

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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POSTOFFICE REPORT.

REFERENCES TO ADVERTISING,
SECOND CLASS MATTER AND
R. F. D. SERVICE.

Department as It Is To-Day Compared With What It Was Under Benjamin Franklin—Its Province of Censorship Over Advertising Defined—Activity in Issuing Fraud Orders During the Past Year—Cost of Handling Newspaper Mail—Recommendations of the Postmaster-General.

The annual report of the Postmaster-General contains much of interest to newspaper men, particularly those parts referring to fraudulent advertising, the second class privilege and the rural free delivery. After referring to the fact that there is shortly to be celebrated the two hundredth anniversary of the birth of Benjamin Franklin, who was for more than twenty years Deputy Postmaster-General for the Colonies, and who was at the head of the postal service under the confederation, the Postmaster-General says:

"What a contrast between the service of his day and that of the present time! From seventy-five postoffices in 1790, the year of Franklin's death, the number had grown in 1901 to 76,945, and now is 78,131; from receipts of \$37,935 and expenditures of \$32,140 we have advanced in the same period to receipts of \$152,826,585 and expenditures of \$167,399,169; from a total force of about 500 to a total force of about 280,000."

The report gives the receipts and expenditures of the Department for 1904 and 1905 as follows:

RECEIPTS.		1904.	1905.
Ordinary postal revenue.....	\$141,054,221.70	\$150,239,954.98	
Receipts from money order business.....	2,528,402.64	2,586,680.12	
Total receipts.....	\$143,582,624.34	\$152,826,585.10	
EXPENDITURES.			
On acc't of the year.....	\$152,107,537.30	\$167,181,959.79	
On acc't of prev. yrs.....	254,579.40	217,209.44	
Total expenditures.....	\$152,362,116.70	\$167,399,169.23	
Total receipts.....	143,582,624.34	152,826,585.10	
Excess exp. over rec'pts.....	\$8,779,592.36	\$14,572,584.13	

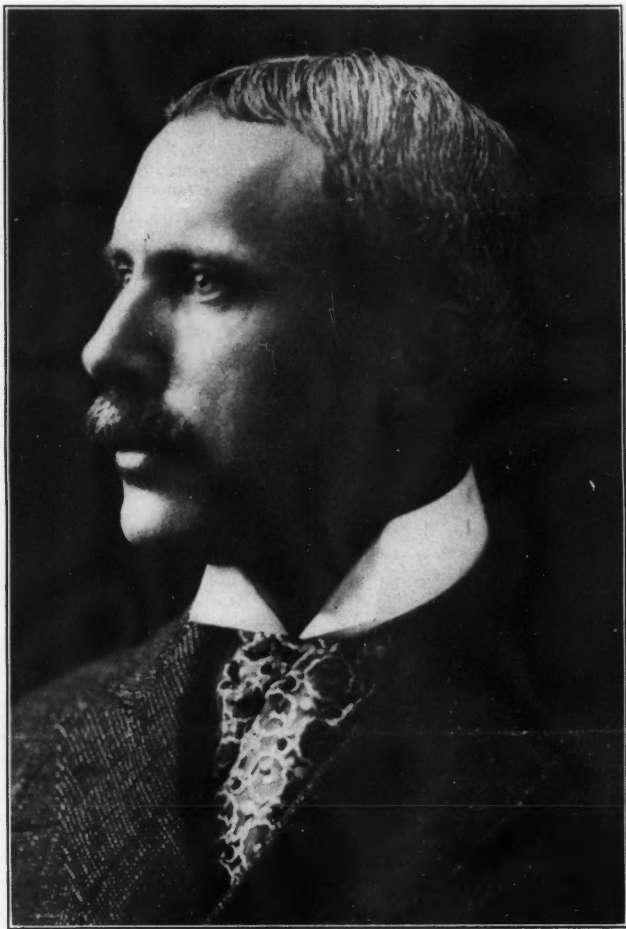
MATTER OF FRAUDULENT ADVERTISING.

In discussing "the use of the mails for fraudulent purposes," the report says that the Postmaster-General's authority to issue fraud orders extends only to lotteries and similar enterprises and "schemes for obtaining money or property through the mails by means of false or fraudulent pretenses, representations or promises." It adds:

"The mere advertising of an article in newspapers or other matter passing through the mails, without seeking or making sales of such articles through that medium, is not such a use of the mails as is contemplated by the statute. The scheme must be one 'for obtaining money or property through the mails,' in order to come within the jurisdiction of the Postoffice Department in respect of which fraud orders may be issued.

"The Department would have no more authority under the law for taking cognizance of the operations of individuals or companies engaged in the manufacture of and sale of proprietary medicines, unless such sales are made through the mails, than of the innumerable enter-

(Continued on page 7.)



RICHARD LEE FEARN.
NEWLY ELECTED PRESIDENT OF THE GRIDIRON CLUB.

CRITICISM IS NOT LIBEL.

Important Decision Regarding Publication Affecting Public Characters.

That a newspaper has the privilege of criticizing any one in public life for public acts or conduct was the gist of a decision handed down on Friday of last week by Justice Patterson in the Appellate Division of the Supreme Court. The case was that of James J. Duffy against the New York Evening Post, which criticized Duffy in an article published on Aug. 25, 1904, saying that he was about to leave the Republican ranks for those of Tammany, and that he was "a most unworthy choice."

The court, through its decision, sustained a demurrer to the charge that the remarks of the paper were libelous and maintained the right of all to criticize public characters. "While everyone is entitled to the protection of his reputation from slanderous remarks or libelous articles, whether he is a public or private character," reads the decision, "yet it appears in this case that the plaintiff was referred to in the article complained of only in the former relation." As to the remark that Duffy was "a most unworthy choice," the decision asserts that "it cannot be said that such a remark surpasses the limits of possible criticism."

A. N. P. A. DIRECTORS MEET.

Regular Quarterly Session Held in New York Last Thursday.

The regular quarterly meeting of the board of directors of the American Newspaper Publishers' Association was held last Thursday at the headquarters of the association in New York. The following members were present:

S. S. Rogers, of the Chicago Daily News, president of the association; W. L. McLean, of the Philadelphia Bulletin, vice-president; Herbert F. Gunnison, of the Brooklyn Eagle, secretary; Edward Payson Call, of the New York Commercial, treasurer, and these directors: Charles H. Taylor, Jr., of the Boston Globe; C. W. Knapp, of the St. Louis Republic; Hilton U. Brown, of the Indianapolis News, and Joseph T. Nevin, of the Pittsburg Leader.

At the time of going to press only routine business had been taken up.

Publishers Press New Albany Manager. Allan P. Ames, of the Albany staff of the Associated Press, has been appointed manager of the Publishers Press Bureau at Albany, to succeed Roy S. Smith, who resigned to accept the secretaryship of the Elmira Chamber of Commerce.

GRIDIRONERS' GRILL.

WASHINGTON NEWSPAPER MEN'S
FIRST DINNER OF THE
SEASON.

One of the Most Largely Attended and Successful Functions They Ever Supervised—About 150 Eminent Guests Corralled, Many of Whom Were Offered for Sacrifice to Glowing Shafts of Wit. Some of the Most Amusing Pranks. Richard Lee Fearn, of the New York Tribune, Elected President.

The first winter dinner of the Gridiron Club, the famous organization of Washington newspaper men, was held last Saturday night at the New Willard Hotel in that city. It was one of the most largely attended functions ever given by the club.

There were 150 guests present, drawn as usual from among the men most distinguished in public affairs, diplomacy, finance, the professions, industrial enterprises and journalism. Just to show the character of the assemblage, the following may be mentioned: Vice-president Fairbanks, Baron Rosen, the Russian Ambassador; J. Pierpont Morgan, Senator Aldrich, Robert Bacon, Assistant Secretary of State; David Belasco, Perry Belmont, Senator Beveridge, Speaker Cannon, Senator Crane, H. R. Charlton, of the Grand Trunk Railway; Representative John Dalzell, Gen A. W. Greely, S. H. Hardwick, of the Southern Railroad, and Secretary Hitchcock.

THE ELECTION MENU.

The menu souvenir for the dinner was an appropriate echo of the recent election. It was a clever miniature of a ballot box, accompanied by a fac simile of a blanket ballot, containing the names of all the guests, arranged under headings which appealed to their sense of humor. For instance, the railroad men appeared upon a ticket headed:

AUNTIE-REBATERS.

Pass Masters.

Positively farewell appearance.

Another ticket, with a fitting emblem of a soup bowl, was labeled:

FINANCE CINCHSUREANCE.

"Rantankerous friends who usually come around about this time of the year."

The guests were advised to "give every candidate the double cross" and to "omit none of the constitutional amendments."

Maj. John M. Carson, president of the club, acted as toastmaster.

While the lights were extinguished and the room was softly aglow with the radiance of candles ensconced in gridiron-decorated shades, the quartet delightfully sang, "We Are Dining Tonight in the Same Old Way." President Carson uttered a few words of welcome, the electric gridiron flashed, the health of the President of the United States was drunk standing—the only formal toast which the Gridiron Club tolerates—and then the dinner was in full swing. The Gridironers don't wait to eat first and play afterward. They eat intermittingly and play all the time.

AN INITIATION.

Since the Gridiron Club is composed of newspaper correspondents, it was to be expected that the President's order in

which he forbade members of his Cabinet to speak to reporters, should receive attention. This was given in an act in which three new members of the club were initiated.

The stage was draped completely in black. To the right was a skeleton with glaring eyes. In the center, seated, was the Grand Inquisitor, whose make-up clearly indicated that he was intended to represent the President. To the left was a person designated "head-devil," who was supposed to represent Secretary Loeb. There were three large electric gridirons in the form of chairs, and on these the three candidates for admission were required to sit while members of the Cabinet prodded them with long toasting forks.

Into this den of mystery marched the three novitiates, Richard V. Oulahan, of the New York Sun; Ernest G. Walker, of the Boston Herald, and J. Henry Small, Jr., the latter a limited member. These gentlemen were made to rest themselves upon the three gridirons, which were only apparently red hot, and were then subjected to a roasting which was far more real.

"Here are three candidates for admission to the Gridiron Club," said the master of ceremonies. "They are in a sad predicament. Two of them were caught red handed in writing special despatches on Cabinet matters. The third is suspected of having voted the regular Republican ticket at the last election. They are now in the hands of the Grand Inquisitor and his Cabinet. May heaven have mercy upon them. They have been doomed to torment until the Keep Commission makes good."

While the Grand Inquisitor flourished the big stick Secretary Root prodded one of the unfortunate candidates. "This man," he said, "should be done to a turn. He dared to ask me if I had attended a Cabinet meeting. He followed me like a cabman seeking a fare. His alleged election was accomplished by a corrupt and criminal combination masquerading as 'Gridironers.'"

"He was the candidate of the Regular Organization and was therefore elected," said some one.

"Do you vouch for him?"

"I do."

"Then where does he stand on the railway rate question?"

"Give him transportation and he cares not who makes the rates."

Each supposed Cabinet member made thrusts no less telling at the three unfortunates seated on the glowing grill.

OTHER FRANKS.

One of the most up-to-date features of the program was the manipulation of the wireless telegraph apparatus, which turned out such characteristic messages as these:

William B. Allison: Please advise me on this point: Do you think a Senatorial career leads to a nomination for President. ROBERT B. LA FOLLETTE.

William H. Taft, Secretary of War: Dear Bill—it was all right to dissemble your love, but why did you kick me downstairs? GEORGE B. COX.

Leslie M. Shaw: Can you use the services of myself and family, all experienced financiers and at present unemployed? RICHARD A. MCCURDY.

Then there was also a telepathic act, in which guests of the dinner were supposed to have written messages on slips of paper, which were read by a professor on telepathy. Here are a few of the messages alleged to have been written:

Secretary Shaw—I positively refuse to stay in the Cabinet after March 4, 1909.

Secretary Loeb—Nobody knows the trouble I have.

J. P. Morgan—New York life fascinates. Speaker Cannon—There is no tariff on football, so revise it all you please.

THE PEACE CONFERENCE.

The most pretentious stunt of the evening was a burlesque upon the peace

conference at Portsmouth. When the holding of such a conference was proposed, one of the members of the club opposed it. "If war is abolished there will be no news," he remarked, whereupon another member suggested that, on the contrary, peace conferences would result in two wars where there was only one before. The conferees were thereupon appointed, together with an interpreter, whose chief business was "to pretend to know what everybody else was talking about." The conference assembled upon the stage and forthwith proceeded to settle some long-standing feuds between Vice-President Fairbanks and Senator Beveridge, Senator La Follette and Senator Spooner, and other paired combatants. When at the eleventh hour it seemed that all negotiations must fail, a proxy for District Attorney Jerome was brought in who restored peace and calm by administering to the combatants his own private brand of "Chlo-Reform."

There was a grilling of the railroad presidents who were at the dinner, and interspersed through the program were original songs. This one set to the tune of "Everybody Works But Father" was perhaps one of the best:

Everybody works but Fairbanks;

He sits up all day,

Listening to the speeches

Made in the same old way.

Allison, Lodge, and Warren,

All are in the ranks;

Everybody works in the Senate

But Mister Fairbanks.

Bright speeches were made between the courses. Among the speakers were Vice-President Fairbanks, Secretary Taft, Secretary Shaw, Charles Emory Smith and Senator Flint. Uncle Joe Cannon also made one of his characteristic talks.

Following the rigid rule long established by the club, none of the speeches was reported.

VISITING NEWSPAPER MEN.

Among the newspaper men and others present were Hart Lyman, editor, of the New York Tribune; Charles Emory Smith, editor of the Philadelphia Press; Don C. Seitz, business manager of the New York World; Melville E. Stone, general manager of the Associated Press; William Loeb, secretary to the President; J. H. Maddy, superintendent of publicity of the Erie Railroad; Cy. Warman, the author, of London, Ont.; Robert B. Armstrong, of New York, formerly correspondent of New York Herald; Clifford K. Berryman, cartoonist of the Washington Post; Joseph B. Bishop, formerly editor of the New York Globe, now secretary of the Panama Canal Commission; W. H. Chandler, Washington Star; Truman A. DeWeese, superintendent of publicity of the Natural Food Company, Niagara Falls, N. Y.; William Frisch, editor of the Baltimore American; Charles H. Grasty, publisher of the Baltimore News; J. P. Hornaday, Indianapolis News; W. H. Hunter, paragrapher of the Washington Post; W. W. Jermaine, Minneapolis Journal; George U. Marvin, Cleveland Leader; Charles P. Norcross, New York Tribune; Theodore W. Noyes, Washington Star; Tom C. Noyes, Washington Star; Mandel Sener, of the Baltimore & Ohio Railroad; Jerome J. Wilber, Associated Press.

THE ANNUAL ELECTION.

At the annual meeting of the club on Saturday afternoon, the following officers were elected: President, Richard Lee Fearn, New York Tribune; vice-president, Samuel G. Blythe, New York World; secretary, John S. Shriver, Cincinnati Times-Star; treasurer, George H. Walker. Executive committee—Scott C. Bone, Charles A. Boynton, Associated Press, and Louis Garthe, Baltimore American. W. W. Jermaine, of the Minneapolis Journal and Seattle Times, was

electd a resident member of the club.

THE CLUB'S NEW PRESIDENT.

Richard Lee Fearn, the new president of the Gridiron Club, is chief of the New York Tribune's Washington Bureau. He is a native of Mobile, Ala., was educated at the University of the South and the University of Alabama, and received the degree of Mechanical Engineer at Stevens' Institute of Technology in 1884. After three years engineering practise in the field, he became the Washington correspondent of the Brooklyn Eagle in 1887, and has since been engaged in newspaper work at the National Capital, except from 1890 to 1893 when he was secretary of foreign affairs at the Chicago World's Fair. This was followed by several years' service on the Washington staff of the United Press, including a tour in 1895 as London correspondent of that organization. Since 1896 he has been the New York Tribune's specialist in news and comment on international and army and navy affairs, until three years ago when he took charge of the Tribune's Washington service.

Milwaukee Press Club's Ticket.

At a meeting of the Milwaukee Press Club last week nominations were made for officers to be elected on Jan. 3, as follows: President, M. C. Douglas and D. B. Starkey; vice-president, T. M. Chivington and J. W. Ganaway; secretary, Mark Forrest and Roy Atkinson; treasurer, A. G. Wright. Directors—Gordon Simonds, Oswald Schuette, Ernst Kronshage, A. O. Roys and Charles Dean. O. H. Morris was chosen to succeed Robert Pinkerton as a member of the board. Herman Bleyer and M. D. Kimball resigned, thus leaving three directors to be chosen of the five nominated. W. A. Bowdish was nominated, but declined to run, resigning in favor of Gordon Simonds. It was decided to increase the yearly dues to \$10.

Farmers to Publish a Paper.

The National Farmers' Union, in session last week at Texarkana, Ark., unannouncedly decided to establish a national newspaper organ. The paper will be a six-column folio, to be published weekly, and will be devoted to the general interests of the union. The selection of a location from which to issue the paper, as well as the selection of an editor and business manager and other details, are to be left entirely to the national executive committee, which has not yet been named. It is understood the paper will be established and published in the same town where the headquarters of the national officers is located.

Publishers at Rome, Ga., Organize.

The Rome Publishers' Club was organized last week by the publishers and printers of Rome, Ga., and the following officers were elected: President, Col. J. Lindsay Johnson, Tribune; vice-president, Sam E. Whitmire, the Broadaxe; secretary, W. E. Duncan, Evening Herald; treasurer, T. E. Clement, job printer; M. C. White, of the Herald, and Roy Porter, of the Rome Publishing Company, form the committee to prepare by-laws and resolutions. The publishers combine for mutual protection and social enjoyment.

Tody Hamilton at Last Takes Vacation.

R. F. (Tody) Hamilton will not be in charge of the publicity of Barnum & Bailey's Greatest Show on Earth next season. After twenty-five years of faithful service in the publicity department, he has been given a six months' vacation, his expense being paid by the management.

The Johnstown (Pa.) Tribune has reduced its price from two cents to one cent a copy.

ATTEMPT TO SUPPRESS NEWS.

Effort to Keep Secret the Bungle in Vermont Execution.

The newspaper men who went to Windsor, Vt., last week, to report the execution of Mrs. Mary Rogers, tell of flagrant attempts to suppress and distort the news.

A week before the date of the execution, Gov. Charles J. Bell sent orders to John N. Woodfin, superintendent of prisons, that no newspaper men were thereafter to be admitted to the prison. All attendants were instructed not to talk, and correspondents inquiring for the superintendent were invariably told that he was not in.

It was also given out at that time that representatives of the press were not to be allowed to witness the execution. But the night before the hanging took place two newspaper men, Frank Howe, of the Bennington Banner, and Frank Greene, of the St. Albans Messenger, appeared in Windsor with a letter, written by Gov. Bell two weeks before, instructing Sheriff Peck to admit them to the execution as representatives of the Vermont State papers. When this became known the Publishers Press representative requested Mr. Howe to take care of the interests of the Publishers Press, which he consented to do. Later, Frank Clark, local representative of the Boston Globe and of the Associated Press at Windsor, received permission to be present at the execution.

The hanging took place and with an unfortunate bungle. The woman's feet touched the floor when the trap fell, and it became necessary for the deputies to hold her up by the rope until she was strangled to death.

Immediately there was a proposition to swear the three newspaper men present to secrecy regarding the untoward incident that so clouded the fair name of Vermont. Mr. Howe and Mr. Greene agreed, but Mr. Clark, when it came to him, voted "No." He finally consented, however, to abide by the decision of the majority.

Mr. Clark left the prison five minutes after the execution was over, and gave the first news to the other newspaper men waiting without. He told the truth, but not the whole truth. He afterward admitted this, but said he was powerless to do otherwise under the bond of secrecy to which he was pledged.

When the true story had leaked out, the Publishers Press representative secured the statements of no less than five witnesses to the execution, testifying to the horrible botch that had been made of putting the woman to death. The first account had already gone to the afternoon papers of the association and it was then too late to correct it, but the true story was sent out and published in the morning papers taking the service.

At the station some time later Mr. Greene gave to the other newspaper men an account of the hanging in great detail, carefully avoiding, however, any mention of the bungle that had been made. Even after the facts had become known, he still insisted that he had given a straight account.

More Newspapers on Shipboard.

The publication of a daily newspaper on board the Amerika has proved such a success that the Hamburg-American line has arranged with the Marconi Wireless Telegraph Company to furnish its steamships Deutschland, Kaiserin Augusta Victoria, Moltke, Bluecher and Hamburg with the long distance receiving system, so that these vessels will receive constantly communications during the entire voyage from New York and return and present them in newspaper form.

A TRADE PUBLISHER.

Successful Career of H. E. Harman, of Atlanta, President of the Southern Trade Press Association.

H. E. Harman, president of the Cotton Publishing Company of Atlanta, is one of the leaders in trade paper publishing in the South. His recent unanimous election as president of the newly organized Southern Trade Press Association shows the esteem in which he is held by his fellow publishers.

Mr. Harman is a native of South Carolina, but was educated in the North, taking a four-year course in Pennsylvania College, at Gettysburg. Immediately after leaving college Mr. Harman went South and engaged in the trade paper business, starting the Southern Tobacco Journal in North Carolina in 1887. He was virtually a pioneer in the trade paper field in the South at that time, but by his practical methods he soon built up a very prosperous property, which is said to have been paying him \$10,000 annually when he sold it, about seven years ago, to remove to Atlanta, where he saw a wider field for his efforts.

In Atlanta he started Cotton, the textile paper which has been so successful. Following this he added the Cottonseed Oil Magazine, a publication devoted exclusively to the great cotton oil business in which the South has a monopoly.

Two years ago, Mr. Harman launched the Southern Engineer, a paper taken up entirely with steam engineering. This property he sold and immediately proceeded to put out the Concrete Age, which he considers one of the most promising papers on his list.

Mr. Harman long ago took the stand that this is an age for strictly technical papers, rather than for those that attempt to cover all the industries. He holds that in the rush of commerce the average business man wants a paper devoted exclusively to his own line of trade, and that in such a paper he is willing to advertise. Mr. Harman has always worked along this line, and predicts that the final passing of the general industrial paper will be only a matter of a few years at most.

For nearly twenty years Mr. Harman has worked incessantly to build up the trade paper business of the South, and his election to the presidency of the Southern Trade Press Association was a fitting tribute from his co-laborers to his devoted service. From a financial standpoint his papers have been remarkably successful and with few exceptions are among the best paying trade paper properties in the country.

Aside from his trade paper work, Mr. Harman has devoted much time to the upbuilding of the South, and has written a number of industrial pamphlets that have been widely circulated. One of these on "Tobacco Production" went through six editions of 20,000 each. Another on "Building a Cotton Mill" was very widely read and many new mills were built as a result. He has also published two books of verse, one "In Peaceful Valley," in 1900, and another "At the Gate of Dreams," which appeared last summer.

Mr. Harman comes from good Revolutionary stock. His great-grandfather fought through the Revolutionary War, and both his grandfather and his father served through the Civil War under Lee.

Ottawa Free Press Sold.

The Ottawa (Canada) Free Press has been sold by Alfred Woods to a number of members of the Liberal party, including H. A. Bate. The price paid is said to be \$70,000. Mr. Woods purchased the Free Press several years ago for about \$56,000.



H. E. HARMAN.

PRESIDENT OF THE SOUTHERN TRADE PRESS ASSOCIATION.

SEE NEW TURBINE SHIP.

Newspaper Men Entertained by Cunard Company on Board the Caramania.

The new Cunard Line turbine steamship Caramania, which arrived in New York Monday on her maiden voyage from Liverpool, was thrown open Tuesday for inspection by members of the press and a number of other invited guests. After the guests had been conducted over the leviathan and the many improvements in marine art had been pointed out to them, they were piloted to the saloon, where a sumptuous luncheon was served.

Lawson Sanford, the manager of the Mediterranean service of the company, acted as host, and, after welcoming those present, he introduced Maxwell H. Maxwell, chairman of the building committee of the Cunard Line, who spoke at length on the "Power of the Press." Mr. Maxwell's remarks were frequently interrupted with applause.

Addresses were also made by Harold J. Smith, of the New York Herald; Samuel H. Wood, of the New York Sun, and Louis R. Houseworth, of the New York World.

After the luncheon the guests adjourned to the smoking room, where everything was "made pleasant" for them. Present at the function were representatives of the New York newspapers and the New York representatives of prominent newspapers throughout the country.

Editor Appointed Pension Agent.

William Rule, editor of the Knoxville Daily Journal and Tribune, has been named as Pension Agent for the Southern States, to succeed J. T. Wilder. Capt. Rule is a prominent G. A. R. man and was Pension Agent four years under President Harrison.

UNION DENOUNCES BOYCOTT.

San Francisco Local Declares for Freedom of Editorial Expression.

Typographical Union No. 21, of San Francisco, has passed the following resolutions:

"Whereas, The six daily papers of San Francisco employ none but unionists in their mechanical departments, and

Whereas, The boycott is a weapon of industrial warfare designated to procure fair conditions for those who toil, be it

Resolved, By San Francisco Typographical Union No. 21 in regular meeting assembled this 26th day of November, 1905, that we emphatically protest against the alleged boycott on the Bulletin as opposed to all the principles of free speech and the right to express such sentiments editorially as it deems fit. The American Federation of Labor and the International Typographical Union have declared in unequivocal terms against this species of boycott, and we believe that fair-minded men and women will indorse our position; be it further

Resolved, That we protest against the reflections—exceedingly unjust—on our members, and that these resolutions be forwarded to the press, all the labor organizations in the city, and that the officers of the union be authorized to give them the fullest publicity.

Now With New York Evening Post.

Frank H. Simonds, of the New York Tribune staff, has resigned to accept a position on the staff of the New York Evening Post. Mr. Simonds has represented the Tribune at Albany for two years during the legislative session, and will act in a similar capacity for the Evening Post. He is one of the most popular members of the State Legislative Correspondents' Association.

LIBEL CASE NON-SUITED.

Ruling in Action Arising From Bull-Fight Stories at Cornell.

The suit for alleged libel brought against the Ithaca (N. Y.) Daily Journal by Charles E. Kelley, was non-suited last week by Justice Sewell.

The case arose over references which the Journal made to the false reports in out-of-town papers of a so-called bull-fight that was a feature of the Spring-day festival at Cornell University last May. Mr. Kelley's name was not mentioned in the articles, but reference was made to the correspondent of certain papers which Mr. Kelley represented, and it was alleged that the articles created the impression that he was author of the false reports. It was further alleged that this led to his suspension from the university for one year.

In the trial, however, it developed that the Journal admitted that it had been mistaken in charging, even indirectly, that Mr. Kelley was the author of the false bull-fight stories. Mr. Kelley swore upon the witness stand that he had neither written them nor had anything whatever to do with them. It was also proved that the untrue bull-fight articles were, in fact, written by some person or persons unknown, in the office of some news bureau in New York city.

Mr. Kelley's own witnesses admitted upon examination that, in spite of the Journal's allegations, they had not believed that Mr. Kelley wrote the lying bull-fight stories, and also testified that what the Journal said had not damaged Mr. Kelley's reputation in any way. It was at this stage of the case that Justice Sewell ordered the non-suit. He said:

"Mr. Kelley is not named in these libelous articles. It is true that someone is named as 'correspondent' of a paper in which the false account of the bull-fight appeared, but the word 'correspondent' in this case means that man who actually did write the false account.

"The Journal now admits that Mr. Kelley is guiltless of the charge. The evidence shows that nobody thought the less of Mr. Kelley, and that his reputation was not damaged in the least. These things having been established, this action should stop right here."

Mr. Kelley's counsel took a technical exception to the court's sudden determination of the suit, claiming that they should have been permitted to go to the jury and obtain a vindication there. Upon this point, the case has been appealed to the Appellate Division of the Supreme Court.

New Afternoon Paper at Hot Springs.

It is announced that a new afternoon paper will make its appearance in Hot Springs, Ark., soon after the beginning of the new year. George H. Lower, Circuit Clerk and a former newspaper man, will be proprietor and managing editor. Mr. Lower had an option on the Hot Springs News, one of the oldest and foremost papers in that section, but the deal was not consummated, and it was decided to establish a new property instead.

Bids on City Record.

Bids were opened up last Monday by the Board of City Record of New York, for printing the City Record for the coming year. The only two bidders were the Martin B. Brown Company and the Mail and Express Company. It is thought the fight which is threatened between the employing printers and their union workmen over the eight-hour day had its effect in causing the small competition.

Mack May Start Syracuse Paper.

There is a persistent rumor that Norman E. Mack, proprietor of the Buffalo Times, will start a morning and Sunday paper in Syracuse.

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ADVERTISING RATES.

Display Advertisements, 15 cents an agate line (14 lines to the inch, 108 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 a la and long time contracts.

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, DECEMBER 16, 1905.

EVIL OF NEWS SUPPRESSION.

It is probable that the three newspaper men who were permitted to witness the hanging of Mrs. Mary Rogers last week did not fully appreciate the graveness of their mistake in allowing themselves to be sworn to secrecy regarding the unfortunate bungle in the arrangements for the execution. In the excitement of the moment it is not likely that they considered very deeply the effect that such a pledge from newspaper men would have on the standing of the press. Even had the truth remained a secret inviolate among the few that were present in the chamber of death, the fact that newspaper men had entered into a pact to suppress the news would have forever discredited the press with those few. They would have gone out saying that, if properly handled, the newspapers could be controlled, and, though they may not have said how they knew, they would have maintained it with such conviction that it would have been believed.

It is such instances as this that leads people to cry out against the press as inaccurate, untrustworthy and biased. Those in the service of the newspapers should never lose an occasion to provide against this unjust impression gaining ground, and they seldom do, yet how much encouragement they often get is well shown by the affair that took place last Friday at Windsor.

THE RIGHT TO KNOW.

The execution of the Vermont woman was a matter of legitimate public concern. It was carried out after the protests of thousands of citizens had been entered against it. There may have been some objection to making a sensation of the hanging, but the people certainly had a right to know how it was done, whether or not it was in accordance with the law, and most assuredly they had a right to know if their public servants had been so negligent as not to provide against the untoward incident that made the affair a disgrace to the State of Vermont.

All this it was the duty of the newspapers to tell them, yet when application was made to Gov. Bell to permit a representative of the Publishers Press to witness the execution, the Governor curtly informed the president of that association that the law provided whom it was necessary to admit, and press association representatives were not included in the clause. Why there was such an energetic effort throughout to keep all knowledge of the execution from the press has not yet been made clear.

We are not familiar with the statutes

of Vermont, but we scarcely think there is anything in them forbidding press association representatives from being present at executions. We are quite confident there is no law in that State which provides that, if the first attempt at putting a prisoner to death should fail, the deputies may grab the rope and hold the condemned aloft until he or she is strangled to death. We should as soon believe that in New York the law provides, if the first shock of electricity proves insufficient, the executioner may with propriety dispatch his charge with an axe.

NEWSPAPER INDEPENDENCE.

Here are some editorial expressions from a number of newspapers which show the trend away from the partisan journal idea to one of broad independence. The Hartford Courant, which is more than 120 years old and which has been a Republican paper since there was a Republican party, sharply criticized President Roosevelt's treatment of Henry M. Whitney, a prominent Boston Democrat. The Springfield Republican having commended the Courant's action, that paper replies by saying it has done nothing out of the ordinary, and adds:

"For a good many years now the Courant has been demonstrating in a modest way, without any banging of drums or blowing of trumpets, that a newspaper can be Republican and independent at the same time—sincerely attached to a party which it believes to be the best instrument now available for the country's work, but speaking its mind frankly about party men and measures."

The Washington Post, commenting on this, says:

"One of the greatest and, perhaps, the best of all the changes that recent times have witnessed in the political press is the steady, healthy growth of independence. There is scarcely a prominent newspaper of either the Republican or Democratic party in existence to day that bears a close resemblance to the old-time party organ. A paper that habitually colored, warped or suppressed news to protect a party or please party leaders would not live long on its legitimate patronage. The same may be said of a paper whose opinions are trimmed to harmonious accordance with the views of the administration. And the time is, happily, long past when flunkeyism in the press was expected, desired, or treated with favors by the administration. As the Courant says of the present Chief Magistrate: 'The President, himself a frank, straightforward man, has no fondness for toadies and sycophants. He has no use for the indiscriminating, insincere flattery that praises faults and virtues alike. What is it worth?'"

The Nashville American holds that the

Courant's is the only sensible and tenable policy for a newspaper to maintain, and adds:

"Great changes and improvements have been wrought in newspapers within the last twenty, even the last ten years. The modern newspaper is an entity and speaks as a public journal, not as the vehicle or personal mouth-piece of an individual and special pleader. Newspapers have not only vastly improved as purveyors of impartial news, but they have improved in the fairness and impartiality of their editorial pages. The better class of them are no longer mere party organs. They do not hesitate to criticize their own party or its leaders and officeholders, and they give the news as it occurs, no matter what politician or party it may help or hurt. When a Republican paper does not hesitate to criticize a Republican President, and a Democratic paper freely commends him the independent spirit of the American newspaper is fairly illustrated."

GRAPHIC ARTS ANNUAL.

Fine Publication Issued by Republican Publishing Company, Hamilton, O.

The Republican Publishing Company of Hamilton, O., has in preparation "The Graphic Arts and Crafts Year Book," which is an annual review of the engraving, printing, lithography and paper-making industries. The volume will contain 200 pages and will be issued in January.

It is full of experiments and examples of high grade color and black and white illustrations, and among other features contains a detailed description of a new photo-mechanical process, which seems destined to revolutionize color printing.

The work is designed to combine art and utility and to serve as a book of reference for all engaged in the printing and allied industries. It will be printed from new type and will be of the highest standard of excellence in every particular. Joseph Meadon is the managing editor in charge of the annual. Among the contributors are:

J. Horace McFarland, Mt. Pleasant Press, Harrisburg, Pa.; A. C. Austin, editor the Illustrator, New York city; C. Howard Walker, Boston, Mass.; the Editor of the British Printer, Leicester, England; Daniel Baker, Philadelphia, Pa.; Max Levy, Philadelphia, Pa.; Leon Vidal, Paris, France; Elbert Hubbard, Roycroft's Press, East Aurora, New York; Prof. G. Aarland, Berlin, Germany; W. T. Wilkinson, London, England; C. J. Zander, London, England; Henry E. Kock, Cincinnati, O.; C. S. Partridge, Chicago; W. I. Scandlin, Brooklyn, N. Y.

WHERE GARRISON WAS EDITOR.

Bennington, Vt., Celebrates Centennial of Great Abolitionist's Birth.

One of the most interesting celebrations of the centennial of the birth of William Lloyd Garrison last Sunday was that held at Bennington, Vt., in which town Mr. Garrison resided for nearly two years and edited the Journal of the Times. The house where he lived is still standing. The building in which the paper was printed, however, was destroyed long ago and the site is marked by a tablet bearing this inscription: "On this spot William Lloyd Garrison edited the Journal of the Times, Oct. 3, 1828, March 27, 1829. Hither comes Benjamin Lundy to rest him in the cause of the slaves, Garrison departed hence to lift up in Baltimore the banner of immediate emancipation."

The People is a new Democratic weekly at Enterprise, Ala.

A PLEASANT RECOLLECTION.

Instance of Chester S. Lord's Kindliness Recalled by Up-State Newspaper Man.

Editor of THE EDITOR AND PUBLISHER:

In your account of the breakfast recently tendered Hon. Chester S. Lord, upon the completion of his twenty-fifth years as managing editor of the Sun, mention is made of Mr. Lord's innate kindness of nature, which "has won the hearts of all those who have ever been brought in contact with him." This causes me to think of an illustrative incident.

In the late spring of 1883 three up-country newspaper cubs, who were attending the annual session of the New York Press Association, visited the Sun office and were allowed to see the making of a model newspaper. After the last form had been locked up, they were passing through the city room, when a young man, whom they had noticed watching the make-up of the paper, inquired if they were in the business. "Don't you want to look around, boys?" Of course we did, and in the Sun office, too! He painstakingly explained details and appliances in a most affable manner, and wound up by showing us Mr. Dana's room. This we viewed with awe and interest, the illumination being furnished by a scrap of lighted newspaper which he held aloft, explaining that for some reason the great editor never had gas in his room. At the close of the visit we asked what position he held on the paper, and Mr. Lord, for he it was, said, "Oh, they call me the managing editor." The fact that the managing editor of the great New York Sun would take so much pains with three unimportant young beginners won their hearts in a way time will not efface from their memories.

And, by the way, before we left that morning, Mr. Lord gave the writer the first copy of the Sun that came up from the press-room, and it contained for the first time, I believe, that political expression which afterwards became so widely known and used—"Turn out the rascals!" I have it yet.

GEORGE E. MARCELLUS,
Proprietor of the Le Roy Gazette,
Le Roy, N. Y., Dec. 11, 1905.

THE PRESS NEVER SLEEPS.

How It Occasionally Uses Raw Material That It Has in Store.

Thinking its readers might wonder how the New York World could publish at a moment's notice the exciting record of Gov. Jeff Davis, of Arkansas, for the past three years, the Little Rock Gazette takes them into its confidence in this fashion:

"These big newspapers never forget. This catalogue of unhappy incidents that was published last Tuesday morning by the New York World, goes back to Aug. 15, 1902. Our readers may wonder how the World got all that information together so quickly. That was easy. The big newspapers have filing cases that fill great rooms. Every day a corps of men cuts up numerous papers and other publications and sorts the clippings by subjects. Each of these papers has an envelope, labeled 'Davis, Jeff, Governor of Arkansas.' Into that envelope are put all clippings about Gov. Davis. When information is wanted about him this collection of clippings supplies it. The writer has seen the 'Davis, Jeff' envelope in the file room of one of the New York papers. The clippings went back to the days of the first anti-trust law and the Baptist church incident. Besides, there were several pictures of the Governor.

"The only way to stop the newspapers of the country from publishing matter that is unacceptable to the people of Arkansas is to stop furnishing the newspapers the raw material."

The Greensfork (Ind.) Journal is a new paper.

PERSONALS.

Clement J. Driscoll, political writer on the New York Journal, spent last week in a vacation at St. Augustine, Fla.

H. D. Pidgeon, the well-known newspaper man, has joined the staff of Burrell's Press Clipping Bureau, New York.

A. W. Robbins, formerly of the Richmond (Va.) News-Leader, has started a paper called the Franklin Chronicle, at Rocky Mount, Va.

Cyril W. Perry, of Grand Rapids, Mich., has been made editor of the Bristol (Tenn.) Herald. Mr. Perry was formerly engaged in newspaper work in Chicago.

Charles Hopkins Clark, editor of the Hartford Courant, gave his lecture on the Philippines before the members of the New York Yale club last evening.

Charles H. Slack, who, until a few weeks ago was editor of the Bristol (Tenn.) Courier, will be editor-in-chief, it is said, of a new weekly paper soon to be started in Bristol.

William Morrow, associate editor of the American Illustrated Magazine, was in New Orleans last week on his way back to New York after his long sojourn in the West in search of literary material.

Otto Praeger, formerly night editor of the Antonio (Tex.) Daily Express, has gone to Washington, D. C., where he will represent the big afternoon dailies of Texas and several well-known dailies of Mexico as special correspondent.

James C. Latimer, for the past several months city editor of the Bristol (Tenn.) Herald, has been made business manager of the Bristol (Tenn.) Courier. Before locating in Bristol he was connected with the Alton (Ill.) Republican.

Richard H. Edmonds, editor of the Manufacturers' Record, Baltimore, attended the annual banquet of the Atlanta Chamber of Commerce last week, at which it was definitely decided that a great Southern exposition should be held in Atlanta in 1910.

Word has been received in Portland, Me., of the birth on Nov. 24 of a son to Mr. and Mrs. James Edmund Dunning in Milan, Italy. Mr. Dunning was formerly managing editor of the Portland Press. He is now serving as American consul at Milan.

Maj. Edward J. Hale, editor of the Fayetteville (N. C.) Observer, was married last week to Miss Carolin Green Mallett. Mr. Hale was consul at Manchester during President Cleveland's first term, and is one of the most prominent Democrats in North Carolina.

Matt Duhr, the well-known Western newspaper correspondent, left Davis, I. T., last week, for a sojourn with the Indians in the Arbuckle Mountains. Mr. Duhr has lived for the past several years with the various tribes of red men, studying their lives and collecting data for literary articles.

Edwin A. Nye in Demand.

It is claimed by the bureau that makes dates for Edwin A. Nye, editor of the Des Moines Daily News, that he has spoken at more college and high school commencements during the past year than any other man in Iowa. Mr. Nye's time is taken for every date he can spare from his duties.

A Bit of Rapid Fiction Writing.

John Z. Rogers, a newspaper man well known along Park Row, has just turned out a serial which was ordered by one of the magazines and which probably establishes a record for rapidity of composition. The story, consisting of 51,000 words, was completed in eight and a half consecutive days.

OBITUARY NOTES.

Paul Meurice, the author and dramatist, died at Paris last Monday. He was 85 years old. His connection with Theophile Gautier, and especially with Victor Hugo and his family gave him a prominence among Frenchmen of letters which his own works would hardly have procured for him. He collaborated with Alexandre Dumas in some of his novels and aided George Sand in the dramatization of several of her stories. He helped to edit L'Evenement in 1848, and was sent to jail for printing Charles Hugo's famous article against the death penalty. At the end of the Second Empire he edited the organ of Victor Hugo, Le Rappel, and continued with it as dramatic and literary critic. He was appointed literary executor of Victor Hugo, with Auguste Vacquerie.

The Right Rev. Patrick Cronin, managing editor of the Catholic Union and Times, of Buffalo, since 1873, was found dead in bed, last Tuesday, in Ascension Church parsonage in North Tonawanda, N. Y., where he lived. Death was due to heart disease. Father Cronin was one of the best known Roman Catholics in Western New York. He was born in Ireland in 1835 and came to the United States in 1849. He was distinguished as a literary man and gained much fame as a poet.

Thomas Moore Kenny, dean of the newspaper men of Baltimore and for thirty years court reporter for the Baltimore American, died last week, after suffering a stroke of paralysis. He was 63 years old. Mr. Kenny had a wide friendship among the prominent people of Baltimore, and among the newspaper men he was universally a favorite.

William Buyrel Chisholm, editor of the Cayuga County Independent, at Auburn, N. Y., died suddenly last Monday, of valvular disease of the heart. His son, Julius Johnson Chisholm, has for the past four years been editor of the Elmira Advertiser.

Tom Cromwell Lawrence, the illustrator, died last Monday at his home in Brooklyn. Mr. Lawrence was born in England thirty-nine years ago. Five years ago he came to this country. Most of his work appeared in the magazines.

The Rev. John Newton Hall, editor of the Baptist Flag, at Fulton, Ky., one of the best-known religious publications in its section, died last week.

Buffalo Bill's Partner Dead.

J. H. Peake, proprietor and editor of the Cody (Wyo.) Enterprise, died last week in Washington, D. C. Mr. Peake was for many years a merchant of Washington, but some six years ago he removed to Wyoming, and, in conjunction with Col. W. F. Cody (Buffalo Bill) built the town of Cody, and became engaged in various enterprises there, all of which were successful. Owing to failing health, Mr. Peake returned to Washington last June.

BRIEF ITEMS OF NEWS.

The Columbus (Ga.) Enquirer-Sun has just issued a forty-two-page industrial edition showing the remarkable growth of Columbus in recent years.

The Cleveland Star at Shelby, N. C., will be changed from a weekly to a semi-weekly after Jan. 1. New rural free delivery routes are responsible for the change.

At a meeting of the North Arkansas Press Association at Cotter the following officers were elected: President, H. D. Rantzong, Cotter; vice-president, G. E. Miller, Eureka Springs; secretary, W. L. Crow, Berryville; treasurer, Al Garrison, Marshall; historian, G. B. Cady, Rogers.

THE CHEMICAL ENGRAVING CO.

HIGH GRADE PHOTO-ENGRAVING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.

18 & 20 QAK ST. NEW YORK.

THE STANDARD ENGRAVING CO.

A NIGHT FORCE WE NEVER SLEEP

SEVENTH & CHESTNUT STS. PHILADELPHIA.

WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND PRINTING FOR THE ADVERTISER'S USE. CATALOGUES, CIRCULARS, BOOKLETS AND ARTISTIC PUBLICATIONS.

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 TYPALYN CO.,** CHARLES S. MILLS, Manager, SPECIALTY: Iron Equipment for Composing Rooms.

NEWS PHOTOGRAPHS WHICH FOCUS FACTS.

We have 15,000 subjects in stock and agents all over the world. Text supplied.

WE BUY interesting photographs. Send for our daily bulletin of news subjects.

GEORGE GRANTHAM BAIN, 15 PARK ROW, NEW YORK.

THE LOVEJOY CO., Established 1858

ELECTROTYPERS

and Manufacturers of Electrotype Machinery

444-446 Pearl Street, New York.

IN THE MARKET.

I WANT TO BUY

a newspaper in a growing town of 20,000 or 30,000 population. Must be bright prospects for paper and place it is located. Now a successful publisher in town of 10,000. Address "C. H.," care THE EDITOR AND PUBLISHER.

WANTED-TO BUY

second-hand perfecting press that will print a 4, 8, 10 or 12-page paper. Address with price, "E. A. T.," care THE EDITOR AND PUBLISHER.

PARTNER WANTED.

One-half interest in a moderate sized, up-to-date job printing office with small weekly in connection, situated just the right distance from a large city; all new material; a growing business in a growing section. Want a man capable of handling the inside to perfection, while present owner would work both inside and outside. The half interest will be sold at a very low figure to the right party. Full particulars upon request. Address "ACTIVE," Box 585, Pittsburg, Pa.

W. S. Strickland, formerly of the Johnstown (Pa.) Democrat, has purchased the Middleburgh (Pa.) Post.

TYPEWRITER RIBBONS FLIMSIES CARBON PAPER

SITUATIONS WANTED.

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

FOREMAN AND WEB PRESSMAN

wants position; has 18 years' experience on newspaper and pamphlet presses; can handle help; knows how to get out a paper and get it out on time; can furnish the best of reference. Address "O. MIDDENDORF," 1273 East Third Street, Cincinnati, O.

TRADE JOURNAL CORRESPONDENT.

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

CIRCULATION MAN,

competent, many years of experience, commencing next month will visit about 75 different principal cities on his travels, desires employment whereby he could occupy his spare time. Address "ABILITY," 330 First avenue, New York.

WEB PRESSMAN

desires to better himself; has 18 years' experience in pressrooms as foreman and pressman; can handle help; know how to get out a paper and get it out on time; understand stereotyping and mailing; can furnish the best of reference. Address "O. M.," 1273 East Third street, Cincinnati, Ohio.

PUBLISHER'S ASSISTANT.

Gentleman, well acquainted with the details of the position, seeks employment. Address "J. B.," 219 Franklin street, Astoria, L. I.

FOR TRADE JOURNALS.

I can write more "lay" copy for journals. Address "J. W. S.," care THE EDITOR AND PUBLISHER.

ALL ROUND NEWSPAPER MAN

of long experience open for engagement. Bright editorial writer, besides reportorial. Can take charge of advertising end. Country, daily or weekly preferred. Address "W. F. S.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

MANAGER FOR SOUTHERN OFFICE

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

A YOUNG UNMARRIED JOB PRINTER

competent to solicit work for an old established printing establishment. One from a weekly newspaper office preferred. Address "JOBBER," care Lyman D. Morse Agency, 35 Park Row, New York.

EDITOR FOR A DAILY PAPER.

Applicant must invest in stock of the company. "NORTHAMPTON PRINTING AND BINDING COMPANY," Northampton, Mass.

FOR SALE.

\$2,700—Splendid independent weekly in Southern Michigan, in town of 400, with four towns and city of 30,000 near by to draw from. Power plant, Thorne typesetting machine, and good equipment. Did a business last year of \$2,725. Advertising alone runs over \$1,500 per year. It is a splendid agricultural section, and an investment that always has and always will pay well. Established 14 years. Proposition No. 2. Send for list of desirable daily and weekly newspapers. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

TRADE PAPER FOR SALE.

An old established trade paper, enjoying large advertising patronage, live cash-in-advance subscription list, with unlimited field, and capable of unusually profitable development. An opportunity for a live, hustling businessman. Address "BLOODGOOD," care THE EDITOR AND PUBLISHER.

We have a surplus of news print which we will sell below the market price to quick buyers. Quality guaranteed. In replying please state how much you use per annum and from whom you are now buying. Address "T. J.," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTIONS delivered prepaid, 75c. 6 or more, 50c. each Cash with order. All newspaper screens; service day and night. Write for circulars. References furnished. "NEWSPAPER PROCESS ENGRAVER," P. O. Box 515, Philadelphia, Pa.

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.

Percival K. Frowert, Philadelphia, is asking rates for a page ad in morning papers.

E. P. Remington, New York, will make renewals for the Hunyadi Janos advertising in January.

N. W. Ayer & Son, Philadelphia, are putting out some extra copy for the Curtis Publishing Company.

The Welch Advertising Company, 76 West One Hundred and Twenty-fifth street, New York, is asking for rates.

J. V. Ewan, Cincinnati, O., is placing a contract for 5,000 lines for George S. Beck, Wonder Workers, Reading, Pa.

J. Walter Thompson, West Twenty-third street, New York, is sending out orders for the Smith Buchu advertising.

Danchy & Co., Murray street, New York, are placing some advertising for the American Telephone and Telegraph Company.

The Ben B. Hampton Agency, West Twenty-second street, New York, is putting out some copy for Navy Smoking Tobacco.

Rudolph Guenther, 108 Fulton street, New York, is placing 1,000 lines in Sunday papers for the Dr. Bromely Company, Obesity Pills.

The Allen Advertising Agency, 41 West Thirty-fourth street, New York, is placing advertising for the Gilsey House, New York, on an exchange basis.

E. N. Erickson, advertising agent, Park Row Building, New York, is placing orders for Alcock's Porous Plasters and the Brandreth Pill advertising.

N. W. Ayer & Son, Philadelphia, is placing the advertising for the John Fitch Coffee Company, in small city dailies. The space to be used is 5,400 lines.

The Lyman D. Morse Agency, Potter Building, New York, is sending out orders for Brown's Troches. The space to be used is one inch for twenty-six insertions.

The Ross Newspaper Advertising Agency, Pittsburg, is sending out 5,000 lines for the Pittsburg Pharmaceutical Company to daily papers. It is paying cash with the order.

Albert Frank & Co., New York, will place the financial advertising for Harvey Fisk & Son, 62 Cedar street, New York, for an eight-million-dollar bond issue of the Bethlehem Steel Company.

Lord & Thomas, 150 Nassau street, New York, are placing some advertising for the Hotel Chamberlain, Fortress Monroe, Va. This agency is also placing contracts for Whitney's Flesh Food, Elmira, N. Y.

Burrell & Fowler, Cleveland, have secured the contract of the Glidden Varnish Company for the Jap-a-lac advertising. The advertising will go to the larger city dailies. It is said that 5,000 lines will be used.

NEW CORPORATIONS.

Newark Dispatch Publishing Company, 80 East Kinney street, Newark, N. J., printers, etc. Capital, \$25,000. Incorporators: M. W. Guinness, 43 Johnson street, Newark, and others.

California (Pa.) Independent Publishing Company. Capital, \$5,000.

The Du Bois (Pa.) Express has just installed a new Duplex Perfecting Press.

ADVERTISING NOTES.

Arch M. Catlin, Chicago manager for Eugene VanZandt, the New York special agent, was in New York this week.

J. T. Beckwith, of the S. T. Beckwith Special Agency, New York, has been covering the New England field this week.

Dr. R. A. Sproule, the eye and ear specialist, Boston, who is an extensive general advertiser, was in New York this week.

The Memphis News-Scimitar has issued a statement that the increase of advertising during the month of October over that of September is 128,550 agate lines.

T. F. Sykes, formerly with the George B. VanCleve Agency, Temple Court, New York, is now connected with the Haulenbeck Advertising Agency, Union Square, New York.

W. B. Robey, representing the Topeka Daily Capital and other Capper publications, with headquarters in the United States Express Building, Chicago, was in New York several days this week.

Studying Eastern Circulation Methods.

Frank S. Adams, one of the best known circulation managers on the Pacific Coast, is on a visit to the East. Mr. Adams was very successful for two years in building up the circulation of the Oakland Herald, and for more than a year has owned the circulation of the Humboldt Times. Mr. Adams has worked up the circulation of the Times to such a point that it is said to net him \$300 a month. He will travel for the next six months, investigating circulation and advertising methods in the East.

Uses Want Ads to Boom City.

The Houston Business League is using the want ad columns of Western papers to advertise the commercial advantages of that city. George P. Brown, secretary of the league, says numerous replies have already been received from various sections of the country. "This method," said he, "is proving one of the best we have yet adopted as a means of getting Houston before the people who have money to invest. A little later we shall probably place similar ads with some of the Eastern papers."

Represents Spare Moments.

Albert M. Thornton, with offices in the Penn Mutual Building, 24 Milk street, Boston, Mass., has been appointed New England representative for Spare Moments, published by Leonard Darbyshire, at Rochester, N. Y. It is said that Spare Moments has reached a circulation of over a quarter of a million and it is reported to be giving good results to its advertisers.

Business Magazine's Christmas.

It is said that over three carloads of paper, amounting to more than seventy-five tons, were used in producing the Christmas number of the Business Men's Magazine, Detroit, Mich. A circulation of 132,000 is claimed for this edition, with 125 pages of advertising. There is some splendid three-color work in the reading section and the table of contents is most inviting.

Advertising a Revival.

"Get Right With God" is the heading of a large display advertisement appearing in the newspapers of Dover, Del., during a revival meeting which is being held in that city by Rev. Frederick Bayliss, of the Methodist Protestant Church. Mr. Bayliss is an Englishman, but has been in America long enough to believe in its methods of advertising.

CLASS ADVERTISING MEDIUMS.

Advantages of Reaching Clientele of Agricultural and Religious Publications.

In his sixth lecture before the class in advertising at the Twenty-third street branch of the Y. M. C. A. on "Class and Trade Papers," Frank L. Blanchard said:

"Without doubt the most important of class publications in point of circulation, influence and power to produce results are those devoted to agriculture. Did you ever stop to think that two-thirds of the population of the United States, or 56,000,000 people, live in the country? Were you aware that the value of this year's crops amounted to the stupendous sum of \$6,400,000,000? We who live in the cities have an exaggerated idea of our own importance and are inclined to look down on those who till the soil, raise the crops, breed the cattle and really produce the wealth that enables us to live in the great centers of population.

"As the farmers and the miners are the real creators of our natural wealth they are the ones who have the bulk of the money to spend. Individually these fortunes probably do not average as high as those of men engaged in other lines of work in which brains rather than brawn is the chief aid of capital. Nevertheless, in the aggregate, their wealth far exceeds that of any other class.

"Now the advertising mediums which more directly appeal to the farmers are the agricultural weeklies and monthlies of national circulation. I doubt very much whether you can find in any State in the Union a farmer who is intelligent enough to read who does not subscribe to a periodical of this character. Such is the rivalry among the publishers for large circulation that the whole country is gone over not once but a dozen times a year by solicitors for subscribers. The work of these men is supplemented by sample copies, by appeals through the mails in the form of letters and circulars and by other persuasive methods.

"The farmers of to-day are not like the farmers of yesterday. They are better educated and have more money to spend because of a succession of big crops during the past decade. They have paid off their mortgages and are surrounding themselves with the comforts and even the luxuries of life. The extension of the railroads, the installation of the telephone, the establishment of the rural free delivery mail service, and the introduction of electric power has revolutionized farming methods and the social life of all those who live in the agricultural districts. The farmer is no longer an isolated member of the community.

"Advertisers are rapidly rising to the appreciation of this situation. A new and apparently inexhaustible buying power has come into our commercial life.

"The religious newspapers occupy a strong position in America. There is not a church organization of any kind that does not have its denominational periodical. The great sects, such as the Methodists, the Catholics, the Presbyterians, the Baptists and the Episcopalians, are represented by from half a dozen to thirty. The more important are conducted by doctors of divinity who stand high in church circles. The editors are principally men who have achieved national distinction as writers and speakers. They not only attend to the special duties of their positions, but they are expected to be present at important denominational conferences and take part in the discussions, and thus keep in active touch with the spiritual and temporal state of the membership.

"Shrewd business men have not been at all backward in seizing upon the advertising space of these church papers for the purpose of selling goods. They know that their subscribers have implicit faith in the publishers and editors and believe that no article would be offered for sale in the columns of such periodicals if they were not just as represented. So you see that this confidence has a commercial value."

CHANGES IN SUBURBAN LIFE.

Will Print at Harrisburg — J. Horace McFarland, Associate Editor.

Beginning with the February number, Suburban Life, Boston, will be printed from the Mt. Pleasant Press of the J. Horace McFarland Company of Harrisburg, Pa. Besides the change of printing arrangements, this means a valuable addition to the editorial staff, for J. Horace McFarland, who for the past five years has been one of the foremost exponents of country living in America, and who is president of the American Civic Association, becomes associate editor of the publication.

The J. Horace McFarland Company formerly printed Country Life in America, and more recently the Country Calendar, and for the past five years has given special attention to this sort of magazine work. With the change more pages are to be added to Suburban Life and it will be otherwise improved.

W. A. Trowbridge, until recently engaged in the advertising department of the Country Calendar, has been added to the advertising staff of Suburban Life.

TO MEET IN ROCHESTER.

Ad Club of Western New York and Ontario to Resume Activities.

The Ad Club of Western New York and Ontario will resume its meetings after the first of the year. The January meeting will be held at Rochester and a number of prominent advertisers will be present and deliver addresses. It is also planned to hold a meeting at Toronto a little later to accommodate the Canadian members of the Club. The membership now comprises approximately 200 of the leading advertising men of Western New York and Ontario.

Guy W. Ellis, advertising manager of the Rochester Times has been appointed secretary to succeed F. H. Greene, of the Matthews-Northrup Works, Buffalo, who has resigned. E. F. Olmsted, of the Natural Food Company, Niagara Falls, is president of the club.

Organizing a Memphis Press Club.

A meeting of the newspaper men of Memphis, Tenn., was held last week to organize a press club. Frank Bell was made temporary chairman, and Leonidas Polk, temporary secretary. The following were appointed a committee to draft a constitution: H. T. Quinn, chairman; W. H. Adler, L. G. Fritz, Leonidas Polk and John Leisk Tait. Those in attendance were: G. M. McCormick, H. T. Quinn, Frank Bell, Louis Fritz, J. G. Moyston, E. E. Houk, Albert Moore, Russell Kent, Al Beer, John Duffy, Jr., G. B. Wathen, H. T. McDaniel, Charles C. Harp, P. K. Spicer, R. C. Rice, T. C. Ashcroft, P. T. Wilson, A. C. Mitchell, Arthur J. Forhes, George T. Fry, J. Volney Linck, Dudley Glass, Leonidas Polk, T. G. Scarbrough and John Leisk Tait.

The Central Printing Company and the R. H. Cowan Printing Company of Muncie, Ind., have combined.

The STAR-CHRONICLE ST. LOUIS.

One of the important papers of the
SCRIPPS-McRAE LEAGUE
is the most reasonable exclusive newspaper value for advertisers in St. Louis. Investigate the field and avoid duplicate circulation.

FOREIGN ADVERTISING MANAGERS:

D. J. RANDALL, Tribune Bldg., New York.
I. S. WALLIS, 1st Nat'l Bank Bldg., Chicago.
W. O. MILLINGER, Am. Trust Bldg., Cleveland.

POSTOFFICE REPORT.

(Continued from page 1.)

prises throughout the country engaged in the sale of merchandise generally. Local merchants almost without exception, advertise their wares in publications passing through the mails, but it has never been suggested that the Post-office Department should undertake to supervise or regulate the conduct of such enterprises.

"In the year ended June 30, 1905, fraud orders to the number of 357 were issued, or more than twice the number promulgated the preceding year, which was 167. Of the total number of orders issued in the fiscal year 1905, eighty-two were supplemental to previous orders and intended to reach persons and concerns whose business had been theretofore declared fraudulent, and who were seeking to continue it under new names.

"The work of purifying the mails is not confined to the suppression of frauds and lotteries, but includes as well the exclusion therefrom of obscene, indecent and scurrilous matter, and the punishment of those found to have deposited such matter for transmission. A more strict enforcement of these statutes recently has brought about highly gratifying results.

SECOND CLASS MAIL MATTER.

"The report says that matter of the second class approximates in weight two-thirds of the bulk of all mail matter, yet produces only about four per cent. of the postage revenue. A portion of it is carried free, and on the remainder of it the revenue is one cent a pound. The cost to the Government of handling all mail matter is between 5 and 8 cents a pound. 'If,' the report says, 'it costs the Government as much as 5 cents a pound to handle this matter in the mails, it will be seen that the amount paid out was \$33,155,350.40. The actual revenue was \$6,186,647.54. The report recommends a thorough revision of the whole subject by Congress and the enactment of a statute to take the place of those existing which will render unnecessary, in determining the class to which any mail matter belongs, the consideration of such questions as those upon which second class matter now depends. A flat rate, determinable upon the material thing itself, is what is needed. There should be provision for special treatment of newspapers and periodicals as distinguished from ordinary printed matter, and the present plan of receiving them without the necessity of affixing postage stamps should not be changed."

RURAL FREE DELIVERY.

The report says that there is already a decided improvement in the rural free delivery service, but the work of reorganization and inspection must be still further prosecuted. The policy of the future contemplates:

"The discontinuance without delay of any route where it is found an inspection that because of a lack of appreciation of the service the expenditure involved is unwarranted.

"The discontinuance of all postoffices, when not inconsistent with the existing law, if the patrons can be adequately served by rural free delivery. This will result in many instances in saving to the department the amount of the cancellations.

"The substitution of every other-day service for daily service where the patronage is not sufficient to warrant daily service, thereby discontinuing the employment of a carrier.

"The restriction of service on routes to not more than one delivery and collection daily.

"The requirement that conditions precedent to the establishment of rural delivery shall be a possible patronage of one hundred families on a standard route of twenty-four miles, or a proportionate number of families on routes of less length; and that roads shall be kept in good condition, unobstructed by gates, with all streams fordable at all seasons of the year; provided that in completing the service in a county the average patronage per route shall be not less than ninety families.

"The requirement that before a route is

installed the postmasters shall certify that not fewer than three-fourths of the possible patrons have provided for approved rural mail boxes.

"The requirement that all patrons not using an approved box, or a box which can be approved under the regulations, shall provide themselves with an approved box, whether the box now in use by them was erected prior to Oct. 1, 1902, or not."

Among the Postmaster General's recommendations are:

A more thorough organization of the free rural delivery service and a closer inspection of it, which, while insuring every needed extension, shall prevent the giving of these facilities where they are not warranted.

A simpler classification of mail matter, as follows: First, letters; second, printed matter; third, merchandise.

A more stringent restriction of the franking privilege.

FIRES IN NEWSPAPER SHOPS.

One Plant in Gate City, Va., Destroyed and Another Badly Crippled.

The building at Gate City, Va., housing the Herald and the Sentinel was burned last week, causing a loss, above insurance, of \$4,000. The Sentinel plant, valued at \$1,000, is a total loss and the paper will not resume publication. The Herald saved its job press and type, but suffered a loss of \$1,500, with no insurance. It will get a new press and engine at once, and is filling its orders for printing.

Fire in the building of the Press Publishing and Printing Company at Homestead, Pa., last Saturday, did \$10,000 damage. The three-story frame building was destroyed and the printing plant ruined. A defective furnace is supposed to have caused the fire.

The Greenville (N. Y.) Sentinel office caught fire one day last week, but the flames were extinguished before serious damage resulted.

Missouri Editors Elect Officers.

L. C. Gooden, of the Parnell (Mo.) Sentinel, was elected president of the Northwest Missouri Press Association at its recent meeting in St. Joseph. The other officers elected are: Vice-presidents, W. H. Harrison, of the Maysville Pilot; W. H. Bowman, of the King City Democrat; T. S. Ballen, of the Princeton Press; corresponding secretary, P. R. Dunn, of the Maysville Democrat; recording secretary, H. Hampton Garver, of the Grant City Times; treasurer, J. P. Tucker, of the Parkville Gazette; historian, H. E. Robinson, of the Maryville Republican. The association publishes a history at intervals of five years and Mr. Robinson will prepare it for publication during the ensuing year.

Now an Independent Paper.

The Chester (Pa.) Morning Republican, of which Crosby M. Black, a member of the Pennsylvania State Legislature, is editor and publisher, announced last week that it will henceforth be independent in politics. The announcement attracted considerable attention on account of Mr. Black's former political affiliations.

To Have Its Own Building.

The Simmons Publishing Company, of Springfield, O., expects to erect a building for the use of its publications, Farm News and Farm and Trades. Mr. Simmons intends to direct the advertising of Men and Women, a Catholic publication of Cincinnati, in connection with his business in Springfield.

To Make and Deal in Presses.

The Imperial Art Press Company has been organized at Kittery, Me., with \$250,000 capital stock, for the purpose of manufacturing and dealing in printing presses, etc. The officers are: President, O. Sumner Paul, of Kittery; treasurer, Jesse E. Forsyth, of Kittery.

DALY'S DEBUT IN NEW YORK.

Philadelphia Humorist Makes First Appearance Here as a Lecturer.

Thomas Augustine Daly, secretary of the American Press Humorists and manager of the Catholic Standard and Times of Philadelphia, made his first appearance in New York as a humorous lecturer last Monday evening at the Catholic Club, where he addressed the Xavier Alumni Sodality, taking as his subject "The Little Things." The finely appointed hall of the club was filled to overflowing with admiring listeners.

The Xavier Alumni Sodality is composed exclusively of college men, and their approval of Mr. Daly, expressed with such heartiness as it was on Monday evening, is a valuable testimonial to his worth.

Mr. Daly, formerly of the Philadelphia



THOMAS AUGUSTINE DALY.

Record, is the author of "Jests and Jingles" in the Catholic Standard and Times, which is widely copied. His Italian dialect verse is particularly popular. Here is a sample:

CARLOTTA MIA.

Gulseppe, da Barber, ees greata for "mash."
He gotta da bigga, da blacka mustache,
Good clo'es an' good styia an' playnta good cash.

W'enever Gulseppe ees walk on da street,
Da people dey talka "How nobby! How neat!
How softa da handa, how smalla da feet."

He rais hees hat an' he shaka hees curls,
An' smilla weeth teetha so shiny ilke pearls;
Oh, many da heart of da silly young girls

He gotta.
Yes, playnta he gotta—
But notta
Carlotta!

Gulseppe, da Barber, he make da eye,
An' ilke da steam engin puffa an' sigh,
For catcha Carlotta w'en she ees go by.

Carlotta she walks weeth her nose in da air,
An' look through Gulseppe weeth faraway stare
As eef she no see dere ees som'body dere.

Gulseppe, da Barber, he gotta da cash,
He gotta da clo'es, and da bigga mustache,
He gotta da silly young girls for da "mash."

But notta—
You hat my life, notta—
Carlotta,
I gotta!

HARMSWORTH MADE A PEER.

London Newspaper Proprietor's Rapid Rise to Place in House of Lords.

Sir Alfred Harmsworth, proprietor of the London Daily Mail and some forty other English journals, was created a Viscount last week, when the Balfour retiring honor list was issued. His rapid rise to a place in the House of Lords is said to have no parallel in English history. Lord Glenesk, of the London Morning Post, and Lord Burnham, of the London Daily Telegraph, the other great newspaper proprietors who have been elevated to the peerage, reached that position in the second generation and only after decades of loyal party services. As Viscount, Harmsworth will take precedence over Lord Glenesk and Lord Burnham, who are Barons. Unfortunately he has no son to carry down his honor to posterity, but it is suggested that after a few years another Tory premier may extend his patent of nobility so that the title may descend through his elder brother's family.

Alfred Charles Harmsworth, who has achieved his great wealth, his tremendous influence in journalism and now a peerage at the age of forty, is the son of a Dublin lawyer. He began his successful journalistic career with a penny weekly paper, Answers to Correspondents, which appeared on June 12, 1888, from one small upstairs room at 26 Paternoster Square, London, with Alfred Harmsworth as proprietor, manager, editor and publisher combined in one. From this small beginning has grown what is perhaps the greatest publishing business in the world, the Amalgamated Press, Ltd., which controls nearly forty weekly and monthly periodicals claiming a combined circulation of over 6,000,000.

These figures do not include any of the daily newspapers owned by Sir Alfred Harmsworth. In this field he was the first successfully to break down the barriers of conservatism that surrounded English newspapers and to introduce the more energetic and aggressive methods that have characterized American journalism.

Medical Journal Changes Name.

The name of the Alkaloidal Clinic, published by Drs. Abbott and Wanhg, Chicago, is changed to the American Journal of Clinical Medicine. All the present editorial force is retained, and there will be no change in the management, financial or otherwise, but to the staff is added Dr. William J. Robinson, of New York city, who will conduct a department of "Dermatology and Genitourinary Diseases," and Dr. Emory Lamphear of St. Louis, who will conduct a department of "Surgery, Obstetrics and Gynecology." Other departments will be added as arrangements can be made therefor.

Officers of Wilkes-Barre Club.

The Wilkes-Barre (Pa.) Press Club has elected the following officers: President, P. J. Ramsay, of the Times; vice-president, P. P. Mangan, of the Record; secretary-treasurer, R. L. Daily; recording secretary, R. A. Ward. Board of trustees, A. W. Betterly, Saturday Reporter; H. H. Miller, Leader; John J. Burke, Record. Membership committee, W. P. Gallagher, Leader, F. C. O'Neill and J. A. Sweeney. Librarian, J. Bennett Smith.

TELEPHONE 4945 JOHN.

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108 Fulton Street
DOWNING BUILDING, NEW YORK.

KEYSTONE EDITORS' PROGRAM.

Meeting in January Promises to Be an Interesting One.

Gov. Pennypacker and Attorney General Carson have been invited to attend the banquet of the Pennsylvania State Editorial Association to be held on the evening of Jan. 16 at Harrisburg.

John Lee Mahin, of the Mahin Advertising Agency, of Chicago, will address the convention on the subject, "The Newspaper and the Advertising Agency," and Ernest G. Smith, of the Wilkes-Barre Record, will introduce the subject, "Co-operative Buying."

The other subjects and speakers will be as follows: "Is the Semi-Weekly Issue More Desirable and More Profitable Than a Weekly Newspaper," B. F. Haines, Honesdale; "How to Make a Daily Newspaper Pay in a Small Town," E. B. McKee, Review, Towanda; "Editorial Influence, its Value Ethically and in Dollars and Cents," C. A. Rook, publisher of the Pittsburg Dispatch; "Should Publishers Accept Advertising From Outside Competitors of Local Merchants," R. P. Hapgood, Evening Star, Bradford, secretary of the association.

A. Nevin Pomeroy, of the Chambersburg Repository, president of the association, will preside at the meeting.

Reading Club's Housewarming.

The Reading Press Club took formal possession of its new rooms at 40 North Sixth street, in that city, last week. Charles W. Gerhart had charge of the housewarming and decoration of the rooms. At the regular meeting of the club the following officers were nominated: President, Lewis G. Early; vice-president, A. N. Burkholder; secretary, W. Frank Mohr; financial secretary, Robert W. L. Moyer; treasurer, H. W. Zimmerman. Board of governors, James J. Burns, William Sterrett and John Weiler. It was decided that the annual banquet should partake of the nature of a celebration of the two hundredth anniversary of the birth of Benjamin Franklin, on Jan. 17.

Speakers for Dinner at Binghamton.

The Binghamton (N. Y.) Press Club will have Lieut.-Gov. M. Linn Bruce as one of the principal speakers at its annual banquet to be held in January. Hon. James T. Rogers, who was appointed a committee of one to secure the speakers, will try to get Charles T. Hughes, inquisitor for the insurance investigation committee, as another speaker. William Travers Jerome, District Attorney of New York, was invited, but he is so busy that he will be unable to attend.

Planning for Denver Convention.

The Pen and Pencil Club, of Philadelphia, is forming a "Denver Club," to consist of one hundred newspaper writers, who will go to the Convention of the International League of Press Clubs, to be held in Denver next August. Warren R. Given, who is secretary of the Denver Press Club, has assurances from many leading writers of this country and of Europe that they will attend the convention.

South Dakota Editors in the East.

The members of the South Dakota Press Association that visited Washington last week were escorted from Chicago by R. P. Haase, traveling passenger agent of the Baltimore and Ohio Railroad. The party was headed by H. Wentzy, of the Pukwana Press, president of the association. The editors spent five days visiting various points of interest in the East.

Edwin B. McCluer has purchased the half interest of James P. Smith, in the Central Presbyterian of Richmond, Va., and becomes associate editor.

Publishers Press Told The Real Story

Of the Bungling Execution of Mrs. Mary
Rogers at Windsor, Vt.—PUBLISHERS
PRESS Was First to Flash News
of Hanging to the World.

"As upon several other occasions when important events have been chronicled by the newspapers, the story of the Rogers hanging given in the Morning News was markedly different from those of the other papers. More important still, the account was the correct one. This is a further testimonial of the accuracy and completeness of the PUBLISHERS PRESS, of which service the Morning News is a member. * * * The PUBLISHERS PRESS representative was among those to obtain the full and correct story of the affair."—Lewiston (Me.) Morning News.

PUBLISHERS PRESS:

We beat opposition eight minutes on Rogers death flash. Fine.

S. W. BOGART,
Cleveland Press.

PUBLISHERS PRESS:

The first report of the Rogers execution came through PUBLISHERS PRESS.

Pittsburgh (Pa.) Chronicle Telegraph.

PUBLISHERS PRESS:

We beat opposition here on Rogers bulletin.
Cincinnati, (O.) Post.

PUBLISHERS PRESS:

We got out before opposition papers.
Boston (Mass.) American.

FOR PARTICULARS AND RATES ADDRESS

PUBLISHERS PRESS

PARK ROW BUILDING, NEW YORK CITY.

