg Press as assistant bookkeeper. He was rapidly advanced until within a comparatively short time he had risen to be advertising manager of the paper. Later he took a similar position with the Pittsburg Gazette and a few months afterward he was promoted to the position of business manager of that paper. When Mr. Rowe took charge of the Gazette, the paper, because of its conservatism and easy going ways, was rapidly losing ground. Mr. Rowe set about to change all this and by the end of the first year had instilled such spirit into the enterprise that the Gazette took on all the sprightliness of a youngster. The paper was strengthened in every department, its enterprise in securing the news was the subject of comment from all sides, and it soon stood in the front rank in circulation and advertising patronage in the morning field.

In January, 1901, the Chronicle-Telegraph was purchased by the Gazette and has since been operated under the same management. Mr. Rowe's energy proved equally effective with this paper and it soon reached a place of prominence in the afternoon field.

Mr. Rowe remained with the two papers until a few months ago, when he resigned to look after some of his private interests. Mr. Rowe is well known among the newspaper publishers of the country and has a host of friends in the general and special agency field.

### Business Manager of Chattanooga News.

Walter C. Johnson has resigned as secretary and treasurer of the Memphis News Scimitar to become business manager of the Chattanooga News. Before leaving the News Scimitar last week Mr. Johnson was presented with a scarf pin, set with diamond and pearl, as a token of friendship from those on the paper. Mr. Johnson has been engaged in newspaper work in Memphis since 1902. He has been secretary of the News Scimitar Company since its organization, and prior to that time held the same position on the Memphis Morning News.



WILLIAM R. ROWE.

WHO HAS BEEN APPOINTED BUSINESS MANAGER OF NEW YORK EVENING JOURNAL

## WAR CORRESPONDENT.

HOW HE IS ENGAGED IN THESE TIMES OF PURRING PEACE.

A Glimpse at What Some Members of That Species of the Genus Journalist Who Followed the War in the Far East Are Doing While They Wait for a Call to Return to the Firing Line—Some Are Writing Books, Some Are Lecturing and Almost All Are Eager to Get Back Into the Game.

Written for THE EDITOR AND PUBLISHER by One Who Was With Them.

What has become of some of the men fortunate enough to be sent to the Far East to record the happenings of the greatest war of modern times?

Of the English correspondents Frederick Villiers played a very conspicuous part in the war game at Port Arthur. Villiers is an old rounder in the game, and it is safe to say that no war would seem real without him. His pictures and stories of life and death in the trenches of many wars have made him world-famous. To-day Villiers is dividing his time between the lecture platforms of Europe and to writing his experiences of "forty years" as a war correspondent.

Bennett Burleigh is another of the "old school of war" who cannot remain idle. Burleigh, after many years of service on the firing line, is to-day traveling in Russia, seeing what he can of the smouldering ruins of the Empire.

Melton Prior, who has done more with his brush to place "war" as it really is before the eyes of the world, than any other man, remained in Tokio long enough to add another medal to his already famous collection. Prior can produce more war medals than any other man who ever followed an army. To-day he is resting quietly at home, polishing up his trophies, which must bring back to him many pleasant memories of the wars waged during the past fifty years.

George Lynch has returned to China. He is one of the very few who to-day are on the ground to see for themselves what the result of the trouble in the Far East will lead to.

Of the American war correspondents, Richard Harding Davis has finished and staged his play, "The Galloper," since returning from the Far East, where he spent many pleasant months of actual warfare in Tokio.

Dinwiddle has resumed his Sunday editing, but after such strenuous campaigns in the Philippines and Manchuria he no doubt is already tired of desk work and would welcome a time when he could again be at the front. In case of trouble he would perhaps be the first to hit the Pekin trail.

Frederick Palmer is digging the "Panama." Should he succeed in doing it as thoroughly as he did his work in Manchuria it is certain that the work will be done well.

F. J. H. Archibald has returned to the big trees. Archibald was always a lover of the wild and woolly West, and to-day he sits in California carefully

### MEMPHIS PAPER'S VICTORY.

Commercial Appeal Wins in Libel Suit Brought by Albert Benham.

The suit for \$50,000 damages for alleged libel which was entered against the Commercial Company of Memphis by Albert Benham has resulted in a verdict for the defendant. The jury was out less than an hour and its verdict was unanimous.

Mr. Benham's suit was based upon publications which appeared in the editorial columns of the Memphis Commercial Appeal in February, 1904. These publications appeared under the heads of "What Memphis Needs" and "The Real Issue."

### General Manager of Denver Post.

Clarence Austin, former examiner for the Association of American Advertisers, has been appointed general manager for the Denver Post. Mr. Austin was formerly connected with the Minneapolis Tribune and the Council Bluffs (Ia.) Nonpareil.

### New Uniontown Morning Paper Starts.

The Uniontown (Pa.) Morning News made its first appearance last week. It is a seven-column, six-page paper.

### A. N. P. A. DIRECTORS MEET.

Matter of Magazine Advertising Comes Up for Discussion.

A meeting of the executive committee of the American Newspaper Publishers' Association was held last Tuesday at the headquarters of the organization in New York. The members of the committee present were S. S. Rogers, of Chicago Daily News, president of the association; Herbert F. Gunnison, of the Brooklyn Eagle, secretary; Charles H. Taylor, Jr., of the Boston Globe, and W. L. McLean, of the Philadelphia Bulletin.

One of the principal matters taken up at the meeting was the plan which has been under consideration for some time for securing for the newspapers some of the advertising now going to the magazines.

Charles H. Taylor, Jr., said to the Boston representative of THE EDITOR AND PUBLISHER on Thursday that the conference was merely preliminary and that there was nothing to give out concerning it. He added, however, that there was no intention on the part of the newspaper publishers of stealing magazine advertising.

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counting the remainder of the many shekels he made while at the front.

Jack London is dividing his time between honeymooning and the socialistic platform. London is all right, he knows a good thing when he sees it. For some little time he will be too much under the influence of matrimony to care whether the world fights or plays.

Richard Little, "big Dick" as he is known in Chicago, is not resting. Little is uneasy. Some of his friends believe he is trying to get a perpetual franchise to run a squadron of wireless ships on the Canal. Little has been navigating the air for some few years—in fact he has a monopoly on aerial navigation in Chicago and it was just the other day he told a friend that with his ships and balloons Chicago could do away with street cars.

Robert L. Dunn, who made the first and only dash into Korea, the man who saw the war as it began and followed the armies for many months against their will, is colning money on the stage. Dunn made good at the front and he is making hay while the sun shines. With a typical "war show" Dunn is touring the United States. He has an advance man, manager, operators and moving pictures of the war. It was just a few nights since the writer listened at the Automobile Club to his story "How Russia Lost."

#### Buying Plant for Meridian Dispatch.

George S. Beard, chief promoter of the Dispatch, the new morning paper to be started at Meridian, Miss., returned last week to Paducah, Ky., to arrange for moving his family to Meridian and to complete the purchase of a printing plant for the new paper. The plant will be equipped with a perfecting press, stereotyping outfit, three typesetting machines and a full assortment of advertising and head-letter type. Mr. Beard was authorized to proceed with the work of placing his orders so the entire layout can be delivered promptly. According to present plans, the first issue of the paper will appear on or about May 15.

#### Fire in Geneva Times Plant.

The plant of the Geneva (N. Y.) Daily Times was badly damaged by fire last Saturday night. Fortunately the press and stereotyping outfit were not destroyed. The linotype machines, however, were ruined. W. A. Gracey, president of the company, was quick to order new type, which arrived on Monday, and though badly crippled, the paper was able to continue publication without interruption.

#### Boston Baseball Writers Returning Home.

T. H. Murnane, of the Boston Globe; Walter S. Barnes, Jr., Boston Journal; J. C. Morse, Boston Herald; Frederick P. O'Connell, Boston Post and William H. Doyle, Boston American, who accompanied the Boston American League Baseball Club on its Southern training trip to Macon, Ga., and New Orleans, are homeward bound. To-day, Saturday, they attend the opening game of the American League in New York, and will arrive in Boston Sunday morning.

#### Deadwood Daily Dispatch.

A new daily paper, to be known as the Deadwood Daily Dispatch, has made its initial appearance at Deadwood, S. D. It is a morning paper of four pages and six columns, and is to be non-partisan as to politics. Jesse Simmons of the Mining Review, is editor-in-chief.

Charles A. Warwick, publisher of the Constitutional Democrat, of Keokuk, Ia., died last week at the age of 53 years. He was in the newspaper business there for thirty-one years.

### BOSTON PUBLISHERS' SUITS.

#### Decision in the Action to Determine Right to Use of Name.

Two bills by the Lothrop Publishing Company, one against the Lothrop, Lee & Shepard Company, et al., the other against Fred H. Williams, et al., were dismissed by the full bench of the Supreme Court in Boston last week. In the first, the complainant sought to prevent the defendant from using the name "Lothrop" in its business of publishing. On Feb. 13, 1905, the complainant assigned for the benefit of creditors. The assignee disposed of the property to one Baker for Lee & Shepard Company, and subsequently the concern known as Lothrop, Lee & Shepard Company was formed. The Court holds, under the conveyance the assignees gave to the purchaser of the property used in the business, and of the good will connected with it, a right to the use of the plaintiff's name as a designation of the publications that had previously borne its imprint and to advertise as the plaintiff's successor in the business so purchased. Since the plaintiff showed no limitation upon the right of the purchaser to use its name then, the defendant within its legal rights and cannot be restrained from using the name.

In the other suit, the plaintiff sought to have the defendants, who were the assignees of the company, ordered to return the books of the corporation, on the ground they did not pass under the assignment to them. The Court holds the books did pass to the assignees, and dismisses the bill.

#### Denver Weeklies Merge.

The Denver Sun, a semi-political and semi-society weekly publication at Denver, Col., has ceased to shine, having been merged with George's Weekly. The Sun was formerly known as the Polly Pry Magazine, a publication patterned along the lines of Town Topics. Mrs. Lionel Ross Anthony, now of New York, who is "Polly Pry," later disposed of the paper to State Senator William Griffith of Cripple Creek, who changed its name and policy.

#### Minneapolis Printing Concerns Merge.

The H. W. Wilson Company has purchased the machinery and good will of the University Press, of Minneapolis, and will consolidate the plant with that of the Index Press. The two plants thus combined will form one of the largest printing offices in Minneapolis. T. H. Colwell, who has been manager of the University Press, will become a stockholder and director in the H. W. Wilson Company.

#### Becomes a Tri-Weekly.

The Nevada (Ia.) Journal has become a tri-weekly, issuing on Mondays, Wednesdays and Fridays. The Journal was started about twelve years ago by Benjamin Brothers, and since it became a semi-weekly, about eight years ago, it has been remarkably successful. It is now one of the best papers of its class in Iowa.

#### Paper at Culver, Ind., Sold.

The Culver (Ind.) Citizen has been sold through the Chicago office of C. M. Palmer, the newspaper broker, to A. B. Holt, who until recently was associated with his father and brother in the ownership and management of the Kankakee (Ill.) Gazette. The Culver paper was owned by J. H. Koontz & Son.

#### English Journalist Covering Coal Strike.

C. M. Walsh, who represents the Hampshire Independent, and Southampton Times, of England, arrived in Wilkes-Barre, Pa., last week, and will study the conditions in the anthracite region for those English papers.

### C. H. STEIGER DEAD.

#### Popular Michigan Editor Succumbs to Stroke of Apoplexy.

Charles Harold Steiger, editor and owner of the Midland (Mich.) Sun, and formerly connected with New York and Chicago newspapers, died last week as the result of a stroke of apoplexy, which he suffered two weeks ago. He was 51 years old.

Mr. Steiger was born at Silver Creek, N. Y. He was first employed as a reporter on the Erie Dispatch, going from there to the Cleveland Leader. His greatest length of service was rendered as editor of the Bradford (Pa.) Era. He was also employed, at different times, as editor on the Oil City Derrick, and Toledo Commercial, and worked on the New York Herald, and the Oil, Paint and Drug Reporter. He was sporting editor of both the Chicago Record-Herald and the Detroit Tribune, and left the latter paper about six years ago to buy the Midland Sun.

Mr. Steiger had acquaintances among newspaper, theatrical and sporting men throughout the country, and was particularly well known in western New York.

#### William Alden Smith Wants Senatorship.

Congressman William Alden Smith, who has just recently purchased the Grand Rapids Herald, last Monday made public a letter addressed to the Republicans of Michigan announcing his candidacy for the United States Senate to succeed Senator Alger, who has given notice that he will not be a candidate for re-election. In this letter Mr. Smith says he favors the nomination of United States Senators by the whole people directly, and to that end invites all other candidates to agree to submit their candidacy to popular primary elections in June, when delegates are chosen to the State convention, or, in the event that this time is too short to make the canvass, suggests that the candidates for this office agree to take a vote for United States Senator on election day in November.

#### To Draw "The Roosevelt Bears."

Richard Keith Culver, formerly of the Los Angeles (Cal.) Herald, and for the past nineteen months cartoonist for the Baltimore American, has resigned the latter position to draw for Seymour Eaton the "Roosevelt Bears," on account of the failing health of W. Scott Campbell, who had hitherto done that work. Mr. Culver is especially clever in his animal delineations, having for many years tended toward specialization in that line of work. The Baltimore American will discontinue the cartoon feature for the present.

#### Verity Buys Oklahoma Property.

W. E. Verity, recently from Minneapolis, and a brother of C. E. Verity, Oklahoma manager for the Western Newspaper Union, has purchased a controlling interest in the Shawnee (Okla.) Daily Herald. Charles F. Barrett will be retained as editor of the paper.

#### Perriton Maxwell to Edit New Magazine.

Perriton Maxwell, for six years managing editor of the Metropolitan Magazine, has resigned that position to take charge of a new illustrated monthly of national scope and character, to be issued early in May, by one of the big New York publishing houses.

#### Special Number of Empire Push.

Empire Push, a little magazine issued by the Empire Cream Separator Company of Bloomfield, N. J., has a special number for March devoted to the meeting of the company's officers and sales agents at Bloomfield in February. The magazine is edited by W. A. Pritchard, advertising manager of the concern.

### "MUCK RAKE" IN JOURNALISM.

#### Norman Haggood Defends the Crusade of Newspapers and Magazines.

The journalism that "exposes error with truth" was defended from the name of "muck rake" journalism by Norman Haggood, editor of Collier's Weekly, at the dinner of the New York Association of the Alumni of the Phillips Exeter Academy, at the Hotel Manhattan, last Tuesday night.

Mr. Haggood, who was introduced by ex-Assistant District Attorney William Rand, Jr., toastmaster, as the "man who not only exposed the license, but also vindicated the liberty of the press," said in part:

"To my mind, this temporary reaction against disclosures of public corruption is entirely without significance. It only points out slight and necessary exaggerations which are necessary when any good work like this goes on.

"The President of the United States, it is said, will make an attack next Saturday on 'The Man With the Muck Rake.' Ten years ago it was the fashion to call any man who worked for reform and helped to disclose corruption a 'knocker.' But the journalists who do their part in the work of showing the people the truth need not be permanently afraid of any name that may be applied to them, either by the President of the United States or an official of less importance.

"Neither Folk in Missouri nor Jerome in New York would have been elected if it had not been for what the President contemptuously refers to as the 'muck rake.' If the newspapers and magazines had not told the people of Missouri about the bribery and general public corruption in that State Joseph W. Folk would now be in private life instead of Governor. If the newspaper in New York had not laid bare the 'red light' horrors and the system of police blackmail District Attorney Jerome would now be in private life. We feel—we journalists—that we have got to go on with that work. Self-government means that the average citizen ought to vote understandingly on economic questions. The trend of democracy is toward the increase of self-knowledge. The idea that there is anything dangerous in it is at variance with the truth."

#### Editor a Practical Trust Buster.

Fred Kurtz, editor of the Lewisburg (Pa.) Journal, a weekly paper, recently discovered what he thought to be a trust among the coal dealers of that city to keep the price of coal at an exorbitant figure. He devoted considerable space in his paper to denouncing the dealers, and it is said the latter appeared at his office and were on the point of doing the editor violence when outsiders intervened. The following Saturday a car of coal was switched off at Lewisburg, billed to the Lewisburg Journal, and Mr. Kurtz has been selling fuel at cost in a determination to break up the combine. The enraged dealers are said to have stopped their subscriptions to the newspaper.

#### Concerning Newspaper Transportation.

The Senate last week received a reply from the Interstate Commerce Commission to a resolution of inquiry as to the extent of the practise by the railroads of granting transportation to newspapers on account of advertising contracts. The commissioners say that most of the railroads grant such transportation, but the custom is not carried to such an extent as materially to affect interstate commerce.

#### Boston Herald Building Sold.

The Boston Herald Building at 255 Washington street, in that city, has been sold by Grant Walker to a real estate investor. The building is valued at nearly \$700,000. It was erected many years ago by the late R. M. Pulsifer when he was principal owner of the Herald.

# GREAT NEWSPAPER OPPORTUNITY

Under the orders of the United States Circuit Court for the District of Maryland there will be sold within a few weeks all the property of the HERALD PUBLISHING COMPANY OF BALTIMORE CITY, the corporation which publishes in Baltimore the EVENING HERALD, the SUNDAY HERALD and the WEEKLY HERALD.

For more than a quarter of a century the Herald has been one of the best known newspapers in the United States. Its average annual income for the last ten years has been a quarter of a million. Until some six years ago it was one of the most profitable newspapers in the South. Its stock sold as high as \$390 a share, the par value being \$100, and this price on the basis of its then net earnings was low. A change in the management of the paper made some six or seven years ago proved unfortunate. An indebtedness of \$240,000 was accumulated. It was found impossible to secure an agreement among the stockholders to provide necessary capital to take care of this indebtedness and to continue the publication. As a result on the 26th of March the property passed into the hands of Lynn R. Meekins and Henry H. Head, receivers. Mr. Meekins became president and general manager of the Herald on the 20th of January last. He reduced the expenses more than \$20,000 per year. He cut off circulation schemes and other like devices not properly a part of the newspaper business. These changes in policy resulted imme-

diately in a very material increase of circulation. Unfortunately the indebtedness of the paper when he took charge was too large and much of it had been too long overdue to make it possible to go on without more capital. This the stockholders could not agree among themselves to supply. A receivership was therefore necessary in order that all creditors should receive equal and exact justice. Since the appointment of receivers the paper has continued to progress.

The Sunday Herald, one week after the receivers were appointed, carried ten columns more advertising than on the previous Sunday. There was a further increase last Sunday. Emphasis is laid upon these facts because the property is to be sold as a going concern and because the paper is recognized by newspaper experts as offering one of the greatest opportunities in the history of American journalism.

THE SUNDAY HERALD has a circulation of 35,000 copies. It divides with one other paper the main Sunday advertising in a city of 600,000 people. Since the new management took hold its circulation has increased, is increasing and is capable of still further increase. It has the Baltimore franchise of the Associated Sunday Magazine. It is a member of the Publishers' Press Association. The Sunday Herald has been for years and is now a very profitable publication. The losses of the company have been made entirely upon its weekday edition. Most of the latter losses were incurred before the publication was, in August, 1904, turned from a morning into an

afternoon paper.

THE EVENING HERALD is only twenty months old. Bearing this fact in mind, it has done well, but its possibilities are still undeveloped. Since January, when the new management took hold, the circulation has increased—the average for March was 25 per cent. larger than for January. There is no reason why the Evening Herald, managed with proper enterprise and supported by adequate capital, should not secure a circulation of 50,000. There is only one other first-class afternoon paper in Baltimore, or in Maryland indeed, so that a population of over a million depend for their afternoon paper upon the Herald and one other Baltimore publication. Baltimore is eager to welcome an afternoon paper of the rank which the Herald can be made by proper effort and expenditure. The city has entered upon a period of great prosperity. Within the next two years the municipal government will spend on docks, sewerage, parks and other great public improvements not less than \$20,000,000. The work of repairing the loss occasioned by the fire of 1904 is still in progress and will entail the expenditure of many millions more. The only unemployed people of Baltimore are those who can't or won't work. While all this work is going on local public questions of great interest and importance will continually excite the attention of the population and promote the circulation and business of the newspapers. Baltimore is one of the most delightful residential cities in the world, with fine universities, secondary and common schools, and is abundantly

supplied with splendid hospitals and numerous churches. The death rate among its white population is less than 17 per thousand.

THE PLANT OF THE HERALD is strictly up to date. It comprises two Hoe presses, one a quadruple and the other a sextuple, with color attachment. Its equipment of types is large. It has a compositing machine for increasing the supply when necessary. It is the owner of fifteen linotypes. Most of its outfit is of the latest pattern and from the shops of R. Hoe & Co. It has a specially fine engraving plant. Its printing plant is installed in a building amply large for its future needs, the annual rental of which is but \$2,800. In addition the paper has a fine business office in the very center of the city. Its entire rent charge for all its departments is less than \$500 per month. The paper has one of the best editorial and mechanical organizations in the country.

IN SHORT, IT IS A COMPLETELY EQUIPPED MODERN NEWSPAPER. Its sale offers a splendid opportunity for an enterprising man or corporation. A full description of the property, together with the terms and conditions of sale, will be made public as soon as practicable. In the meanwhile those who are interested are asked to send in their names to the undersigned so that the prospectus may be mailed to them when it is published.

JOHN C. ROSE,  
Attorney for Receivers.  
628 Equitable Bldg., Baltimore, Md.

LYNN R. MEEKINS,  
HENRY H. HEAD,  
Receivers of the Herald Publishing Co.

## BUFFALO TIMES ORDERS PLANT.

Norman E. Mack Quick to Replace Machinery Destroyed by Fire.

Norman E. Mack, proprietor of the Buffalo Times, the plant of which was destroyed by fire last week, estimates the loss at \$175,000, on which he had insurance of \$163,000. Mr. Mack, who was on his way to Detroit when the fire occurred, immediately returned to Buffalo and began to make arrangements to replace the plant. A complete battery of linotypes were ordered at once, and negotiations were opened for the necessary presses. Two big machines which were ruined in the fire were put in new by the Times only a few weeks ago. All attempts to learn how the fire started have proved futile.

Until the Times has its new plant in working order it will be published from the office of the Buffalo Express. A temporary counting room has been opened at 190 Main street, opposite the scene of the fire. Through the courtesy of the Express in extending the use of its plant the Times has been able to continue publication without missing an issue.

## Syracuse Journal's Big Gains.

The Syracuse Journal claims that its cash circulation receipts for the three months ending on March 31 show an increase of 45 per cent. and its advertising earnings a gain of 55 per cent. over the same period last year. The Journal claims to have carried 13,236 inches of local display advertising in March, a gain of 49.1 per cent. over the March record of the previous year, and says its foreign display advertising in March, 1906, amounted to 2,009 inches, a gain of 136 per cent. over March, 1905.

## GILLILAN BACK IN THE GAME.

Conducting "Bubble and Squeak" Department on the Chicago Daily News.

Strickland W. Gillilan, whose lecture platform business had grown to such an extent that he could no longer conveniently conduct his verse and humor department on the Baltimore American, and who severed his connection with daily journalism last September, has verified his own prophecy by proving himself unable to stay out of the alluring newspaper business. And now, in spite of the fact that his lecture bookings are still increasing, he is conducting, jointly with matter from the Bowles syndicate, a humor department called "Bubble and Squeak" on the Chicago Daily News editorial page. Chicago being the center of the most fruitful lecture field, Mr. Gillilan will transfer his place of residence to the Windy City before the beginning of the coming Chautauqua season, during which he will fill some fifty dates.

He will continue his work for Judge, Puck, Success and the other magazines.

## Receiver for Daily Courier, Baltimore.

Thomas F. Jarzy was appointed receiver for the Daily Courier Publishing Company of Baltimore last week by Judge Wickes, upon the petition of Anton Literski. Mr. Jarzy gave bond for \$5,000. The company was recently incorporated to publish a newspaper in the Polish language.

## News at Kokomo, Ind., Sold.

The Kokomo (Ind.) Morning News was sold at receiver's sale last week to George McCulloch of Muncie, Ind., for \$6,000. Mr. McCulloch was formerly owner of the Star League of Indiana Newspapers.

## BRIEF ITEMS OF NEWS.

The Jackson (Tenn.) Evening Sun has just installed a new linotype machine and web-perfecting press and stereotyping outfit to care for the increased circulation that has come to it since it passed under the management of E. S. Trussell and J. M. Summers.

E. M. Foster, business manager of the Nashville Banner, swears to a daily average circulation for that paper in 1905 of 30,257. This is claimed to be a gain of 9,554 over the average for 1904.

M. C. Watson, 256 Broadway, New York, who represents the Dayton (O.) Herald in the East, is distributing a statement issued by that paper in which it claims to have printed and circulated an average of 20,108 copies during the months of January and February. Of this the average city circulation per day is given as 12,793.

## Amos P. Wilder Off for China.

Amos P. Wilder, editor of the Wisconsin State Journal at Madison, who was recently appointed United States consul general at Hongkong, China, left Madison last week for his post. He expects to relieve Gen. E. S. Bragg, whom he succeeds, about May 9. Mr. Wilder retains his interest in the Wisconsin State Journal, but relinquishes the editorial management to A. O. Barton, who has been his chief assistant for several years.

Mr. Wilder is a graduate of Yale University and worked on newspapers in New York City and Philadelphia several years before going to Madison in 1893. His salary as consul general at Hongkong will be \$8,000, and the appointment is for four years.

## EDITOR RUN DOWN BY CAR.

William Van Benthuyssen, Once Financial Writer of the Times, Fatally Hurt.

William Van Benthuyssen, once financial editor of the New York Times, was run down and fatally hurt by a trolley car, at Broadway and Warren street, last Sunday. He died later at the Hudson Street Hospital of internal injuries. Edward Barton, the motorman of the car, was held by Coroner Harburger in \$1,000 bail.

Mr. Van Benthuyssen was 68 years old. He had held editorial positions on the Shoe and Leather Reporter and the Scientific American. He was at one time an editor and part owner of the Shoe and Leather Chronicle.

## Alabama Editor Kills Himself.

S. M. Hughes, manager of the Tri-County Weekly at Tallahassee, Ala., committed suicide there one day last week by shooting himself through the head. No cause is known for the act.

## THE SYRACUSE JOURNAL

AN EVENING FAMILY PAPER

62 YEARS OLD—AT 1 CENT

16,000 Circulation Guaranteed

Lower rate per 1,000 than any other paper in Syracuse. Books are open to advertisers at any time, without notice.

New York Office, 166 World Bldg.  
Eugene Van Zandt, Mgr.

# THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; Thomas Mead, 229 Broadway, H. J. Linkoff, 140 Nassau St.; Park Row Bld'g; Tribune Bld'g; Postal Telegraph Bld'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, APRIL 14, 1906.

## PREDESTINATION.

A circular that came to hand this week bore on its back this strange device: "Don't Throw in Waste Basket. Worth While Reading—Do It Now."

Did ever document fashioned by human hands carry a severer self-indictment! Its compiler, a convert evidently to the doctrine of predestination for this form of advertising, had hoped to dodge the inevitable by labeling the folder with a plea for mercy when it reached the seat of judgment. "I am already condemned to the waste basket," it seems to say. "Save me, save me for a better fate!" Just how effective the appeal would prove to the inexorable judgment of the busy man, most of us can guess. But granting that the first line had secured a stay of sentence, let us look at the next. "Worth While Reading" fills one with as much misgiving as does the remark of the bore who announces in advance that his story is going to be funny. As a matter of fact, the information contained in the circular was important and worth knowing, but we should so much rather have found it out for ourselves. Next we are adjured to "Do It Now" for fear we may forget and thereby miss something. So we open the circular; but when we see the advertisement we refuse to be dictated to, and we lay it aside until more interesting things have been disposed of. Were it not a part of our business to pay attention to circulars, if only to point out their futility, we are afraid even the sad plea on the back of this one would not have saved it from being consigned to oblivion forthwith.

Many newspapers and periodicals are not nearly so interesting as they should be, but when did the most miserable little sheet in the world ever have to raise such a flag of distress as this of the circular? When did a paper, so long as it was bought and paid for, ever have to proclaim that it was "worth reading," or was compelled to admonish us to read it now lest we forget? All this is done for it by the devoted reader, and done so much better. For the poorest little rag of them all the waste paper basket has no terrors, but becomes its resting place only after its contents have been eagerly absorbed. It is in publications of paid subscribers, and in them alone, that an advertisement can abide with the assurance that its mission is being well fulfilled.

## RELIGION AND THE NEWSPAPERS

Has the secular press any relation to foreign missions? The question is of interest alike to newspaper men and the religious public. It was answered at

the recent Student Volunteer Convention in Nashville by J. A. Macdonald, managing editor of the Toronto Globe, one of the leading daily papers of Canada.

Mr. Macdonald viewed the problem strictly from a newspaper standpoint, reaching the conclusion that since it was the daily paper's function to report day by day the world's doings, the happenings in the field of foreign missions were rightly entitled to a place in its columns. These happenings from a news standpoint have a threefold value, according to the editor. They are often replete with human interest, the redeeming feature in incidents otherwise commonplace; they appeal to a wide constituency of those who are more or less directly in touch with the work of missions through friends in the field, or through their own gifts and sympathy; and they have an intimate relation often to the progress of world-wide civilization. Commenting on these views of the Canadian editor, the Louisville Herald aptly says:

"Few newspaper men will be inclined to take issue with Mr. Macdonald's finding, and still fewer would not be glad always to give space in their columns for the publication of 'stories,' possessing any of the claims for attention that he ascribes to missionary events. The real problem is how to get and to handle just such news. The religious department of most newspapers, if it exists at all, is but poorly equipped. While ready to publish information of what is being done by the great aggressive agencies of the churches, little preparation is usually made to acquire it, and too often it has been the case that this particular kind of news is turned over to some one of the inexperienced reporters, who would not be trusted to write a political story, or the account of a big murder. This practice has led people interested in religious affairs to rather discredit the efforts of the newspaper to report such matters.

"Religion has played a large part in the world's history. It is impossible to write a record of the development of civilization and neglect the share that the churches have taken. History is being made by the missionaries to-day in distant lands. They have been, and still are, the pioneers of trade in new markets. Commerce may follow the flag, but the flag has as frequently followed the missionary. We believe it will pay the newspaper of to-day to have on its staff a specialist in these things, as every paper of importance has its specialist in politics, in sports and in other realms of human interest. The day has passed when a newspaper can afford to misrepresent, with however good intention, matters that are of vital interest to so large and so important a section of the community."

## NEWSPAPER READING.

"No man of to-day, however much he may be absorbed in his occupation, or however much he may pride himself on a culture that consists chiefly in knowledge of bygone things, can afford to neglect or be ignorant of the marvelous daily record that is made in print of the time in which he lives."

On this from one of its contemporaries the Louisville Courier-Journal says:

"Of course newspapers and newspaper reading are here to stay. The man or woman who fails to read the daily newspaper is entirely out of the procession. Even the child should read the daily paper, for it sets forth history he will find valuable when he is grown and can never acquire from books. You might as well live in the tenth century as to neglect the news of the twentieth."

## ENTERTAINMENT NOTICES.

How One Editor Purposes to Get Around the Free Reader Difficulty.

J. Wallace Darrow, editor and proprietor of the Chatham (N. Y.) Semi-Weekly Courier, one of the most progressive and business-like papers of its kind in New York State, has hit upon a plan which promises to solve successfully the problem of the free reading notice. In a recent editorial he says:

"The continuous announcements week after week of forthcoming profit-producing entertainments has come to be expected of the newspapers in country towns and rather than offend anyone the publishers have printed one announcement after another of the same entertainment until the thing has become monotonous. These announcements are legitimate advertising, from the publisher's standpoint, as they are no longer news after the first announcement of an event has been made. Thus the free advertising given by county newspapers amounts yearly to many dollars.

"We have decided to put a new policy in force concerning this matter from this date. The Courier will hereafter give one liberal notice in its local news columns of any entertainment to which a paid admission is charged. But any subsequent notice will be treated as advertising and charged for at the rate of two cents a word, the announcement then to appear in the 'Entertainment Directory' at the head of the local columns, the most prominent place for such announcements in the paper. Should the church, society or individual conducting the entertainment in question care to order the necessary printing, as tickets, posters, etc., for said entertainment, at this office, it will entitle them to a free notice of the entertainment in the 'Entertainment Directory' until date of same. There will be no other exception to this rule. In case of entertainments where no admission fee is charged and not profit-producing no charge will be made for notices in the 'Directory,' which is intended to be a department where the reader may turn to find out at a glance just what is going on in town."

## Minnesota Will Teach Journalism.

It was announced at the University of Minnesota last week that a course in journalism will be established there next year in connection with the English department. The course will not be extensive and only two hours' credit a week will be allowed students who register for the work, but members of the staffs of the college papers look upon the establishment of such a course as a step toward the faculty recognition of work done on college publications, and the success of the course is assured. The course in journalism will be open to reporters and editors on the Minnesota Daily, and to all students who wish to register for the work. It will be conducted under the supervision of a member of the faculty, and students will be given credit for work done on the Daily

## COPYRIGHT IN CANADA.

French Works Held to be Protected There Under the International Law.

Henceforth anyone reproducing, without due authorization, in the Dominion of Canada, any copyrighted literature or work of art, originating from France, will be liable to prosecution under the international copyright law, which was adopted at the convention of Berne in 1886.

Such is the effect of a judgment rendered recently by Judge Fortin, of the Superior Court in Montreal.

The case was that of Jules Mary, a French novelist, who sued the Compagnie de Reproduction Littéraire, of Montreal, for the piratical publication of one of his works, "Tante Berceuse." Judge Fortin ruled that England being one of the contracting nations at the convention of Berne, the international copyright law was applicable to all the British colonies, and that consequently, the plaintiff was protected in Canada, although he had not conformed with the requirements of the Canadian copyright law.

The suit was instituted by M. Mary as a test case at the instigation of a Parisian organization, known as "The Syndicate of Literary and Art Societies for the Protection of Intellectual Property." For many years it has been the practice in Canada to reproduce, either in book form or by serials, copyrighted French works without authorization from the authors.

After judgment was rendered Louvigny de Montigny, editor of the Municipal Gazette of Montreal, who followed the case in the interests of the Parisian Syndicate, immediately sent a cablegram to the French capital, announcing the decision of Judge Fortin.

## Maxim Gorky Here.

Maxim Gorky, the famous Russian novelist and revolutionist, arrived in New York last Tuesday on the Kaiser Wilhelm der Grosse. Probably no other radical on his entrance into this country ever received so much attention from the press. Dozens of reporters went down to the boat to meet him and later crowded the corridors of the Hotel Belleclaire, where he is the guest of Gaylord Wilshire, publisher of Wilshire's Magazine, during his stay in the city. Last Wednesday night Gorky was the guest at a dinner at Club A on Fifth avenue. Mark Twain, of whom the Russian is a great admirer, was one of the principal speakers at the dinner. Later in the evening Gaylord Wilshire tendered an informal reception at his home to Gorky and to H. G. Wells, the English author of "The War of the Worlds" and other imaginative stories, who is in this country collecting material for another book.

## Has New Dress and New Press Is Coming

The Wakefield (Mass.) Daily Item came out with a full new dress of type one day last week. Its next move will be to install a new press to meet the increasing requirements of the paper. It was just six years ago that Harris M. Dolbear purchased the Daily Item and began to build up the property. Since then it has been improved in every department until now it is as bright and interesting a local paper as one could wish to find. Mr. Dolbear has as associate editors Henry M. Jewett and G. E. Campbell.

## Buys Brooklyn Weekly News.

Ex-Fire Commissioner William A. Doyle has secured absolute control of the Brooklyn Weekly News, a paying newspaper property in the Bay Ridge section. Mr. Doyle has placed the editorial management in the hands of W. E. Johnson.

## PERSONALS.

R. G. Bradfield, one of the best known newspaper men in Arkansas, is now with the Perryville (Ark.) News.

John Laik Tait has been made Sunday editor of the Memphis Commercial Appeal.

Charles H. Grasty, publisher of the Baltimore News, has just returned from a vacation trip to New Orleans.

S. B. Patrick, for four years editor of the Visalia (Cal.) Times, has resigned to engage in mining in Nevada.

Elmer Giddings, until lately connected with Brooklyn papers, has joined the staff of the Hartford Telegram.

Miss Julia Dox, society editor for the Peoria Journal, is spending several months in Europe.

Florimund Mehlop, of Havana, Ill., is a new addition to the local force of the Peoria Herald-Transcript.

John A. McCann, editor of the National Coopers' Journal of Philadelphia, has lately been on a business trip through the West and South.

I. N. Stevens, editor and owner of the Pueblo, (Col.) Chieftain, is on a five-months trip to Europe and the Holy Land.

Carlos Avery, editor of the Hutchinson (Minn.) Independent, has been appointed a member of the Minnesota State Game and Fish Commission.

Thomas Jefferson Kelley, of the Hartford (Conn.) Globe, was last week re-elected a member of the Hartford city government from the Tenth Ward.

John R. Campbell has left the Hartford Post and is now connected with the DeForest Wireless Bulletin, at New Haven.

Ben Eaton has resigned as city editor of the Hartford (Conn.) Post. He is succeeded by Thomas Steuart, who has been filling the position of assistant city editor.

Edward J. Swartz, editor of the Philadelphia Telegraph, delivered an address one night last week at St. Philip's Church in that city on "The Newspaper as a Civilizing Force."

United States Commissioner, James H. Craig, who is editor of the Altoona (Pa.) Gazette, announces himself as a candidate for the Republican nomination for secretary of Internal Affairs.

Thomas L. Sexsmith, of Elmira, N. Y., has been appointed editor and business manager of the Scranton (Pa.) Board of Trade Journal, of which C. F. Miller is the publisher.

Fred Felix, city editor of the Peru (Ind.) Journal, has been appointed by Congressman Fred Landis as his private secretary and has left for Washington to assume the duties of the position.

Howard M. Fuller is doing the Illinois State Legislature for the Peoria Journal at the special session at Springfield called for the purpose of reconsidering the new State primary law.

R. H. Edmonds, editor and manager of the Manufacturers' Record of Baltimore, is on a tour of the South collecting statistics on the progress in that section. He spent a part of last week in New Orleans.

Mike Traynor, telegraph editor for the Peoria Herald-Transcript, has gone to his home in Des Moines, where he will spend several weeks recuperating. He expects to locate in the West. Mr. Traynor was formerly on the staff of the Des

Moines Register and Leader.

Joseph R. Curtis has resigned his position on the reportorial staff of the Chattanooga Times after two years' service with that paper and has accepted a similar position on the Atlanta Evening News.

William Frisch, managing editor of the Baltimore American, who suffered a stroke of paralysis some time ago, continues to improve at the home of a friend, though he is still unable to resume his duties.

Harry F. Aitchison, a well-known newspaper man, formerly of Fitchburg, Mass., and for the past six months city editor of the Anniston (Ala.) Hot Blast, has joined the staff of the Atlanta (Ga.) Evening News in the sporting department.

Jacob A. Riis, former newspaper man and author of "How the Other Half Lives," is recovering in St. Luke's Hospital, New York, from an operation for an abscess performed last Saturday. Mr. Riis's illness was not serious and the operation was entirely successful.

William H. Hamilton, a well-known Baltimore newspaper man, who was for a time on the Philadelphia Ledger and during the past session of the Maryland General Assembly, furnished reports from Annapolis, has joined the editorial staff of the Baltimore American.

Frank Medbury, who sold Youngstown (O.) Telegram last week to R. L. Dobson, formerly of the Akron Beacon Journal, will retain the job department which was connected with the paper. Edward E. Wright remains editor of the Telegram and for the present there will be no change in the editorial staff.

Foster Adams, who succeeded Samuel A. Wood when the latter left the Ship News Office to take up general reporting for the New York Sun, has now been assigned by that paper to cover the news that emanates from Bellevue Hospital. Wallace Wheeler takes the place of Mr. Adams at Ship News.

Hugh Hume is now news editor of the Portland (Ore.) Evening Telegram, having succeeded James S. Tyler, who was promoted to the general management of the paper last week when C. J. Owen left to become business manager of the San Francisco Call. All three of these men got their early training on California newspapers.

Fred E. Dayton, formerly connected with the Hartford Globe, has gone to Chicago to assume the management of the Electric Vehicle Company's branch house in that city. His wife, Helena Smith Dayton, who at one time was society editor of the Hartford Post, was tendered a banquet by Hartford newspaper men previous to her departure for the West.

Dan Carey, City Hall reporter for the Atlanta Constitution, and for a year president of the Atlanta Press Club, is mentioned as the probable successor of Press Huddleston as private secretary of Mayor James G. Woodward of Atlanta. Mr. Huddleston resigned to become foreman of the composing room of the new Evening Georgian, which is to start about April 25.

Folger McKinsey, who served as exchange editor and managing editor and in various other capacities on the Baltimore Evening News, and who later was engaged for a time as exchange editor of the Washington Post, has now taken a position with the Baltimore Sun, where he is looking after the exchanges and doing editorial work. His joining the force has been followed by some re-

arrangement of the office work on the Sun.

G. Edmund Hatcher, who served on Cincinnati and Chicago papers for several years, and who until recently was managing editor of the Chattanooga Saturday Press, has accepted the position of managing editor on the Chattanooga Evening News. Mr. Hatcher is a newspaper man of marked ability, and has won a high place in the esteem of everyone with whom he has come into contact.

Kirby Wert, formerly city editor of the Memphis News and at one time connected with the Chicago Tribune, but who for the past three years has been city editor of the Chattanooga Times, has resigned and after a short vacation will take up newspaper work in the East. Mr. Wert has had valuable experience in newspaper work and his friends predict a bright future for him.

## DEATH OF F. P. CHURCH.

For Many Years Editorial Writer on the New York Sun.

Francis Pharellus Church, for many years an editorial writer for the Sun, died last Wednesday at his home in New York after an illness of several months. Mr. Church was born in Rochester, N. Y., on Feb. 22, 1839. He was the son of the Rev. Dr. Pharellus Church, himself an able writer and controversialist. Mr. Church was graduated with honors from Columbia College in 1859. He studied for the bar, but put aside the law to take up literary work. He was the editor of the old Galaxy Magazine, and was associated with his brother, Col. William Conant Church, in the management of the Army and Navy Journal and the Internal Revenue Record. In recent years he had taken no part in the management of these papers, but he remained a director in the corporation which owns them.

## OBITUARY NOTES.

Herbert S. Pearson, purchasing agent of the Boston Herald, died suddenly of heart disease one day last week while at work at his desk in his office. Mr. Pearson was 51 years old. He had been associated with the Herald for about two years.

Weston Flint, editor, journalist, lawyer, educator, and former librarian of the Washington Public Library, died in Washington last week. He was 71 years old, and was a native of New York. At one time Mr. Flint was editor and publisher of the St. Louis Daily Tribune.

Nathaniel Appleton, for a number of years editor of the Newburyport (Mass.) Herald, died there last week, aged 73 years. He was born in Newburyport, but spent most of his life in New York city in the practise of law. He bought the Herald about sixteen years ago.

The Rev. James Mansfield Belding, who was a Presbyterian clergyman and had been engaged in newspaper work and had been connected with the Vicksburg (Miss.) American and Joliet (Ill.) News, died last Sunday in Chicago, aged 49 years. He was a native of Ameterdam, N. Y.

## 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.

## SITUATIONS WANTED.

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

## CORRESPONDENT.

Journalist, thoroughly alive to the doings at the Capitol, desires to act as special correspondent for several good weeklies or semi-weeklies. Will give personal attention to happenings of special interest to your section. Rate, \$1 per column. Address "BOX 59," Washington, D. C.

## A POSITION BY

experienced bookkeeper in South. Graduate Pennsylvania College. Diploma. Good correspondent and typewriter. Very best references. Address "BOX 45," Langley, S. C.

Experienced, active journalist, thoroughly familiar with trade conditions, desires to correspond for a first class trade paper from Chicago and to cover adjacent territory. Address "D. B.," care THE EDITOR AND PUBLISHER.

CAN FURNISH UNEXCEPTIONAL references showing that I know how to fill the desks of managing, news or general editor of any paper. I am after a permanent place where ability counts. Would like afternoon paper in town of about 50,000, where a well-equipped man can advance with the results he accomplishes. Address "G. H. M.," care THE EDITOR AND PUBLISHER.

## CARTOONIST.

Boon your circulation and advertising by local cartoons and illustrations. I draw striking cartoons full of humor and originality. I know how to please the readers. Position in West or South preferred. Salary moderate. Address "ILLUSTRATE," care THE EDITOR AND PUBLISHER.

TRADE JOURNAL CORRESPONDENT, thoroughly familiar with the trades in the entire Pittsburgh district, desires to correspond for a few more first-class trade papers. Address "GEORGE D. STERLE," 1008 Western avenue, Allegheny, Pa.

## FOR SALE.

HOE ONE ROLL FOUR PAGE WIDE Printing and Folding Machine. Works four-page papers at 8,000 per hour, six or eight pages at 24,000, and twelve or sixteen pages at 12,000 per hour. Length of sheets 22 inches. Six columns of 13 or 13½ ems plea to page. WALTER SCOTT & CO., Plainfield, N. J.

## FOR SALE OR EXCHANGE.

One Levy 50-line Half-tone Screen 14x17. Perfect condition. DISPATCH, St. Paul, Minn.

GOSS CLIPPER FOUR AND EIGHT page stereotype web press for sale, in good condition. Length of page 23½ inches, 6 or 7 columns to page. Speed 10,000 per hour, folded to quarter page size. Can deliver quickly. WALTER SCOTT & CO., Plainfield, N. J.

FOR SALE—PARTY WITH RECORD of success, to take management and interest in Southern publishing business, with class and local papers; city of 7,000. Snap for right man, with \$10,000 to \$15,000, to secure controlling interest. "DIXIE," care THE EDITOR AND PUBLISHER.

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

## BUSINESS OPPORTUNITIES.

## WANTED TO BUY

daily paper in Southwest town not less 15,000 population or controlling interest. Reference the best. J. FRANK JONES, Colorado Springs, Colo.

## ANY PROPOSITION

you wish sold to the newspapers will be undertaken by the best known and most successful salesman. Never fails to make sales if proposition has merit. "SUCCESSFUL," care THE EDITOR AND PUBLISHER.

## HELP WANTED.

## WANTED—MAN IN NEW YORK

to represent a Western theatrical journal. A capable, up-to-date writer on theatrical affairs. The publisher wishes to receive a weekly letter covering the news in the East; please state terms. Address THEATRICAL NEWS, Memphis, Tenn.

## EDITORIAL ASSISTANT WANTED.

A newly established successful magazine wants an experienced editor who will take a small interest in the magazine. Must have unquestionable ability as a writer, and furnish high recommendations. Address "PERMANENT," care THE EDITOR AND PUBLISHER.

## MANAGER FOR SOUTHERN OFFICE

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

F. P. Shumway, Boston, is placing orders for the Emerson Shoe advertising.

The Kenyon Company, Brooklyn, N. Y., is asking for rates.

The Dillard Remedy Company, East Bangor, Pa., is asking for rates generally.

Wood, Putnam & Wood, Boston, will place the advertising of the Moxie Nerve Food Company.

The C. F. Wyckoff Agency, Ithaca, N. Y., is sending out copy generally for the Just's Food advertising.

W. S. Peck, Syracuse, N. Y., is sending out a line of clothing advertising through Samuel Knopf, Union Square, New York.

Hall & Ruckel, 315 Washington street, New York, are making new contracts for the Zoedont advertising.

N. W. Ayer & Son, Philadelphia, are sending out large copy to daily papers for the Yando Macaroni advertising.

The R. V. Tohin Agency, 1 Madison avenue, New York, is using daily papers all over the country for the advertising of Radium Radia.

The Kauffman Advertising Agency, Broadway, New York, is using daily papers for the advertising of the Independent Drug Company.

George L. McCracken, East Twenty-second street, New York, is sending out a line of classified advertising for the McCoy Pottery Company.

M. J. Shaughnessy, advertising agent, Temple Court, New York, is asking for rates on 3,000 lines to be run in New York State dailies.

The Frank Seaman Agency, Thirty-fourth street, New York, is placing some advertising for the Seville Packing Company.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing the advertising of Peter Henderson, seeds.

Burnham & Morrill Company, Portland, Me., will advertise their canned goods in Illinois dailies during the summer.

The Charles H. Fuller Agency, Flat Iron Building, New York, is placing the advertising for the Holman Liver Pad Company.

The J. P. Muller Company, New York, is asking for rates on four and one-half inches two times a week for three months, and e. o. d. for two and three months.

The Genesee Brewing Company, Rochester, N. Y., is sending out large copy through the C. F. Wyckoff Company, Ithaca, N. Y., for the advertising of Old Stratford Mellow Ale.

Charles Rucker, advertising manager of the Swift Specific Co., Atlanta, Ga., has just completed a trip through New York State, where he made contracts with the different daily papers for the advertising of that concern.

### Ben Leven Agency Moves.

The Ben Leven Advertising Agency, of Chicago, although organized only four months ago, has already been compelled to seek larger quarters, and now occupies commodious offices at 533 and 534 Marquette Building in that city. This agency has just closed a contract for another large account of financial advertising. It is the intention to use every Sunday and daily paper in the United States and Canada.

## ADVERTISING NOTES.

Columbus, Ga., is raising a fund of \$4,500 to advertise its resources.

W. D. Ward, who was formerly connected with the Scripps-McRae League Eastern office, has accepted a position with the New York Evening Journal.

E. A. Berdan, special agent, World Building, New York, is on a business trip to Cleveland.

Paul Block, the special agent, Vanderbilt Building, has left on a ten-days' Western trip.

Fred B. Humphrey, manager of Paul Block's Chicago office, was in St. Louis this week in the interest of that agency.

O. P. Tedford, formerly of the Lyman D. Morse Agency, has joined the advertising staff of the New York Evening Mail.

The Cleveland Leader claims an advertising gain for January, February and March of this year of 33,804 inches over the same period in 1905.

Robert Hawk, formerly manager of classified advertising of the Pittsburg Chronicle-Telegraph, is now manager of the classified advertising of the New York Times.

James Antisdel, representative of the Clover Leaf Papers, Tribune Building, New York, will move his office about May 1 to 9 West Twenty-ninth street, New York.

Paul Block, special agent, expects to remove from the Vanderbilt Building to the sixth floor of the Flatiron Building. Mr. Block's suite of offices will be in the northern end of the building and will have an outlook on Fifth avenue, Broadway and Twenty-third street.

C. E. Wood, formerly business manager of the Colorado Springs Telegraph and the Colorado Springs Gazette when those two papers were owned by Clarence P. Dodge, the millionaire, has accepted a position in the advertising department of the Denver Post.

F. M. Simmonds, Jr., has resigned as advertising manager of the Peoples Publishing Company, Chicago, to take charge of the publicity department of the Chicago Engraving Company. This department will be devoted to advertising exclusively, particular attention being paid to catalogs and form letters.

E. T. Wilkerson, for many years advertising manager of the Denver Post, has accepted a similar position with the Denver Times and the Rocky Mountain News, Senator Patterson's two papers, succeeding A. D. Bishop, who goes to the Post. S. J. Dutch, for a number of years an advertising solicitor for the Post has also accepted a position with the News and Times.

Members of the advertising class of the Boston Y. M. C. A. have formed a permanent organization called the Trimount Advertising Club. Joseph G. Morgan is president and W. F. Downing is secretary. The following well-known Boston advertising and newspaper men have been made honorary members: E. W. Frenz, Carlton H. Tomer, Frank Palmer Speare, Franklin P. Shumway, Charles H. Taylor, Jr., and L. M. Hammond.

### Des Moines Capital's March Record.

The Des Moines Capital made a remarkable advertising record in March. In its twenty-seven issues that month—for it prints no Sunday edition—the Capital carried 24,528 inches of advertising.

## GRADUATES FROM AUGUSTA.

Some of the Men Who Received Newspaper Training There.

The Augusta (Ga.) Herald gives a list of newspaper writers of Augusta who are now engaged on papers in other cities. Among them are: Edward W. Barrett, editor and owner of the Birmingham Age-Herald; Charles J. Bayne, Atlanta Commonwealth; James G. Bennett, Cincinnati Enquirer; John R. Burke, Macon (Ga.) Telegraph; John S. Cohen, managing editor of the Atlanta Journal; Clarence Cook, in the newspaper business in New York; Miss Harrydelle Hallmark, Philadelphia Press; P. H. McDonald, New York Evening Journal; Sam T. Potts, Norfolk Virginian-Pilot; James R. Randall, New Orleans Morning Star; John Rhett, Spartanburg (S.C.) Herald; Stanhope Sams, who is editing a leading magazine in New York; Pleasant A. Stovall, owner and editor of the Savannah (Ga.) Press; M. P. Walsh, political reporter on the New York Herald, and Wallace Wheless, New York Sun.

### Good Advertising That Texas Gets.

More than 132,000 lines of newspaper advertising and write-ups of the first meeting of the Northern Settlers' convention, held last year at Galveston, are embodied in a volume which is now in the hands of Col. T. J. Anderson, of Galveston, general passenger agent of the Galveston, Harrisburg & San Antonio Railway. The book was compiled by the immigration department for the purpose of showing the benefits that are to be derived from these conventions. The clippings are from thousands of newspapers all over the United States but principally from those of the South. For the past month the book has been on exhibition at the Business Men's Club at San Antonio, where the convention is to be held April 20-21. It was sent to Houston last week at the request of Col. Anderson.

### Advertising in a Thousand Cities.

The advertising of the National Cigar Stands Company, which is placed by the Ben B. Hampton Company, 7 West Twenty-second street, New York, promises to be one of the largest newspaper accounts of the year. Louis K. Liggett, president of the National Cigar Stands Company, is also president of the United Drug Company, of Boston. Mr. Liggett is authority for the statement that the National advertising will extend to one thousand cities and towns as rapidly as cigar cases can be delivered to dealers. In Providence and other cities which are ready for business, the newspapers are carrying full page ads each week. The National Cigar Stands Company is located at 23 East Twenty-first street, New York. It is an independent concern, in no way connected with any other tobacco companies.

### Clears Evening Field at Chico, Cal.

Col. E. A. Forbes, who recently purchased the Chico (Cal.) Enterprise has now acquired the Chico Post, the other evening paper there. It is understood he will discontinue the publication of the Post, which will make the Enterprise a very strong paper in its field.

### Wilshires Magazine Moves.

Wilshire's Magazine has moved from 125 East Twenty-third street, New York, to the Black Building, 200 William street. Almost the entire third floor of the big, new building near the Bridge is given up to the various departments of this rapidly growing publication.

The Star and Democrat, a weekly paper at Greencastle, Ind., has begun the publication of a daily edition called the Greencastle Daily Herald.

## NEW CORPORATIONS.

D. O. Haynes & Co., Great River, N. Y., to publish newspapers, books, magazines, etc. Capital, \$100,000. Incorporators: David O. Haynes, 11 West Ninety-fourth street, New York; Ezra J. Kennedy, Rutherford, N. J.; Edward W. Drew, 1133 Broad street, Newark, N. J.

The Coney Island News Company, Brooklyn, to print and publish newspapers, etc. Capital, \$10,000. Incorporators: Robert J. Geary, West Eighth street, Coney Island; Harry A. Green, 763 Franklin avenue, Brooklyn; F. F. Geary, 1525 Surf avenue, Brooklyn.

Pennypacker Publishing Company, 800 Fifth avenue, Asbury Park, N. J., printers, publishers, engravers, etc. Capital, \$100,000. Incorporators: Morton and William D. Pennypacker and E. Winchester, all of Asbury Park.

R. N. A. Syndicate, Inc., 171 Cooper Avenue, Montclair, N. J., publishers and printers. Capital \$50,000. Incorporators: Charles T. Root, Charles C. Phillips, Isaac R. Mekeel, all of 200 Greene street, New York.

Anderson Publishing Company, New York, to manufacture pictures, books, periodicals, etc. Capital, \$340,000. Incorporators: Walter R. Anderson, 22 Union Square, New York, and others.

Walter H. Hooper Printing Company, Boston. Capital \$10,000. Incorporators: Walter H. Hooper, Charles J. Hooper, Frederick R. Cutter.

The Braddock (Pa.) Daily News Publishing Company has been incorporated with capital of \$25,000.

American Printing and Publishing Company, Philadelphia. Capital, \$10,000.

### Rumor of Tampa Morning Paper.

It is rumored that a new morning paper is to be started at Tampa, Fla. One report has it that it is the Times which is to launch the *Matin Journal* supplemental to its afternoon edition, while others claim that the recent announcement of the Herald that it would erect a commodious building of its own for a home and that it would install a three-deck Goss press is an indication that it is the paper which is proposing to enter the morning field. No one connected with either of the afternoon papers named acknowledge any such intentions.

### Big Copy for Murad Cigarettes.

The American Tobacco Company is engaging in a very heavy campaign on Murad Cigarettes. Magazines are receiving orders for twelve full pages in a year and newspapers in New York and other large cities are receiving large copy. Full pages, half pages and quarter pages make up what is doubtless the heaviest schedule of cigarette advertising ever published. All the American tobacco business for this entire year is being placed by the Ben B. Hampton Company, advertising agents, New York.

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**ETHICS OF THE PRESS.**

**Some Thoughts on the Moral Considerations That Should Govern the Publication of a Newspaper.**

At the recent meeting of the Tennessee Press Association in Nashville, G. F. Milton, editor of the Knoxville Sentinel, read a paper on the "Professional Ethics of the Press, which was paid the compliment of being ordered printed in full in the minutes. In part, Mr. Milton said:

"It has been said that, strictly speaking, there is no such thing as ethics of the press. Each newspaper publisher or proprietor—whoever is the controlling spirit behind the types, the man who pockets the profits or stands the losses, is the dominating factor, and the ethics of the paper are his ethics. This is true in a sense, but there are nevertheless certain well-defined principles and established practices which have come to be recognized, and whatever the ethics of the responsible editor, these must be more or less observed.

"Journalism—I use the word with none of the prejudices against the term which some men profess—is coming more and more to be a profession. Professional ethics are those of the trained student, whose life is devoted to the pursuit of some science. It does not need the college course. The training must be in the hard school of experience. As Horace Greeley said, 'A real newspaper man is a boy who has slept on newspapers and ate ink.' No diploma hangs in the dirty newspaper office—called by outsiders 'sanctum,' or a more ponderous term. Nevertheless, when it comes to intimate acquaintance with the various mercantile, agricultural and industrial pursuits of his readers he is better versed and possessed of a power to do more real good than the lawyer, doctor, preacher or teacher. He is a factotum. He is a confidante. He is valuable to his community in proportion to how much he knows on some subjects and how little he prints, and on other subjects how much he does print for unselfish ends. He wears no academic hood, but without such ornament he is a graduate in human nature. Humble though he is and unpretentious, his work ranks with that of any so-called profession.

"The first question with regard to a newspaper is its purpose. It is published to promote some single cause, good or bad? Is it published to foster the ambition of some man or set of men? Or is it, in the words of Joseph Pulitzer, 'both a daily schoolhouse and a daily forum, both a daily teacher and a daily tribune, an instrument of justice, a terror to crime—forever unsatisfied with merely printing the news—forever fighting every form of wrong—forever independent—forever advancing in enlightenment and progress—forever wedded to truly democratic ideas—forever aspiring to be a moral force—forever rising to a higher plane of perfection as a public institution.' These are the questions each of us must settle as to our own paper.

**SACRIFICE FOR PRINCIPLE.**

"Those who speculate on the future of journalism sometimes predict the subsidized newspaper as meeting the need in order to establish freedom of thought. In my opinion, however, the journal of the future will be a development along the lines of the newspaper of to-day, and it will meet the expectations of it. In many illustrious cases we hear the principle announced that an honest policy pays and therefore prevails in newspaper offices because they are business institutions. But this is not, it seems to me, taking very high ground. The newspaper will do better than that.

"The newspaper should be prepared to suffer loss in advertising and in circulation in order to pursue an editorial policy which, though unpopular, it considers right. This is the severest test, and yet I know of many newspapers which have weathered such a storm and are stronger than before they met and

resisted such temptation. Such examples are valuable at a time when there is some tendency to criticize the press. In what institution, or in what class of individuals has more unselfish devotion to principle been shown? It is a common glory of the newspaper that, with all its faults, it stands to-day the least trammelled, as well as the most potent influence on human thought.

"Now as to the practical side of the topic. In common parlance, a newspaper is divided into two departments, the 'upstairs' and the 'downstairs,' the paper makers, and the paper distributors and space sellers. It is but a truism to say that the two forces must co-operate. The one furnishes the vitalities, the other the vitals. This is undoubtedly the day of the newspaper. The demand for news—and along with news all the general information which is digested with the news—is strong and grows stronger. America is the greatest news reading nation and the habit shows no decline, but the reverse. It is proof of the alertness and intelligence of our people.

"I am one of those who hold the opinion that a paper cannot be built up without the most intelligent conduct of the upstairs departments, even at the expenditure there of a large proportion of the revenue. 'Raise Cain, and sell papers,' advised Mr. Dana. So-called hustle in the business department is very valuable, indeed essential, but a newspaper must develop from the newspaper end with hearty co-operation and growth from the business department at the same time. I believe also that the editorial page is becoming more important every day. Sometime since it was predicted that it would be entirely abandoned; several 'enterprising' (?) papers did abandon it. It is restored to its old importance in all of these papers. More attention is being given to the character and force of the editorial page to-day than ever before. It is better written, broader in scope, fairer in tone, less personal, yet more vigorous, less controversial, more judicial and a safer guide. One of the sad features is that the identity of the writers now is scarcely ever known.

"The aim of the newspaper of to-day is to supply every intellectual want of those who assemble in the evening about the library table, and supply these wants not only with expedition but with accuracy and without bias. The privilege of entering the home is one that imposes a solemn duty. It is a confidential and trusted relationship. It should emphasize to us the responsibility of the written word. The continued influence of the newspaper depends upon how well it justifies the confidence reposed by the subscriber who permits the paper to be received into the bosom of his family, and thus becomes a potent influence upon his home life.

**AS TO THE WEEKLY PAPER.**

"There is undoubtedly some feeling on the part of the country press as against the city press. The latter lower their subscription prices to less than the cost of white paper in order to secure circulation—and thus advertising at a good rate. This tendency cannot be stopped, and the weekly publisher must meet the competition by publishing such a good local paper—one so strong in policy—he cannot be undermined. The weekly paper which will stick to all home print, pay little attention to general news and much to local news, give readers a strong editorial page and throw out the magazine supplement with their shrewdly concealed boasts of special interests and roasts of the parcels post system will wax prosperous. There never was a time, however, when more insidious influences were at work on the press. The editor must not only be honest, he must have his eyes open. There isn't much free correspondence offered which has not some selfish aim hidden away in it.

**FOREGO OFFICE SEEKING.**

"The criticism I am going to indulge in is based, not on any inferiority of the press, but rather upon a mistaken mental attitude of editors. To be perfectly

frank, the chief influence which has a tendency to lower the plane of the press in Tennessee, in my opinion, is the failure of many newspaper men of the present day to realize the dignity and power of their positions. When the newspaper, as is sometimes, and I fear too often, the case, a mere stepping stone, a means to an end, a side issue, an emolument, it cannot be a great organ of independence and exercise the influence it should yield. There is not a considerable town or city in Tennessee where the leading newspaper may not be made to yield more revenue than the best federal or county office. This may seem an extravagant statement. It is true. There is not such a town or city where the position of editor of such paper ought not to be more influential and honorable than that of any official in any office in that town or city. It all depends on ourselves. The office holder, or office seeker—even the business man—must court favor always. He is a slave, never a master. He is subject to the fickle change of public sentiment. The politician often becomes a hack in demagoguery and never draws a free breath. Compare his abject state with that of a free editor of an established paper with good patronage in a growing town. There is no limit to the capacity of such a man for altruistic achievement for the good of his community. His sphere is by no means limited. His assistance is sought in every worthy movement. By his active and unselfish support to all such he may become the most potent factor in town. He is no doubt hated by some, but also respected. He stands as an obstacle to all corrupt schemers. He is feared by the franchise grabbers, the grafters, tax dodgers, and tax eaters. There may be little worldly honor for him. The public may express openly no appreciation. But his conscience, the most infallible test, is clear. Such is the editor we admire. How far do we fall short? Of such editors were Greeley, Gonzales, and Grady. Not one of these ever held an office. They never truckled. In life they were known respectively as a crank, an extreme, and a dreamer. But statutes stand to perpetuate their memory, and their names will go down on the pages of history.

**THE LADY OF THE TYPES.**

"The newspaper is an institution. Its whole strength is in popular favor. The real estate, machinery and type, may be bought in a day. The good will it is a matter of years to make valuable. No personal, corporate interest ought therefore to be paramount to those of the great constituency which the daily or weekly newspaper serves. No devotion more constant than that to our Dear Lady of the Types. She is a jealous mistress. The least neglect makes her face grow pale and a teardrop glisten in her eye. She craves not the attention which is inspired by merely commercial considerations. The successful editor must seek her for her own sake with no thought either of fame or gain. Such purely unselfish devotion brings the flush to her cheek and the gleam in her eye and the smile on her lips and the love look of sympathy and approval which is the dream of every worshiper at her shrine. Is not that laurel wreath worth the seeking?"

**SOUTH BEND POSTER PRINTERS.**

New Concern Incorporated by Officers of the Tribune and T. H. McKone.

The South Bend Poster Printing Company, capitalized at \$25,000, has been incorporated at South Bend, Ind., with the following officers: President, F. A. Miller, who is vice-president and editor of the South Bend Tribune; vice-president, Thomas H. McKone; secretary, Charles E. Crockett, secretary and treasurer of the Tribune Company; treasurer, Elmer Crockett, president of the Tribune Company. All the stock of the new concern is owned by these four men.

A building is being erected in the business district of South Bend for the company's use and will soon be ready for occupancy. The plant will be equipped with the most modern machinery for large and small show poster printing. Although incorporated to do a general printing business the company will at present devote itself mainly to theatrical poster work. Mr. McKone, who now lives at Niles, Mich., will soon move to South Bend and will have supervision of the plant of the new concern. He is an expert poster printer and well known to many theatrical people.

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**THE BALTIMORE SUN BUILDING.****Columns in the Handsome New Structure  
Are Now in Place.**

Work on the new building of the Baltimore Sun is rapidly progressing. Most of the big columns that are to contribute the chief decorative effect to the structure have been placed. Between the second and fourth floors are twenty-four of these columns, each thirty-two feet high and almost ten feet in circumference and weighing twenty-two tons. Sixteen of them are on the Charles street side, four on Baltimore street and four on German street. The aesthetic ornament is the sunflower, each about eighteen inches in diameter. Seventeen of these flowers are carved on what is known as the belt course of the building, between the first and second floors. Around each of the entrances on Charles and Baltimore streets will be handsome carved work, depicting fruits and flowers, indicative of the earth's fruition under the influence of the warmth and nurture of the sun. On the roof of the structure will be a clock, with dials eight feet in diameter.

The new Sun Building, a description of which has already been printed in THE EDITOR AND PUBLISHER, will be four stories high and more than 86 feet from ground to roof. It is 202 feet deep, with a front of 52 feet 9 inches, and has an area of more than 10,000 square feet on each floor. While it will be one of the handsomest structures in rebuilt Baltimore, it is designed primarily with an idea to the greatest convenience in newspaper publication, and its artistic effects detract nothing from the practical advantages which make it a model newspaper home.

**CLUBS AND ASSOCIATIONS.**

A press club has been organized at Fort Worth, Tex.

F. W. Richardson, president of the California Press Association, has arranged a trip to the City of Mexico for members of the association.

The Detroit Press Club gave a dinner a few evenings ago to C. Nick Stark, a former Detroit newspaper man, now a member of the Louis James Theatrical Company.

The Johnson County Press Association of Texas, was organized last week with the following officers: President, Hugh Pettus, Godley; vice-president, J. C. Bridges, Venus; secretary and treasurer, F. N. Graves, Cleburne. Executive committee—D. W. Bollivar, of Cresson, P. R. Clark of Joshua and J. W. Allin of Cleburne.

The annual meeting of the Maine Weekly Publishers' Association was held at Augusta on April 6, when the following officers were elected: President, Frederick W. Plaisted, of Augusta; vice-presidents, E. E. Morse, Millinocket, and C. E. Kendrick, Boothbay Harbor; secretary, L. O. Haskell, Pittsfield; treasurer, F. W. Sanborn, Norway. Executive committee—J. H. Ogier, Camden; Charles A. Pillsbury, Belfast; Henry C. Prince, Madison; E. D. Twombly, York; G. W. Singer, Damariscotta, and G. H. Collins, Presque Isle.

**A Texas Weekly Changes Hands.**

The Temple (Tex.) Weekly Tribune has been sold by its owners, the Temple Printing Company, to Joseph Sappington, of Gatesville, Tex., who will continue the publication in an enlarged and improved form and under another name. The Temple Printing Company will hereafter devote itself solely to the publication of the Daily Tribune, the job printing department having been sold to E. H. Thompson, of Temple.

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