

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 4, No. 46.

NEW YORK, MAY 6, 1905.

5 CENTS A COPY.

BUYS COSMOPOLITAN.

**WILLIAM R. HEARST ACQUIRES
MAGAZINE LONG OWNED BY
JOHN BRISBEN WALKER.**

Few Details of Sale Made Known—One Report Says That Mr. Walker Will Remain as Manager for Five Years; Another That the Publication Will Be Conducted Along Lines Similar to Hearst Newspapers—Hearst Sails for Europe.

It is reported that William R. Hearst last Monday purchased the *Cosmopolitan Magazine* of John Brisben Walker, who for years has been its proprietor and editor. The price paid for the magazine and the circumstances of the sale have not been learned. It is understood that Mr. Walker will continue to manage the magazine for five years.

Mr. Hearst sailed for Europe last Tuesday morning on the North German Lloyd liner *Kronprinz Wilhelm*.

The *Cosmopolitan* was founded in 1886 by Mr. Walker, who has since been its editor and proprietor. It is published at Irvington-on-Hudson, where, with the *Twentieth Century Home*, a woman's magazine started a year or so ago by Mr. Walker, it has a magnificent plant. The New York publication office was moved last Tuesday from the Bristol Building, at Forty-second street and Fifth avenue, to the up-town office of the Hearst newspapers at the Grand Circle.

When a representative of THE EDITOR AND PUBLISHER called at that office on Thursday there was little to be learned from an official source. Several men were employed at the desks in the office. From casual conversations it was gathered that the *Cosmopolitan* would be under the management of George Von Utassy, who is business manager of *Motor*, Mr. Hearst's automobile magazine. It was said, too, that Mr. Walker would remain editor of the *Cosmopolitan* for a time. No credence was put in the reports that other members of the staff had been decided upon. The *Twentieth Century Home*, it was said, is not included in the transfer, and will be retained by Mr. Walker. When, after some delay, Mr. Von Utassy was seen, he disclaimed any knowledge of the sale other than that gained by what he had seen in the daily papers.

"You will have to see Mr. Hearst," he said, significantly.

"But Mr. Hearst has sailed for Europe, has he not?"

"I believe he has," said Mr. Von Utassy, and smiled.

It is understood that Mr. Hearst will conduct the *Cosmopolitan* on something of the same lines as the Hearst newspapers, making it radical in its tendencies, and vigorous in its championship of popular rights. It is suggested, also, that he may be assisted in its editorial management by Charles Edward Russell, who has long been connected with the Hearst papers, and has recently come into special prominence by his articles on the Beef Trust in *Everybody's Magazine*. Willis J. Abbott, formerly with the Hearst newspapers, and later editor of the *Pilgrim* at Battle Creek, Mich., and Rudolph Block are also mentioned as possible members of the editorial staff.



WILLIAM H. BRAINERD.

(See page 3.)

MANAGING EDITOR OF THE ALBANY EVENING JOURNAL.

CRUSADE AGAINST MAIL FRAUDS.

Postoffice Will Investigate Suspicious Advertisements on Its Own Initiative.

Postmaster-General Cortelyou has decided that, instead of waiting for victims of fraudulent advertisers to complain to the Postoffice Department before official action is taken against such concerns, the Postoffice Inspectors shall in future make investigation into any business that is being advertised under such inducements as to lead to the suspicion that the public is to be defrauded.

Hereafter the advertising columns of certain newspapers will be carefully scanned by Postoffice Inspectors, and in cases where it is believed promises are put forth that cannot be made good under the ordinary methods of honest business, fraud orders will issue or the parties will be summoned to explain their methods. The Postmaster-General holds that any concern that advertises to give something of value for nothing, or for a relatively small sum, is fraudulent, and that it is the duty of the postal officials to protect the mails from such fraudulent use.

Mr. Cortelyou believes it is the duty of the department to prevent the mails being used to deceive and swindle the public, and that its officers should not wait until those who have been made the victims shall furnish evidence that the mails are being used to further fraud, since in many cases the victims hesitate to make complaint through fear of publicity, and thus the get-rich-quick concerns are enabled to continue the use of the mails for long periods without detection or hindrance.

SENATE DEFEATS LIBEL BILL.

Again Measure for Relief of New York State Newspapers Fails.

The bill introduced in the New York Legislature by Assemblyman Ogden, of Monroe, amending the libel law of the State, was defeated in the Senate last Wednesday by a vote of 20 to 24. Senators Armstrong, Grady and Cassidy attacked the bill. It was defended by Senators Brackett, Elsberg, McCarren and Coggeshall.

The bill sought to protect newspapers from unscrupulous lawyers who take libel suits on speculation, and provided that newspapers should not be liable for punitive damages after retractions had been made. It was one of a number of similar measures the newspaper men have tried to get through, all of which have been defeated by political interests that object to newspaper criticism. The Ogden bill had passed the Assembly by a vote of 83 to 7.

St. Paul Globe Passes Out.

The *St. Paul Globe* went out of existence with last Sunday morning's issue, as it announced two weeks ago it would do. James J. Hill, who controlled the paper, adhered to his determination not to sell the property and to let the Associated Press franchise lapse. The *Globe* has been the only Democratic morning paper in the Twin Cities, although both cities and the county are Democratic.

MILLION AND A HALF.

AMOUNT OF BIG ADVERTISING APPROPRIATION OF THE LIQUOZONE COMPANY.

Secured by M. Lee Starke for the Paul E. Derrick Agency—And It Will Almost All Go to the Daily Newspapers—Derrick Agency's International Scope Helped to Get the Account—Mr. Starke Talks of Plans for Handling the Business.

M. Lee Starke, general manager of the Paul E. Derrick Advertising Agency for the United States and Canada, has secured for that agency the entire appropriation of the Ligozone Company, Chicago, covering its advertising all over the world. This account represents an outlay of nearly one and one-half millions of dollars, and is said to be the largest single appropriation ever placed with an advertising agency. A point of particular interest to newspaper publishers in connection with the account is the decision to expend the entire appropriation in dailies, weeklies and semi-monthlies.

Mr. Starke secured the account largely because of his intimate acquaintance with the daily newspaper field in which he has spent the greater part of his life in the work of a special agent. Mr. Starke believes, as he always has believed, that the daily newspaper is the advertising medium par excellence, and he is swinging the great volume of the Derrick business in that direction. Only recently he took the *Apetizo* advertising of the American Cereal Company from the magazines, and is now conducting a vigorous campaign for that product in the daily newspapers of New England.

When Mr. Starke entered the general agency business on Oct. 1 last, the Derrick agency, with which he became associated, ranked ninth among the agencies in the volume of business handled. With the Ligozone, the American Cereal, the Oneida Community and its other accounts the Paul E. Derrick Advertising Agency now claims third place among the agencies in the amount of business placed.

The Ligozone account will necessitate the opening at once of offices for the Derrick agency in Chicago, Montreal and the City of Mexico. It now has offices in New York, London, Paris, Sydney, Cape Town and Buenos Ayres, and claims the distinction of being the only international advertising agency.

To a representative of THE EDITOR AND PUBLISHER Mr. Starke said:

"We have secured the Ligozone account because the merits of our agency appeal to the Ligozone Company. It is the largest single advertising appropriation in the world and we do the placing in the United States, Canada, Great Britain, on the Continent, Cuba, Mexico, South America, Australia, etc. We shall use newspapers almost exclusively and we know from experience that we shall get good results. It is hardly necessary for me to say that all publishers will be treated impartially and each paper considered strictly on its merits. The fact that we are exceptionally well equipped to handle an international account helped us secure the Ligozone contract.

"Some of the accounts we are handling are the American Cereal Company, the Ligozone Company, the Savage Arms

Company, Henry Likly & Co., Henry Holmes (H. & I. Collars), Stransky & Co. (Steel Ware), the Ferroleum Company, W. H. Hooker & Co., Oswald's American Brewery, Gandy Belting Company, Lima Locomotive and Machine Company, Macy & Jenkins, Munn & Co., Dow Typesetting Machines, Automatic Clerk Company, McCall Company, McMenamin & Co., Fifth Avenue Auction Rooms, the North American Trapper, Nick Williams Distilling Company, Oneida Community, Ltd. (Silverware), Old Bull Stout, American Export Beer, St. Ermin's Hotel, Ingersoll & Brother, Halls Wine Company, London; Old Club House Whiskey, John Walker & Co., West Disinfecting Company, C. F. Wildey & Co., S. M. Davis Company, Alivio Chemical Company, American Thermo-Ware Company, Chase Manufacturing Company, Manahan Moth Bag Company, Morgan & Co., Atlantic City Real Estate Company, John F. Jones & Co., the Goodell-Pratt Company, Federal Company, Chelsea Chemical Company, Dr. Acker's English Remedies, Chase Machine Company, the Hiller-Weichers Manufacturing Company, Mansfield Gum Company, Gundel Bundel Medicine Company, Champion Chemical Company, Akron Woodworking Company, American Art Company."

PROPRIETARY ASSOCIATION.

Medicine Men, Representing Big Advertising Interests, Meet in New York.

The Proprietary Association of America, representing some of the largest advertising accounts in the country, held a three days' session this week at the Hotel Astor, New York. The committee on the president's address approved his suggestion that the penalties for infringement of the trade mark law should include imprisonment, but they deemed it inexpedient to take any steps toward amending the law as it now stands, especially in view of the liberal action of the courts in recognizing the rights of proprietors under common law.

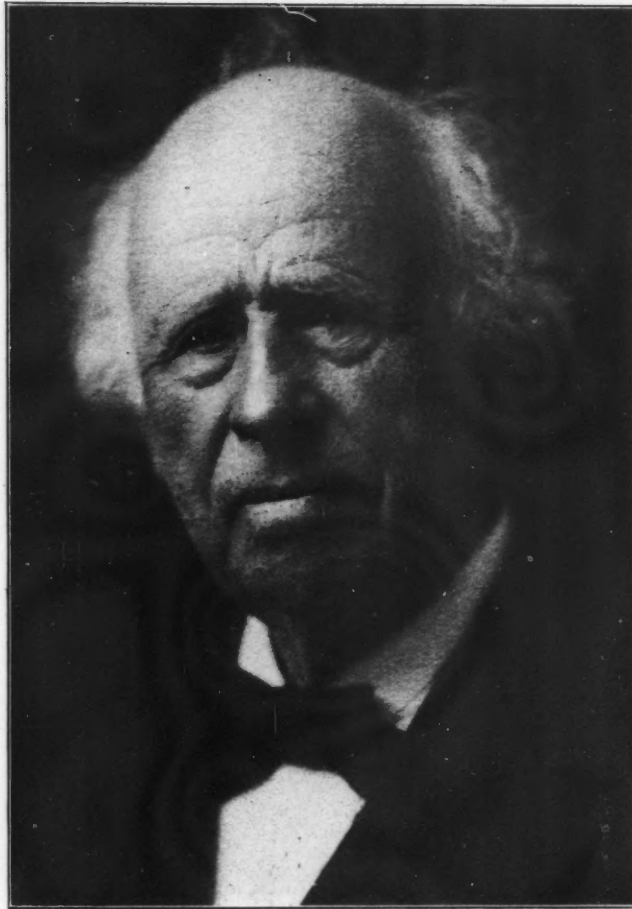
At the close of Wednesday's session the following new officers were installed: President, F. J. Cheney, Toledo, O.; vice-presidents, J. W. Kennedy, Chicago, and George Besset, Burlington, Vt.; secretary, C. G. Stone; treasurer, H. H. Good. Executive committee—O. C. Pinky, V. Mott Pierce, R. H. Stoell, W. A. Talbot, H. B. Foley and W. S. Douglas.

To Tour South America.

A party of prominent newspaper men are arranging for an extended tour of South America, beginning this summer. Among them are Dexter Goodwin, of the New York Herald; Ted Warren, of the Associated Press; Jack Norton, war correspondent of Collier's Weekly, and Nat Sowle, an artist of Massachusetts. Norton is now in Manchuria, but will return in time to join the party at a Central American point. It is the plan to leave from Boston early in August, going direct to Aspinwall, and from there to continue the journey Southward. A study of the industrial and economic conditions of the Southern republics, together with adventure and exploration, is the purpose of the party.

Brooklyn Eagle Carrier Strike Off.

It was announced last Monday evening that the strike against the Brooklyn Eagle, which has been waged strenuously for the past two months or so by its drivers and carriers, has been declared off. No concessions were made by the management of the paper. The strikers agreed to call off the boycott of the newsboys and dealers in consideration of a letter to the effect that union men would not be discriminated against in the future, although they would have no preference. The strikers will not be taken back. The pressmen are still out and their strike will be continued.



JOHN W. OLIVER.

EDITOR OF THE YONKERS STATESMAN WHO CELEBRATES NINETIETH BIRTHDAY.

IN THE HARNESS AT NINETY.

John W. Oliver, Editor of the Yonkers Statesman, Celebrates Birthday.

John W. Oliver, veteran editor of the Yonkers (N. Y.) Statesman, last Sunday celebrated his ninetieth birthday. Mr. Oliver is still in the harness and is at his desk every day.

On Dec. 9, 1899, he married his third wife, being then eighty-four years of age, and he lives with her and his son, Edwin A. Oliver, in Rose cottage, Yonkers. He never rides back and forth to his office, preferring to walk the three-quarters of a mile "for exercise."

Mr. Oliver was prominently identified with the printing history of New York city before the civil war. Born in Baltimore, he served an eight-years' apprenticeship to learn the business. Early in May, 1835, he left there with a companion and walked to New York city, where he arrived on May 10, with a capital of only six cents. In less than an hour after crossing the North River he was at work at his trade, within a month was made foreman of the office and in two years had an office of his own. He applied steam machinery to job printing and revolutionized the trade.

In 1840 he assisted in organizing the Washingtonian movement in New York, and soon after published the New York Organ, a temperance paper. He and his brother Isaac, who had joined him in New York, under the firm name of Oliver & Bro., continued the business at the southwest corner of Fulton and Nassau streets, in what was then known as the Sun Building. In 1842 the two brothers organized the Order of the Sons of Temperance. They sold the publishing portion of their business, and, purchasing the lot 32 Beekman street, erected a five-story marble building.

Some time after, Mr. Oliver sold his interest in the business to his brother, intending to retire, but found that an inactive life was not suited to his temperament. He fitted up another office, and in 1866 moved to Yonkers. This has been his home ever since. In 1872 he again sold out, intending to retire, but by 9 o'clock on the morning of the sale he had made an arrangement with the owner of the Yonkers Statesman to edit that paper.

In 1881 certain well known politicians succeeded in having him removed from the editorial chair. A number of influential citizens then promised Mr. Oliver their support in the establishment of a new paper, with the result that the Yonkers Publishing Company, with a capital stock of \$10,000, was organized. The company immediately bought the Statesman, and within a month after Mr. Oliver's removal he returned as principal owner, editor and business manager. In 1883 Mr. Oliver established the present daily edition.

Last Monday evening a delegation of well known citizens, headed by City Judge William C. Kellogg, presented to Mr. Oliver a silver service. An immense floral piece was received last Sunday by "prominent Republican friends," and the employes of the Statesman arranged a surprise for him at his office on Monday morning.

Mr. Oliver, in his reminiscences in response to the presentation speeches, related how he had seen Charles Carroll, one of the signers of the Declaration of Independence, drive the first spike in the work of constructing the Baltimore and Ohio Railroad. He had shaken hands with Lafayette, and had seen both Jefferson and John Adams.

The Statesman since its establishment has been one of the ablest and one of the most widely quoted papers in the country.

BARRED AS WAS METCALFE.

Critic for Yiddish Papers Excluded From Theatre Because of Writings.

Bernard G. Richards, dramatic critic for several Yiddish newspapers of New York was barred last Sunday afternoon from the Thalia Theatre in the Bowery, where Madame K. Litzen appeared at the matinee in "The Oath." Richards, it was said, wrote something about her acting which did not please her.

Michael Mintz, proprietor of the Daily Jewish Herald, is the actress's husband. He was at the theatre as her representative last Sunday when Richards went there with an order for two tickets signed by Leo Greenback, the manager.

Mintz, according to Richards's friends, refused to honor the order. When Richards offered to buy two tickets he was told that they would not be sold to him.

Chamberlain Again at His Post.

The billing of the Military Tournament for Madison Square Garden, New York, next week recalls that Charles Chamberlain, who is again its press representative, has served the tournament in that capacity continuously for the past seven years. The success of Mr. Chamberlain's press work in this, as in the numerous other enterprises which he has represented, speaks for itself. The newspaper men will be satisfied with just knowing that he is still in charge of the publicity department.

Southern Newspaper Publishers.

The Southern Newspaper Publishers' Association in session at Charleston, S. C. this week transacted much routine business on Wednesday. Montgomery, Ala., was selected as the next meeting place of the association.

M'KELWAY IN OGDEN WRECK.

In Spite of Injuries He Rushed Dispatch to the Eagle.

St. Clair McKelway, editor of the Brooklyn Eagle, was a member of the Conference for Education in the South who was caught in the wreck of the Robert M. Ogden special train near Columbia, S. C., last Saturday. Mr. McKelway, when the crash came, was in the forward dining car with Mr. Ogden and several others of the party, and that any of them escaped with their lives is regarded as almost a miracle. The waiter who was serving Mr. McKelway and Mr. Ogden was killed. Both Mr. McKelway and Mr. Ogden were dropped through the bottom of the car to the tracks and were pinioned down by the wreckage. Mr. Ogden, in spite of a badly bruised face and head and a broken hand, struggled free and turned to the assistance of Mr. McKelway. The flames were within five feet of Mr. McKelway when through his own efforts and those of the others he was pulled out.

Mr. McKelway was badly cut and bruised about the face and head and his back was severely wrenched, but notwithstanding his hurts he sat down on a trunk and rushed off a dispatch to the Eagle. He was not so seriously injured as to have to remain at the hospital and continued with those of the party who were able to travel.

The New Daily at Jackson, Mich.

The new daily paper to be established at Jackson, Mich., will be called the Daily News and will begin publication next Tuesday, May 9. It will be published every morning except Sunday and will have the full leased wire service of the Publishers Press. J. C. Richardson is president of the company, and Patrick W. Henley is general manager.

SUN ALUMNI ASSOCIATION.**Reunion Dinner of Men Who Have Been Graduated From the Paper.**

Twenty-six men who were members of the New York Sun's editorial staff ten years ago had a reunion dinner last Saturday night at the Hotel Astor. "It was not the dinner of a formal organization," said the Sun in its account of the function, "but merely the gathering of a group of men who had all been with the Sun contemporaneously. Nevertheless the crowd called itself the Sun Alumni Association, and threatens to make itself into an annual dinner giving institution."

"The list of the names of those present and invited to be present represents many callings and many advanced reputations. Only two, Mr. C. C. Adams and Mr. John B. Bogart, have the least direct connection with the Sun office to-day—but the whole company joined midway in the evening in formulating an expression of good will to be sent to the office."

"Those present were Cyrus C. Adams, formerly cable editor, now secretary of the American Geographical Society; Samuel Hopkins Adams, formerly reporter, now staff writer for McClure's Magazine; Collin Armstrong, formerly financial writer, now editor of the Wall Street Summary; John B. Bogart, formerly city editor, now a contributor; Rudolph Block, formerly reporter, now an editor of the Sunday American; Robert Gordon Butler, formerly an editor of the Sunday Sun, now general writer; Duncan Curry, yachting reporter, now yachting editor of the American; George Buchanan Fife, formerly reporter, now staff correspondent for the Evening Post; Christopher J. Fitzgerald, formerly racing reporter, now managing director of the Brighton Beach Racing Association; Willis Holly, formerly City Hall reporter, and Albany correspondent, now secretary of the Park Board; John P. Kenny, formerly reporter, now in the office of the Comptroller; M. J. Madigan, formerly reporter, now editor of the Catholic News; Victor Mapes, formerly reporter, now playwright; S. T. Mather, formerly reporter, now the Borax king; Henry W. Odion, formerly city editor, now retired; Willard H. Olmsted, formerly political reporter, now Justice of the Court of Special Sessions; George C. Pease, formerly yachting reporter, now plutocrat; David Graham Phillips, formerly reporter, now novelist; Garrett P. Servis, formerly night editor, now writer and lecturer on astronomy and other scientific subjects; Edward W. Townsend, formerly reporter, now novelist and playwright; C. V. Van Anda, formerly night editor, now managing editor of the New York Times; O. H. von Gotschalk, artist, now manager of the art department of the American Press Association; W. H. Walker, formerly reporter, now attorney at law; Jesse Lynch Williams, formerly reporter, writer; William A. Willis, formerly reporter, telephone editor for the Evening World; Robert S. Yard, formerly reporter, now publisher.

"Among those who were invited to come, but who were obliged to decline, were Charles M. Fairbanks, formerly night editor, now editor of Browning's Magazine; Oscar King Davis, formerly reporter and war correspondent, now general writer, Colorado Springs, Col.; John R. Spears, formerly reporter and war correspondent, now general writer; M. J. Hutchings, formerly reporter, now managing editor of the Chicago Inter Ocean; George W. Hinman, formerly telegraph editor, publisher Chicago Inter Ocean; David S. Barry, formerly Washington correspondent, now publisher Providence Journal, and Paul Krotel, formerly reporter, now Assistant District Attorney.

"A permanent organization was formed, of which Mr. Fitzgerald was made chairman, S. H. Adams secretary and S. H. Yard treasurer. It was agreed that hereafter men who had worked for the Sun for two years and were no longer attached to its staff should be eligible."

NEWARK ADVERTISER'S PRESS.**A Hoe Quad Ordered—Year of Advance Under E. W. Drew.**

The Newark (N. J.) Advertiser has ordered from R. Hoe & Co. a new quadruple press which will soon be ready for installation. The new machine will print the Advertiser at the rate of 48,000 an hour for four, six or eight pages; 24,000 for ten, twelve, fourteen or sixteen pages, or 12,000 for twenty or twenty-four pages. When it is installed the Advertiser will have one of the finest presses in the State of New Jersey.

The purchase of the new Hoe press is another step in the progress the Advertiser has made in the past year.

The man chiefly responsible for this rejuvenation of the Newark Advertiser is Edward W. Drew, who went to the Advertiser about eighteen months ago. Mr. Drew a short time later acquired control of the stock in the paper and reorganized the company, becoming its president. Before going to the Advertiser he had served with marked ability as the first city editor of the Buffalo News and later as editor of the New York Daily News prior to the Munsey regime. He also had held responsible positions on the New York World, Sun and Commercial.

Mr. Drew has associated with him in building up the Advertiser Wilson J. Vance, vice-president of the company and city editor of the paper; Henry J. Auth, secretary and treasurer of the company; A. B. Montgomery, the energetic business manager; H. S. Ingling, circulation manager, and Redmond F. Kernan, formerly business manager, now advertising manager.

SUIT OVER LINOTYPE PATENTS.**Mergenthaler Company Seeks Injunction to Stop Making of Machines in Canada.**

The Mergenthaler Linotype Company, New York, is proceeding in the Exchequer Court at Toronto to obtain an injunction restraining the Canadian-American Linotype Corporation, Ltd., and the Toronto Type Foundry Company from making or selling linotype machines under patents issued in 1895, which the plaintiff claims as its own property. The plaintiff also seeks an accounting and damages.

This action is ancillary to that brought by the same company in the Superior Court to break the sale by John R. Dougall to the two companies above mentioned of the right to manufacture machines in Canada under the patents and plans of the Mergenthaler Company.

Narrow Escape of John Schroers.

John Schroers, business manager of the St. Louis Westliche-Post, came near being crushed to death by a falling tree while on a visit in Arkansas last week. He was painfully injured and was taken to the Ozark Sanitarium in Hot Springs, where he is recovering. The accident occurred a few miles from Hot Springs during a furious wind and rain storm. Mr. Schroers and his family were driving from Potash Sulphur Springs to Lawrence to take a train. A large tree was blown across the covered wagon and team, and a big limb struck Mr. Schroers across the back, rendering him unconscious. At first it was thought he was killed, but he regained consciousness and was taken on to Hot Springs to receive medical treatment.

Spartanburg Herald Incorporated.

The Spartanburg (S. C.) Herald Publishing Company has been incorporated with \$10,000 capital stock, by Ambrose E. Gonzales, W. W. Holland, H. L. Watson and Fitz H. McMaster. Mr. Gonzales is managing director of the Columbia (S. C.) State and recently purchased control of the Herald at Spartanburg.

TRADE PRESS FEDERATION.**Matter Discussed at Meeting of Presidents in Chicago Last Week.**

The Chicago Trade Press Association celebrated Presidents' Night one evening last week with an informal dinner at the Hamilton Club in that city. The feature of the meeting was the assembling of the presidents of several trade press associations, as follows: W. L. Terhune, publisher of the Boot and Shoe Recorder, Boston, president of the New England Trade Press Association; James H. McGraw, publisher of the Street Railway Journal, New York, president of the American Trade Press Association, and W. C. Edgar, publisher of the Northwest Miller, Minneapolis, president of the Minnesota Trade Press Association. J. Newton Nind, publisher of the Furniture Journal, president of the Chicago Trade Press Association, presided at the dinner. Robert Mitchell Floyd, publisher of the Trade Press List, Boston, and secretary of the New England Association, was also a guest and participated in the meeting.

Others present were: W. E. Barnes, St. Louis Lumberman, St. Louis; P. H. Litchfield, Modern Miller, St. Louis; E. A. Stowe, Michigan Tradesman, Grand Rapids, Mich., and D. N. Harper, Concrete, Detroit, Mich.

The main topic of discussion was a plan for a federation of trade press associations and the formation of a national association. By resolution the presidents and secretaries of the American, Chicago, New England and Minnesota associations were appointed as a committee to formulate plans for a national association that will meet later.

W. L. Terhune, of Boston, delivered the first address, speaking on the subject of the federation and the set topic of "The Development of the Trade Journal." He was followed by James H. McGraw, of New York, W. C. Edgar, of Minneapolis, and Col. Robert Mitchell Floyd, of Boston, on similar topics.

New England Trade Press.

The New England Trade Press Association will hold its final meeting of the season on May 22 at the Trade Club, Boston. This will be one of the most important meetings of the association of the year. A resume of the recent meeting of the Chicago Trade Press Association and the project for forming a national federation of trade press interests will be presented. James H. McGraw, of New York, publisher of the Street Railway Journal and other publications, and president of the American Trade Press Association, has consented to attend and address the meeting. Other prominent trade publishers are also expected to be present as speakers. William L. Terhune, and Col. Robert Mitchell Floyd, of Boston, are, respectively, president and secretary of the association.

WILLIAM H. BRAINERD.**Recently Made Managing Editor of the Albany Evening Journal.**

On Mar. 6 William H. Brainerd was made managing editor of the Albany Evening Journal, the solid, old newspaper which was founded by Thurlow Weed and which on Mar. 22 completed its three-quarters of a century of existence. When asked for a sketch of his career for THE EDITOR AND PUBLISHER, Mr. Brainerd wrote as follows:

"I was born in Macon, Ga., on Dec. 25, 1855, my parents being natives of New York State. At the outbreak of the Civil war I came to Albany with the rest of the family, in 1861, and attended the district schools. On Sept. 17, 1866, a position was offered me in the mailing room of the Albany Evening Journal, which I accepted, and in consideration received fifty cents a week. The work kept me busy two hours a day, and six hours on Wednesday, when the weekly edition was printed. Thurlow Weed was editor then, with the late George Dawson as associate editor. From the mailing room I drifted into the business office and then into the editorial room.

"The late George W. Demers succeeded Mr. Dawson as editor, and then came Charles Emory Smith, with William H. McElroy as his assistant. Mr. Smith made me the cub reporter at \$10 a week. My stunt was the river front, but I gradually increased my field of labor to include the live stock, lumber and commercial markets, the hotels and the capitol. I was the first reporter to make a tour each day of the capitol and the old State hall and visit every department. This was a fertile field and others were not slow in recognizing the fact. In my experience I have reported each branch of the Legislature, the Court of Appeals, and went up against personally for news information every Governor since John A. Dix's time, my first Governor being the late Samuel J. Tilden, and every State officer for nearly thirty years past.

"Contrary to my wish I took the city editorship of the Journal in 1892 and held it for two years, relinquishing it to Mason C. Hutchins, to return to political and the capitol work. In June 1896 at the solicitation of James C. Farrell, who had recently come into the management of the Argus, I went to the Argus as city editor. Eighteen months later by the retirement of Mr. Farrell the duties of managing editor as well as those of city editor fell upon me, and I continued to act in both capacities until asked to return to the Journal as managing editor, on Mar. 6, 1905, succeeding Mr. Hutchins.

"During my long years I have represented a large number of newspapers at the capitol. My longest service has been of twenty years each for the New York Times and Chicago Tribune."



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THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17 21 PARK ROW, NEW YORK.

TELEPHONE, 7615 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. McKlerman, 24 Park Place, foot of "1." station; Thomas Mead, 229 Broadway; H. J. Linkoff, 140 Nassau St.; John Manning, City Hall Park, foot of Brooklyn Bridge, and at the corner of Fulton and Broadway; Park Row Bldg; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bldg; Cortlandt Street Ferry.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, MAY 6, 1905.

NEWSPAPER TRIUMPHANT.

It is gratifying to note that what is said to be the largest single advertising appropriation ever made—that of the Liquozone Company for nearly a million and a half of dollars—is to be devoted almost entirely to the daily newspapers. Nothing is so promising to the future of the business as the way the newspaper is lately coming to be recognized as the one medium for profitable publicity. The department stores and local merchants, the breakfast foods and biscuit makers, the railroads and steamship lines, the theatres and circuses, and first and last the proprietary medicines have come to understand that the newspaper is the great place in which to put their money with an assurance that it will be returned many fold. The newspapers themselves have been the educators. They have broken the light to the advertiser through sheer force of their own excellence.

LITTLE THINGS THAT COUNT.

A man walked into the publication office of a daily in a small city and laid down one cent for a copy of the paper. The clerk passed out the paper and with something akin to contempt tossed the copper into the till. Then he went on idly drumming his fingers on the desk in front of him.

When the humble purchaser had gone out, the publisher, who unobserved had entered from the rear and witnessed the incident, walked up to the clerk and said very gently:

"When a man buys a copy of the Item it is a good idea to thank him courteously. His penny is just as good to the Item as that of its largest advertiser."

This policy has characterized the Item office for a dozen years now, and the Item is one of the most successful small dailies in the country. The modest advertiser is treated with exactly the same consideration as the one that uses a page of space every day. Some years ago when the long-time contract for a page advertisement daily of Blank & Co. ran out, that firm was informed that it must thereafter pay the flat rate that was in force throughout the paper. When Blank & Co. protested, saying that such a policy was contrary to all practise in other lines of business, and that if they were not given a discount as large purchasers of space they would withdraw their patronage, they were politely told that this was the Item's way and that no departure from it would be made.

Then the publisher set about to explain. "If I were given the choice between ten pages of advertising from ten advertisers and ten pages of advertising from one hundred advertisers," he said, "I should

without hesitation select the latter. Why? Simply because you are constantly in danger of losing a patron, and if you lose one of the big advertisers it means a loss of ten percent of your revenue, which it might take six months or a year to replace with another customer, while if you lose one of your little patrons you lose only one per cent, and, if you know your business, you can replace it within a week. And your small advertiser is no more likely to drop out than is your larger one. At least they are not all going to quit at once, or, to put it in another way, ten of your smaller advertisers could drop out and not hurt your business so much as to lose one of your larger patrons. You say this is not true in other lines of business. I say it is. Which would you prefer, one large purchaser on account with wholesale discounts, or enough small cash buyers to make up the same volume of business? I notice that the old and successful houses have depended most largely upon the latter.

"Then, in the newspaper business, there is another point to consider. It is the big page advertisement that pulls and pays. Anyone who has ever tried it knows this to be the case. Not only this, but every big advertisement decreases just so much the value of the small advertisement alongside of it. Why, then, with this immense advantage, should the extensive advertiser not pay at least as much for his space as the little one?"

This set the manager of Blank & Co. to thinking. He protested still, of course, but he decided that it was best for him to make it worth the Item's while to take his business, and the firm of Blank & Co. to this day is the largest advertiser the Item has.

This is a case from real life. The Item has found that its advertising patronage showed an actual increase under the same conditions after it adopted the flat rate over what it was before. It probably would not be wise to apply the principle blindly. The way had been paved for it in the Item office by years of the most careful business organization. But the case is a good one to think over, for it is an excellent example to show that as a general proposition it is the little things that count.

Still Another Harmsworth Publication.

Sir Alfred Harmsworth will begin on May 17 the publication in London of a new weekly paper called the Countryside. It is described as intended to be an open-air journal for nature lovers. The Countryside will be edited by E. Kay Robinson, who has conducted the popular "Country Day by Day" feature in the London Daily Mail.

PRESS AS DETECTIVE.

Its Value in Discovering Criminals as Well as in Bringing About Municipal Reforms.

The objection of the Mayor of Montreal to publicity concerning the city's dirty streets has occasioned some very pertinent comments by the Montreal Gazette on the value of publicity in general. It says:

"When any reforms are accomplished in municipal administration, or when any particular activity is displayed by city officials, it is invariably the result of judicious stirring-up by the local press. Were the Road Department, or any other department of the civic federation, allowed to proceed absolutely free from publicity, and their work allowed to go unpublicized, for fear of showing this loyal city of Montreal before people of other cities, what a glorious muddle things would be in shortly. Long experience has shown that no improvement in the condition of the city streets need be expected unless the pressure of public opinion, as voiced by the press, is brought to bear upon the aldermen and the officials under them.

"Newspaper publicity is something which has bothered other than heads of municipalities and representatives of wards; and mainly because it is not properly understood. For instance, it is a pet idea of a large section of the police force of this country, more especially of the rural police, that to divulge the name of the perpetrator of a crime, before the criminal is caught, constitutes a piece of foolhardiness which must surely result in failure to make the capture. This original thought is based on the conviction that the fugitive will be warned of the police activity if he sees his name in the papers. The idea suggests itself that any man who commits a crime and is possessed of an order of intelligence equal to that of an ordinary orang-outang, will govern his movements upon the assumption that he must avoid the police, whether his name be publicly heralded as a criminal or not. It is this withholding of information from the public in certain police cases which has been responsible for the escape of many a fugitive from justice.

"Time after time it has been demonstrated that the alert reporter is the strongest ally the detective or police officer has in the working up of a case. From lips sealed to an officer of the law, the newspaper man extracts valuable information, and the publicity he gives to the case places the entire country on the qui vive for the capture of the criminal. That the police of the larger United States cities are beginning to value this source of help at its true worth is shown by the increased publicity being given crimes, the mystery of whose authorship the police have failed to unravel. Many American newspapers employ men on their reportorial staffs, who as private detectives, could not be surpassed by the cleverest of the great agencies, and these men accomplish the dual result of obtaining the news of a crime for the public, and contributing towards the capture of the perpetrator. In England, Scotland Yard still clings to its conservative policy of guarding every secret, but reforms are slow in coming there, and when an English official moves, he wants a precedent to guide him. But even there, newspaper publicity is winning its way, and is proving to be a valuable adjunct to police operations. So long as newspapers give an honest and accurate statement of a matter of public interest, and confine themselves to legitimate news, which does not offend decency or the public sense, publicity must be to the advantage of the majority, however distasteful it may prove to the few."

Subscription to Hospital.

W. S. Cappeller, publisher of the Mansfield (O.) News, recently made a subscription of \$3,000 to a hospital in that city. The gift was made on behalf of the News.

HOMER DAVENPORT'S BARBACUE

Cartoonist Holds Feast Prior to Hegira Westward With Birds and Beasts.

Friends of Homer Davenport, the cartoonist, received this week the following communication:

"BECAUSE OF SPRING and the general beauty of the landscape which unfolds in its verdant embrace the Davenport Farms, at Morris Plains, New Jersey; as well as for the reason that I am about to make a pilgrimage with my birds and animals to the Lewis and Clarke Exposition in Oregon, I beg that yourself and ladies will honor me with your presence at

A FAREWELL BARBACUE

to be held on the green sward under the white oaks Sunday next, May 7. A Delaware, Lackawanna & Western Special train leaves Hoboken at 9:45 a. m. stopping at all the Oranges. It delivers you at the farm gate and starts back to New York at 5:10 p. m.

R. S. V. P.

"(Signed) HOMER DAVENPORT."

Mr. Davenport was born in Oregon and has always retained a tender spot in his heart for the great Northwest, which may account in a measure for this pilgrimage with his birds and beasts back to his old stamping ground.

President Rowe Presents Dewar Cup.

George H. Rowe, president of the New York Press Club, who is a trustee of the Dewar Automobile Cup, formally presented that trophy last Saturday evening to Louis S. Rose, who won it at Ormond Beach, Fla., last January, when he made a mile in thirty-eight seconds in his "Tea Kettle." The ceremonies took place at a banquet given in Mr. Rose's honor by the Bay State Automobile Association at the Hotel Lenox, Boston. Mr. Rowe, while disclaiming any idea of being an authority on automobiling, said he was glad, as one of the trustees of the cup, to represent Sir Thomas Dewar, who he declared to be an Americanized Britisher of the Lipton type who was fascinated by much that he saw in this country and was never slow in recounting praise and honor where it belonged. In placing the cup in Mr. Rose's custody the hope was expressed that he might be successful in the contest next winter. M. P. Curran, ex-president of the Boston Press Club, and others also spoke at the dinner. J. H. McAlman presided and accepted the cup from Mr. Rose on behalf of the Bay State Automobile Association.

Amateur Journalist Fossils to Dine.

The second annual dinner of the Fossils, an organization of men who, in their youthful days, were interested in amateur journalism, will be held at the Republican Club, in West Fortieth street, New York, to-night, Saturday, May 6. Charles H. Young is president of the Fossils. James M. Beck will be the orator of the evening. Among those who are expected to be present are Edwin Markham, Charles Scribner, Victor Mapes, and Frank E. Schermerhorn. Amateur journalism is made up of persons who write for, print, and publish small papers. The Owl, a paper published in Minneapolis, is said to be one of the oldest amateur papers. Amateur journalism was at its height in 1876, when more than 900 papers came into existence. At the present time more than 300 papers of this type are printed. The National Amateur Press Association, founded in 1876, is the chief association of amateur journalism.

Pen Club's First Reception.

The Pen Club, composed exclusively of New York newspaper men, gave its first reception and smoker one night last week in its quarters at 145 West Fortieth street. The club was organized about three months ago and its membership is recruited largely from the staffs of the metropolitan dailies.

PERSONALS.

Peter Wright, of the Norfolk (Va.) Dispatch, was in New York this week on business connected with his paper.

W. S. Cappeller, of the Mansfield (O.) News, was recently elected president of the Mansfield Chamber of Commerce for the third year.

Harvey L. Wilson, editor of the Norfolk (Va.) Public-Ledger, was in New York this week on business connected with his paper.

Rev. Cyrus Townsend Brady, the prolific writer for periodicals, has accepted a call to the pastorate of Trinity parish, Toledo. Dr. Brady will move from Brooklyn to Toledo next fall.

G. F. Milton, proprietor of the Knoxville (Tenn.) Sentinel, was in Nashville last week and purchased from J. T. Landis one of the linotype machines of the defunct Nashville Daily News.

Steadman Weatherbee, newspaper correspondent of Aiken, S. C., has been placed in charge of the bureau which the Augusta (Ga.) Chronicle has just established at Aiken.

Robert Lynn will be city editor of the new Richmond (Va.) Evening Journal. Charles O'B. Cowardin and Henry Tucker, both well-known newspaper men, will also be members of the staff.

Dr. Albert Shaw, editor of the Review of Reviews, will deliver the commencement address at the State Normal and Industrial College for Women at Greensboro, N. C., on June 8.

Arthur S. Barnes, editor of the Bristol (Conn.) Press, and president of the Connecticut State Editorial Association, delivered an address at the Congregational Church in Bristol last Sunday on "Newspapers and the Men Who Make Them."

William Seaver Woods, managing editor of the Literary Digest, was married last week to Miss Grace E. Crombie, of Oswego, N. Y. Mr. Woods was formerly an editor of the Springfield (Mass.) Republican.

F. R. Champion, editor of the Schenectady (N. Y.) Daily Union has been appointed Commissioner of Jurors for Schenectady county. The office was created by a recent act of the State Legislature and pays a salary of \$1,200 a year.

Whiteley Reid, principal owner of the New York Tribune, will be the guest at a dinner given in his honor by the Lotus Club on May 18, just before he leaves to become Ambassador to the Court of St. James. Mr. Reid was at one time president of the Lotus Club.

William Morrow, associate editor and treasurer of Leslie's Magazine, is on a vacation trip through the South. He stopped in Nashville to confer with Mrs. Lundy H. Harris, one of the well-known contributors to the magazine, concerning several forthcoming contributions.

J. R. O'Neal, circulation manager at Selma, Ala., of the Birmingham Age-Herald, and Charles I. Finnigan, who has held a similar position there with the Montgomery Advertiser, have been recalled to take positions in the home offices of their respective papers.

J. Martin Miller, lately Washington correspondent of the Newark (N. J.) Evening News, was tendered a dinner by the New York Press Club last Thursday on the eve of his departure for Aix-la-Chapelle, Germany, where he goes as United States Consul. Mr. Miller is an old member of the Press Club. He sailed for his post of duty to-day, May 6.

Will R. Hamilton, who has been corre-

spondent at Selma, Ala., of the Montgomery Advertiser, has gone to Chicago to take a place in the sporting department of the Chicago Journal. Henry Lardent is acting correspondent of the Advertiser at Selma.

A. E. Reynolds, formerly of the Portland (Ore.) Evening Journal, and previous to that with the Sacramento (Cal.) Star, has been appointed Pacific Coast representative of the Ohio State Journal of Columbus. Mr. Reynolds is located at Oakland, Cal.

Frank P. Holland, president and general manager of Farm and Ranch at Dallas, Tex., was elected president of the Northern Settlers Congress, which has just been in convention at Galveston. Prof. J. H. Connell, managing editor of Farm and Ranch, delivered one of the principal addresses before the congress on "The Opportunities of Texas." Among Northern editors in Galveston during the congress were H. J. Vail, of the New Sharon (Ia.) Star; J. C. Shoop of the Abingdon (Ill.) Kodak, and H. E. Bounds, of the North Shore News, Chicago.

OBITUARY NOTES.

Harvey Ross, one of the best known Democratic editors in Northern New York, died last Sunday at his home in Gloversville, aged 54 years. In the early seventies he was editor of the Long Island Herald at Islip, L. I. In 1875 he became the editor of the Johnstown Journal, and had in his employ ex-Gov. Frank S. Black. Since that time he has been active in editorial and publishing work, with the exception of the past two years, during which time ill health has confined him to special writing for the magazines. In 1885 Mr. Ross started the standard of Gloversville, a daily paper of the Democratic persuasion. Later he disposed of that paper and started the Gloversville Morning Herald. When ill health overtook him he disposed of the Herald to a stock company and devoted his time to political articles.

Michael J. Keating, for a number of years on the Boston Globe and one of the "Old Guard" among Boston newspaper men, died recently in that city. He learned the newspaper business in the office of the Halifax Herald and went to Boston about twenty years ago. A little later he joined the Plant line as press agent and remained in that position until ten years ago, when he became press agent and assistant manager of Keith's Theatre in Boston. He was a member of the Boston Press Club and was its secretary for seven years.

John McLoughlin, head of the firm of McLoughlin Brothers, publishers, New York, died last Tuesday at the age of 78. Early in life he became interested in the making of children's illustrated books, and in the course of years he built up a large business, which, under the name of McLoughlin Brothers, has become well known throughout the world. In the art of bookmaking Mr. McLoughlin was a pioneer. He was the first man to introduce process printing from zinc, and the colored books made in this way rapidly won favor.

Miss Ellen J. McKee, principal owner of the St. Louis Globe-Democrat, died last Monday at Asheville, N. C., of heart disease, aged 68 years. She was the only child of the late William McKee, founder of the Democrat and later of the Globe, the two papers subsequently consolidating. She was born in New York city in 1863, removing with her parents to St. Louis when 5 years of age.

Ben J. Daniel, editor of the Columbus (Ga.) Ledger, and one of the best known newspaper men in Georgia, died last week. He had been engaged in newspaper work in Columbus for twenty-five years, being connected with the Times, the Enquirer-Sun, the Sunday Herald and the Ledger.

"A Fighting Chance."

The old style printer who makes a pretense of catering to every class of printing has but a fighting chance for existence against the progressive printer of to-day who makes a specialty of one class of printing, and equips his plant for that specific purpose.

The only way for him to counteract this invasion is to rehabilitate his plant with the latest and best styles of type and printing utilities. THE AMERICAN TYPE FOUNDRY COMPANY'S American point, line and set type will go far towards this end.

It costs no more than ordinary type, saves at least 25 per cent. of your time in lock up, make up, and make ready.

When? To-day's the day. Specimens and consultation gratuitously furnished by their accredited agents.

Conner, Fendler & Co.
NEW YORK CITY.

CHEMICAL ENGRAVING CO.

HIGH GRADE PHOTO-ENGRAVING ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.

18 & 20 OAK ST. NEW YORK.

The STANDARD ENGRAVING Co.

A NIGHT FORCE

SEVENTH & CHESTNUT STS. PHILADELPHIA.

WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND ENGRAVING OF ALL KINDS AND IN ALL SIZES.

CATALOGUES, CIRCULARS, BOOKLETS AND ARTISTIC PUBLICATIONS

WILLIAMS LLOYD MACHINERY COMPANY.

(Formerly Geo. E. Lloyd & Co., Est'd 1876)
378 Dearborn St., Chicago.
Plants for Stereotyping, Electrotyping and Photo-Engraving complete in every detail.
N. Y. Agent: **THE TYMPALYN CO.,**
CHARLES S. MILLS, Manager,
SPECIALTY: Iron Equipment for Composing Rooms.

NEWS PHOTOGRAPHS

WHICH FOCUS FACTS.
We have 15,000 subjects in stock and agents all over the world. Text supplied.
WE BUY interesting photographs.
Send for our daily bulletin of news subjects.
GEORGE GRANTHAM BAIN,
15 PARK ROW, NEW YORK.

THE LOVEJOY CO., Established 1858

ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street, New York.

TYPEWRITER RIBBONS FLIMSIES CARBON PAPER

SITUATIONS WANTED.

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

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

EDITORIAL AND SPECIAL WRITER
desires position on newspaper near New York. Is also printer, reporter and make-up man. Address "J. L.," care THE EDITOR AND PUBLISHER.

BUSINESS MANAGER
or advertising, wants change. Now manager leading evening daily field of 200,000. Has double advertising and circulation on other papers. Can increase your receipts. Highest references. "PROFITS," care THE EDITOR AND PUBLISHER.

CARTOONIST AND GENERAL ARTIST
on daily in small city; \$15 weekly. Chalk plate and pen and ink. For samples address "LEO E. MURPHY," Trenton, Nebraska.

NEWSPAPER MAN,
(College graduate), technically familiar with all departments of newspaper work, wishes position. All references furnished. Conversant with French, German, Spanish and Italian. Address "L. S.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

AN ALL-AROUND NEWSPAPER MAN
to work in a small city near New York. Must be able to solicit advertising and to write local news. Small salary and commission. In one of the best cities in the metropolitan district. Address "R. B.," care THE EDITOR AND PUBLISHER.

REPORTER WANTED
In Pennsylvania city of 35,000. Good chance for right person. One having experience on small city daily preferred. Address "G. P. L.," care THE EDITOR AND PUBLISHER.

MANAGER WANTED
for Southern office; local and class publication and job business; splendid opening for man of experience and ability. Must be able to invest \$5,000 to \$10,000. "MANAGER," care THE EDITOR AND PUBLISHER.

FOR SALE.

CAMPBELL WEB PRINTING PRESS
with stereotyping machinery; size of paper, 30 inches; 7 and 9 columns; 10 years old; good and strong. Very cheap. "PHILADELPHIA TAGEBLATT," 613 Callowhill street.

ONE POTTER ANGLE BAR
Perfecting Press with stereotyping machinery. Prints seven columns, 13 ems. Reason for selling, replacing with Hoe 24-page press. "THE BEACON," Wichita, Kansas.

\$375 WILL PURCHASE A FIRST
class modern Potter drum cylinder press, bed 25x35, has air cushions, tapeless delivery and back up, and is capable of doing first class job, book and newspaper work. "MCBREEN," care THE EDITOR AND PUBLISHER.

HOE CYLINDER PRESS.
We will sell for \$235 cash F. O. B. Jersey City a Hoe cylinder press in good running order, that will print four pages of a six column paper. "J. E. L.," 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 515, Philadelphia, Pa.

COX DUPLEX PRESS FOR SALE
Columbian pattern, in good condition, cheap. Also nearly new two letter Mergenthaler Linotype, Universal mold, 8 and 10 point matrices. This is one of the latest style machines. Address "C. C. & W. P. BITTNER," Sandusky, O.

IN THE MARKET.

I WANT TO BUY
A two or three-deck perfecting press that will print from 10 to 16 pages. Will deal direct with publisher having a press of that nature for sale. Address "MCKAY," care THE EDITOR AND PUBLISHER.

A 7-COLUMN NEWSPAPER PRESS
One which will print four pages; must be in good condition and cheap. "THE DISPATCH," Parkersburg, W. Va.

WE MANUFACTURE THE BEST LINE OF

Typewriter Supplies
ON THE MARKET—SEND FOR CATALOG
THE S. T. SMITH CO.
11 BARCLAY STREET, NEW YORK CITY

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

J. Burt Gildersleeve, 79 Milk street, Boston, is offering business direct.

Whitkay Conklin, Chicago, is placing the advertising for the Atterbury Clothes.

Prof. George Hall, Olive street, St. Louis, is sending out a line of classified advertising.

N. W. Ayer & Son, Philadelphia, are placing the advertising for the Summer Naval School of Culver, Ind.

Southern papers are being used for the advertising of the Universal Manufacturing Company, Pittsburg. The business is being placed direct.

The Weyth Chemical Company, Rochester, N. Y., is making contracts for 10,000 lines through the Jobstone Agency, of the same city.

The Clague-Hoyt-John Company, Chicago, is asking for rates on a large appropriation. It is said that the advertising will amount to \$300,000.

N. W. Ayer & Son, Philadelphia, are sending out propositions on an eight-inch ad to run thirty-nine times in dailies and thirteen times in weeklies.

Wylie B. Jones, of the C. F. Wyckoff Company, Ithaca, N. Y., is handling the business of the Giroux Manufacturing Company, Rochester, N. Y., advertising a new hair tonic.

The Lyman D. Morse Agency, Potter Building, New York, is sending out contracts for readers for the Hosford's Phosphate advertising. Heretofore this concern has used display advertising.

Ross D. Brensler & Co., advertising agents, 436 Land and Title Building, Philadelphia, is placing business for the following concerns: T. B. Roberts & Son, Kur-I-Company, Home Remedy Company, W. C. Hammer and H. C. Norris, all of Philadelphia.

ADVERTISING NOTES.

Charles E. Miller, of the advertising department of the Boston Traveler, was in New York this week.

Wylie B. Jones, of the C. F. Wyckoff Agency, Ithaca, N. Y., was in New York this week in the interest of that agency.

Frank J. Post, formerly with the Pettinill Agency, Boston, is in New York. Mr. Post expects within the next few months to enter the advertising field again.

William T. Blaine, special agent, representing the St. Louis Star in New York, has moved his offices from 41 Park Row, to the New York Times Building, Broadway and Forty-second street.

The United Drug Company, Boston, has bought out the White Ribbon Remedy Company, proprietors of the Curse of Drink, which was extensively advertised in papers throughout the country.

Fred I. Thompson, of the Smith & Thompson Special Agency, Potter Building, New York, is on a tour of the West and South in the interest of the well-known list of papers that agency represents.

Henry DeClerque, one of the leading special agents of Chicago, was in New York this week. Mr. DeClerque is calling on his publishers in the East, and looking over the advertising field in general. He says that business is good in Chicago at the present, but that in about six weeks they will all have time to go fishing.

INTERNATIONAL ASSOCIATION

Moves to Flatiron Building—New Members—More Trade Mark Legislation.

The International Advertising Association has moved its headquarters from 114 Fifth avenue, New York, to more conveniently located and compact offices in the Flatiron Building.

Within the past few weeks the association has elected the following to membership:

Publishers—Kansas City Star, Memphis News-Scimitar, Milwaukee Sentinel, Red Book Corporation, Chicago, and the American Lithographic Company, New York.

General Agents—Ben B. Hampton Company, New York; W. S. Hill Company, Pittsburg; Frank Seaman, Inc., New York; George B. Van Cleve Company, New York, and the Canadian Street Car Advertising Company, Toronto.

General Advertisers—The C. A. Edgerton Company, President Suspenders, Sbirley, Mass.; Emerson Drug Company, Bromo Seltzer, Baltimore; William B. Riker & Son Company, Druggists, New York; Swift & Co., Packers, Chicago, and the Virginia-Carolina Chemical Company, Fertilizers, Richmond, Va.

The association has received many congratulatory communications on its accomplishing the enactment of a new national trade mark bill. It proposes to go a step further at the forthcoming sessions of Congress and endeavor to bring about the passage of a criminal amendment to the bill providing for criminal punishment where the infringer is financially irresponsible. The matter of a change in the copyright laws so that provision will be made for the protection of advertising cuts, copy and designs will also be presented. The association invites the co-operation of trade mark owners, advertisers and publishers, and welcomes opinions and criticisms bearing on such proposed protective legislation.

Jones-Ferguson Special Agency.

The Jones-Ferguson Special Agency opened new offices on May 1 in the Morton Building, 116 Nassau street, New York. The firm is composed of Edwin T. Jones and Conway G. Ferguson, who announce that it is their intention to devote their entire time to special agency work, a very large acquaintance with advertisers and advertising agents bringing them in close touch with all that is going on, and that they are every way fully able to give any paper securing their services the best of everything.

Faulkner Moves to the Flatiron.

H. C. Faulkner, the New York special advertising agent, removed his offices on May 1 to the Flatiron Building, Broadway, Fifth avenue and Twenty-third street. Mr. Faulkner is the representative of the Savannah (Ga.) Morning News, Charleston (S. C.) News and Courier, Augusta (Ga.) Herald, Columbus (Ga.) Enquirer-Sun, Dubuque (Ia.) Times, and Dubuque (Ia.) Globe-Journal. For the past fifteen years Mr. Faulkner and his father, whom he succeeded, have been at 23 Park Row.

Painter-Tobey-Jones, advertising agents, with headquarters in Chicago, have discontinued their Eastern office in the American Tract Society Building, New York. Harry Krugler, who has been the manager of that office, has accepted a similar position with the Andrew Cone Agency, Tribune Building, New York.

The Southport (N. C.) Herald has succeeded the Southport Standard. Howard C. Curtis is the editor.

WEST NEW YORKERS.

Ad Club Annexes Men of Ontario—J. L. Simmons and James Rodgers Speakers at Dinner in Buffalo.

The Ad Club of Western New York gave a dinner one night last week at Buffalo. About forty members were in attendance. At the business session the name of the organization was changed to the Ad Club of Western New York and Ontario. A Canadian present said he believed the membership would be increased to about 175 by the decision to take in Ontario. It is expected that the advertising men of Pennsylvania will be the next to apply for membership.

E. F. Olmsted, of the Natural Food Company, Niagara Falls, president of the club, presided, and J. L. Simmons, of the Woman's Home Companion, and James Rodgers, of Harper's, were the speakers, their subject being "The Magazine."

Mr. Simmons was of the opinion that too often illustrations, not pertinent to the subject of the advertisement, take up too large a proportion of the advertiser's space. He went deeply into the subject of magazine advertising and treated exhaustively its many phases.

Mr. Rodgers, the next speaker, has been associated with the advertising department of the Harper publications for thirty-one years and was full of enthusiasm about them. He exhibited and compared copies of the magazine every ten years, from the first in 1850 to the current May issue of this year. He told much history, read some of the old advertisements and quoted the monthly's first editorial announcement of the magazine's intention.

"As to the comparative values of different sized advertisements," said he, "I say that the half-page ad is three times as valuable as the quarter-page, the full page four times as effective as the half, and two pages facing each other are five times as effective as one page."

He strongly commended the right kind of an illustration. Various trade marks, features and pictures, now famous through persistent advertising, were mentioned and criticized. Some conspicuous successes were mentioned, with their advertising campaign outlined, also some business failures or comparative failures, with their advertising campaign.

The case of a great baking powder company was brought up. Mr. Rodgers said that after years of thorough and continued advertising, the president called in the publicity chief and said: "Here, we're paying \$650,000 a year advertising. It's too much. Cut it. Cut it down as much as possible."

The publicist said: "No, I don't do that. I know the end will be disastrous. Do not dare to take such a step. If you feel like experimenting, experiment with a part of your business, not the whole. Cut out, if you want to, the advertising in two Western States for a year and see what happens. If you're right about momentum carrying you along from now on you can cut down the rest of the advertising."

The experiment was tried. There was a tremendous falling off of the baking powder company's business in the two States and it was only after years of most extensive advertising in the two States that a business was again built up there anywhere near equaling what had been.

"Harper's," said Mr. Rodgers, "had only 116 pages of advertising in the whole

The Evening Wisconsin RANKS FIRST

The number of columns of advertising published in the Evening Wisconsin for the three months ending March 31st, 1905, was 25 per cent. more than that published by the Evening Journal, and 33 1-3 per cent. more than published by any other six-day paper in Milwaukee. The total number of columns published by the leading evening newspapers was as follows:

WISCONSIN,	COLS.
3 Months, - -	3,243
Journal,	
3 Months, - -	2,495

All five of the Department Stores use the Evening Wisconsin very largely. They do not all use the Journal.

All the Theatres use the Evening Wisconsin every day. Only one theatre uses the Milwaukee Journal.

The Evening Wisconsin publishes the advertisements of the United States; also the Unclaimed Letters, by appointment.

The Evening Wisconsin is the FIRST in rank of all the newspapers of Milwaukee.

twelve issues of 1884. Twenty-one years later, there are 153 pages of ads in one month's issue." From those and other comparisons be made, be concluded that railroading and other forms of profitable activity have not progressed in the same great degree that had the development of the magazine. Answering a question, Mr. Rodgers said he would not give a snap for circulation as compared with knowledge of the kind of people the medium reaches.

Among those present were: F. H. Callan, Charles S. Holmes, De Forest Porter, vice-president; E. R. Voorhees, J. N. Winchester, Wallace W. Page, Harry Thorp Vars, Edward P. Clancy, C. E. Brett, J. C. Moss, John I. Laney, Francis W. Kable, W. W. Reed, R. C. Beatty, H. E. Spalding, B. Yates, C. F. Alward, Finley H. Greene, secretary-treasurer, all of Buffalo; and C. R. Lyddon, Thomas F. Brown, S. P. Hallock, Guy W. Ellis, John S. Briggs, H. G. Myers, Walter Well, Chadwick H. Moore, F. Will, Jr., all of Rochester; and S. L. Harrell, of Boston; Mark A. Seison, of New York; C. Izor, of Springfield, O.; Arthur F. Sellist, of Lockport; T. A. Cartenherm, of New York, and E. F. Olmsted, of Niagara Falls, president.

THE SCRIPPS-McRAE LEAGUE

Own and Control the

Cincinnati Post.....	exceeding 146,000	Cleveland Press.....	exceeding 141,000
St. Louis Chronicle.....	55,000	Covington (Ky.) Post.....	13,000
Toledo Times and News Bee ..	52,000	Akron (O.) Press.....	10,000
		Columbus (O.) Citizen.....	exceeding 25,000

AT LESS THAN A TENTH OF A CENT PER THOUSAND PER LINE.

D. J. RANDALL Tribune Bldg., N. Y. I. S. WALLIS, Hartford Bldg., Chicago.

CHANGES AT BRIDGEPORT.

Shake-up on Staffs There—J. A. L. Julian Dispenses Griddle Cakes.

A number of changes in the staffs of the newspapers at Bridgeport, Conn., have taken place recently. First J. E. Elliott, for the past four years on the Bridgeport Standard, left that paper to take an important position with the Yale & Towne Manufacturing Company, of Stamford. M. B. Waldo, of the Farmer, was promptly secured to take Mr. Elliott's place, and the Farmer in turn got W. E. Smith, of the Standard, to take Mr. Waldo's place. To fill the vacancy on the Standard the management of that paper got John A. L. Julian to leave the Evening Post, where he has been for the past two and a half years. Several applicants for the position held by Mr. Julian on the Evening Post have been tried, but the position remains as yet unfilled. It is said that several other changes in the staffs of the Bridgeport papers are contemplated.

In honor of his change Mr. Julian on Saturday, Apr. 11, invited all his fellow newspaper workers in Bridgeport to eat griddle cakes with him at the "Why" restaurant. The cakes were served with some of the delicious maple syrup that he gets every year from Vermont, where he was engaged in the newspaper business before going to Bridgeport. The feast, which is the second one of the kind that Mr. Julian has given, received most complimentary notice from all the local newspapers, and was such a success that he purposes to make it an annual event.

City Editor of Duluth News-Tribune.

August Wolf, formerly a member of the staff of the Worcester (Mass.) Telegram, has taken the position of city editor of the Duluth (Minn.) News-Tribune. For three years prior to his association with the Telegram Mr. Wolf was editor of the Montreal Gazette and for two years was editor of the Montreal Herald, the Liberal paper of Montreal. He was at one time connected with some of the big Chicago dailies, including the Tribune, Inter Ocean and Record-Herald, and was with Chicago papers when the famous Robay race track troubles took place in Hammond, Ind., and Gov. Claude Matthews succeeded in running the Chicago gamblers out of Indiana with the State militia. Mr. Wolf was given a complimentary letter and one of the medals issued by Gov. Matthews to persons not connected with the militia in recognition of his services in writing accounts of the trouble for the newspapers he represented. With the fund of experience which he takes to the News-Tribune Mr. Wolf will doubtless prove a valuable acquisition to the paper's staff.

Publishers of Western New York.

Some twenty editors of papers in the vicinity of Rochester, N. Y., met in that city recently and organized the Western New York Publishers' Association. Quarterly meetings will be held at Rochester on the third Fridays of April, July, October and January. The following were elected officers of the association: President, P. A. Blossum, Republic, Brockport; vice-president, George E. Marcellus, Gazette, Le Roy; secretary and treasurer, W. O. Green, Mail, Fairport.

New Arkansas Daily.

The Argenta (Ark.) News-Sentinel has installed typesetting machines and will begin the publication of a daily edition on May 15. The daily will be a six-column folio and will be issued every afternoon. Henry J. Miller is the proprietor.

New West Virginia Daily.

A new daily called the Morning News is being started at Charleston, W. Va. Gen. N. S. Burley and Moses W. Donnelly are mentioned as the principal stockholders.

A Simple Fact About The Publishers Press.

Recently the Cleveland World in advertising its excellent Sunday edition, made the following announcement:

"The World receives the full service of the PUBLISHERS PRESS ASSOCIATION, which is now conceded to be second to no other news gathering association in the world."

More than four hundred daily papers in the United States substantially endorse this statement by subscribing to and printing the news service of the PUBLISHERS PRESS.

ALBANY SERVICE OF PUBLISHERS PRESS.

NEW YORK COMMERCIAL.

8 Spruce Street.

EDWARD PAYSON CALL,
President and General Manager.

New York, Mar. 30, 1905.

PUBLISHERS PRESS, New York.

Gentlemen:—We are very much pleased with the Albany service. It could not be better.

Yours very truly,
F. F. BURGIN,
Managing Editor.

THE FLUSHING JOURNAL.

Flushing, N. Y., Mar. 29, 1905.

PUBLISHERS PRESS, New York.

Gentlemen:—We appreciated your service in reference to the passage of the bill in the Assembly. Your message to the Flushing Journal reached us an hour before a telegram from our correspondent. We would not have been able to have used our correspondent's telegram and would have been beaten.

Yours sincerely,
J. H. RIDENOUR,
Editor Flushing Journal.

THERE IS NONE BETTER THERE IS NONE AS GOOD

FOR PARTICULARS ABOUT THIS ESSENTIAL NEWS SERVICE ADDRESS

PUBLISHERS PRESS,

PARK ROW BUILDING,

NEW YORK CITY.

THE KANSAS CITY STAR

DAILY
COMBINED CIRCULATION
TIMES, MORNING, AND STAR, EVENING,
OVER 250,000

SUNDAY
CIRCULATION 125,000

WEEKLY
CIRCULATION 225,000
ONE YEAR PAID-IN-ADVANCE
SUBSCRIBERS

THE KANSAS CITY STAR.
The Kansas City Times.

April 18th, 1905.

Campbell Printing Press & Mfg. Co.,
New York.

Gentlemen:-

We have had your Autoplate machine at work only a few weeks, but are so pleased with its operation, the speed with which we get our plates, and their quality that we herewith enclose an order for a second machine, and would ask that you make delivery at your earliest convenience.

The Autoplate has come to stay, and after having made a thorough investigation of the subject it is our opinion that hand-casting with even the best apparatus obtainable, must be abandoned by all newspapers which hope to continue in the first rank.

Very truly,

THE KANSAS CITY STAR,

By *Aug. F. Secsted*
Manager.

ORDERS ANOTHER AUTOPLATE

