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THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

THE NEW YORK
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VOL. 4, No. 27.

NEW YORK, DECEMBER 24, 1904.

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BILLBOARDS MUST GO.

INJUNCTION ISSUED AGAINST THOSE ON FENCE ABOUT BRYANT PARK.

Calvin Tomkins Gets Order Restraining Commissioner Pallas From Letting City Property for Such Purposes—Advertisements Contribute Nothing to Beneficial Use of Park to People, Says Court, and Fact That City Is Paid Does Not Make Signs Legal.

Calvin Tomkins, president of the Municipal Art Society, got an injunction last Wednesday against advertising signs on the fence about the new Public Library, adjoining Bryant Park, New York. Mr. Tomkins brought his action in the Supreme Court as a taxpayer, applying for an injunction restraining Park Commissioner John J. Pallas and the advertising firm of McNamara & Hart from using or permitting the temporary fence to be used for advertising purposes. Justice Scott, in handing down his decision, says:

"I conclude that the grant of the license to the defendants, McNamara & Hart, was unauthorized, illegal and void; that the plaintiff as a taxpayer is entitled to maintain this action, and that an injunction should issue restraining the defendants and each of them from using or permitting the use of the fence in question for the exhibition of advertisements, and requiring them to remove the advertisements now displayed thereon, with \$10 costs of motion to the plaintiff.

"If the question presented were merely one of taste, whether or not the advertisements were ornamental, the court could not, except perhaps in a case of obvious abuse, interfere with the judgment of the Commissioner, but no pre-ference is made by the defendant that the advertisements are works of art or are maintained for ornamental purposes. Nor is it seriously contended that they aid in any way in the beneficial use of the park by the people.

"It is too obvious to require demonstration that business advertisements painted upon a board fence contribute nothing to the beneficial use of the park by the people. The defendant Commissioner then had no authority either by the express terms of any statute or by any reasonable implication to grant a license for the exhibition of the advertisements, and his attempt to do so was illegal and void. His act is not rendered legal because the fence is temporary and erected for a purpose nor is it of moment that the city is to receive a pecuniary compensation from the advertisement. The parks are not intended primarily as sources of revenue and an illegal use of them will not become legal because some revenue is derived from the use."

INDIANAPOLIS SUN SOLD.

Controlling Interest Passes to Local Men. Paper to Be Enlarged.

The controlling interest in the Indianapolis Sun has been sold to influential business men. Those connected with the Sun have not given out the names of the new owners. It is understood that the paper will be enlarged and several additions made to the editorial staff.

Andrew C. Keifer will remain with the paper as business manager. The editorial management has been transferred to Olin W. Kennedy, who has been engaged in newspaper work in Indiana for several years.



S. A. PERKINS.

PROPRIETOR OF FIVE STRONG WASHINGTON STATE DAILIES.

ANOTHER ANTI-CARTOON BILL.

Senator Grady Announces He Will Introduce One in New York Legislature.

Senator Grady announced at Tammany Hall the other night that he would introduce an anti-cartoon bill at the opening of the New York State Legislature. He declared he believed that conditions made such a bill desirable, and that the public was ready for it. He stated that he would do all in his power to bring about the passage of the bill.

The late Senator Timothy Ellsworth introduced a similar measure Jan. 21, 1898. Opposition arose all over the State and the author of the bill was derided in the press throughout the country. Some notable cartoons were published referring to the Senator and his measure, and he became known as "Press-Gag" Ellsworth. The Central Labor Union opposed the measure strongly. Many of the Senator's own party ridiculed his attitude.

The bill caused such an uproar finally at Albany that it was formally withdrawn March 17, 1898.

New Texas Daily.

The Cleburne (Tex.) Morning Review appeared on Dec. 1. The paper is published by a stock company of which H. D. McCoy is president. W. L. Adams is the editor and D. M. Thrash is local editor.

HEARST DONE WITH OFFICE.

Not a Candidate for Anything, but Interest in Politics Strong as Ever.

William R. Hearst, in an interview published in the Washington Post last Sunday, announced his intention to retire from office-holding after he had served his term as Congressman. When asked concerning the published report that he was a candidate for Mayor of New York, Mr. Hearst said:

"I am not a candidate for mayor of New York nor the Presidency of the United States nor for any other office. I intend to serve my term as Congressman and then retire, not from politics, but from office-holding. I do not propose doing this through lack of interest in political matters, for I think it is the duty of every man, and particularly of any man controlling the policies of newspapers, to take a most active interest in the politics of his country.

"I will retire because I think my political work will be less subject to misrepresentation and consequently more effective, if I am not myself a candidate for any office whatever."

Wisconsin Daily Sold.

The Sparta (Wis.) daily Herald-Advertiser has been purchased by L. D. Merrill. Robert Merrill, the son of the new proprietor, who has been in charge of the paper for several months, will continue as manager.

THE PERKINS' PRESS.

COMPRISING FIVE STRONG DAILY PAPERS IN THE STATE OF WASHINGTON.

How S. A. Perkins in Seven Years Has Built Up His Powerful Newspaper Organization of the Pacific Northwest. Excellent News Service—Plans for New Building to Shelter Tacoma Ledger and News and the Engraving Plant of the Concern—History of Growth.

S. A. Perkins, proprietor of the Perkins' Press, an exceptionally strong aggregation of daily newspapers in the State of Washington, began to build up his concern in 1897, and to-day the Perkins Press is one of the most powerful factors in journalism in the Pacific Northwest. It includes the Tacoma Evening News, the Tacoma Ledger, the Everett Daily Herald, the Olympia Daily Recorder and the Bellingham Daily Herald.

In addition to the full Associated Press service the Perkins' Press also uses the service of the Publishers Press, and supplements the splendid news gathering service of both great press associations by special correspondents in all the principal cities of the United States.

All the papers of the Perkins' Press are profusely illustrated, the work being done by the Tacoma Engraving Company, which is also owned by Mr. Perkins. Besides a large amount of newspaper work the Tacoma Engraving Company turns out a big volume of commercial work of the highest order.

Ground has been purchased and plans drawn for a handsome new five story and basement building to be erected early in 1905, in Tacoma, for the permanent home of the Tacoma Ledger, the Tacoma News and the Tacoma Engraving Company. The building will be built entirely of concrete, pressed steel and brick, and will be the best equipped newspaper building in the great Northwest.

The history of the growth of this remarkable newspaper organization is as follows:

In 1897 Mr. Perkins purchased the Associated Press franchise and good will of the Tacoma (Wash.) Evening News, a four-page, run-down, moribund sheet, and with characteristic energy and enterprise began the work of making it a live afternoon daily. His success from the start was phenomenal. The paper has grown from four pages daily and eight pages Saturday to twelve pages daily and twenty-four pages Saturday.

In 1900 Mr. Perkins purchased the plant and good will of the Ledger, Tacoma's only morning daily, and in four years he has succeeded in putting it in the front rank among the morning newspapers in the State of Washington. The Ledger has grown from eight pages daily and sixteen pages Sunday to twelve pages daily and forty-four pages Sunday, and for more than two years has been recognized as one of the best edited, newsiest and most readable morning papers in the Pacific Northwest.

In 1901 Mr. Perkins purchased the Everett Daily Herald and made it the leading newspaper in a field of over 50,000 people. It is the official

organ of both city and county. The Herald occupies its own building, one of the most modern and best equipped for newspaper purposes in that section of the country.

The next addition to the Perkins' Press was the Olympia Daily Recorder. It is printed from its own plant, located in a handsome three story brick building which is owned by Mr. Perkins.

The latest addition to the Perkins' Press, and one which bids fair to become one of its most valuable properties, is the Bellingham Daily Herald. The field covered by the Herald embraces a growing community of 90,000 people. The Herald is the county and city official organ, has its own direct leased wire, carries more advertising and has a larger paid circulation than any other newspaper north of Seattle.

The success of S. A. Perkins in the publishing field has excited comment from newspaper men all over the United States. He is an indefatigable worker, a shrewd judge of men, and has in every way demonstrated his ability as a progressive, enterprising newspaper publisher.

FIRES IN PUBLISHING PLANTS.

Establishment of Coates & Co. Almost Completely Destroyed—Other Losses.

In a fire last Monday night the publishing plant of Henry T. Coates & Co., of Philadelphia, which was recently purchased by the John C. Winston Company, was almost completely destroyed. The loss is estimated at about \$125,000. Many valuable plates and manuscripts that cannot be replaced are in the ruins.

The plant of the Louisville Courier-Journal Job Printing Company was seriously endangered by fire one evening last week, but the flames were extinguished after a loss of \$2,000 caused by the water.

The printing office of the Grayling (Mich.) Avalanche, owned by O. Palmer, was destroyed by fire last week. The loss of \$1,200 was partially covered by insurance.

Fire in Printing Establishment.

Fire in the printing establishment of Fox & Saunders, Providence, R. I., one night last week did damage amounting to \$10,000. The loss is fully covered by insurance, but a large number of orders which the firm had on hand will be delayed. The fire started in the tag room where there was a considerable amount of paper stock and machinery. The contents of this room were practically a total loss.

Fire in Printing Plant.

Fire a few days ago destroyed the plant of J. & A. McMillan, printers, binders and publishers of St. Johns, N. B. The five-story building was gutted, and the presses and machinery fell from the top floor to the basement. The plant and stock were entirely destroyed. The loss is estimated at \$45,000 with insurance of \$38,000. This is the fourth time the McMillans have been burned out in the twenty-five years of their history.

Plant Damaged by Fire.

The plant of the Farmer Publishing Company, publishers of the Otsego Farmer at Cooperstown, N. Y., was badly damaged by fire a few days ago, the loss of the company being placed at approximately \$20,000. The insurance will only partially cover the loss.

Press Club's Crystal Punch Bowl.

A Christmas punch will be served in the bowl presented to the New York Press Club by Edward R. Emerson, one of its honorary members. The punch will be ready for all comers at 1 p. m. to-day, Saturday, Dec. 24.

THE CHADWICK CASE.

Some of the Remarkable Work Done in Handling Big Story.

The Cleveland Press and the Scripps-McRae Press Association, which latter works in conjunction with the Publishers Press, are being congratulated by newspaper publishers all over the country for the scoop they secured in the Chadwick case.

It seems the Cleveland Press secured the earliest information regarding the case and was one of the first to see the tremendous possibility of a news story in it. The Press obtained information concerning the suits to be brought against Mrs. Chadwick, and at once sent all the local men available out through Northern Ohio to gather information. These men compiled material which filled about two pages of the Press, and it was all published two days in advance of any other newspapers or press association. Then with all the details of the case at their fingers' ends, the members of the staff were able to cover the developments that occurred in such quick succession thereafter in the most thorough and reliable manner. All in all the handling of the case by the Scripps-McRae and Publishers Press Associations is conceded to be one of the most remarkable pieces of news gathering of the year.

TO PUBLISH CLEVELAND WORLD.

Meridian Printing Company With \$300,000 Capital Organized for That Purpose.

The Meridian Printing Company is the name of a new corporation organized under the laws of Ohio to own and publish the Cleveland World. The capital stock of the company is \$300,000. The officers, including the board of directors, are as follows: President, John H. Blood; vice-president and treasurer, Charles A. Otis, Jr.; secretary, Reginald F. Jopling; members of the board, Addison H. Hough, Arthur Turnbull.

In his editorial announcement Mr. Blood says:

"It is with the greatest satisfaction that the undersigned announces the completion of this organization. The standing of these men is well known, and is a guarantee to the public of the financial strength of the company. I bought the Cleveland World on Oct. 19, convinced there was a field in this great commercial and industrial city for an evening newspaper such as I had in mind to publish. This opinion is shared by some of the ablest business men and capitalists of Cleveland. They believe the field exists and they mean to fill it."

Foley's New Position.

James W. Foley, of the Bismarck Tribune, fellow of the American Press Humourists, and a contributor of verse to the New York Times, has been chosen as private secretary to Gov. E. Y. Sarles of North Dakota. The work will not interfere with Mr. Foley's newspaper affiliations, nor will it mean a discontinuance of his verse writing, in which he is deeply interested.

Critical Study of Newspapers.

Prof. F. N. Scott, of the University of Michigan at Ann Arbor, has ordered as an adjunct to his class in newspaper work copies for Dec. 1 of 1,000 of the leading American and European dailies. The object of this collection is to show the students how different papers handle the news.

New Sunday Paper.

A new Sunday paper will be started about Jan. 1 at Crawfordsville, Ind., by George Bonnell, a St. Louis newspaper man. An entirely new equipment has been ordered.

The Dublin (Ga.) Courier-Dispatch will move into a new building on Jan. 1.

PURCHASE OF LA PRESSE.

David Russell, New Owner, Gives Details of the Transaction.

David Russell, who recently purchased La Presse, the big French daily of Montreal, made a statement one day last week in which he said the credit for the consistent attitude maintained by that paper during the late election, despite the fact that it had changed hands, should be given to Messrs. Berthiaume and Danseur, the former owners.

"When discussing the terms of the sale with these gentlemen," said Mr. Russell they gave me to understand that they would not conclude any bargain unless I undertook that the political attitude of the paper would remain unchanged. As I was conducting the negotiations entirely as a business proposition, I had not the slightest objection to this, and gave them my undertaking to that effect. My action in this matter should show the public that the purchase of La Presse was not a link in the chain of any so-called 'conspiracy.'

"While I am on this subject, I might also dispose of the rumor that the second payment on the property was not met. I gave my certified cheque for \$150,000 for this on Monday last, the day on which it fell due."

President Rowe's Sunbeam Harvest.

President Rowe, of the New York Press Club, is sending out the following fraternal New Year's invitation to the members of the club: "George H. Rowe, president of the New York Press Club, presents the compliments of the season to the members thereof, and cordially invites them to a fraternal reunion in the club parlors on Saturday, Dec. 31, 1904, from 3:30 to 7 p. m. 'Let us gather up the sunbeams' of the departing year, be unmindful of the shadows that may have crossed our pathway, and on the threshold of 1905 pledge an increase of interest in the welfare of the club."

Harness Again for Gov. White.

It is reported that Gov. A. B. White, of West Virginia, will enter the newspaper field again after his present term expires. Rumor has it that he has made a deal for the controlling interest in the Wheeling Intelligencer, now owned by G. A. Laughlin, and he is expected to assume editorial charge. When elected Governor Mr. White was owner and editor of the Parkersburg State Journal.

Student Editor Elected.

W. H. B. Fowler has been unanimously elected editor of the Daily Palo Alto, the students' paper of Leland Stanford University, for next semester. Before going to college Fowler was connected with one of the San Francisco morning papers for a number of years, and since entering Stanford with the class of '06 he has taken a prominent part in all college affairs.

Newspaper Sues Town.

The Daily Oklahoman of Oklahoma City has brought suit against the city of Lawton to collect \$210 alleged to be due for an extra edition of the Oklahoman advertising the town. The city council probably will fight the suit on the ground that the contract was not entered into regularly while the council was in session.

Old Paper Mill Owner Dead.

Jeremiah W. Finch, senior member of Finch, Pruin & Co. the big paper mill owners of Glens Falls, N. Y., died last week at his home in New York city. Mr. Finch was 78 years old.

Col. H. S. Evans has been made editor-in-chief and business manager of the Pinola (Miss.) Weekly Herald.

LONDON CONDITIONS.

Evening Post Correspondent Writes Entertainingly on the Invasion of Commercial Spirit—Wane of Penny Conservatives.

In the London correspondence of the New York Evening Post, there is a good summing up of the situation that obtains just now in British journalism. The correspondent of the Post says:

"The old-time English journalist is sad at heart as he watches the upheaval in progress all about him. Ten years ago he would have laughed to scorn any one who suggested that he would live to see the greatest power in English journalism wielded by a half-penny sheet run by a new-born millionaire in frank departure from the accepted English proprietorship. For every Times that you see in the hands of the men who vote themselves in and out you see twenty Daily Mails, and the few remaining penny prints are left far behind in the struggle for existence. The Daily News, the pillar of fighting Nonconformity, the journal which once owned Dickens as its editor, the journal to whose influence Mr. Gladstone attributed in a large measure his defeat after the Education act of the seventies, is now a half-penny shadow of its former self. The Daily Chronicle has also descended to the half-penny level, and, for light and leading of the old kind, English Liberalism has now to look away from London to a far Northern centre, Manchester. The Manchester Guardian is almost the sole survival of the penny journalism which formed the backbone of English Liberalism in the great days of the Victorian era, and its literary and financial success is astounding. Would not equal energy and merit have paid in London on the traditional penny basis?"

"Of ability and fighting power, there is abundance in the Liberal journalism of London. No sounder Liberal breathes than Mr. Robert Donald, the editor of the Daily Chronicle, but his forte is management, and of editorship in the sense in which Delane and Mudfore made themselves felt in their day, the Chronicle knows none. The Daily News abounds in strong words and smashing blows; so does that other morning Liberal sheet, the Leader; but they have none of that weight of utterance which marked the Liberalism of former days, and by which rather than by invective the Englishman is moved. Indeed, for a lead in opinion, nine out of ten Liberals turn away from these halfpenny morning guides to the quieter, more reasoned articles of the penny evening journal of London Liberalism, the Westminster Gazette, and even more to the caustic humor of that prince of English political cartoonists, Mr. Carruthers Gould. There was a touch of malice, of course, in the suggestion, but much truth also, when Lord Selborne said the other day that the reallender of Liberalism was not Lord Rosebery, with his epigrams; nor Sir Henry Campbell-Bannerman, with his conscientious indictments; nor Mr. Asquith, with his lawyerlike thrusts, but Mr. Gould, with his clever lampoons of what some one has called the Chamberfour and Balfour-lain party, and the even cleverer, supercriptions which accompany them. I do not know what Mr. Gould makes out of the Westminster Gazette, but it is safe to say that, were his Liberalism not of the unparaphasable kind, he might command almost any sum he liked to name, from those who are now the daily themes of his merciless attack."

Still Another "Bargain Day."

The Towanda (Pa.) Daily Review is advertising a "bargain day" for Dec. 28, when cash mail subscriptions will be received for \$2.25. The regular price of the paper by carrier is \$3 a year. This same plan has been followed for several years very successfully by the Des Moines Capital, and this year the South Bend (Ind.) Tribune is trying it. The results of the "bargain days" will be watched with much interest.

PAPER COMPANY'S BONDS.**Meeting of International Stockholders on Jan. 3 to Take Action.**

A special meeting of the stockholders of the International Paper Company has been called for Jan. 3 at Corinth, N. Y., to take action upon the proposition to authorize an issue of \$10,000,000 consolidated mortgage five per cent. sinking fund convertible gold bonds, payable in thirty years. These bonds are to be convertible into preferred stock at par on the first day of January or the first day of July in any year after 1906 and before 1917. In order to carry out this provision, the stockholders at the special meeting will be asked to authorize an increase in the company's preferred stock of 100,000 shares. For the purpose of the meeting the transfer books will close on Dec. 15 and re-open on Jan. 4.

President Chisholm, in connection with the call for the special meeting of stockholders, issues a circular to stockholders in which he states that only \$5,000,000 of the proposed bonds are to be issued immediately, the remaining \$5,000,000 to be reserved and their issue limited so that they can be put out only to pay or provide for future additions and improvements to the property. He states that the bonds are to be secured by a sinking fund sufficient to provide for their redemption at maturity. The proceeds of the \$5,000,000 bonds presently to be issued are to be used to reimburse the company's treasury for surplus earnings which have been used for additions and improvements to the plants and to furnish additional working capital.

Nashua News Suspends.

The Nashua (N. H.) News, which was launched on Sept. 12, by Martin S. Babcock as manager and Charles S. Buseell as editor, has suspended publication. According to a statement issued by Mr. Babcock the assets more than cover liabilities. All of the help was paid off in full. The managers say they believe that they gave the experiment a fair trial, and while partial success greeted their efforts, the corporation lacked the necessary capital to maintain the business.

HERALD'S PAPER SUPPLY.**Great Northern, It Is Said, Will Manufacture It, Instead of the International.**

It is reported that the New York Herald will not renew its contract with the International Paper Company and will hereafter buy its print stock elsewhere. The understanding is that its white paper will in future be manufactured by the Great Northern Paper Company.

The change caused considerable surprise in the paper trade. It is said that the contract was secured by Perkins, Goodwin & Co., of New York. According to the Paper Mill, this is the fourth large contract which has been secured recently by this firm in behalf of various mills, in competition with the sales department of the International Paper Company.

CLUBS AND ASSOCIATIONS.

The Kansas State Editorial Association will hold its annual meeting on Jan. 16 and 17 at Topeka. E. W. Howe, of the Atchison Globe; Capt. Henry Kling, of the St. Louis Globe-Democrat; Walter Williams and T. B. Murdock, have been invited to address the meeting.

The Press League of Bucks and Montgomery counties in Pennsylvania will hold its annual meeting on Jan. 21 at Bristol. Assemblyman-elect Joseph Thomas, of the Bristol Gazette, was present at a meeting of the executive committee last week at Pottstown and tendered the freedom of the town of Bristol to the editors.

Big Publishing Contract.

The Industrial Record Publishing Company of Jacksonville, Fla., has just closed one of the largest publishing contracts ever made in the South—the publication of all of the Southern directories issued by the well-known directory publishing house of R. L. Polk & Co., of Detroit, Mich. The firm publishes annually the Birmingham, Montgomery, Macon, Jacksonville, Tampa, Pensacola, Key West and several smaller directories. The contract is a big one and means the addition of a great deal of equipment to the Record's already large publishing plant.

NEW DAILY AT PANAMA.**Will Enter the Evening Field, in Which There Is No Opposition.**

El Diario de Panama is the title of a new daily which is to appear at Panama right after Christmas as an afternoon paper, in which field it will have no opposition, in either English or Spanish. Leon Ponte, who made a financial success of El Pregonero as a one-cent paper at Caracas, Venezuela, will be managing director of the new Isthmian enterprise.

The English edition will be edited by the former chief of the New York Herald's Central-South American cable service.

Sr. Ponte has arranged to receive press dispatches via Galveston.

Toledo Newsboys to Build.

The newsboys of Toledo are planning to build a large assembly hall which will seat 3,000 or 4,000 people and which will cost between \$20,000 and \$30,000. The money will be raised by popular subscription. It is hoped to have the building completed in time for the convention of the National Newsboys' Association, which will be held in Toledo in August. This is the plan of Commodore John E. Gunkle, who has done so much for the newsies, not only of Toledo, but of the whole United States, and through whose efforts the National Newsboys' Association was organized.

Atlanta Press Club Formally Organized.

The Atlanta Press Club was formally organized on Dec. 11, when the constitution, with a few changes and amendments, was adopted as reported by the executive committee. G. M. Chapin, the treasurer, reported the new organization to be in good financial condition. The indications are that all active newspaper men in Atlanta will become members. The first annual meeting of the club will be held in January, when officers of the permanent organization will be elected. Arrangements are being made for a banquet early in the new year.

W. L. Long, of Goshen, Ind., will go to Bristol to assume editorial control of the Bristol (Ind.) Banner, succeeding Horace H. Mosier, who has been elected to the Indiana legislature.

PROMPT NEWS SERVICE.**Report at Lebanon, Pa., Explains How It Is Obtained.**

The Lebanon (Pa.) Report of Tuesday, Dec. 13, says:

"A time when the Report's telegraphic dispatches are creating much interest and favorable comment in the community is especially opportune for the object lesson that the Philadelphia morning papers present to-day."

The Report then proceeds to name the big stories featured that day by what it considers the two ablest morning papers in Philadelphia, the Ledger and North American, and adds:

"And yet the Report gave them all and others last evening."

"They were not seen last evening by Lebanonians in any paper other than the Report. If seen at all in any other papers circulated in Lebanon, other than outside morning papers to-day, it will be in such other papers this evening, twenty-four hours old."

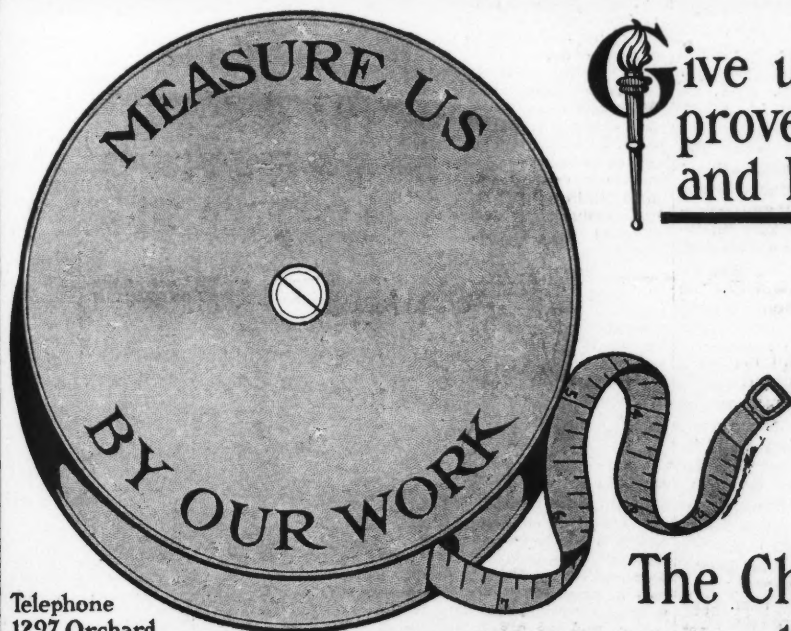
"The case is not exceptional. It is daily duplicated. It has been referred to frequently before. The Report has even explained how it does it. But that really doesn't matter just so the results are there."

"It is but just, however, for the Report to acknowledge again its obligations to the Publishers Press, through the excellent work of which the Report is able to give the public promptly the only telegraphic service that comes into this field."

NEW PANAMA CABLE PLANNED.**Estimates Made for Laying One From Port Tampa, Fla.**

Agents have been in Tampa, Fla., securing data for the preparation of bids to be submitted to the Government for laying a cable from Port Tampa to the Isthmus of Panama.

One of the representatives, an official of a large steel and wire company, said that the laying of the cable had been determined upon, that estimates had been made of its cost and that the necessary legislation would be passed at the present session of Congress. While nothing has been made public at Washington concerning the proposed cable operations and statements of prospective bidders and their agents give authenticity to the report.



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PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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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. McKiernan, 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 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, DECEMBER 24, 1904.

CONSIDER.

Readers seldom give much thought to the great systematic service by which their favorite paper is supplied with news. No more do they give attention to the mechanism that is required to weave the clothes they wear, or to manufacture the many other articles for which they find a daily need. But the newspaper man, when he comes across a good story, like the expert weaver when he sees an exceptionally fine pattern in cloth, may perchance go beyond and reckon with the ways and means by which it was produced.

So it is that it may not be out of place to refer now and then to the remarkable organization of the press associations, through whose agency the newspapers in every corner of the globe are being served day after day with the news for the information, instruction or entertainment of their hosts of readers.

The Nan Patterson trial, which has been attracting so much attention, affords a case in point. Go and sit through one day's hearing and the next morning look over your exchanges from towns two or three hundred miles away and read the accounts of the proceedings which you have left only a few hours before. The questions put to the witness, the appearance of the defendant, the methods of handling the case by opposing counsel, are mirrored there almost as faithfully as by the metropolitan press in New York. The details of the Chadwick case, with the rapid succession of startling revelations, were often being read in Cleveland before they were in type in this city, where they were occurring. The terrible features of the Slocum disaster in all their gruesome details were known to the people of Chicago before the smoke had cleared from the charred hulk of the ill-fated steamer.

Thus the press associations, with their corps of trained writers who sit with their fingers on the pulse of affairs, go on furnishing the newspapers day after day with the news, all covered in as thorough a manner as possible, and few ever stop to count the cost, the care to secure accuracy, the everlasting vigilance required. If they did consider these things more frequently they would be less irritated when the little slips occur, as occur they must in the haste with which it is necessary to handle the daily news. If they remembered the conditions under which the work is done they might not make so much of things that are trivial in comparison with the really great things that have been accomplished.

NEWSPAPERS AND MEDICINE.

The New York Times, in its "Topics of the Times," has some good things to say on the relation of newspapers to medicine. We quote:

"Will wonders never cease! They haven't yet, certainly, for here cometh the New York Medical Journal with some remarks on the relation of newspapers to medicine which do not consist of assertions, or even of hints, that what the newspapers know about medicine is darkest ignorance, and that any attempt on their part to discuss the doings of doctors is baleful impudence. Instead, the Journal, after cordial recognition of what the newspapers have done to assist the doctors in their war against consumption, urges the doctors to see friends, not foes, in the newspapers, and instead of denouncing publicity because it can be and has been abused, to cooperate with us poor pressmen in getting out of it all the good it contains. 'The better class of newspapers,' it says, 'are the great educators of the common people. They furnish them with their high school and college courses, and do more than any other agency to form the opinions of the great multitude. This being the case, it behooves all reputable physicians to join in an effort to give the papers such medical reading matter as will interest and instruct their readers. In no other way could preventive medicine be taught so thoroughly and successfully as through the medium of newspaper publicity.' That is really very nice, but the Journal is not content with advising its own readers; it proceeds to tell how the newspapers should work in the medical field, and, alas! its plan is to devise measures by which the papers shall publish, not what they think is news, but what the doctors think should be published. It declares that we have or should get medical men on our editorial and reporter staffs, and that these men should be allowed to handle for us without interference matter provided for them by some authoritative medical society. 'As a result,' it declares, 'a vast propaganda of truth could be started, which in the end would sweep away the barriers of ignorance and give the common people a practical scientific knowledge of the great essentials of preventive medicine, such as they can never learn in any other manner. And, with it all, this object could be reached in so ethical a manner that the ultra-fastidious could not complain. This is a matter which the onward progress of medicine demands, and no doubt it will ultimately be carried out.' We have our doubts about that pretty scheme. Newspaper work of every kind is best done by newspaper men. The assistance of specialists is often sought and is highly valued, but we do not yet need a Board of Censors to tell us what we should and should not print."

Sir Alfred's Address to London Evening News Shareholders—Belief in Small Papers—Big Dividend in Bad Financial Year.

Sir Alfred Harmsworth, president of the London Evening News, Ltd., in the course of his address to the shareholders at the annual meeting a few days ago, said:

"Under ordinary circumstances it would not be necessary, when again recommending a dividend of twenty-five per cent., and showing a profit of nearly £45,000 on the year's working, to say very much; but the fact that we have been able to achieve this result in a very bad financial year, and the circumstances that great changes are taking place in the newspaper world, render it desirable that I should say something more about your business than is customary. This company was formed in December, 1896, to acquire the remains of several newspapers, the conglomeration of which was known as the Evening News and Post. Since that time the profits have been as follows: For the year 1897, £26,200; for 1898, £32,393; for 1899, £36,959; for 1900 (the year of the Boer war), £48,316; for 1901, £43,278; for 1902, £44,040; for 1903, £44,654; and for 1904, £44,815. The total profits of these years have already exceeded your capital of £250,000 by over £70,000.

RESERVE FUND.

"We have a war chest of £71,000, invested in trustee stocks, with which to anticipate competition, if necessary. We hold over 23,000 shares in the Newspaper Syndicate, which could be readily sold at a premium, and we have the use of the finest plant and distributing agency in the United Kingdom. Evening newspapers, as you are probably aware, are not considered a source of profit, and I do not err when I say that only four London evening newspapers cover their expenses; and during the last few years four London evening newspapers have changed hands—never a particularly healthy sign. During the last three months of the financial year just ended the increase in the daily circulation exceeded that of the corresponding three months of last year by over 20,000 copies. On a good many days during the year just concluded the circulation of your journal exceeded 400,000 copies.

NO FAITH IN AMERICAN BIGNESS.

"It is sometimes pointed out that the paper is a small one. That is a criticism that could be applied to almost all the journals under my control. I am not a believer in the American system of hulk. I do not consider that the reader should be treated as a beast of burden, and compelled to carry about a mass of other people's business announcements. Therefore, except on special occasions, when there is a great pressure of news, your paper is not as large as many American and some English newspapers; but at the same time we have always ready the machinery to cope with any exigencies.

WAR AND NEWSPAPERS.

"I have noticed some discussion with regard to war and the newspapers. War is certainly not profitable to the Evening News. Generally speaking, however, although it is contrary to popular opinion, I may point out that war is not a source of profit to any publication with which I am acquainted. The public interest in the present disastrous conflict, if it be reflected by the sales of the newspapers, is but slight. On the other hand, it may interest you to know that we find the public is very keen to learn the results of elections. Football is, I believe, being overdone by the newspapers, and cricket was not so popular this summer as in previous years. It is the permanent and regular supply of general information on which your newspaper relies for its circulation, and we are so freely and constantly attacked by less fortunate opponents that we are never obliged to spend a penny in advertising. By some

we are labelled 'Yellow,' by others 'Sensational,' 'Protectionist,' 'Tory,' and 'Inaccurate.' The readers, however, are the best judges of our quality, and they are steadily increasing, as I have shown, each year. But for the increase of readers during the last twelve months I should have had to record a diminution of profits, for at one period had trade hit the advertising world very hard indeed."

LETTER FROM MRS. STANLEY.

In Acknowledgment of Press Club's Resolutions on Death of Explorer.

The following letter is a copy of one sent to the New York Press Club by Mrs. Dorothy Stanley, widow of the late Sir Henry M. Stanley. It is an acknowledgment of the resolutions which were adopted, engrossed and forwarded to Mrs. Stanley by the Press Club on the death of the famous explorer, newspaper correspondent and writer:

2 Richmond Terrace,
Whitehall, S. W.,
London, Dec. 8, 1904.

Dear Mr. McVay and Gentlemen:
The resolution of appreciation of my husband, Henry Morton Stanley, by the members of the Press Club of New York, has filled me with a very deep emotion, difficult indeed to express, for to my inextinguishable sense of loss you have added something of a holy joy, for it's joy to feel that so great a country as America realizes the greatness of my Stanley—My Dear Hero—and he is your Stanley too, for he never forgot what he owed to America. Dearly he loved the country which became his foster-mother land.

Many of his best friends were members of the American press, and the welcome extended to us in 1890 when I came to America with him, his proud and happy bride, is unforgettable.

Your noble tribute to my Beloved shall be placed with my most precious possessions, for future generations to read how Americans appreciated that Man of Men—how generously they recognized his greatness, how adequately they expressed their admiration.

Believe me—dear Mr. McVay—and Gentlemen—

Yours ever gratefully and sincerely,
DOROTHY STANLEY.

TO A CRITIC.

I sometimes wonder which the earliest thrived,
The mind creative or the analytic;
Whether the writer first arrived,
Or first the critic.

'Tis certain that in Palesolithic times
Men fully understood the art of slating;
And earlier than the birth of rhymes
They practiced rating.

Dear Critic, do not think we value less
The potency of your personal inunction
Because you sometimes curse and bless
In strange conjunction.

'Tis true that as the generations pass,
There is a deal of reputation breaking;
The ages write you down an ass,
And no mistaking.

But let not this disturb your candid mind;
The donkey's ears are very slow in showing;
The lion's skin you hide behind
Is vast and flowing.

You need not think about posterity,
When bolstering the false or scouting beauty,
To rectifying your faults will be
Oblivion's duty.

Pall Mall Gazette.

OF PARAMOUNT INTEREST.

The witty editorials
Are interesting, truly;
The speeches of the President,
We all peruse them duly.

We seize on with avidity
The war news and the ticker,
No doubt the household feminine
Will turn to fashions quicker.

But for our mental appetite,
The thing which best will feed it
Some member of the family
Clips out before we read it.

McLANBURGH WILSON in the New York Times.

The Niagara Frontier, a farm paper, is now published at Batavia, N. Y., by the Morey Printing Company. E. H. Morey is editor.

PERSONALS.

Perry Hawkins, editor of the Taylor (Tex.) Journal, was recently married to Mrs. M. C. Hill, of San Antonio.

Mrs. Phoebe Hearst, mother of William R. Hearst, was among those received last Monday by Pope Pius at the Vatican.

S. S. Knabenshue, editor of the Toledo Blade, has been appointed United States Consul to Belfast.

W. C. Eastland has resigned from the staff of the Tri-City Star at Davenport, Ia., to take a position with the Sioux City Journal.

Eugene Smith, financial editor of a St. Louis newspaper, was married last week to Miss Francis Karnes of Mexico, Mo.

Col. C. E. Hasbrook was in New York last week in the interest of the Binghamton (N. Y.) Press, of which he is business manager.

B. H. Crosby, editor and owner of the Tuckerton (N. J.) Beacon, has been elected for the eighth consecutive time chief of the fire department of Tuckerton.

J. Will Donovan has resigned from the staff of the Birmingham (Ala.) Ledger, to accept a position on the Shreveport (La.) Times.

Lewis W. Smith, an editorial writer on the Detroit Journal, will be married on Jan. 26, to Miss Leliah Wrightman, of Traverse City, Mich.

Conde Hamlin, publisher of the St. Paul Pioneer Press, was in New York last week on business connected with his newspaper.

E. Everett Pidgeon, treasurer of the New York Press Club, is publicity representative of the Masonic Charity Ball to be held on Jan. 9 in Madison Square Garden for the benefit of the Masonic Home.

E. H. Butler, of the Buffalo News, was a guest at the dinner given last Tuesday evening in Washington by Senator Dewey, in honor of Speaker Joseph G. Cannon.

Prof. A. S. McAllister of Sibley College, Cornell University, has resigned to accept an editorial position with the Electrical World and Engineer of New York city.

Amos Parker Wilder, editor of the Wisconsin State Journal at Madison, was one of the speakers at the dinner given last Monday night by the Pennsylvania Society in New York to Senator Knox.

Claude Jarnagin, formerly of the Sioux City (Ia.) Tribune and more recently with the Cedar Falls Daily Record, has accepted a position on the Des Moines Daily News, with which paper he began his newspaper career.

W. O. Millinger, of the Scripps-McRae Eastern office, will spend the Christmas Holidays in Pittsburg. He will also visit the different Western cities in which members of the Scripps-McRae League of Newspapers are located.

Richard Waugh, who for twenty years has been editor of the Nor-West Farmer at Winnipeg, has gone for a three months' vacation in his native Scotland. He will contribute articles to the Winnipeg Free Press on his experiences while abroad.

H. W. Clark, recently advertising manager of the Hartford Post, has taken offices in the Whitney Building, Springfield, Mass., as authorized representative for Western Massachusetts of the American De Forest Wireless Telegraph Company. Mr. Clark confirms the report that the DeForest company is to establish a station in Springfield.

THE LATE NORMAN MACCOLL

For Many Years Editor of the Athenaeum of London.

On the morning of Dec. 15, Norman Maccoll, former editor of The Athenaeum, died in London. He was in his sixty-first year, and had been more or less of a litterateur from the time of his taking his degree of B. A. at Cambridge. His career at that university was a bright one and was consummated by his election to a fellowship at Downing College. Like all members of that select and very stand-offish establishment, he studied for the Bar, to which he was admitted in 1875. He never practised, however, but devoted himself entirely to literary work. For many years he was editor of The Athenaeum, London's chief organ of literature and art till The Academy entered the field as its rival. Among his best known works are "The Greek Skeptics from Purho to Sextus," "Select Plays of Calderon," and "The Exemplary Novels of Cervantes"—all very learned productions, written in a most polished, if somewhat stiff and formal style, full of interesting information, and replete with that intense accuracy which has always been a distinguishing feature of The Athenaeum.

Mr. Maccoll was a typical Downing man. Like all of his college, he was infected with its Pecksniffian spirit, which kept, as it was intended to keep, the "profane vulgar"—the common herd of literary men and journalists—at an exceeding great distance. At times not only personally but in his editorial capacity his attitude was that of the Pharisee towards the Publican in the parable, and his utterances savored too often of that stand-by-I-am-holier-than-thou spirit which caused intruders to set him down as a prig and pedant of the first water—a spirit which also permeated The Athenaeum during his occupancy of the editorial chair. Save by the few who could appreciate his scholarly attainments, his sound learning, and the elegance of his literary style, Mr. Maccoll was not a popular man; his work was "caviare to the general."

ED. RANSFORD.

OBITUARY NOTES.

A. D. Hook, a well-known editor, died last week at Fremont, O., aged 77 years, after a brief illness with typhoid fever. During the Civil War he was an editorial writer on the Sandusky Register and previous to that was connected with papers in Bellefontaine, Piqua and Springfield. He established the first daily paper in Fremont.

J. W. Buchanan, editor of the Grenada (Miss.) Sentinel, died last week. He had been actively engaged in Mississippi journalism for thirty years, first with the Woodville Republican, the oldest paper in the State, and afterward with the Grenada Sentinel, of which he was the owner. Mr. Buchanan was a native of Brooklyn, N. Y., and was 48 years old.

Harry A. Armstrong, formerly an editor of the Chicago Record, died last week at La Porte, Ind., aged 44 years. Mr. Armstrong was born at Plymouth, Ind., learned the printer's trade in Kansas, and began city newspaper work on the old Globe in Chicago in 1890.

John Henwood Thomas, formerly principal leader writer and Parliamentary lobbyist of the London Daily Chronicle, is dead. Mr. Thomas joined the staff of the Daily Chronicle soon after it was established as a London daily newspaper by the late Edward Lloyd.

Peter C. Van Matre, a well-known newspaper man, died last week in Nevada, Mo. He had edited newspapers at Warrensburg and Holden, Mo.

GREATER FOUR TRACK NEWS.

Magazine to Be Enlarged and Have Its Price Raised to Ten Cents.

The Four-Track News, published by George H. Daniels, 7 East Forty-second street, New York, which is already widely popular and holds a unique place in the field of travel and education, will next year be made larger and more attractive than ever.

The increased cost of production makes an advance in price necessary. Commencing with the January, 1905, number, the Four-Track News will be sold at newsstands at ten cents a copy; the subscription price will be \$1 a year.

Those who subscribe on or before Dec. 31, 1904, will receive the remaining numbers of this year and all of 1905 for fifty cents.

Cartoonist Davenport Plans New Home.

Homer Davenport, the cartoonist, is making some elaborate plans for improving his farm at Morris Plains, N. J., the main feature of which will be the erection of a handsome residence that will be placed where the barn now stands, that important feature of his place to be removed further back on the premises. The present cottage is of the bungalow type, low, with plenty of piazza room, under which on one of the smooth white sides of the house a number of Mr. Davenport's artist friends have on occasional visits drawn freehand sketches and cartoons, to which their autographs are attached.

Handsome New Farm Paper.

The Farm Gazette, a handsome new monthly agricultural paper, has just made its appearance at Des Moines, Ia. In typographical appearance and general make-up it approaches the excellence of the best of national weeklies, and its contributors include some of the most prominent agricultural writers in the country. The paper will be published by a corporation which is being organized under the name of the Farm Gazette Publishing Company, with James M. Pierce, president, John J. Hamilton, vice-president, Dante M. Pierce, secretary, and Charles H. Clarke, treasurer.

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.

SPECIAL EDITIONS

IF CONTEMPLATING the publication of a SPECIAL INDUSTRIAL, ANNIVERSARY, SOUVENIR or TOWN BOOM EDITION of your paper, send for me and it will be made profitable and done just right.
Long Experience, Highest Testimonials.
A. E. WALKER,
Elmhurst, Long Island. New York City.

THE LOVEJOY CO., Established 1853

ELECTROTYPERS

and Manufacturers of Electrotpe 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.

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.

SPECIAL OR ADVERTISING AGENCY.

Boy, 15, desires position in advertising agency, or newspaper representative's office, where there is a chance for advancement. Have had one year's experience, and am now employed. Good knowledge of stenography and typewriting. Salary \$5. Address "J. C.," Room 40, 54 Park Row, New York city.

WANTED: TO REPRESENT

one or more Ad dailies in the Chicago field. Am thoroughly acquainted with the agencies, and rated as a business getter and a hustler. If you wish to increase your revenue in this field, appoint interview; highest references. "A. R.," 822 155 La Salle street, Chicago.

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, Elvira, 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.

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.

HELP WANTED.

SPECIAL INDUSTRIAL EDITION

solicitors and writers wanted on leading daily paper in large Eastern city. Must be thoroughly competent, experienced, sober and high-classed. No others need apply. Give full particulars. Address "A. E. W.," care THE EDITOR AND PUBLISHER.

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.

COX DUPLEX ANGLE BAR PRESS
for sale. Prints 4, 6 and 8 pages. Used less than six months; is in fine condition and can be seen in operation. Can deliver at once. Address "J. V. C.," care THE EDITOR AND PUBLISHER.

FINE SOUTHERN CALIFORNIA

daily property; good money maker. Will require \$20,000 to \$25,000 to handle, cash or paper. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

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. ROVNIANEK & CO., 612 Grant St., Pittsburg, 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 quadruple 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.

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.

The Niagara Silverware and Novelty Company, Niagara Falls, N. Y., is placing a line of advertising direct.

William K. Petze, 1133 Broadway, New York, is placing some classified advertising for the Railway Association.

N. W. Ayer & Son, Philadelphia, are making some contracts for the National Biscuit Company advertising.

A one-time ad is being placed direct in Sunday papers by the Antiseptic Remedy Company, of South Bend, Ind.

H. M. Clarke, Fredonia, N. Y., is requesting rates for the advertising of the Londonderry Litha Water.

Merrill & Baker, publishers, New York, are promoting an instalment book scheme by advertising in the daily papers.

Strode's Dyspepsia Cure, 15 Exchange street, Buffalo, N. Y., is asking for rates in a large number of afternoon papers.

The C. E. Sherin Agency, West Twenty-second street, New York, is renewing contracts on Dr. Lyon's Tooth Powder.

William Ray Gardner, 132 Nassau street, New York, is placing a half-page advertisement in a select list of daily and Sunday papers.

The T. A. Slocum Company expects to put out Ozomulsion copy through the A. Frank Richardson Agency about the first of the year.

George F. Baright, of the Prudential Insurance Company, Newark, N. J., is making contracts for the annual statement of that company.

N. W. Ayer & Son, Philadelphia, are placing the advertising for Everybody's Magazine in papers throughout the country.

The business of the Shaw-Shaw advertising Agency, Pittsburg, will hereafter be conducted under the name of D. Minard Shaw.

Josephine LeFevre, 1208 Chestnut street, Philadelphia, is placing a two inch ad three times a week in a select list of daily and Sunday papers.

A two-inch ad to run thirty-four times is being placed through the J. Walter Thompson Company's Chicago office for the Judson Tourist Car Company.

The W. S. Hill Company, Pittsburg, is using Western dailies to advertise Old Possum Hollow Whisky. Fifty-six lines e. o. d. for six months are being used.

Louis V. Urmy, Times Building, New York, is placing a financial ad in Sunday papers for F. P. Ward & Co., bankers and brokers, 1115 Broadway, New York.

The M. P. Gould Company, Bennett Building, New York, is putting out contracts for the Harold Hayes Company, of Buffalo, N. Y. The order is for two inches, once a week t. f.

The magazine advertising of Hackett, Carhart & Co., the well-known clothiers of New York, will be placed for the coming year by the Frank Presbrey Company, 3 West Twenty-ninth street, New York.

Contracts for advertising Studebaker Bros. Manufacturing Company, of South Bend, Ind., are being renewed by the Frank Presbrey Company, 3 West Twenty-ninth street, New York. High class magazines and weeklies are being used.

The Fryicide Manufacturing Company,

44 Murray street, New York, is putting out a proposition to exchange newspaper space for fire extinguishers. One of the publishers who wrote in to his special agent stated that he would not need the fire extinguisher until after he was dead.

Orders are going out from the Frank Presbrey Company, New York, for the extensive advertising campaign of the Arnold Print Works, of North Adams, Mass., and New York city. This concern is one of the largest producers of ladies' dress goods in the world, and the advertising just being started is the first that has ever been put out in popular mediums.

The magazine advertising for "Sequel," a continuation of the "Real Diary of a Real Boy," by Judge Shute, is being sent out through the H. B. Humphrey Company, 227 Washington street, Boston. Judge Shute's first book sold steadily for two years, and has reached the eighth edition. Before the advertising was begun the Everett Press Company was practically unknown, and no new-dealer would take over ten copies of the book. A few months after the campaign began in the daily papers of the larger cities, orders for five hundred or a thousand copies were frequently received.

NEWSPAPER'S BIG CAMPAIGN.

Des Moines Capital Extensively Advertising Its Annual Bargain Day.

The Des Moines Daily Capital, in connection with its seventeenth annual "bargain day," is advertising on a very large scale and paying cash. Thirty inches is being placed three times in twenty-three dailies through the Fuller Agency, and classified ads are being run in remotesections of the United States, where large numbers of Iowans are resident, such as Los Angeles and Washington, D. C. Large copy is also being run in all of the Iowa agricultural weeklies and monthlies and in 350 weekly newspapers.

The Capital is using the Iowa dailies this year for the first time. The results from this end of the campaign will be interesting to other publishers. The "bargain day" is Dec. 28.

Cleveland Ad Men Dine.

The Ad Club of Cleveland gave a dinner one night last week which was attended by some forty of the members and their friends. The principal speaker of the evening was J. Rowland Mix, of Scribner's Magazine, who spoke on the subject "Is There Anything Tangible in Advertising?" He emphasized the literary, artistic and executive talent employed in the business. Hubert B. Ward read a paper on "Life Insurance Advertising," and George J. Bailey one on "Bank Advertising."

A Correction.

New York, Dec. 21, 1904.

THE EDITOR AND PUBLISHER,
New York, N. Y.

Gentlemen:—I note that a paragraph in your very attractive Christmas number, on which I want, by the way, to congratulate you, states that Roy Somerville has been made general manager of the Butterick Company in London. This news went around last September, when the appointment was made, and since that time Mr. Somerville has resigned and has accepted the advertising managership of the London Standard, the daily paper.

I write this simply to correct an error. Yours very truly,
FRANK PRESBREY.

The Rome (N. Y.) Sentinel's business office has been moved into a new building.

BROOKLYN EAGLE'S AD TALKS.

George P. Rowell Begins Series of Lectures to Members of Its Staff.

The Brooklyn Eagle has arranged for a series of practical talks by well-known experts in publicity for the benefit of the members of its advertising and business departments. There will be two of these informal lectures each month.

The first talk was made last Friday evening by George P. Rowell, proprietor of the pioneer advertising agency, editor of Printers' Ink and publisher of the American Newspaper Directory. About fifty young men of the various departments of the Eagle attended the meeting. Mr. Hamlin and Mr. Powell, of the Rowell Agency, and Mr. Romer, a well-known agent, were also present.

Mr. Rowell spoke informally on almost every phase of the advertising business, and related many incidents of his forty-three years of experience in the advertising field. At the close of his remarks he answered a number of questions which were put to him by members of the audience. Asked whether it was advisable to run down business rivals, Mr. Rowell replied that it was "almost suicidal. An intelligent canvasser should speak more highly of a rival than representatives of the competing paper could wisely afford to speak of it." Another question from a member of the editorial staff was what to do when advertisements filled the paper and there was no room for news. Mr. Rowell answered: "If the Brooklyn Eagle, or any other paper, were so filled with advertising that there was not a line of news, more people would be interested than ever before."

Other lectures will follow in January. Among the prominent advertising men who have agreed to talk are: Frank Presbrey, Ben B. Hampton, M. M. Gilham, Justin McCarthy, Jr., G. H. Powell and R. B. Peck.

A PRACTICAL ARGUMENT.

On Waste of Billboard Advertising as Compared With That of Newspapers.

The following letter to the editor of the New York Sun presents a very practical argument against billboard advertising:

"To the editor of the Sun—Sir: The other day you printed something that Tody Hamilton said about billboard advertising being waste of money, as compared with newspaper advertising.

"I wonder if that got under the hide of those people so easily parted from their coin who deface the subway with their foolish placards.

"Nobody who has his advertising so planned that he knows exactly how much business each medium brings him thinks for a moment of spending a cent for such publicity. No 'keyed ads,' appear on the station walls or in the cars, and the men who put out the 'keyed ads' know exactly what each dollar brings them.

"If 'circussing' a circus, in which everybody has vivid interest, doesn't pay, how can it pay to 'circus' the things which nobody is very much interested in, especially when his mind is on other things, catching a train, for instance?

"Subway advertising must go, not because it is ugly but because it is foolish—which is the same thing. E. W.
"Brooklyn, Dec. 15."

The American Household, 321 Broadway, New York, will use considerable space in Western dailies and a few advertising journals during January and February. The business is placed direct.

P. C. U.'S ANNUAL.

Advertiser Reporter Ready for Distribution Latter Part of January.

The 1905 issue of the Advertiser Reporter, put out by the Publishers' Commercial Union, will be ready for delivery to P. C. U. members the latter part of January. The Advertiser Reporter is issued annually and contains the names and ratings of more than 20,000 advertisers and agencies. It is published at great expense and is very complete in its compilations.

The Publishers' Commercial Union was founded over twenty years ago to report on the financial standing of agents and advertisers, and does a valuable work in keeping its members supplied with such information and protecting them from fake advertisers and concerns of uncertain standing. The managing director of the Eastern District is Arthur Koppell, with headquarters in the Temple Court Building, New York. M. C. Myers, who has been connected with the Union for fifteen years, is in charge of the work in the West, with headquarters in Chicago.

NEW CORPORATIONS.

The Taxpayer, Brooklyn, (to publish information for property owners.) Capital, \$10,000. Directors: Carl Wilhelm, M. L. Powell, and E. C. Powell, Brooklyn.

Liberty Publishing Company, New York. Capital, \$5,000. Directors: G. R. Robertson, Brooklyn Hills, and O. M. Smith and C. F. Smith, Brooklyn.

The American Publishing Company, St. Louis. Capital, \$10,000. Incorporators: George H. Fite, Thomas L. Cannon and Zachariah W. Cannon.

Singmaster Printing Company, Indianapolis. Capital, \$5,000. Incorporators: Joseph M. Singmaster, L. W. Monson and N. D. Doughman.

The Doings Company, New York, publishing. Capital, \$10,000. Directors: J. S. Hammond, H. B. Hammond, Brooklyn; E. W. Norris, New York.

Wilfred Smith & Co., New York, publishers. Capital, \$25,000. Directors: Alfred Smith, Altadena, Cal.; Leonard A. Smith and William Jeffrey, Brooklyn.

American Art News Company, New York. Capital, \$5,000. Directors: Raymond N. Hyde, Douglaston, L. I.; James H. Owen, William H. Maginnis, New York.

The Akron (O.) German Newspaper Company. Capital, \$3,000. Incorporators: Carl Schoenduve, Charles S. Schneider, Otto Hoase, Otto Lenke and H. Mueller.

The Moody Corporation, of New York, financial publications and information and stock brokerage. Capital, \$1,000,000. Directors: John Moody, Cranford, N. J.; E. N. Potter, Louis W. Holschuh, of New York.

Rumford Publishing Company, Rumford Falls, Me., to carry on a general publishing and printing business, with \$10,000 capital stock, of which nothing is paid in. The officers are: President, Waldo Pettigill, Rumford Falls; treasurer, Ralph T. Parker, Rumford Falls.

Alfred Lukens, the popular assistant to Perry Lukens, Jr., the well-known special agent of New York, has left for an extended visit to the West.

THE SCRIPPS-McRAE LEAGUE

Own and Control the

Cincinnati Post.....	149,936	Cleveland Press.....	142,280
St. Louis Chronicle.....	55,000	Covington (Ky.) Post.....	15,000
Toledo Times and News Bee.....	52,220	Akron (O.) Press.....	10,088
Columbus (O.) Citizen.....	26,790		

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.

BOSTON LETTER.

Changes on Journal Staff—Herald's New Policy in Regard to Medical Advertising—Newspaper Men Turn Benedict.

Boston, Dec. 24, 1904.

Special to THE EDITOR AND PUBLISHER.

John J. Leary, one of the best known and ablest newspaper men in the city and for some time past night city editor of the Boston Journal, has resigned. He has been succeeded by A. H. Lovett, head of the copy desk, who came to the Journal from the Chicago Chronicle.

Gordon McKay, for some time night local reporter for the Journal, has severed his connection with that paper.

John Curley, formerly city editor of the Waterbury (Conn.) Republican, is on the copy desk of the Journal.

I owe an apology to the Journal, in that I failed to mention its excellent service in my article on the election night bulletins. Many of the leading advertising men of the city were the guests of the paper that evening, and while watching the returns were royally treated by the Journal management to lunch and cigars.

In a decision handed down last Monday by Judge Lowell in the United States district Court, William E. Barrett, publisher of the Boston Advertiser and the Boston Record, and former president of the defunct Union Trust Company, is allowed only \$43,500 out of a claim for \$147,000 which he made against the bankrupt estate of Noyes Brothers of this city. When the bankruptcy case was heard by a referee, Mr. Barrett declared that a \$147,000 note on Noyes Brothers, held by him, was owed him personally, and not as president of the defunct trust company. The referee decided against him, and the decision is now sustained.

In the Newspaper Bowling League, the following is the standing of the teams:

	Won	Lost
Journal.....	12	3
Herald Machine.....	10	5
Globe.....	8	7
Herald Utility.....	6	9
Post.....	5	10
American.....	4	11

The Boston Herald is being highly commended by prominent business men, clergymen and women from all over New England on its stand against objectionable advertising. Some time ago it was decreed that certain kinds of medical advertising should be cut from the columns of the Herald, and this has been done. The letters of commendation received by the Herald management are of no uncertain tone, and already dozens of these have been published in the columns of the paper.

A new semi-monthly paper has made its appearance in this city and is known as the Boston Householder. It is a neat four-page paper, and in its editorial announcement has the following to say:

"The Boston Householder makes a modest beginning and expects to show constant improvement along its chosen lines of endeavor, chief of which is to conserve the social and business interests of the household. Much space will be devoted to home topics, especially women's interests. Taken altogether, the Boston Householder will prove to be an entertaining visitor, and much that it contains is sure to deserve far more than a merely passing interest."

The management of the paper announces that the second issue will reach 100,000 copies.

After a little more than a year spent under a ministerial regime the Barre (Vt.) Telegram has again changed hands, the new owner being a Boston man.

W. G. Bradford, formerly of the Boston Post, has coupled the announcement of his purchase of the newspaper with that of his engagement to Miss Gussie Mae Wadman, of Roxbury. It is expected that the marriage will occur during the holiday season and the couple will locate permanently in Barre. Mr. Bradford is well known in Boston newspaper circles, having been connected with the Suburban and the Boston Journal at different times, as well as with several out-of-town publications, and he is receiving many congratulations upon securing such a good field as Barre, besides many well wishes for his success and congratulations on his engagement.

Benedicts are becoming numerous at the Boston American office. Recently Artist L. F. Burgess took unto himself a wife, and James Sullivan, head of the Western Union in the American telegraph room, followed suit. During the holidays other weddings in which American employes will be the grooms are to be celebrated. The engagement of one of the editors has just been announced.

James E. O'Connell, of the Globe, has returned from a week's vacation passed in Chicago. L. B. B.

CHANGES IN INTEREST.

Fred W. Baker, formerly editor of the Avilla (Ind.) News, has leased the Ashley (Ind.) Times.

The Monroe (Ga.) Tribune has been leased to E. H. Smith, who will take charge on Jan. 1.

The Sheffield (Ala.) Reaper, has been sold by Rev. O. E. Comstock, to his son, O. E. Comstock, Jr.

The Headland (Ala.) Post has been sold to L. S. Deal and J. L. Campbell, W. F. Covington retiring.

The Tallapoosa (Ga.) Journal has been sold to James M. Hunt, who becomes its editor and publisher.

The Belleplaine (Kan.) Defender has been sold to J. Byron Cain, who will merge it in the Belleplaine News.

The Wilkes-Barre (Pa.) Courier Herald, a labor union organ, has been sold to Charles and Harry Yetler, who will improve it and make it an up-to-date labor paper in every respect.

J. N. McCall has sold a half interest in the Gratiot County Herald, a live weekly paper at Ithaca, Mich., to his brother E. J. McCall. The former will now be editor of the paper and the latter will be business manager.

Joins Publishers Press Albany Bureau.

Roy S. Smith, who for the past six months has looked after the interests of the Binghamton Press at Elmira, N. Y., has resigned to become assistant to John Tremain, manager of the Albany bureau of the Publishers Press. Mr. Smith was in Albany last winter as telegraph editor of the Albany Journal. He did considerable work for the New York State papers at that time, and became a favorite among the legislative correspondents. Mr. Smith will be succeeded at Elmira by Frank E. Tripp, who has been in charge of the Western circulation department of the Binghamton Press.

Buffalo Meat for Editors.

A paper printed at Pawnee, Okla., says that Joe Miller, a ranchman, is fattening two big buffaloes for the purpose of giving the members of the National Editorial Association, who meet at Guthrie in May, the most novel entertainment they have ever had. Mr. Miller will have two thousand pounds of buffalo meat to serve the editors when they visit him next spring. The ranchman is quoted as saying: "They must make good as belonging to the profession."

NEW THOUGHT BARRED.

Fraud Order Against Sydney Flower and His Monthly Magazine.

A fraud order was issued on Dec. 10 against Sydney Flower, individually, and against his monthly magazine, New Thought. While it is in force it denies the use of the United States mails to either. The order followed an investigation of one of a number of investment schemes which were advertised extensively in the magazine, and which were to pay enormous dividends.

It was brought out in the inquiry made by the postal inspectors that profits were paid out of the principal by the endless chain system, and the conclusion was reached by the postal authorities that the scheme was in violation of the lottery and fraud provisions of the postal laws. On the advice of the Assistant Attorney-General of the Department, Postmaster-General Wynne issued an order debarring Flower and the New Thought magazine from the use of the mails.

NEW PUBLICATIONS.

A new eight-page paper is to be started soon at Haddock, Ga.

The Milford (Ia.) Times has just appeared. Nicol & Savage are the publishers.

A new society paper called the Saturday Mirror has appeared at San Antonio, Tex.

A. M. Salome has started the Lewisville (Ark.) Budget, a paper published by and for the negroes of its vicinity.

The Goldsboro (N. C.) Record, a new weekly paper, will begin publication early in January. Walter Phillips and Charles Brown are the proprietors.

The Hot Springs Gladiator is the name of a new weekly paper which will be launched at an early date in Hot Springs, Ark., by Fred W. Vaughan and Angus Miller.

Dined by Kline & Son.

W. J. Kline & Son, of the Amsterdam (N. Y.) Recorder, one evening last week gave a dinner in Gloversville for the Montgomery county board of supervisors. The supervisors have designated the Amsterdam Evening Recorder and Fort Plain Standard to publish the session laws, the St. Johnsville Enterprise and Fultonville Republican to print the concurrent resolution, and have named the Fort Plain Register and Canajoharie Radii as official county papers. Kline & Son also have secured the contract to print the proceedings of the board of supervisors in book form.

South Bend Printers Elect.

The South Bend (Ind.) Typographical Union, has reelected George W. Goetz as president for another term. The other officers are as follows: Miller Hadley, vice-president; B. H. Applegate, financial secretary; Charles P. Keller, recording secretary; William A. Barr, treasurer; L. F. Connell, sergeant-at-arms; Otto Snyder, Frank M. Jerome, Dana Cook, Robert Codd and John W. Peters, executive committee; Clarence Ott, Harry Beckley and Albert B. Seitz, auditing committee; W. E. Snyder, delegate to the Central Labor Union.

New Labor Paper at Syracuse.

A new labor paper called the Industrial Weekly will be started at Syracuse, N. Y., on the first Friday of January. Thomas M. Gahey, former president of the Syracuse Typographical Union, and Fred Meeker, are at the head of the enterprise.

New Weekly at Duquesne, Pa.

The Duquesne Times is a new weekly paper at Duquesne, Pa. John A. Geeting is editor and William J. Filcer is manager.

CHRISTMAS NUMBERS.

Mention of Just a Few of the Handsome Holiday Special Editions That Have Come to Hand.

The Christmas number of the New York World issued Dec. 11, consisted of eighty-four pages. It was well advertised and the sales were very large. The Christmas features were in good taste and in every way it was a most satisfying edition.

The Youngstown (O.) Vindicator issued its Christmas number on Dec. 18 in connection with its Sunday edition. The paper, including the illuminated cover, contained sixty-eight pages. It was filled with good Christmas stories and holiday features, and the amount of display advertising carried was remarkable.

The Scranton (Pa.) Truth, in its holiday edition of forty-eight pages issued last Monday, made a feature of the new Hoe perfecting press which it has just installed. The new press is capable of printing the Truth at the rate of 20,000 copies an hour. It had a nice line of Christmas stories besides, and an amount of advertising that spoke well for the enterprise of the management.

Among the Christmas numbers of the technical journals, the Music Trades, of New York, published by John C. Freund, is worthy of particular mention. With the supplement the number consisted 140 pages. The matter contained is bright and well chosen, and while a great deal of it has a direct bearing on the trade, there is much that makes good reading for the most disinterested outsider.

It is always a pleasure to receive the Christmas number of Allan Forman's Journalist. Mr. Forman succeeds in getting active newspaper men to contribute stories that have the true Christmas ring, and afford the most entertaining reading. A feature of particular interest this year is an account of the old New York Herald staff written by Joe Howard. Sketches of the Philadelphia Inquirer, the Baltimore American and the Philadelphia Press, with portraits of members of the staffs, are among the other features.

The Mansfield (O.) News is certainly to be congratulated on its Christmas special. An issue of sixty-four pages for a paper in a town of only some 20,000 population shows more than ordinary enterprise. The amount of advertising and the way in which it is put up also give evidence of the progressive methods which have characterized the management of the News ever since W. S. Capper secured control of the property.

The South Bend (Ind.) Tribune, true to its progressive and enterprising policy, has issued a Christmas number worthy of a newspaper of much greater magnitude. But then the Tribune never does things by halves and its holiday special, excellent as it was, was just such a paper as its readers from past experience might have expected. On Dec. 17 it issued an edition of thirty-four pages, with illuminated cover, and chock full of timely Christmas text. The advantage which the Tribune has of a special ad staff was apparent enough in the page after page of fine holiday display advertising.

The Washington (N. J.) Star, one of the best weeklies in New Jersey, never misses an opportunity to give its readers a treat in its Christmas number. This year it surpassed previous efforts, which is saying a good deal. On Dec. 8 it issued a paper of twenty-four pages, printed on fine calendared paper, with a decorative cover to set it off. The advertising patronage was generous and the ads were well displayed.

THE PUBLISHERS PRESS

FURNISHES TELEGRAPHIC AND CABLE NEWS SERVICE FOR

Morning and Afternoon Papers

WHICH IS UNSURPASSED FOR

PROMPTNESS, ACCURACY and COMPLETENESS

Wide-awake Newspapers are Satisfied with Nothing Less than the
BEST AND MOST UP-TO-DATE REPORTS PROCURABLE

During the past year the PUBLISHERS PRESS has made unparalleled gains, as demonstrated by the following list of sixty-seven papers now receiving its service which have been added since Jan. 1, 1904:

Albany, N. Y.....	PRESS	Lynchburg, Va.....	ADVANCE
Alexandria, La.....	TOWN TALK	Meadville, Pa.....	MESSENGER
Asbury Park, N. J.....	SUNDAY PRESS	Morgantown, W. Va.....	CHRONICLE
Ashville, N. C.....	NEWS	Meridian, Miss.....	STAR
Baltimore, Md.....	BULLETIN	Muncie, Ind.....	STAR
Baltimore, Md.....	HERALD	Newberry, S. C.....	TELEGRAM
Beaumont, Tex.....	JOURNAL	New London, Conn.....	GLOBE
Binghamton, N. Y.....	PRESS	New York, N. Y.....	JEWISH NEWS
Boston, Mass.....	HEARST'S AMERICAN	Niagara Falls, N. Y.....	GAZETTE
Boston, Mass.....	FINANCIAL NEWS	Oneonta, N. Y.....	STAR
Bristol, Va.....	COURIER	Oshkosh, Wis.....	TIMES
Charlotte, N. C.....	CHRONICLE	Portsmouth, Va.....	STAR
Charlottesville, Va.....	PROGRESS	Raleigh, N. C.....	TIMES
Columbia, S. C.....	RECORD	Roanoke, Va.....	WORLD
Concord, N. C.....	TRIBUNE	Salisbury, N. C.....	SUN
Connellsville, Pa.....	NEWS	Scranton, Pa.....	RECORD
Connellsville, Pa.....	COURIER	Shamokin, Pa.....	DISPATCH
Cordele, Ga.....	NEWS	Sisterville, W. Va.....	OIL REVIEW
Danville, Ill.....	PRESS	Spartanburg, S. C.....	JOURNAL
Du Bois, Pa.....	COURIER	Staunton, Va.....	DISPATCH
El Paso, Texas.....	HERALD	St. Louis, Mo.....	WORLD
Fairmont, W. Va.....	WEST VIRGINIAN	St. Paul, Minn.....	GLOBE
Ft. Smith, Ark.....	NEWS RECORD	Sumter, S. C.....	ITEM
Fredericksburg, Va.....	JOURNAL	Tampa, Fla.....	HERALD
Greensboro, N. C.....	RECORD	Tampa, Fla.....	TIMES
Greenville, S. C.....	HERALD	Terre Haute, Ind.....	STAR
Harrisburg, Pa.....	COURIER	Uniontown, Pa.....	GENIUS OF LIBERTY
Houston, Tex.....	CHRONICLE	Washington, Pa.....	OBSERVER
Indiana, Pa.....	GAZETTE	Waterbury, Conn.....	TELEGRAM
Indianapolis, Ind.....	STAR	Wilkes-Barre, Pa.....	LEADER
Jacksonville, Fla.....	METROPOLIS	Wilson, N. C.....	TIMES
Joliet, Ill.....	HERALD	Wilmington, Del.....	JOURNAL
Lincoln, Neb.....	STAR	Wilmington, N. C.....	DISPATCH
		Winston-Salem, N. C.....	SENTINEL

If you are not supplied with Telegraphic Service, or if that which you are now receiving is in any way unsatisfactory, it will pay you to communicate with us.

DETAILS AND RATES WILL BE PROMPTLY FURNISHED ON APPLICATION, BY WIRE OR MAIL.

PUBLISHERS PRESS ASSOCIATION,

PARK ROW BUILDING,

NEW YORK CITY.

