

# THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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5 CENTS COPY.

## SUBWAY SIGNS TO GO

RAPID TRANSIT COMMISSION ORDERS DOWN THOSE ALONG THE SIDE WALLS.

Vote of Board on Tuesday Was Unanimous—Only Place Left for Posters Is About Ticket Offices and Along Strip of Plaster Above Tiling in Such Stations as Have It—Advertising Contractors Hastened to Fix Signs Permanently Before Injunction Reached Them.

Following the strong public protest against allowing the signs to remain in New York's new subway, the Rapid Transit Commission, by a unanimous vote, last Tuesday ordered the framed advertisements hung on the walls of the subway, to be taken down. The action was taken after an executive meeting in which the matter was gone over very thoroughly. The resolutions which voiced the sentiment of the Commission were offered by Comptroller Grout, and were as follows:

"Resolved, That it is the opinion of this board that in pursuance of its powers under the law and contract, it should direct that no advertisements be displayed along the side walls and station platforms fronting the tracks and below the frieze of such side walls, and that no signs be affixed in any part of the stations or platforms except in a manner this day reported to the board and recommended by the Chief Engineer, and that no signs be affixed at any time unless the certificate of the Chief Engineer be first obtained that the directions of this board have been complied with.

"Resolved, further, That the Chief Engineer be directed to report to the board at its next meeting definite rules, regulations and diagrams to carry out the terms of this resolution."

Every member of the commission voted affirmatively, including President Fornes of the Board of Aldermen, representing Mayor McClellan. Then the secretary read another resolution offered by Comptroller Grout, that the board thought all slot machines should be removed, because they interfered with the efficient operation of the railroad and with the convenience of passengers. This, too, was passed unanimously.

This action of the commission means that only a limited number of signs will be allowed, and these can only be placed about the ticket offices in the stations and along a narrow strip of plaster above the tiling in stations which have such a strip. Many stations haven't any.

As soon as the result of the meeting of the Rapid Transit Commission was learned the concern that has the contract for the advertising hustled its men out to fix the signs permanently to the walls before they could be stopped from doing so by injunction. They worked hurriedly and much of the tiling was cracked by the nails they drove to keep the signs in place, but this did not seem to disturb them. It is estimated that they did \$500 worth of damage to the tiling by midnight.

John Vandercook, manager of the London bureau of the Publishers Press, and his wife arrived in New York last Sunday on the steamship Minnetonka.



MARCELLUS E. FOSTER.  
PRESIDENT OF THE HOUSTON CHRONICLE

(See page 7.)

## FRANCIS E. LEUPP APPOINTED.

Post's Washington Correspondent to Be Commissioner of Indian Affairs.

Again President Roosevelt has expressed his appreciation of the ability of newspaper men by appointing one of them to an important administrative post. It was announced last Monday that Francis E. Leupp, for many years Washington correspondent of the New York Evening Post, will succeed William A. Jones as Commissioner of Indian Affairs on Jan. 1. Mr. Leupp has accepted the position.

Mr. Leupp, whose nomination will be sent to the Senate early next month, has long been a student of the Indian question. He is a close personal friend of President Roosevelt, as he was of President McKinley, and the latter tried several times to induce him to enter official life.

By invitation of President Roosevelt and Indian Commissioner Jones, Mr. Leupp last year made a special investigation of the Indian land frauds in Oklahoma and Indian Territory, and his report attracted widespread attention. He was for several years the Washington representative of the Indian Rights Association and his appointment will undoubtedly be a very popular one.

## EDITORS FOR GOVERNORSHIP.

Col. J. H. Estill and Clark Howell Enter Race in Georgia.

Following the recent announcement of Col. J. H. Estill, of the Savannah News, of his candidacy for Governor of Georgia to succeed Gov. J. M. Terrell two years hence, comes that of Clark Howell, editor of the Atlanta Constitution, which was made last Monday.

Both men are widely known and highly esteemed. Col. Estill was a candidate for the governorship in 1902, and though defeated by Joseph M. Terrell, the present executive, he made what was in many respects the most remarkable gubernatorial race in the history of Georgia. Clark Howell is at present Lieutenant-Governor of the State and is high in the councils of the Democratic party.

## Buys Salisbury Evening Sun.

The Globe Publishing Company, of Salisbury, N. C., which has recently been incorporated by H. B. Varner and others, has purchased the Salisbury Evening Sun. The company will take possession of the property in about two weeks.

## BIG HOUSEWARMING.

DOUBLEDAY, PAGE & CO. ENTERTAIN FRIENDS AT OPENING OF THEIR BUILDING.

New Home of World's Work and Country Life in America on Sixteenth Street a Splendidly Equipped Publishing Establishment—More Than Three Hundred Interested Visitors, Including Many Prominent in Literary Life, Call to Inspect the Plant—Some of Those Present.

Doubleday, Page & Co. held a housewarming one day last week at their new home, 133-137 East Sixteenth street, New York. In honor of the occasion more than three hundred men and women, including prominent publishers and editors of magazines, authors, advertisers, and others interested in the publishing business, called to inspect the new quarters.

The building, of Colonial design, six stories in height, with basement, built of Harvard brick, with white marble, stands on the site of David Dudley Field's last residence in New York. The basement is used as a stockroom and the first floor is a completely equipped pressroom. There are five immense presses on which the World's Work and Country Life in America are printed. The second floor is given up to the editorial and publishing offices of Doubleday, Page & Co., and the World's Work and Country Life in America counting rooms and art department. The third floor is devoted entirely to the circulation department of the two magazines, while the fourth floor is occupied by the large force necessary to the extensive mail order and subscription business of Doubleday, Page & Co. On the fifth floor is the bindery, and on the sixth floor is the composing room, where both magazines and all of Doubleday, Page & Co.'s books are set up.

Every convenience of modern invention has been used in the new publishing building. Arrangements are made so that the 300 women who are employed on the third and fourth floors may be served with hot luncheons.

In honor of the housewarming last week the building was decorated from pressroom to composing room. Among those present were: St. Clair McKelway, editor of the Brooklyn Eagle; Frederick L. Colver, Leslie's Magazine; Norman Hapgood and Conde Nast, of Collier's Weekly; Miss Jeanette L. Gilder, Critic; Hamilton Holt, Independent; Laurence F. Abbott, Outlook; Edward Bok, Ladies' Home Journal; H. A. Cuppy, Public Opinion; Horace Dumars, Ladies' World; Mr. Ellsworth, Century Company; Austen Fletcher, Judge; Joseph M. Kennedy, Good Housekeeping; Charles D. Laine, Review of Reviews; J. R. Mix, Scribner's Magazine; Thomas Dixon, Jr., John Burroughs, Mrs. Frank Norris, Henry George, Jr., George H. Daniels, of the New York Central; Mr. Brentano, Dr. and Mrs. Wallace Buttrick, Maj. G. M. Carnochan, Sidney M. Colgate, Frank C. Hoyt, Rear-Admiral W. A. Windsor, Hamilton Carhartt, Robert Cade Willson, Robert McClure, James W. Alexander, Dr. Floyd M. Crandell, Irving Cox, Miss Carolyn Wells and Miss Julia Marlowe.

**"COONS" IN BOSTON.**

New Hampshire Newspaper Men Hold Annual Jinks There—Gift to President Charles S. Buzzell—Other Notes.

Boston, Nov. 23, 1904.

Special to THE EDITOR AND PUBLISHER.

The Coon Club, composed of New Hampshire newspaper men, held its seventeenth annual banquet in Faneuil Hall last Saturday night. Covers were laid for seventy-five, and each seat was occupied. The "Coons" had a glorious time as they are wont to do upon such occasions. President Charles S. Buzzell, of the Nashua Press, presided, and the guests seated on either side of him were Chief of Police Eaton, of Nashua and William Taylor, of Boston. At the business meeting, which preceded the dinner, the following officers were elected: President, Charles S. Buzzell, of Nashua; first vice-president, C. C. Moore, of Concord; second vice-president, Julian F. Trask, of Laconia; secretary-treasurer, Harrie M. Young, of Manchester. Executive committee—President Buzzell, William T. Nichols, managing editor of the Manchester (N. H.) Union; Frank M. Shackford, of Laconia; Edward L. Welch, of Franklin, and George V. Hill, of Concord. At 11 o'clock the party paid a visit to the Printing Trades Club, where they were royally entertained. A feature of the dinner in Faneuil Hall was the presentation to President Buzzell of a handsome smoking set and stein, the same being given by the "Coons" in honor of the sixty-fourth anniversary of the birth of their president which occurred that day.

The Rev. Dr. J. M. Van Horn, pastor of the First Church of Christ, Worcester, Mass., has decided to accept the position of editor of the New England Messenger at the beginning of the year. F. H. Greenwood, of Millbury, has been appointed business manager of the Messenger. The office will be moved from Springfield to Worcester.

John H. Ford, who, with his father, the late John Ford, published the Cambridge (Mass.) Chronicle from 1847 to 1858, and who for many years conducted an extensive job printing establishment in Cambridge, died at his home in that city last Monday. He was 71 years of age.

Frank Shannon, for some time a reporter on the Boston Post, has severed his connection with that paper.

Among the local newspaper men to attend the Yale-Harvard annual football game at New Haven were: T. P. Harrison, Boston correspondent of the New York Sun; L. H. Wilson, of the American; Melville E. Webb, Jr., of the Globe and Irving S. Clark, of the American; Walter S. Barnes, Jr., of the Journal; W. D. Sullivan, city editor of the Globe; J. J. McNamara, John Murphy, Ned Bockus and Harry Holmes, of the Herald; Harry Center and Paul Shannon, of the Post; Myron W. Townsend, of the Traveler; T. H. Murnane, of the Globe; "Senator" Gordon McKay, of the Journal, and Ed. E. Whiting, of the Advertiser.

L. B. B.

**M. H. de Young Manager.**

M. H. de Young, publisher of the San Francisco Chronicle, has been intrusted by Mrs. Herman Oelrichs with the entire management of the Fairmont Hotel in that city. Mrs. Oelrichs, while residing in the East, desired that some one should take the heavy business responsibilities connected with building, furnishing and leasing the property, and Mr. de Young, who is an old-time friend, was selected as best fitted for the trust. Work will soon be resumed on the building, and it will be rushed to completion.

**COMPLEXION OF LONDON PRESS.**

How the Great Daily Papers Stand on the Tariff Question.

With the capture of the Standard by the Chamberlain party, says the London Daily Chronicle, the Protectionists are now represented by the following London daily papers: The Times, Standard, Morning Post, Daily Telegraph, Daily Graphic, Daily Mail, Daily Express, Morning Advertiser, Daily Mirror, Evening Standard, Pall Mall Gazette, Globe, St. James's Gazette, Sun and Evening News.

Mr. Pearson now controls four of these Protectionist publications. Sir Alfred Harmsworth owns three of them.

The London Free Trade daily papers are: Daily Chronicle, Daily News, Morning Leader, Westminster Gazette, Star and Echo.

**London Standard's Retiring Editor.**

Byron Curtis, who has retired from the editorship of the London Standard as a result of the recent change of ownership in those properties, joined the staff of the Standard in January 1877, as leader writer. He became chief assistant editor in 1880, and retained that post until the retirement of W. H. Mudford at the beginning of 1900, when he was appointed to the editorship. He had a long experience in journalism as a Parliamentary reporter, and as sub-editor and editor of the London Evening Echo.

**No Yankee Interested.**

The following paragraph appeared in the London Standard on the Wednesday following its sale to C. A. Pearson: "The statement which has been published to the effect that a New York newspaper proprietor is associated with Mr. C. Arthur Pearson in the Standard is devoid of foundation. No other newspaper proprietor has any interest in the Standard. As Mr. Pearson has already stated, he is acting in this matter entirely for himself."

**C. W. Post Married.**

Charles W. Post, president of the Association of American Advertisers, and multi millionaire proprietor of the Postum food products of Battle Creek, Mich., was married on Thursday of last week to Miss Lyla Young, who for five years has been his secretary. Mr. and Mrs. Post left for an extended tour through the Southwest, after which they will reside in Norwich, Conn., where Mr. Post has just recently built a handsome \$300,000 home.

**Ex-Mayor Starts a Paper.**

Edwin W. Fiske, former mayor of Mount Vernon, N. Y., has started a new paper called the Leader. Mr. Fiske was formerly chairman of the Democratic county committee of Westchester county. It is suggested that he has an ambition to be mayor again, and has started the paper to further his plans in that direction.

**Binghamton Club Meets.**

The Binghamton (N. Y.) Press Club met last week at the office of President A. H. Seymour to consider certain revisions in the constitution. It was decided that the initiation fee should be raised from \$2 to \$5 and the limit of membership increased from 150 to 200. A meeting will be held early in December to pass on the new constitution.

**Cartoonist Nelan's Condition.**

It was erroneously reported last Tuesday that Charles Nelan, the famous cartoonist, was dead of consumption, at Cave Spring, Ga., where he has been in a very critical condition for some time. A dispatch late on Wednesday said that he rested well on Tuesday night and his condition was slightly improved.

**CHANGE IN TERRITORY DAILY.**

New Company Organized to Publish the Muskogee Phoenix.

Frank C. Merriam has bought a half interest in the Muskogee (I. T.) Phoenix, the only daily morning paper in that city. A new concern, incorporated under the name of the Phoenix Printing Company, with a capital stock of \$75,000, will publish the paper. The incorporators are Clarence B. Douglass, Annie V. and Stephen A. Douglass, Frank Merriam, Clark B. Day and Mary E. Merriam. Up to this time the paper, which is Republican in politics, has been run by Clarence B. Douglass. Mr. Merriam, who takes an interest in the business, was formerly half owner of the Muskogee Evening Times, but sold out his interest about three months ago.

**Expelled Newspaper Man Arrives Here.**

Alfred F. Jaurett, editor of the Venezuelan Herald and Associated Press correspondent at Caracas, who was expelled from Venezuela by President Castro, arrived in New York last Monday on the Red D. Line steamship Philadelphia. He said he did not know why he had been sent out of the country. He received twenty-four hours' notice to get his things together and go. He says he will consult his employers here and that if he does not succeed in getting permission to return to Caracas he will go to Curacao.

**Newspaper Man Receives Appointment.**

Luther Conant, Jr., of New York, who for some years has been financial editor of the Journal of Commerce and Commercial Bulletin, has been appointed a Special Examiner in the Bureau of Corporations, Department of Commerce and Labor. Mr. Conant, through his editorial position, has become thoroughly familiar with the general conditions of industry, commerce and finance. He was employed by the Industrial Commission to assist in the compilation of information regarding industrial combinations.

**Additions to Commercial's Staff.**

The following have lately been added to the staff of the New York Commercial: W. J. Curtis and C. Y. Peniston, who until recently have been connected with the Journal of Commerce; F. A. Adams, late of the Textile Manufacturers' Journal, and Ernest W. Buck, former New York representative of the Philadelphia North American. Since Edward Payson Call took charge of the Commercial as president and general manager, almost every department of the paper has been improved.

**Motive Power Changes Hands.**

Motive Power, the trade paper in the boiler making field, and also the official journal of the Master Steam Boiler Makers' Association, has just been purchased by H. L. Aldrich, 17 Battery Place, New York. The sale was negotiated by E. P. Harris, broker in publishing property, 253 Broadway, New York, on his recent Western trip. Mr. Aldrich is also the publisher of Marine Engineering, one of the leading papers in the marine field.

**J. C. Hendrix Left \$1,255,000.**

The late Joseph C. Hendrix, once night city editor of the New York Sun and later manager of the Brooklyn bureau of that paper, left an estate of about \$1,255,000. This is all in personal property, there being no real estate. Mr. Hendrix died intestate. He left a widow and one son, who inherit the property.

E. M. Foster, business manager of the Nashville Banner, was in New York this week in the interest of his paper.

**WILKES-BARRE CLUB IS HOST.**

Tenders Reception to E. Tracy Sweet, of the Scranton Tribune.

The Wilkes-Barre (Pa.) Press Club one night last week tendered a reception to E. Tracy Sweet, managing editor of the Scranton Tribune, who is author of the play called "Cupid & Co.," now on the boards. Dan L. Hart, the Wilkes-Barre playwright, was toastmaster. Mr. Sweet spoke briefly, and Mr. Sloane, who composed the music for the piece, made a few remarks. T. J. Duffy, city editor of the Tribune, was also a speaker.

Others present at the reception were: Livy S. Richard and O. F. Byrbee, who were until recently connected with the Scranton Tribune; John E. Kern, M. W. Walton, J. P. Toohy, Alexander Thompson, Arthur J. Keller, James F. Mitchell, P. A. Barrett, Thomas Murphy, Jr., T. F. Kane, C. F. Henne, William Hughes, Michael Monahan, Charles Hemming, Thomas Norris, Stephen McDonnell, M. J. O'Toole, Hon. John R. Farr, Thomas Griffin, John G. Sherwood, Oliver Leeds, business manager of the Tribune; E. L. Hatfield, Edward Conly, Win Conly, Jerome Barrett, Willis G. Coston, Charles Schadt, E. J. Coleman, P. J. Casey, Fred Godfrey, Hugh Keenan, Sam Grant, John Connolly, Frank McLaughlin, B. F. Wyly, B. Moses, Capt. John M. McCourt, Will H. Collins, Joseph Duffy, Richard Kelly and C. H. Hall.

**Memphis News Not Sold.**

A special to THE EDITOR AND PUBLISHER last Wednesday said there was no truth in the story that parties interested in the Memphis Scimitar were to take over the Morning News of that city. The report, published in a number of Southern papers, was to the effect that a deal had been concluded, whereby S. P. Carnes, T. K. Riddick and Frank Jones, the former two being trustees of the Evening Scimitar plant, had secured control of the Morning News, and that both papers would hereafter be issued from the same plant.

**Drop Eight Hour Contention.**

The Typotheta of New York announced last Tuesday that at a conference of committees representing the Typotheta, the association of employing printers, and Typographical Union No. 6, the union committee withdrew its demand for an eight hour day, taking an increase in wages instead. The demand of the compositors applied only to book and job offices. The advance in wages granted was \$1.50 a week, bringing the wages up to \$21 after Jan. 1. According to the union the demand for shorter hours is put over for another year only.

**Good Election Extras.**

The Decatur (Ill.) Review sends us copies of two extra editions issued on election night, one of which left the press at 8 o'clock, and the other at 10 o'clock. They were well put together and gave the readers just the news they wanted in a way it was easiest for them to get it. It was a very creditable performance for a small daily in a city of 30,000. The number printed on the two editions was 1,774. The actual daily distribution of the Review is now very close to the 10,000 mark.

**Big Paper Contract.**

Secretary B. R. Clark, of the Malone Paper Company, Malone, N. Y., has closed a five-year contract with a well known daily newspaper in one of the large cities for the entire output of the new stock of the company, aggregating over 9,000 tons per year, based upon the present capacity of the Malone mills. The five-year contract completed will represent a value to the company of about \$2,000,000.

**SUBSIDIZED INDIAN PAPER.**

**Bill Introduced Providing for Journal Published in Creek Language.**

A bill has been introduced in the Creek council at Okmulgee, in the Indian Territory, providing for a publication to be issued in the Creek language to furnish information to full blood Creeks who cannot read or talk English.

Its object will be to explain all rules promulgated by the Secretary of the Interior, and to make the Indians familiar with all the forms and intricacies connected with the care of their property interests. It will also aim to enlighten them on the workings of the United States Courts, and put them in a position to protect themselves against the designs of unscrupulous and designing persons who have been in the habit of taking advantage of the Indian's ignorance to rob him of his money and land.

The bill was inspired by Aleck Posey, an editor and newspaper man who is one of the leading Creek citizens, and several members of the council who are interested in the enlightenment of the full blood Creeks.

The publication would be made in connection with a national bureau of information to be conducted and managed by a Creek citizen appointed by the principal chief, and to be well versed in both the Creek and English languages. It would be issued weekly, and one copy furnished free to each Creek-reading citizen of the nation.

Besides running the decrees of the interior department and the current decrees of interest to the Creek nation, the bill provides that 1,000 copies be printed each week, and that the first issue shall be put out on Jan. 1, 1905. The expenses of maintaining the bureau are to be borne by the Creek nation, and the council is to appropriate \$2,000 for the purpose.

If this bill is passed it will be the first attempt to furnish official information for the enlightenment of the full bloods of the Creek nation. There are some Creeks who cannot read in their own language and these would not be benefited, but there are many who have received a common school education in the Creek language.

A movement has also been started in the Cherokee nation to ask Congress to appropriate money to continue the publication of a paper in the Cherokee language after tribal relations are dissolved.

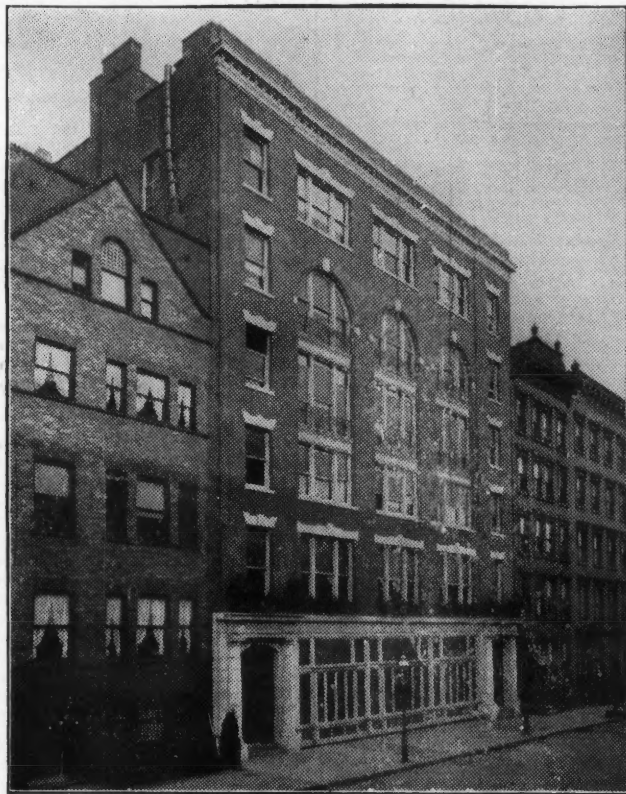
The Cherokees now have a paper, the Cherokee Advocate, which is published in their native tongue and is distributed free to all non-English speaking citizens.

**Music Trades Review's Special.**

J. B. Spillane, managing editor of the Music Trades Review, New York, sends us a copy of the issue of Nov. 19, in which the St. Louis World's Fair is treated from a musical standpoint in a most exhaustive way. It is a splendid number, consisting of 134 pages and cover, and besides the matter of timely interest which it contains there is much that will make it worth preserving as a work of reference. Col. Edward Lyman Bill, editor of the Music Trades Review, was one of the New York Commission to the Exposition. His paper, which is the oldest music trade journal in the country, had a beautiful booth at the Fair, which from the first was the rendezvous of all those of the trade who visited St. Louis.

**Albert E. Troy Dead.**

Albert E. Troy, news editor of the Denver Post, died suddenly last Sunday from the results of an attack of the grip. Before going to Denver Mr. Troy was managing editor of the Munsey publications in New York.



NEW BUILDING OF DOUBLEDAY, PAGE & CO.

**H. E. WATTS DEAD.**

Well-Known English Journalist and Student of Spanish Literature.

H. E. Watts, a well known English newspaper man, died recently at his home in Kensington. He was born in Calcutta and was sent to England to be educated for the military service of the East India Company, but finding his health would not permit of that he soon took up journalism.

While still very young he became the editor of the Yorksbireman, a Liberal-conservative daily paper, formerly published in York. Then he went to Australia, and acted in the same capacity on the Melbourne Argus. Returning to England, he was for several years a leader writer on the Standard. He was also a contributor to the St. James's Gazette, the Saturday Review, Blackwood's Magazine, Frazer's Magazine, and the Westminster Review, while he also wrote several articles, which are still valuable, for the "Encyclopedia Britannica." He had always a great interest in Spanish literature, and this brought him knowledge. He wrote a life of Cervantes, a new translation of "Don Quixote," and a history of Spain.

**Col. Breckinridge as an Editor.**

Col. W. C. P. Breckinridge, who died last Saturday in Lexington, Ky., had spent a considerable portion of his life in editorial work. Shortly after the Civil War, in which he served throughout on the Confederate side, he became editor of the Observer and Reporter of Lexington, then the most influential paper in central Kentucky. He turned his attention from newspaper work in 1884, when he was elected for the first time to Congress. After his political downfall he became connected with the Lexington Herald, managed by his son, Desha Breckinridge. When he met his final defeat for Congress in 1896 he took charge of the editorial department of the paper, and had since devoted his entire time to editorial work and to his law practice.

**MERGER AT CROWLEY, LA.**

Signal Absorbs the News, Leaving City With One Daily Paper.

The Crowley (La.) Daily News was absorbed last week by the Signal, leaving Crowley with but one daily paper. The Rice Belt News, weekly edition of the Daily News, will be continued under the Signal management.

John T. Dixon, who was managing editor of both the Daily News and the Rice Belt News, will remain in editorial charge of the weekly publication. L. S. Scott, who some time ago sold his share in the Signal and went to California, has returned to Crowley and will manage the daily. There have been several other changes in the staff as a result of the merger.

**Newspaper Men's Chapel in Boston.**

A newspaper men's chapel has been established in Boston, at 253 Washington street, under the auspices of the Roman Catholic Church, for the night workers on the dailies in that city. The first service will be held at 3:30 o'clock next Sunday morning, and will be conducted by the Rev. Patrick J. Lyons, a young clergyman of the Carney Hospital, South Boston, who will have charge of the new work. It is the idea to make the chapel convenient for the men who work until late in the morning, rendering it possible for them to attend religious service after their labors, instead of having to stay up all night or rise with a few hours' sleep to be present at early mass. Such an arrangement was made in New York some time ago and has worked most satisfactorily.

Guy W. Beardsley, editor of the Binghamton (N. Y.) Herald, delivered an address last week at the regular monthly meeting of the Advertisers' Association of that city.

W. R. Carter, of the Jacksonville Metropolis, and George W. Wilson, of the Times-Union of that city, were speakers on Jacksonville Day at the South Florida fair held last week in Tampa.

**EARLY FRENCH JOURNALISM.**

**M. Funck-Brentano Tells How News Was Proclaimed by Word of Mouth.**

Frantz Funck-Brentano, the French antiquarian who comes to this country under the auspices of the Federation de l'Alliance Francaise to lecture on the secrets of the Bastille, arrived last Sunday on La Gascogne.

For ten years this student dug into the archives of the Bastille before he was ready to make public his discoveries. The task made him blind, and it was six months before he recovered his sight. M. Funck-Brentano has definitely revealed the real identity of "The Man with the Iron Mask," and shed a great flood of light upon the story of the diamond necklace of Marie Antoinette. He tells an interesting story of the earliest journalism of France.

"The day before I left," said the antiquarian, "my latest book, 'Les Nouvellistes,' was published. Before the days of newspapers reporters gathered and proclaimed the news by word of mouth. This was during the time of Louis XIV. and Louis XV.

"The nouvellistes got interviews, and the foreign Ambassadors gave out what they knew. These reporters went to certain gardens, or other set places, where, sheltered from wind or rain, they published, orally, what they had learned. This was done at certain hours and those who wanted to know what was going on went to listen to them.

"The reporters worked for the love of truth and the spread of knowledge. These reporters were very useful in making known what was happening in France, and they made the French Revolution.

"The 'Man with the Iron Mask,' was Mattioli, an Italian Minister, who was sent by the Duke of Mantua to negotiate the sale of the city of Casal to Louis XIV. Ambassadors were paid according to the importance of their negotiations, and Mattioli falsified his documents, seeking thereby to magnify the importance of his mission and to get more pay. "Louis XIV. was very angry. He sent French soldiers, who arrested Mattioli on Italian soil in time of peace. From Pignerol Mattioli was transferred to the island of Marguerite, and from there to the Bastille. The mask was of black velvet, not iron—that was an invention of Voltaire, who said the man with the iron mask was Louis XIV.'s brother."

M. Funck-Brentano is the official guardian of the 1,000,000 documents of the Bastille in the Arsenal Library. He will lecture on the courts of Louis XIV. and Louis XV., the drama of poisons at the court of Louis XIV., sorcerers and magicians from the seventeenth to the eighteenth centuries, the makers of journalism, the necklace, the trial and death of Marie Antoinette, the family in ancient Europe, the Revolution and the new family, French royalty, the country gentlemen in old France, the volunteers of the Revolution, the Bastille and its secrets, "The Man with the Iron Mask," the sealed letters, and Paris through the ages, her history and monuments.

M. Funck-Brentano is forty-two years old. His father, a professor at the School of Moral and Political Sciences, acquired a wide reputation for his works on philosophy and political economy. The son has taken numerous prizes and his work has been recognized with honors from the Academy of Moral and Political Sciences.

**Libel Suit Dismissed.**

The damage suit for \$50,000 brought by P. H. Dowling against George C. Barnes, editor of the Xenia (O.) Herald, on account of an alleged libel printed in that paper some time ago, has been dismissed on motion of plaintiff at the plaintiff's cost.

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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. Jones & Co., in the Astor House; W. H. McKlernan, 24 Park Place, foot of "L" 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 Bld'g; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bld'g; 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, NOVEMBER 26, 1904.

## NEWSPAPER MEN IN OFFICE.

With the appointment of Francis E. Leupp as Commissioner of Indian Affairs, another is added to the list of newspaper men who hold responsible positions under the present administration. Some who may best be mentioned in this connection are: Robert J. Wynne, now Postmaster General, who, previous to entering the Postoffice Department, was Washington correspondent of the New York Press; Robert Burns Armstrong, Assistant Secretary of the Treasury, who, before Secretary Shaw took him up, was the Western representative of the New York Herald, and Secretary of State Hay, whose work as a graceful writer on the New York Tribune quite a number of years ago is well known.

It is interesting in going over a list of those who are in responsible public positions to observe how many have served an apprenticeship on the press. It has been said that a man who has made a success of newspaper work can do anything well. This is, perhaps, too strong a statement, but it remains true that many graduates from journalism are in the highest of positions, including some of the choicest posts within the gift of the nation.

## A FIRST STEP.

The resolutions concerning advertising in the subway adopted by the Rapid Transit Commissioners, prohibiting "advertisements along the side walls and station platforms fronting the tracks and below the frieze of such side walls," affords some measure of relief to an offended public, says the New York Times, but it is only a beginning. It will cause the removal of the biggest and most objectionable of the advertising signs complained of, but it will by no means meet the public demand. It is not a sufficient answer to the perfectly valid arguments that have been made against permitting any advertisements in the subway stations.

The plastered spaces above the frieze are more agreeable to the eye without the advertising signs; the defacement will not be removed, only diminished; the evil of providing lodgment for dust and disease germs will not be cured, only somewhat abated; the passengers' liability to miss the station names and symbols through the confusing proximity of glaring advertising signs will continue, though no doubt in a lessened degree. The vital point of the right of anybody to put advertisements in the subway stations is left quite untouched.

For that reason we suppose the action of the Commissioners must be considered merely a first step. They have acted

wisely, as is their wont, in paying respectful heed to a public protest. But the public wants to be rid of the signs altogether. It wants to see them excluded from our subway as they are from the Boston subway. Probably the Commission felt that under the contract a right had been created which it had no lawful power to abrogate. It remains to procure from the courts a determination of what right if any exists, and of the further question, what would be the fair and reasonable cost of extinguishing the right, to the end that the advertising signs may be removed and for all time excluded from the subway stations.

## MR. LEUPP'S APPOINTMENT.

Of the appointment of Francis E. Leupp as Indian Commissioner, the New York Evening Post says:

"Mr. Leupp's appointment brings the merit system unpleasantly home to the Evening Post. As our Washington correspondent for many years, his standing and authority have been of the highest, and we can ill spare him. Yet we recognize his eminent fitness for the office which he has consented to accept at the urging of many whose philanthropic interest in the Indian is as well proved as Mr. Leupp's own; and the public service will undoubtedly gain through our private loss."

## A RECORD MOVE.

Omaha Bee's Mechanical Equipment Shifted From Sixth Floor to First.

The Omaha Bee a week ago last Sunday moved its mechanical equipment from the sixth floor of its building to the ground floor after the Sunday edition was off, and had it in shape to print the paper again on Monday morning. It was all accomplished in fifteen hours—from 4 a. m. to 7 p. m.—which is probably the record time for such a feat.

There were twelve linotypes, each weighing a ton, to be moved and readjusted, as well as a complete stereotype equipment, and the many cases of advertising type that are necessary in a big printing office. Not a thing was broken, not a thing went wrong. Citizens who passed the building on Monday morning were filled with surprise at seeing the change which had come about as by magic. The credit for the work is given to H. A. Haskell, superintendent of the mechanical department, and R. E. Patterson, head machinist.

The editorial rooms of the Bee will hereafter be located on the first floor, the same floor as the business office, but at the rear. The object of the change is to bring the typesetting and the stereotyping of the Bee into close proximity to the big printing presses.

The Brownwood (Tex.) Banner-Bulletin has let the contract for a new building for its printing plant.

## NEWSPAPER READING.

Is Its Effect an Evil One?—New York Times Answers Criticism of Daily Press by Prominent Englishmen.

There is a good deal of more or less solemn nonsense written and talked in these days about the evil effects of reading newspapers, says the New York Times, and there is no soil so fertile in this inexpensive wisdom as the minds of the superior men of England. The readers of more than one of the British weeklies are familiar with the lofty scorn their writers manifest toward "journalism" and "journalists," as if there were a saving virtue in printing one's opinion once a week, and a hebdomadal writer were seven times as dignified and safe as a man writing for a daily. Mr. Balfour is said to make it his boast that he never reads the dailies, and even Lord Rosebery, as genial and catholic a counselor as the land affords, has recently been advising a Workingman's Club to read more history as a prophylactic to the influence to be feared from reading the newspapers. Referring to the objects of the club as stated by the chairman, the Earl said:

"You, Sir, have told us it is for conversation, and for reading, and for thought—all very good things in their way—and for recreation. I will leave out the recreation, because mankind needs no incentive to recreation. (Laughter.) I would say a word for reading, for conversation, and for thought. There in my mind lies the real value of a club of this kind. We none of us read enough; we none of us think enough. A good many of us talk too much. (Laughter.) We all read the newspapers. Well, far be it from me to do anything but laud the newspapers, which have become a part of the atmosphere which we breathe. The newspapers give us the best possible appreciation of the present, and sometimes some glimpses into the future. (Laughter.) But at any rate they are seldom able in the press and stress of life to give us much insight into the past. And yet we need some insight into the past if we are to obtain guidance for the future, and we need some knowledge of the past if we are to do what so few of us do—think a little for ourselves. The very habit of reading what are called the organs of public opinion is apt to deprive us of the faculty of thinking for ourselves. (Hear, hear.) The newspapers think for us, and think, I do not doubt, much better for us than we should think ourselves; but they do not act as a substitute for thinking for ourselves. Reading the past helps us to think for ourselves."

Lord Rosebery is a reader and writer, and even, in a modest way, a maker of history, and he does read the newspapers, so that he may be excused for looking on himself as an expert. But with all due respect to his experience and authority, we do not believe that the class whom he was addressing would find in the study of history, as they are likely to study it, any real corrective for the looseness of thinking which he deplores. Suppose they were to undertake to form a notion of the conditions in England at the time of the repeal of the corn laws as a basis of opinion on current issues in their country, and went into the matter pretty thoroughly, what would be the process and what the probable outcome? All their leisure time for a number of years would certainly be required to cover the ground with tolerable completeness. Would they emerge from the study with the views, say, of Lord Rosebery, who is a trained student, or with those of Mr. Balfour, who is an expert investigator, or with those of Mr. Chamberlain, whose conclusions are apt to be formed before he inquires? Our conjecture is that each reader would discover about what his inclinations suggested,

and that the thinking faculties would not be especially strengthened in the exercise.

On the other hand, assuming a fairly open mind, the ordinary newspaper reader is likely to find a good deal of history to reflect upon. In the discussion of the fiscal question already referred to, the papers of England fairly bristle with historical references, comparisons, parallels and contrasts, offered in a form that may well stimulate, if they do not fatigue, the intellect. On any subject of importance, it is indeed a very ill-equipped journalist who is not prepared to support his opinions with historical precedents. He may be in error. He may be insincere and tricky, but then historians accuse each other of these defects and vices, and most of them start out with the avowed intention of correcting their predecessors. Undoubtedly much of the history supplied by the newspapers lacks complete trustworthiness, and much of their reasoning is open to criticism. But their readers, like the readers of books, will generally get from them as much as their own minds demand, and not a great deal more or less. We do not believe that either kind of reading very seriously changes the tendencies of those who indulge in it, but rather that the mind of each reader in the main determines what he will read, how he will read, and what he will get from his reading. If newspapers are a part of "the atmosphere we breathe," so are books, and the use of that atmosphere to a great extent depends on our own constitution and condition of health.

## TO THE REPORTER.

No rhyme immortal has been writ  
To them, the chaps that choose for us  
And polish with their ready wit,  
The best of all the news for us.

Through rain or shine, through heat or cold,  
They're always on the jump for us,  
And be they young or be they old  
They're all too glad to hump for us.

A murder case or suicide,  
They jot the details down for us;  
The debutante or blushing bride—  
They photograph her gown for us.

The battle's roar brings naught of fear,  
They phonograph the sound for us;  
And for our victories far and near  
They make the praise redound to us.

They criticize the latest play  
In paragraphs unique for us;  
And if, perchance, our footsteps stray,  
They help the "force" to seek for us.

They tell the poor man's sad, sad tale,  
In words that quite appeal to us;  
And should we pass the social pale,  
Our secrets they reveal to us.

They fill the papers night and day  
With automobile speed for us;  
They tell us what the rich folks say  
And chronicle each deed for us.

They double lead strange tales of graft  
In politics all queer to us;  
And sometimes stigmatize our craft  
With comments that adhere to us.

To see a column snafely earned  
They'll jump in any muss for us;  
But where a story's not concerned,  
They do not care a cuss for us.

LURANA W. SHELDON in the New York Sun.

## A Home-Made Paper.

The Hartsville Messenger, one of the best weekly papers in South Carolina, is a real home-made product. Every line in it is "home print," and the paper used is manufactured by the Hartsville Fibre Mill "from wood of Darlington county forests." David R. Coker, a prominent business man, is editor of the paper.

## Seeks First Hand Press in Texas.

J. W. Hunter, of Mason, Tex., is trying to learn the whereabouts of the first hand press used by the newspapers in Texas prior to and during the days of the Republic. It is his idea to have it presented to the Daughters of the Republic of Texas, that it may be preserved as a historic relic.

**PERSONALS.**

L. M. Nichols, formerly city editor of the Enid (Okla.) Eagle, is now city editor of the Tulsa Daily Democrat.

Willis Sharpe Klimer, proprietor of the Binghamton (N. Y.) Press, returned from Europe on the steamship St. Paul, which arrived in New York last Sunday.

Arthur Secor, formerly connected with the Bridgeport (Conn.) Morning Union, is now advance agent of Julius Cahn's company, which is playing "David Harum."

The Rev. J. A. Macdonald, editor of the Toronto Globe, is on a trip through the Western provinces of Canada. He will deliver several lectures in Winnipeg and other cities.

B. F. Bower, until recently publisher of the Cleveland World, is being prominently mentioned for the position of school director, under the new school board of Cleveland.

S. C. Trethewy, for the past two years city editor of the Roanoke Times, has been appointed assistant secretary of the State of Virginia, and has gone to Richmond to assume the duties of his new position.

Henry Fremont Harris, editor of Madame, the woman's journal of Indianapolis, was married a few days ago to Miss Mattie Wright McAllister of Mansfield, O. Mr. Harris was formerly business manager of the Canton (O.) News-Democrat.

William Berri, publisher of the Brooklyn Standard Union and vice-president of the New York State commission of the World's Fair, will probably remain in St. Louis until the close of the Exposition. He expects to take part in the exercises on President's Day.

James B. Clark, who has been city editor of the Nashville Banner for a number of years, has been made news editor, to succeed the late E. C. Stablmann. Marshall Morgan, who has been dramatic critic of the paper, succeeds Mr. Clark as city editor.

Richard Watson Gilder, editor of the Century, Albert Shaw, editor of the Review of Reviews, and Brander Matthews, the novelist, were among the guests at the dinner given last week to John Morley, M. P., by President Nicholas Murray Butler, of Columbia University.

Paul W. Treanor, formerly political and court reporter on the Nashville American and more recently in charge of the political work on the Nashville News, has left newspaper work to become a solicitor with the Travelers' Insurance Company of Hartford, Conn. He will continue as secretary of the Nashville Press Club.

A. J. Pillsbury, a newspaper man, has been appointed by Gov. Pardee, as secretary of the State Board of Examiners of California. For two campaigns Mr. Pillsbury had charge of the literature of the California Republican State Committee. A. B. Nye, Gov. Pardee's private secretary, is also a newspaper man.

Capt. Albert O. Allen, State Auditor of Missouri, will return to New Madrid, Mo., and resume his newspaper work when his present term expires. Before he became identified with the office of State Treasurer, Capt. Allen was editor of the New Madrid County Record. He has been employed at Jefferson City for the past twenty years, either as a clerk or State officer. During all of that time he held his paper in southeast Missouri, and now declares that he is going back to take active charge of it.

**COL. E. A. CALKINS DEAD.**

**Well-Known Wisconsin Editor Passes Away After Long Service.**

Col. E. A. Calkins, an editorial writer on the Chicago Chronicle, and formerly connected with newspapers in Milwaukee, Madison and St. Paul, died on Nov. 9 in Chicago, aged 79 years. Mr. Calkins did his first newspaper work on the Wisconsin Free Democrat in Milwaukee in 1850. He was then made city editor of the Commercial Advertiser of that city, which later became the News. In 1852 he went to Madison and was chief assistant of Beriah Brown in publishing the Madison Argus and Democrat, later becoming one of the publishers of the paper.

After serving through the Civil War he went to St. Paul and was one of the editors of the Pioneer. He returned to Milwaukee, and, after a long service on the News, established the Sunday Telegraph, which was very successful. He sold his interest in the paper to J. A. Watrous and went to Chicago to enlist with the Evening Journal, and after a short time he became one of the editors of the Chicago Chronicle, which position he held until his death.

**OBITUARY NOTES.**

James Shaw Baker, president and senior member of the Baker & Taylor Company, publishers, of Union Square, New York, died last Saturday at his home in East Orange, N. J., aged 68 years. He was graduated from Hamilton College and entered the publishing house of Blackman & Mason, with which and its successors he had been connected for forty-five years. For several years he was a member of the board of managers of the American Bible Society. He was a member of the Aldine Club. His son, Herbert S. Baker, is vice-president of the Baker & Taylor Company.

Moses F. Lobo, a former newspaper reporter of Philadelphia, died last week at his home in that city, aged 71 years. He was one of the first shorthand students to study under Benjamin Pitman.

Mrs. Adelaide E. Bromley, widow of Isaac H. Bromley, the famous editorial writer, died recently at the home of her son, Maj. Isaac Bromley, in New Haven, Conn. Mrs. Bromley was in her seventy-first year.

Mrs. Eliza A. Otis, wife of Gen. Harrison Gray Otis, publisher of the Los Angeles Times, died last week. Mrs. Otis was one of the best known women in California, having been a contributor to the Times for twenty-two years.

Dr. A. S. Parker, founder of the Kendallville (Ind.) News, is dead.

**Memorial to C. B. Spahr.**

A memorial meeting, in honor of the late Charles B. Spahr, once associate editor of the Outlook, and later of Current Literature, who was lost from a steamer some time ago while crossing the British Channel, was held on Friday night of last week in the assembly hall of the United Charities Building, New York. Ernest H. Crosby presided. The first speaker was the Rev. Dr. Lyman Abbott, who spoke of his relations with Mr. Spahr while Mr. Spahr was on the Outlook. Dr. Abbott closed his eulogy by saying he was a better man for having known "Charlie" Spahr. Mr. Crosby spoke of Mr. Spahr as a member of the Social Reform Club, under whose auspices the memorial was held. Other speakers were Alfred J. Bonilton, Mrs. Charles Russell Lowell, the Rev. Owen R. Lovejoy and Dr. Felix Adler.

A. J. Aitens, general manager of the Milwaukee Evening Wisconsin, swears to a daily average circulation of that paper for the first nine months of this year of 25,846.

**A HISTORIC VASE.**

**On Which Is Inscribed a Judgment Upholding Freedom of the Press.**

The fact that newspaper reporters have been excluded from recent committee meetings of the city council of Columbia, S. C., and that there is a disposition in some quarters to have them excluded from meetings of the council itself, gives the newspapers an opportunity to print a good story about a vase now in the possession of Mayor Gibbs of that city.

The vase came from the mayor's father, Dr. R. W. Gibbs, who, as the owner of the old Carolinian, was once ejected from a council meeting because he refused to say whether he attended as a citizen or as a newspaper man. Dr. Gibbs sued and got judgment for \$150. With the money he bought the vase and had engraved thereon the judgment in the case which read as follows:

"The freedom of the press is guaranteed by the constitution of the United States. To eject a reporter from a public meeting because it is suspected or avowed by him that he means to publish a report of the proceedings is unlawful."

**Scoop on News of Her Own Wedding.**

Miss Anna I. Honsberger, editor and manager of the Tamaqua (Pa.) Register, was married on Nov. 5 in New York to A. J. Person, general traffic manager of the Alpha Portland Cement Company, of Easton, Pa. The wedding was kept a secret until Nov. 14, when the bride announced it in her paper, thereby getting a scoop on the Register's contemporaries. Mrs. Person says she will continue as editor and manager of the Register for the present. She has been in full charge of the paper for some time, and is one of the most successful newspaper women in Pennsylvania.

**SITUATIONS WANTED.**

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

**METROPOLITAN EXPERIENCE.**

Reporter with five years' metropolitan experience and one year's experience as managing editor of country daily, desires position. A business producer and a versatile writer. References. FRANK NEVIN, Elyria, O.

**YOUNG WOMAN**

thoroughly experienced in all departments of newspaper work, would like position as special correspondent or private secretary. Advertising and theatrical work a specialty. Address "F. D.," care of THE EDITOR AND PUBLISHER.

**ON TRADE PAPER.**

Lady of experience wishes position as special writer on trade journal. Address "EXPERIENCE" care of THE EDITOR AND PUBLISHER.

**PROOFREADER.**

Graduate German University, reads proof and translates correctly from and into eight languages, wants employment. Address, "PROOF-READER," care of THE EDITOR AND PUBLISHER.

**EXPERIENCED WASHINGTON**

correspondent desires papers to represent at the National Capital. Telegraphic news, Washington letters or editorial paragraphs. Address CHARLES JAMES FOX, P. O. 134 East Capitol Street, Washington, D. C.

**BUSINESS MANAGER**

Wants change. Now general manager of the leading evening paper in field of 250,000. Has doubled advertising in cities of 100,000 to 300,000 population. Exceptionally successful record as business, advertising and circulation manager. Knows how to "cut" expenses, increase receipts. Salary \$2,500 to \$3,000. Address "CONFIDENTIAL," care THE EDITOR AND PUBLISHER.

**BUSINESS AND ADVERTISING**

Competent business and advertising manager of New England daily desires change of location. Can furnish best of recommendations regarding character and ability, 35 years of age, married. Exceptionally well qualified to handle agency and foreign business handled direct. Address for information, "N. E.," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

Reliable men to carry as a side line an up-to-date line of Advertising Calendars, sold to Furniture, Hardware, Drug, Shoe and General Merchants. Convenient to carry prompt remittances. GEO. H. JUNG & CO., Cincinnati, O.

**FOR SALE.**

**THREE SIMPLEX TYPESETTING** machines in first class condition; price reasonable. About 1,200 lbs. of 11-point type with one machine, and 800 lbs. of type with the other two 9-point machines. Equipped to set foreign languages. Write P. V. ROYNIANEK & CO., 612 Grant St., Pittsburgh, Pa.

**SCOTT THREE-DECK PRESS.**

One three-deck Scott straight line, twenty-four-page press, with color attachment, good as new, four years old, prints seven and eight columns. Reason for selling, purchased new Hoe thirty-two-page quadruplex press. Address DES MOINES CAPITAL, Des Moines, Ia.

**BUSINESS OPPORTUNITIES.**

There is a great class paper field which is not yet properly occupied. A professional field where readers are responsive. There is an excellent foundation obtainable. Journal having splendid editorial reputation. Only needing the right management and some capital. To take it up \$50,000 should be available. EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

**THE LOVEJOY CO.,** Established 1883

**ELECTROTYPERS**

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

**The Rathbun & Bird Co.,**  
**PRINTERS'**  
**OVERHAULED**  
**MACHINERY**  
Cylinder Presses Job Presses  
Paper Cutters Folders Motors  
Shafting, Etc.  
We operate the largest, best equipped and most modern, exclusively printers' machine shop in Greater New York, and can guarantee to furnish a machinist who thoroughly understands your make of machine, ensuring intelligent and economical service.  
Personal attention given to Consulting Engineering, Removals, Experimental and Construction Work.  
**The RATHBUN & BIRD CO.,**  
33-34 Gold Street, New York City.

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

**TYPEWRITER**  
**RIBBONS**  
**FLIMSIES**  
**CARBON PAPER**

WE MANUFACTURE THE BEST LINE OF  
**Typewriter Supplies**  
ON THE MARKET—SEND FOR CATALOG  
**THE S. T. SMITH CO.**  
11 BARCLAY STREET, NEW YORK CITY

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

Hall & Ruckell, 215 Washington street, New York, are sending out propositions on the Sozodont advertising. They will advertise in papers that will sell their goods to the local druggist.

A selected list of Southern papers are being used through the N. W. Ayer & Son Agency, Philadelphia, for the Southern Baking Powder Company, Richmond, Va. This is a nice line of advertising, 1,000 inches being used.

Advertising for R. & G. Pills is being placed on an exchange basis by the A. P. Gardiner Publishing Company, 320 Broadway, New York. Beauty calendars are being offered in exchange for the advertising.

E. T. Howard, Tribune Building, New York, is placing some advertising for the L. E. Waterman Ideal Fountain Pen.

Street & Finney, 27 East Twenty-second street, New York, are placing some advertising for the Hotel Chamberlain.

Ben B. Hampton, 7 West Twenty-second street, New York, is placing a line of advertising for the Toilettes Fashion Company.

N. W. Ayer & Son, Philadelphia, are asking rates on 450 inches. The copy is to average five inches for ninety insertions.

Smith, Arrison & Son, Philadelphia, are arranging an additional list for the advertising of the Royal Specialty Company.

The Mortland Chemical Company, 119 East Twenty-eighth street, New York, is sending out a medical personal ad to run e. o. d. for one month.

Calkins & Holden, St. James Building, New York, have secured the account of Duff & Sons, Pittsburg, and will hereafter place that advertising. The account was formerly handled by N. W. Ayer & Son, Philadelphia.

Rudolph Guenther, 108 Fulton street, New York, is asking rates from Pennsylvania papers for telegraph news readers.

S. C. Wells, Lekoy, N. Y., is now placing his business through the J. Walter Thompson Agency, New York. This business was formerly placed direct. Mr. Wells is the proprietor of Shiloh's Consumption Cure.

Wadsworth Bros., cigar manufacturers, Binghamton, N. Y., are placing some advertising in Middle West dailies for the Chico Cigar. This copy is to run e. o. d. for three months.

Dr. S. Andral Kilmer, Binghamton, N. Y., is asking for sample copies and rates in papers in the Middle West.

## NEW PUBLICATIONS.

The Darrow (Okla.) Press is a new paper.

The Clearview (I. T.) Tribune is a new paper. Earnest D. Lynwood is the publisher.

J. S. Mills, late of the DeKalb (Ga.) News Era, is likely to start a new paper there.

Sam A. Leming has moved the plant of the Heavener Globe to Waldron, Ark., where he will publish a Republican paper called the Waldron Advance.

E. E. Humphrey, a newspaper man of Fairfax, S. D., will start a new paper called the Advocate at Gregory. One of the towns in the newly opened Rosebud reservation.

## ADVERTISING NOTES.

C. A. Williams, formerly of the LaCoste & Maxwell Agency, Chicago office, has started in the special agency business for himself with offices in the Marquette Building, Chicago.

W. D. Ward, the Eastern representative of the Pacific Penny Papers, was in Philadelphia last week in the interest of his papers.

William Kastor, of the Kastor Advertising Agency, St. Louis, was in New York this week.

Miss Grace Conklin, of the Willis Sharpe Kilmer Advertising Agency, Binghamton, N. Y., spent several days in New York last week.

C. H. Touzalin, of the Lord & Thomas Agency, Chicago, is in New York on a two weeks' business trip.

The Paul E. Derrick Advertising Agency, New York, has sent out a very attractive bit of advertising in the shape of a Thanksgiving souvenir card.

## Burlington Gazette's Guarantee.

The Burlington (Ia.) Gazette issues a neat little folder giving its sworn daily average circulation for October as 6,324. As a proof of its strong place in its field it prints the following paragraph:

"The Gazette accepts advertising upon a positive guarantee that it circulates more papers every day in Burlington and Des Moines county than all the other publications combined. If this is not so your advertising bill is paid. Every investigation offered. Pressroom, mail-room and books open to investigators."

## Railroad's Agent Knows.

John T. Patrick, of the industrial department of the Southern Pacific Railway, has recently been in Beaumont, Tex., arranging to have local papers of that and other cities sent out over the country to those who may be interested in Texas land and investments. He says, of all advertising that in the daily newspaper is best, and he is urging progressive citizens to take up the matter and have the papers sent out extensively through the various chambers of commerce of the State.

## CHANGES IN INTEREST.

W. C. Dugan has bought the interest of W. E. Harlan in the Searcy (Ark.) Times.

The Beemer (Neb.) Times has been sold to Howard Sechrist.

G. W. Tromaz, who has been connected with the Jackson Patriot for sixteen years, has bought the Leslie (Mich.) Local-Republican.

W. S. McKean has purchased the Phillipsburg (N. J.) Democrat and will improve the plant.

The Plymouth (Ind.) Tribune is now published by Hendricks & Gillespie, a half-interest in the property having just been purchased by Mr. Gillespie. The editorial and business management will be in charge of Mr. Gillespie and Mr. Hendricks will superintend the mechanical department.

## The Handy Suffix

"What would the advertisement writer do without the suffix 'ing'?" asked a man who studies advertisements. "We have long been used to sheetings and pillow casings, and even coatings and vestings have lost their newness, but now a department store announces that it will sell waistings and blousings. Will we soon hear of collarings and cuffsings at a great discount, or a mark down sale of boys' short pantings?"—*New York Sun.*

## WESTERN NEW YORKERS.

### Ad Club's Final Dinner of the Year Held at Buffalo.

The Ad Club of Western New York held its final dinner of the year at Buffalo on Nov. 14. E. W. Krackowizer, late of the publicity department of the Boston Herald, spoke on "Advertising Club Chat," and Ben B. Hampton, the New York advertising agent, on "The Agency."

Others who participated in the dinner were as follows: E. F. Olmsted, advertising manager for the Natural Food Company, Niagara Falls, president of the Ad Club; F. A. Partenheimer, of the Franklin Mills, Lockport; John E. Morey, publisher of the Rochester Times; DeForest Porter of the Sweeney Company, Buffalo; F. H. Greene, of the Matthews-Northrup Company; Francis U. Kahle, of the Woodward Chemical Company; W. E. Boughton, of Gies & Co., Buffalo; A. F. Sellick, of the Niagara Paper Mills, Lockport; Charles E. Ward, of Sidney Shepard & Co.; C. R. Lyddon, of the Atlantic Stamping Company, Rochester; D. C. Kreidler, of the Owen Publishing Company, Dansville; Gny W. Ellis, of the Rochester Times; William M. Ramsdell, publisher of the Buffalo Express; J. A. Schults, of the Gunning System, Buffalo; C. S. Holmes, of the Sterling Advertising Agency, Buffalo; M. S. Childs, of the S. A. Cook Company, Medina; J. C. Moss, of the Moss Advertising Agency, Buffalo; Will C. Izer, of Good Housekeeping, Springfield, Mass.; E. J. Ringueberg, of Men and Women, Cincinnati; Willard F. Everett, of the Force Food Company, Buffalo; G. C. Cordell, of Barealo & Boll, Buffalo; J. I. Laney, printer, Buffalo; C. Edward Brett, of the Hengerer Company, Buffalo; G. H. Coulter, of Niagara Falls; C. F. Alward, of the Buffalo Express; Dr. Richard Kimpton, of the Pierce Medical Company; W. E. Tefft, of the Matthews-Northrup Company, Buffalo; J. A. Winchester, publisher of theatrical programs, Buffalo; C. H. Herald, of the United Fruit Company, Boston; W. G. Bryan, of the Buffalo Express; M. S. Kelly, of the Art Metal Construction Company, Jamestown; George A. McDonald, of the L. D. Morse Agency, Buffalo; H. C. Griswold, of La Touraine Hotel, Buffalo, and others.

The next dinner of the Ad Club will be held at Rochester on Jan. 14, when the annual meeting and election of officers will take place.

Among the speakers who have accepted invitations to address the Ad Club during the coming year are the following: George H. Daniels, general passenger agent of the New York Central; Frank Presbrey, of the Presbrey Company, New York; James Rodgers, of Harpers, New York; O. J. Gude, New York; Barron G. Collier, New York; Robert Frothingham, of Life, New York; Curt M. Treat, manager of the Bureau of Publicity, Niagara Falls; Willred Patterson, New York; Joseph G. Kitchell, president of the G. Ethridge Company, New York; H. S. Honston, of World's Work; E. W. Spaulding, of the Curtis Publishing Company; Maj. Kramer of Cascares fame, and Ralph Holden, of Calkins & Holden.

The building of the Racine (Wis.) Daily Times was damaged by fire last week.

## THE PAPER OF THE HOME.

### Is the One the Advertiser May Bank on for Returns.

It is the paper, says the Memphis Morning News, that goes into the homes and is thoroughly read by the family that brings the best results to advertisers. It is the paper that goes into the most homes of the great middle classes that brings most responses to advertisements. It is the paper that is read most by the thrifty housewife that draws most custom to the advertiser.

Papers that are glanced at and thrown away are comparatively worthless to advertisers. This is why sample copy circulation is regarded as practically worthless by adepts in the use of printer's ink, and why street sales and extra editions are considered by such men as of comparatively little value.

A paper which is taken into the bosom of the family and read carefully from beginning to end is naturally a business getter, for in such reading of the news and editorial matter the reader cannot escape seeing the advertisements for a long enough time to make an impression on him.

If the reader has confidence in the character and honesty of the paper's utterances, he voluntarily places more confidence in the advertisements which it contains, though the paper may not vouch for the advertiser in any way. It is for this reason that the nature of the circulation has as much to do with the drawing qualities of the paper as the extent of its circulation.

## NEW CORPORATIONS.

Globe Publishing Company, Salisbury, N. C. Capital, \$15,000, with privilege of increasing to \$100,000, for the publication of newspaper. Incorporators: H. B. Varner, Carl Hammer and others.

F. T. Smiley Publishing Company, Jersey City, N. J., proprietors and publishers of newspapers, magazines, etc. Capital \$10,000. Incorporators: Lonis B. Dailey, H. O. Coughland, Joseph M. Mitchell, Jersey City, N. J.

Francis Brothers Company, Jersey City, N. J., to manufacture and deal in books of all kinds. Incorporators: Lonis B. Dailey, B. Stafford Mantz, Joseph M. Mitchell, Jersey City, N. J.

E. D. Morse Publishing Company, New York. Capital, \$5,000. Directors: Nellie W. Morse, E. D. Morse, Linda R. Sharp, New York.

The Joplin Evening Times Company, Joplin, Mo. Capital, \$10,000. Incorporators: L. G. Hicks, W. L. Butts, J. R. Jones, Joseph Baker.

## Excellent Saturday Night Report.

Houston, Tex., Nov. 14, 1904.  
Mr. J. B. Shale, Pres.  
PUBLISHERS PRESS ASSN.,  
New York City.

Dear Sir:—We wish to congratulate you upon the very excellent report we received last Saturday night. The special regarding the Wyoming railroad disaster was especially good and was, to a large extent, a scoop.

Yours truly,  
THE HOUSTON CHRONICLE,  
M. E. Foster, President.

## THE SCRIPPS-McRAE LEAGUE

Own and Control the

Cincinnati Post.....	154,000	Cleveland Press.....	139,000
St. Louis Chronicle.....	55,000	Covington (Ky.) Post.....	12,000
Toledo Times and News.....	51,000	Akron (O.) Press.....	9,000
Columbus (O.) Citizen.....	24,000		

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

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

## HOUSTON CHRONICLE.

How in the Short Period of Three Years  
Marcellus E. Foster Has Built Up  
a Great Daily Paper.

The youngest of the great dailies of the great Southwest, the Houston Chronicle, under the management of Marcellus E. Foster, has, within the brief three years of its existence, reached such a conspicuous point of vantage as to place the publication and its managerial head well in the front rank of publishers' scrutiny and public interest. The extraordinary success which the Chronicle has achieved and the consummate ability and energy which have made this success possible combine in forming an interesting chapter in American newspaper history. Both of the elements or qualities mentioned are the outgrowth of the newspaper genius of a journalist who is yet in his early thirties, and concerning whom THE EDITOR AND PUBLISHER has requested this communication:

Marcellus E. Foster, president of the Houston Chronicle Publishing Company and editor in chief of the Daily and Sunday Chronicle, is a product of that record-making and record-breaking State known as the Blue Grass Commonwealth. He was born at Pembroke, Christian county, Kentucky, on Nov. 29, 1870. He is of Fitzhugh lineage on the maternal side of the family, and is therefore of the same blood which has been so freely offered in the service of State and Nation. Kentucky gave him to Texas in infancy. Huntsville was his boyhood home, and it was there that newspaper work first engaged his attention. He began at the beginning—inking the forms and later shaking hands with a Martha Washington hand press as "devil" on the old Huntsville item. While obtaining this initial experience in practical newspaper making he was also obtaining information in a wider field. His training was by no means restricted to the "roller" and the "case." From the mechanical department he passed rapidly into the "brainery" of newspaper work, having in the meantime availed himself of liberal educational advantages which eventually netted him a degree in the University of Texas. His progress was rapid. From local correspondent in his home town, he advanced to a reportorial position at the home office of the Houston Post. Passing the several desks with a rapidity which has seldom if ever been duplicated, he became managing editor before the end of his twenty eighth year. At the time he bore the distinction of being the youngest managing editor in the United States, considering the importance and standing of the publication of which he was the managerial head. His extreme youth, coupled with his marked ability, attracted the attention of newspaper and periodical makers in many sections of the country. He received, entirely unsought, the flattering attention of a number of the standard publications, and his scrap book, if he had one, would be found to contain such complimentary mention from many sources as has fallen to the lot of but few newspaper workers who have reached the journalistic hall of fame.

## FOUNDING OF THE CHRONICLE.

The supreme test of Mr. Foster's literary and managerial ability came a few years later, when, in October, 1901, he established the Houston Chronicle. The publication entered a field believed by many to be already fully occupied. But the record proved abundantly to the contrary. The Chronicle was a success from the start. Its founding marked a new era with Texas newspapers, in the matter of price alone. Two cents the copy, ten cents a week, for a metropolitan newspaper was a thing unknown in Texas newspaperdom until the advent of the Chronicle. More than one issue a day was likewise undreamed of in Texas press philosophy. Conservative managers who had prospered under the old regime looked with doubt and some with disfavor upon the new venture. Some

of them indulged in the encouraging forecast that six months, at the utmost, would see it in the morgue. In the face of discouraging diatribes and pessimistic prophecies Mr. Foster dared to go forward, with the result that success, undreamed of, even by himself, has crowned his efforts.

## THE SUNDAY CHRONICLE.

With a sworn circulation of more than 18,000 copies daily, the Chronicle celebrated the third year of its existence by establishing on Oct. 16 of this year a Sunday morning edition, which has already taken rank with the best Sunday morning papers of the country. The Sunday Morning Chronicle, in addition to 33,000 words of special telegraphic news, is made up of literary features of the highest order, including magazine section and comic supplement. Its first issue consisted of forty eight pages.

## MR. FOSTER THE DOMINATING SPIRIT.

Mr. Foster not only completely dominates the Chronicle in all of its varied departments, but also is a controlling factor in its financing, owning outright considerable more than a majority of the entire capital stock issued by the corporation. The price of shares has advanced with each recurring annual meeting of the directors, until, with the advent of the Sunday Chronicle, the quotations reached a ratio of two for one. Mention is made of this merely to indicate that Mr. Foster in his make up comprises the qualities of literary and financial ability—a combination rarely encountered in newspaper workers. The accepted theory has been that the powers which dominate the editorial policy should be entirely divorced from the business office. The Chronicle management is a complete departure from this hitherto well established doctrine. The Chronicle was established on the theory that the business office could be conducted along the same chaste and exemplary lines which govern the editorial columns of all publications worthy the name of great newspapers. Advertisements of questionable verbiage or of dubious import have been steadfastly refused. The most notable of the exceptions which the Chronicle has interposed and enforced in accepting advertising has been an absolute embargo against the exploitation of lotteries in its paid columns. Under this head alone, it is probable that the policy of the paper has excluded from its columns thousands of dollars of business which other Texas publications have always classed as legitimate and accepted with alacrity. "Advertisements" on the merits of "patent medicines" are subjected to the closest scrutiny before approval. Nothing unfit to enter the home circle is accepted. By reason of the policies outlined the editorial end of the paper is never put in the somewhat doubtful attitude of inveighing against evils which the business end is helping to foster. Since its first issue the Chronicle has conducted an aggressive campaign against the forces adverse to public weal which work in every city and dominate many municipalities. At the risk of incurring actions for libel and disregarding at times even the terrors of contempt, it has steadfastly contended for what it regarded as the highest standard of morals and citizenship.

## Wireless Reports of Ships.

With the opening of the naval wireless telegraph service on the Nantucket Lightship, arrangements have been made by which the press shall receive all of the reports of movements of vessels noted by the observers on the Nantucket Shoals. A number of shipmasters and companies operating steamships had sent sums of money to defray expense of telegraph reports of ship movements. This money is being returned, since the information is to be conveyed free through the newspapers.

## May Publish Daily.

Myron Boyle, of Guthrie, Okla., who recently purchased the Tulsa (I. T.) Republican, will take possession about Dec. 1. He expects to begin the publication of a daily edition early in the spring.

## HOE FORCE UNCHANGED.

Pending Decision of Appraisers on Question of Duty on Models.

Pending a decision by the United States Board of General Appraisers on the action instigated by the Pattern Makers' Union, to prevent the importation, duty free, of wooden models of iron molding for machinery from the English factory of R. Hoe & Co., for use in the New York factory of the big printing press manufacturing concern, the relations between the firm and the employees in the pattern department remain undisturbed. The allegation made in connection with the appearance of W. Wickham Smith, counsel for the Pattern Makers' Union, before the Board of General Appraisers last week, to the effect that R. Hoe & Co. had reduced the number of pattern makers employed from forty to about three or four, is denied.

It is stated on behalf of R. Hoe & Co. that the number of employes in the pattern department is about the same now as it has been for two years past, about forty men being kept at work constantly. The contention between employers and employes over the dutiable nature of the models imported arose, it is stated, after the former had acceded to the demands of the pattern makers that the pay of the men be increased from \$3 per day of nine hours to \$3.25 and \$3.50, independent of the character of the work done or the skill of the individual workmen.

The Hoe factory is strictly union, and when the demand for the latest increase in pay was granted, work went on as usual, except that the making of experimental patterns and other work that did not demand immediate completion was withdrawn. The force of men, however, remained at about the usual number, though the withdrawal of the experimental work permitted the firm to lay off some extra hands.

Patterns are made in both the English factory and the New York establishment, and it has been a custom for years to send them from one factory to the other. The patterns for a long time were brought from England duty free under advice from the customs officials, as they were considered only in the light of models in the construction of machines and as forming no part of such machines. When the extra work was set aside in the New York factory, the pattern makers raised objection to the importations, and the action to compel the payment of duty was brought in behalf of their union before the Board of General Appraisers. Work in the pattern department at the rate fixed by the union continues, but at the higher cost of labor the Hoe firm has restricted the employment of men to the models and patterns that are called for by immediate needs.

## Harmsworth Buys Timber Land.

Henry M. Whitney, of Boston, president of the Newfoundland Timber Estates Company, last week transferred to Sir Alfred Harmsworth and brothers, the London publishers, extensive lumber areas in Newfoundland, on which the Harmsworths purpose establishing large pulp mills. The price paid was \$500,000. The Harmsworths will spend \$2,000,000 next year in erecting pulp mills.

## New Maine Paper Company.

The St. Croix Paper Company, at Calais, Me., with a capital of \$2,500,000 has been formally organized under the laws of Maine. Isaac B. Horsford, of New York city, is general manager. The paper mill and pulp mills will be located at Sprague's Falls, ten miles from Calais, and the plant will have a capacity of 100 tons of paper a day.

THE LATE REV. B. F. DE COSTA.  
Prominent Journalist and Writer for the Religious Press.

The Rev. B. F. De Costa, whose death took place on Nov. 3 in St. Vincent's Hospital, New York city, was well known in literary circles, and may be said to have been a newspaper man to the manner born, as when quite a boy he was associated with his brother William as one of the staff of the Charlestown (Boston) Advertiser, which his brother owned. For quiet twenty years he maintained his connection with that paper. He was born in Boston and educated in the public schools of that city, and after seven years of preparation was ordained a priest of the Episcopal Church, serving as rector of St. John's, North Adams, Mass., and St. Mary's, Newton Lower Falls, Mass. He then became an army chaplain, still keeping up his journalistic work.

In 1863 he was appointed editor of the New York Christian Times and Episcopal Journal, and after that he filled the editorial chair of The Episcopalian and The Protestant Churchman, showing marked ability as a writer. He then joined the staff of The Churchman—nominally a non-official, but really the official organ of the Episcopal Church in the United States. His versatile pen was used to great effect in every department of that paper. A European tour followed, which lasted for several years, during which he devoted much of his time to journalism and literary work, and on his return, as he at first had no fixed clerical charge, he went about lecturing on various topics, always of a highly literary character, and at the same time edited the Magazine of American History. In 1883, on being appointed rector of the Church of St. John the Evangelist, Waverly Place, New York, he kept up his literary labors, and his writings in The Churchman were read with great interest on account of the vast fund of information they conveyed. In 1889, in consequence of his aversion to the toleration shown by Bishop Potter to Dr. Briggs (then a Presbyterian minister and a professor in Union Theological Seminary, but afterwards a priest of the Episcopal Church) and the supporters of the higher Biblical criticism, he resigned the rectorship of his church and joined the Roman Communion, of which, on the death of his wife, he became a priest. His death followed very soon after his ordination.

Dr. De Costa was no scholar, so far as concerned Latin, Greek or Hebrew, although he was a man of great literary acquisitions. He was so constituted, however, as to be able to convey the impression of being a really profound student—a quality which served him well as a journalist and magazine writer, but was not of the class that would commend him to true scholars as a writer of any great depth—except as regarded history, archaeology, and, perhaps, sociology, though his views on the last subject were crude enough, at least academic rather than practical. In no way was he mentally constituted to pose as a critic on Biblical subjects, and it was probably his love of dogmatizing that prompted him to embroil himself in an unequal contest, the outcome of which was his defeat and subsequent secession from a more, to a less tolerant Communion. Ed. R.

## Houston Chronicle's Circulation.

Thomas A. Myers, business manager of the Houston Chronicle, gives the net paid daily average sworn circulation of that paper for September as 17,851. The Sunday edition, which has just lately been started, is expected to have a circulation of between 20,000 and 25,000.

# PUBLISHERS PRESS LEADS AS USUAL

OUR ELECTION SERVICE THIS YEAR EXCEEDED IN  
PROMPTNESS, ACCURACY and COMPLETENESS

anything of the kind ever before attempted. We carefully planned that this should be so, and reports from all over the country prove that our service was

## SUPERIOR TO ANY OTHER.

A few of the many complimentary messages we have received will indicate the value of having UP-TO-DATE SERVICE:

Brooklyn, N. Y., Nov. 10, 1904.  
PUBLISHERS PRESS:  
Gentlemen:—I desire to compliment the service furnished by your Association to the Brooklyn Times on Election night. The returns were prompt and absolutely accurate. The Times as a result was enabled to place upon the streets of Brooklyn the first extra giving the public comprehensive and definite figures as to the result.  
THOS. P. PETERS, Editor.

Pittsburg, Pa., Nov. 9, 1904.  
PUBLISHERS PRESS:  
I want to congratulate you on your election service last night. It was the best I ever saw, and you surely outstripped all your competitors in every possible way. I am glad to be able to give you this information.  
A. P. MOORE,  
Editor, Press.

New Castle, Pa., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Your service was the finest election returns that were ever received here. Great crowds heard the bulletins read at News office. I congratulate you.  
FRED L. RENTZ,  
Manager, News.

Wheeling, W. Va., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Election service was excellent. 7,000 people read the bulletins.  
NEWS.

Gloversville, N. Y., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Election service was first class. Couldn't be better.  
W. D. COLLINS,  
Publisher, Leader.

Cleveland, O., Nov. 9, 1904.  
PUBLISHERS PRESS:  
The telegraph editor of Cleveland Press says good work. We beat the life out of opposition. Yours,  
J. E. NEVINS.

Norwalk, Conn., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Accept our congratulations upon your superb election service. We had the other fellows beat a mile and a half.  
E. THOMAS,  
Hour.

Columbus, O., Nov. 9, 1904.  
J. B. Shale, Mgr., PUBLISHERS PRESS:  
Congratulations on election service. Your bulletins were invariably first, accurate and intelligent. We took service from three different parties. The PUBLISHERS PRESS distanced them all.  
E. E. COOK,  
Managing Editor, Citizen.

Buffalo, N. Y., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Your election service was undoubtedly the best that came to Buffalo.  
E. J. FOUTS,  
Telegraph Editor, Enquirer.

Memphis, Tenn., Nov. 9, 1904.  
PUBLISHERS PRESS:  
The News had the largest crowd and your service was great. Other service "punk" compared with yours.  
H. T. QUINN, Managing Editor, News.

54 Broad St., New York City, Nov. 8, 1904.  
The PUBLISHERS PRESS covered themselves with glory to-night and beat all others.  
JAMES RASCOVAR,  
President, New York News Bureau.

Rochester, N. Y., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Rochester Times thanks you and telegraph operators for excellent service to-night. In parlance of the street we had other associations "beaten to a blister."  
C. B. TITTY,  
Telegraph Editor.

Canton, O., Nov. 9, 1904.  
PUBLISHERS PRESS:  
Very much pleased with your election service. Beat the others badly.  
EDITOR, News-Democrat.

**PUBLISHERS PRESS ASSOCIATION,**  
PARK ROW BUILDING, NEW YORK CITY.



