

# THE EDITOR AND PUBLISHER

## A JOURNAL FOR NEWSPAPER MAKERS.

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### COAST AD MEN MEET.

FIRST QUARTERLY CONFERENCE OF THEIR ASSOCIATION HELD AT LOS ANGELES.

Project of Advertising California Fruits to Stimulate a Demoralized Market Comes Up for Discussion—Business Sessions Followed by Brilliant Banquet in the Evening With Many Prominent Speakers—What the Association Stands For and the Work It Is Doing.

The first quarterly meeting of the Pacific Coast Advertising Men's Association was held on Oct. 22 at Los Angeles, and was attended by fifty of the most prominent publicity specialists on the Coast. In the morning a business session was held at which routine work was transacted, and the afternoon was given over to an informal discussion of advertising topics. In the evening a banquet was held at the Angelus Hotel, and on the following day the ad men enjoyed a trolley ride to points of interest out of Los Angeles.

H. P. Stabler, of Yuba City, Cal., chairman of the California Fruit Growers' advertising committee, who is president of the association, was unable to be present at the day sessions because of urgent business, but he was on hand in the evening and presided over the banquet as toastmaster. J. A. Johnston, advertising manager of the Weinstock-Lubin Company, San Francisco, who is California vice-president of the association, took Mr. Stabler's place at the executive sessions.

Among the scheduled speakers were E. W. Hazen, president Agate Club, Chicago, and Western manager of the Curtis Publishing Company; Alfred Holman, editor of the Sacramento Union; H. P. Stabler, of Yuba City, president of the association; R. C. Ayres, advertising manager S. N. Wood & Co., and president of the Ad Club of San Francisco; J. A. Johnston, San Francisco, vice-president of the association, and G. C. Barnhart, of Barnhart & Swasey Advertising Agency, San Francisco.

Los Angeles men who were down for addresses included S. T. Clover, managing editor Los Angeles Express; George H. Stewart, secretary Pacific Creamery Company; Gail Borden, a well-known international advertiser; Abbott Kinney, publisher of the Saturday Post and the pioneer of cigarette advertisers; W. D. Curtis, of Curtis-Newhall Company; Winfield Scott, manager Graphic; J. W. Eccleston, and C. W. Fleming, Los Angeles manager of the American Type Founders Company.

The arrangements for the meeting were in the hands of the following entertainment committee: R. A. Read, V. C. Peck, and H. C. Ackerly, of the Los Angeles Evening Express.

The reception committee consisted of A. F. Hoehner, Mackie-Fredericks; Irving Smith, Times; T. Newman, publisher. The following constituted the press committee: Irving Smith, Times; George Katz, Examiner; W. H. Bryan, Herald, and H. C. Ackerly, Express.

#### ADVERTISING CALIFORNIA.

California came in for a good share of  
(Continued on page 3.)



DAN A. CARROLL. (See page 6.)  
REPRESENTATIVE OF A STRONG LIST OF AFTERNOON NEWSPAPERS.

### COLORADO LOTTERY DECISION.

Where Article Is Bought and Paid for Guessing Contest Is Legal.

An interesting decision regarding lottery has just been rendered in Colorado in the case of a guessing contest being conducted at Pueblo, whereby the Imperial Hotel, operated by Miller & Bahne, and valued at about \$250,000, is to be given away for the sum of \$1 to the fortunate person who buys a souvenir book of Pueblo and guesses nearest to the official vote cast for the successful candidate for President.

The legal point raised was as to whether or not the scheme was a lottery. This has been definitely decided by a recent decision of the courts, which states that where an article is bought and paid for, the seller is entitled to give the purchaser a free chance to guess on, or to estimate, the Presidential vote, and to offer a prize to the successful persons or person.

#### Explosion in a Newspaper Office.

By an explosion of gas in the Boliver (N. Y.) breeze office last Monday the side of the building was blown out and the office was set on fire. The flames were extinguished without much damage, though Miss Bernice Palmer, a compositor, was probably fatally injured.

### ALBERT PULITZER'S PLANS.

Thinks He Will Engage in Newspaper Business at Denver or Frisco.

Albert Pulitzer, who for some time has lived in London, where he has been interested in a number of publications, is now on a trip through the Western States. While in Denver the other day, he said in an interview that he was favorably impressed with the possibilities of that city and might engage in the newspaper business there. "Ultimately, I expect to go to the Coast," he added, "and if I do not locate in some town of the Middle West, I may get a paper in Frisco."

Albert Pulitzer is a brother of Joseph Pulitzer, proprietor of the New York World. He was the publisher of the old New York Journal and sold it to John R. McLean, from whom William R. Hearst purchased it in 1895.

#### Change in Illinois Paper.

Warren L. Eastman, who has been half owner of the Moline (Ill.) Daily Journal for the past eight years, has sold his stock to J. I. Stanley and will retire from the paper in the spring. Mr. Stanley will add to the equipment and make the Journal plant equal to the increased demands of the business.

### THE SUBWAY SIGNS.

POPULAR PROTESTS AGAINST NEW PHASE OF THE BILLBOARD NUISANCE.

Letters to Press and Officials Voice Sentiment of People Against This Form of Publicity—Its Unsanitary Effects—Engineers, Art Societies and Majority of Rapid Transit Commission Eager to Do Away With Practice—History of Case and Its Legal Aspects.

The public repugnance to the billboard and poster was probably never shown more clearly than in the case of the new subway in New York. Since the service was opened to the public a week ago last Thursday, protests from citizens in the shape of letters to the press, letters to the officials of the Interborough Railway Company, and to the Rapid Transit Commission have poured in at an astonishing rate. Many who have not written have shown their displeasure by turning the signs (which have not yet been permanently placed) to the wall. Some have gone so far as to mutilate the advertisements, and men with paste brushes have been kept busy replacing them.

A great many of those who took their first ride on the new subway were surprised at the presence of advertisements in the stations. They had been given to understand that they were at last to have railway stations that were free from the poster nuisance, and the expressions of disappointments, at sight of the ever-present billboards, were many.

Besides the objection that they mar the effect of the otherwise beautiful stations, the matter of sanitation enters in as a strong factor against permitting the poster nuisance to continue. To keep the subway free from contaminating diseases, the stations are to be lined with tiling. It is learned that this precaution will be in large part unavailing, with the man of the bucket and brush slopping about the corridors and spreading on his germ-collecting paste. The million dollars annually, which it is said will accrue from the advertising privilege, will scarcely compensate for the imperiling of the public health and welfare which it will entail. If the Rapid Transit Commission continues to permit the nuisance it is not unlikely that some concerted action will be taken to cause it to change its course.

In giving the history of the advertising nuisance in the subway, the New York Sun of last Tuesday said:

#### HISTORY OF THE NUISANCE.

"As to the advertising signs on the subway stations, which are calling out adverse public comment, it came out yesterday that the city has the majority of the Rapid Transit Commission, and especially the subway engineers, to thank that the tiled stations are not a great series of billboards.

"From the first, it was apparent that the Interborough Company wanted advertising privileges. The engineers had other plans. It was their idea to make the subway not only the fastest and most convenient in the world, but also the most beautiful. They hit on the tile plan because tiles are kept antiseptically clean most easily of all material, and in

an underground station, where the sunlight does not penetrate, the fight with the germs is a living issue. Physicians are criticizing on this ground the loading up of the stations with zinc and paper signs.

"But there was the Interborough fighting for advertising, and the commission hardly dared refuse altogether, because in those days the subway was a doubtful project. Finally a compromise was agreed upon. It is stated in a clause of the contract for the main line, which declares that no advertising in cars or on platforms which interferences with the proper identification of stations shall be permitted.

"In drawing their plans for stations the engineers kept this clause in mind and used it to limit the advertising space as much as possible. That accounts for the use of station numbers and initials in the scheme of decorations—like the '33' on a shield at the Thirty-third station and the conventional 'BB' design at the Brooklyn Bridge.

"Those are marks of identification and to cover them with advertising would be in direct violation of the contract. They went further. They made a separate scheme of decoration for every station like the frieze of conventional leaves in subdued colors at Spring street and the black frieze at Bleecker street. These also are marks by which the stations may be identified, and it was hoped, by carrying this decoration far enough, to limit advertising to an unprofitable area.

"However, there was conflict over the first designs. The Interborough people, it was discovered, had a passion for simplicity in decoration. They kept bringing pressure to bear to abolish 'needless ornamentation.' It was 'simplicity' they wanted. In the end the designers had to modify their plans so as to leave the base of the walls 'simple' for six feet or so up.

#### BETTER PLANS FOR BROOKLYN BRANCH.

"By the time plans were drawn up for the Brooklyn extension, things were different. By that time Contractor McDonald had proved that he could overcome the engineering difficulties which made the success of the first subway so doubtful. The commission didn't have to beg for a lessee, and one of the first things insisted on was a clause prohibiting any advertising, of any kind, in the Brooklyn branch. The commission even saved its feelings by getting the words 'ugly and disfiguring advertising' in the new contract, just to show how they felt about it.

"While they knew all the time just what the Interborough was after, the subway engineers didn't have official notice that 'simplicity' meant red and purple and blue and yellow breakfast food and corset ads until a few days before the subway was turned over to the company. A dray drove up to the new City Hall station, whose decoration has been their joy and pride. It was loaded with the four-foot zinc signs which now disfigure all the stations. The driver carried fifty of them downstairs, arranged them just where they would do the most harm and went away. They were discovered before the day was over and pitched out into the street. However, on the day when the road was handed over the driver came back with more signs. The number has been added to every day.

"There is still more room. Several stations have places where you can see the white tiling, and more zinc signs with their elegant gilded frames and pretty combinations of colors may be expected any day. Last night the Forty-second and Broadway station had fifty-one of these signs, not counting posters on the walls of an unfinished exit. Astor Place, where the symbolic decoration is the heavier was a heavy sufferer. There were forty-three zinc signs, two of them six feet high.

"Some of the zincs were dented and bent a little, where wayfaring men had kicked them, but corrugated zinc is tough, and the hardest kick doesn't hurt enough to impair the advertising value of the signs. On Saturday night it was found that the paper front of a zinc sign could be scratched off. But yesterday

morning a billposter came along and renewed the paper.

#### THE LEGAL ASPECTS.

"It is understood that the Interborough company is not peddling out this advertising itself. A firm of advertising men is handling it, paying, it is said, a lump sum for the privilege. Several lawyers said yesterday that the advertising company is working on uncertain grounds, for it is not certain that the Interborough company has any right whatever to use the subway for advertising. The contract says that advertisements shall not interfere with the identification of stations. It nowhere explicitly grants the right to post advertising. John De Witt Warner, president of the Municipal Art Commission, said yesterday:

"There is no contract by the Rapid Transit Commissioners, or any other authorized body, permitting advertising in the subway. Indeed, neither the commissioners, nor any such other official body, have the jurisdiction to make such a contract or would dare to attempt it. No responsible person would accept such a contract.

"The present use by advertisers of the subway stations for framed advertisements standing against the walls is precisely as legal—no more—as it would be to stand up such advertisements in the City Hall rotunda or the Governor's room. Every day that they have been allowed to remain since their presence became known is a failure of duty. The performance of this duty would obviate the need for the public to abate these nuisances offhand. But the owners of the signs would have no remedy for any damage resulting from such summary dealing with obstructions thus defacing public places. Their presence can never be defended under the pretense of any authority from the Rapid Transit Commission. It is a case of pure gall. I know Mr. Orr is quoted as saying that he sees nothing objectionable in these signs, and if he says so I've no doubt that it is true. If so, it throws more light on Mr. Orr than it does on the question."

"Mr. Orr, sole defender of the subway ad, said last night:

"I feel sure that Mr. Belmont will never let any advertising overstep the bounds of good taste. I've seen it all and I must say that there's nothing objectionable in it to me. Advertising is objectionable, notably in the London tube, but I rather like the advertisements in our subway."

"It is understood that strong personal pressure has been brought to bear on August Belmont to have the nuisance abated, and that his mail has been greatly augmented in the last few days by letters from acquaintances, who have appealed to him to take away these blots on a beautiful piece of municipal decoration."

#### LOS ANGELES HERALD'S HOME.

##### Engages First Floor and Basement of Chamber of Commerce Building.

The Los Angeles Herald has leased the entire lower floor and basement of the Chamber of Commerce Building in Los Angeles, and will hereafter make that its headquarters.

On the ground floor it will occupy space of 125 x 120 feet. Here will be located the editorial and art departments, composing rooms, stereotyping plant, engraving rooms and reference departments. The business offices are situated in the south front of the building, the dimensions being 25 x 65 feet.

In the basement is the pressroom. The Herald has two large quadruple presses, one a Hoe and the other a Goss. Each of these presses has a capacity of 24,000 an hour.

The Herald has lately purchased a new stereotyping outfit, which is one of the most complete in that section of the country. When it gets into its new home the Herald will have a plant second to none in the West.

#### BUNNELL'S NEW CONNECTION.

##### Purchases Half Interest in the Evening Herald of Norwalk, O.

Arthur H. Bunnell, who recently resigned as business manager of the Hornellsville (N. Y.) Daily Times, has bought a half interest in the Norwalk (O.) Evening Herald, and took editorial charge of the paper on Nov. 1. The Herald was established as a Republican daily in June, 1902, by Frank Lamkin, and has been developed into a very strong property under his management. It is understood that Mr. Bunnell will in future be in active charge of the paper as manager, while Mr. Lamkin will devote the greater part of his time and energy to some Mexican enterprises in which he and his brother became interested some time ago, and which are of great promise.

Mr. Bunnell has been actively engaged in the newspaper business as editor and



ARTHUR H. BUNNELL.

manager for the past thirty-seven years. For sixteen years he was business manager of the Hornellsville (N. Y.) Times, and was a co-partner in the firm of Tuttle & Bunnell, publishers of the Times since that paper became a daily in 1877. Last March the paper was sold to a stock company, Mr. Tuttle retiring and Mr. Bunnell remaining as business manager until the new concern was well established. When Mr. Bunnell resigned the position, it was with the idea of purchasing a New York State newspaper property. Failing to make satisfactory arrangements in New York, Mr. Bunnell took a trip through the West, and as a result of negotiations by C. M. Palmer, the newspaper broker, he secured an interest in the Norwalk Herald, and is much pleased with the prospect which the property offers.

##### Suspends to Enlarge.

The Manchester (N. H.) Journal, which was started a couple of weeks ago, suspended on Oct. 26, after eight issues had appeared. It is understood that the management has decided that a four-page paper is not large enough for Manchester, and the plant was shut down that the equipment might be made over to suit the needs of an eight-page publication. The paper, under the same name and management, is expected to appear again within the next few days.

##### Illinois Editor Still Missing.

No trace of J. H. Franklin, the city editor of the Streator (Ill.) Free Press, who has been missing for some weeks, has been found. He failed to appear at the office about three weeks ago and nothing has been heard of him since.

#### CHINA'S NATIVE PRESS.

##### Its Growth and Influence—Attitude Toward Japan in Present Conflict.

A correspondent of the New York Times, writing from Peking, gives an interesting account of the growth and influence of the native press in China, and its attitude toward Japan in the present war. He says:

"The native press agrees that Japan has interested motives, but on the whole seems to be satisfied with her victories. The Universal Gazette, the leading native paper of Shanghai, has published very full accounts of the battles and has issued a plan of Port Arthur. On the whole the information has been accurate. The newspaper articles published in the South indicate, however, considerable suspicion of the Japanese. At first the conservative native press doubted if the Japanese would be successful in the end, even after the early successes of the campaign, but all the papers seem now to believe in the final success of the Japanese, though they think China will be but little benefited by their victory. The Universal Gazette frequently urges its readers not to put complete faith in Japan, and in one article it declares that Japan will demand an indemnity from Russia which will certainly never be paid, and that then Japan will turn to China for the payment of her expenses during the war.

"The influence for good of the native press in China is constantly growing, and foreign powers are alive to the importance of having their views voiced by their own subsidized organs. Japan controls several native newspapers. Here in Peking the Shun-tien-shih-pao is conducted under Japanese auspices, its editor being a clever Chinese scholar, nephew to the Foreign Minister of Japan. An immense extension of newspaper enterprise has taken place during the last few years in China. It is the greatest educational factor at present operating in the empire.

"It is impossible to exaggerate the importance of the work done by these native newspapers. There is probably not a single Chinese family in any treaty port or in the capital who does not subscribe to one or more native newspapers, and the information supplied, though some times foolish and often inaccurate and ignorant, is an immeasurable advance upon the publications of a few years back. Some papers are conducted with marked ability and contain articles that would be worthy of European journals.

"That the extension of Japanese influence in China has been due to some extent to her recognition of the value of the native press is beyond doubt. Russia has recently endeavored in some degree to counteract this influence. The Russo-Chinese Bank in Peking, finding that the native newspapers were criticizing with much outspokenness the methods of the bank and were advising Chinese merchants to withdraw their deposits, started a paper of its own, the Yen-tu-pao. It was at first edited by Mr. Posdneef, the manager of the bank, who has written the standard work in Russian on Manchuria, but it is a curiously weak production and has injured rather than improved Russian prestige, for it publishes every day the Russian official telegrams, and every succeeding day events happen which expose their unscrupulous mendacity."

##### Howe Boys Start "Horseshoe Nail"

James and Eugene Howe, sons of E. W. Howe, editor of the Atchison (Kans.) Globe, have sold their newspaper at Emmett, Idaho, to E. Skinner, and will start a new paper at Horseshoe Bend, Idaho, about twenty miles above Emmett. The new paper will be called the Horseshoe Nail.

##### Illness Causes Daily's Suspension.

The daily edition of the Marshalltown (Ia.) Herald has been suspended. The suspension was caused by sickness among members of the staff.

**ADVERTISING A CITY.**

**Commercial and Industrial Association of Montgomery, Ala., Decides to Devote \$5,000 Annually to Publicity.**

At a meeting of the Commercial and Industrial Association of Montgomery, Ala., held last week, it was decided to raise the sum of \$5,000 annually for at least three years for the purpose of conducting a campaign advertising the city and its resources and advantages. A. G. Forbes is president of the association, and Victor H. Hanson is chairman of its committee on advertising.

The plan is to raise the money by private subscription, the various business concerns being divided into classes, according to their ability to contribute, and the sums ranging from \$100 down to \$5 per annum. The Montgomery Advertiser was the first to pledge \$100 to the cause.

**PLAN FOR THE CAMPAIGN.**

V. H. Hanson, chairman of the advertising committee, submitted a detailed report, outlining the plan to be followed.

After reciting the fact that Lynchburg, Richmond, Atlanta and other cities have conducted successful advertising campaigns, and discussing the advantages offered by Montgomery to homeseekers and investors, the report continues:

"Before taking up the subject of the best method of raising the necessary fund to carry out the line of work we have planned, I deem this an appropriate place to have a few words to say in regard to the mediums we think best adapted to our needs.

"For general publicity, we think the most desirable mediums that we could employ would be the Boston Globe or Herald, the New York Herald or Times, Buffalo News or Courier, Chicago Tribune or News, Cincinnati Enquirer, St. Louis Globe-Democrat or Republic, and Kansas City Times and Star. Your committee has, through correspondence, secured advertising rates from these publications. Our first idea was to use a full-page advertisement in as many of them as our funds would permit. However, the prices are much higher than we had reason to believe, and, after further discussion of the matter, we have concluded that a quarter-page advertisement, one time, in several of the papers mentioned, which would cost in the neighborhood of \$1,750, would answer every purpose—would certainly be sufficient to give a very clear idea of just what mediums are best suited to our needs, so far as general publicity is concerned. Your committee is also considering the advisability of using several of the leading class papers. For instance, two of the leading American agricultural journals, two of the leading American furniture or wood-working journals, the Manufacturers' Record, of Baltimore, and the Tradesman, of Chattanooga. A full-page advertisement in the most desirable of these class publications would cost us, in round figures, \$1,000, making approximately \$2,750 that your committee feels it would like to spend in its initial campaign of advertising the city of Montgomery.

**CHARACTER OF THE ADS.**

"It is our idea to set forth fully in these advertisements, in a clear and concise manner, the unusual advantages offered by Montgomery for manufacturing enterprises, and the various other lines herein mentioned, and where our space permits, to use a few well-chosen illustrations, and to give a well-defined idea of Montgomery's location, its healthfulness, ease of access to the outlying territory, its railroad advantages, cheapness of motive power, pure artesian water, fine schools and to conclude with a strong plea that parties interested take up the matter, for full and detailed information, with the Commercial and Industrial Association of this city. Of course, when your committee has pre-

pared these advertisements, placed them in the journals outlined, and created a line of correspondence, we feel that it is up to the several committees of the association to secure for our city the enterprises that are most apt to open correspondence with this city.

"Your committee is assured that whatever industries we may be able to bring to Montgomery, will prove of direct and immediate benefit to everybody in the city, and, this being the case, we feel that every corporation, every wholesale house, every retail house, every taxpayer, as well as every patriotic citizen, would make a liberal contribution toward this fund, and your committee respectfully urges that the president of our association authorize the appointment of special committees, at once, for the purpose of securing these subscriptions, and that the work be gotten under way at the earliest possible moment."

**OTHER SPEAKERS.**

Louis B. Farley, earlier in the evening, had spoken at length on the plan to be followed in raising the necessary funds, and R. J. Chambers had read a paper on "The Necessity of Advertising and Its Results."

It was needless for him to point out, Mr. Chambers said, that the advantage which would come to the city from advertising would fall alike upon all classes of citizens. The merchants, the manufacturers, all would be benefited.

Dr. A. C. Kilpatrick, who has made a careful study of the subject, spoke on "The Methods of Advertising Employed by Other Cities."

He suggested classified ads in trade and class journals, properly diversified, and gave specimens of the proposed ads. He suggested, too, that printed slips, issued in a systematic way, should be given to the merchants of the city to send off in their letters. He thought the city and county of Montgomery should make appropriations to supplement the funds raised by the committee.

In closing, Dr. Kilpatrick said: "If the association once gets together on the advertising movement, it would be an easy matter to let the world know that Montgomery is second to no city of the South."

In indorsing the plans of Mr. Farley, F. P. Glass, general manager of the Montgomery Advertiser, said that the campaign which the advertising committee had entered upon was one which he heartily indorsed and which he had been working upon for several years. V. H. Hanson said that three big retailers of the city had informed him that they indorsed the project and could be counted on. He thought that each of them would make \$100 appropriations.

The motion of Mr. Glass that the recommendation of Mr. Farley be carried into effect was adopted by the association.

The meeting adjourned with everybody enthusiastic for the advertising campaign.

**Cattaraugus Union Sold.**

The Cattaraugus Union, daily and weekly, at Salamanca, N. Y., for many years a Democratic organ, has been sold to James P. Quigley, junior member of the law firm of Dowd & Quigley. The Union has for about seven years been published by J. W. Kelly. Mr. Kelly is an ardent Bryan man, and when Parker was nominated he bolted the ticket and came out for Roosevelt and Higgins. Since that time the Democrats of Salamanca have been without a paper, except a weekly known as the Salamanca Democrat, which was printed at Olean and shipped there for free distribution. The new management, which has already assumed control, states that the daily edition of the Union will probably be discontinued after election.

A new paper is to be started at Perry, Fla., by W. T. Cash.

**COAST AD MEN MEET.**

(Continued from page 1.)

the discussion. The practice of shipping certain products under false names and in packages that bear misleading brands was strongly denounced. In a series of resolutions the general sentiment of the assembly was reflected as regards the present status of the prune and raisin market. Some public spirited dealers have for some time been sending these products to the East at a rate which cannot return them profit, and the markets, which have been glutted with a surplus production for some time, may be eased thereby. At the same time, the California prunes and raisins are being advertised all over the country, and spirited trade may be effectually worked up. The advertising association adopted a lengthy resolution heartily commending this course.

**SPEAKERS AT THE BANQUET.**

The first speaker at the banquet in the evening was Niles Pease, head of the Merchants' and Manufacturers' Association of Los Angeles. Among other things, Mr. Pease said:

"You see I have in my hand here a little newspaper, which I picked up from my table just as I was about to come downtown this evening. It is only a small four-page affair, but I began to take it in Connecticut forty-four years ago, and I have taken it ever since. Now, I fully believe that if that little paper had been started in California it would have had at least forty pages now. That's the difference between Western enterprise and Eastern conservatism.

"A man's advertising should mirror the man. If it is to be a success, it must be like the man behind it—and I suppose we will all admit the true necessity of advertising. There should be conservatism in advertisements, as well. If a man advertises in sensational headlines that which he does not possess, the people will soon find him out, and his work will avail him nothing. In the banishment of fakirs I believe the Merchants' and Manufacturers' Association has done its part, for we have in Mr. Zeehandelaar a secretary who is just cold-blooded enough to turn down any of them—and that's just the sort of a fellow we need."

H. S. McKee, president of the Chamber of Commerce, met with an enthusiastic indorsement as he responded to his call from Toastmaster Stabler. He said:

"I didn't come to tell you anything; I came to learn instead. I know this, that if a man would succeed he cannot bury himself from the world, and keep himself from contact with his fellows. It has been truly said of business, that success will depend largely upon the circle of your acquaintance.

"Stephen M. White said of California, not long before his death, that much of its prosperity and great reputation was due to the Chamber of Commerce. Somebody else said that 'God made the world and all things therein, except in the case of Southern California; He made that, and the Chamber of Commerce filled it.' Now that isn't so at all, you know, but there are many hard-working men who have made it a success and a power in a genuine advertisement. Last year 100,000 letters of inquiry were answered, and 500,000 pieces of printed matter were sent out judiciously through the country."

**WHAT THE ASSOCIATION STANDS FOR.**

The Pacific Coast Advertising Men's Association was formed in San Fran-

cisco in July. The association has as members the buyers and sellers of all kinds of legitimate advertising in the Coast States. Speaking of its aims and purposes, the Los Angeles Herald says:

"This Pacific Coast Association is the broadest in territory and in scope of any local association in the country, the nearest approach being the Ad Club of Western New York. The association rallies around this idea, 'Advertise advertising on the coast.' Its work is educational—educating the ad men to realize the dignity and importance of their work, and the highest forms in which to apply it—educating the ad buyer to the value of advertising and the best methods."

**PERMITS FOR SUBWAY SIGNS.**

"Jokers" in the Contracts Give But Negative Authority for Their Presence.

Following the strong public protests against the posters in the new subway in New York the engineers of the Rapid Transit Commission began last Tuesday to remove many advertising signs which had been put up in such a way as to violate the clause in the contract, which reads as follows:

"The contractor shall not permit advertising in the stations or cars which shall interfere with easy identification of the station, or otherwise with efficient operation."

This clause negatively gives permission to advertise, by prescribing its form and limiting its application. Under the authority of this clause the Interborough officials have sublet to Ward & Gow the advertising privileges of the entire subway system. On good authority it is stated that the concession will yield \$1,000,000 annually.

It has been discovered that there is a "joker," too, in the contract for the Brooklyn extension of the subway.

It has been announced that this contract positively prohibits advertising in the cars or stations. What the clause really says is:

"No posters, billboards or advertisements of any kind not necessary in the operation of the railroad shall be allowed at or in stations, except with the written permission of the board, revocable at any time, it being the policy of the city that public property shall not be obstructed, disfigured or made ugly by advertisements."

**The Rathbun & Bird Co.,**

**PRINTERS' OVERHAULED MACHINERY**

Cylinder Presses Job Presses Paper Cutters Folders Motors Shafting, Etc.

We operate the largest, best equipped and most modern, exclusively printers' machine shop in Greater New York, and can guarantee to furnish a machinist who thoroughly understands your make of machine, ensuring intelligent and economical service.

Personal attention given to Consulting Engineering, Removals, Experimental and Construction Work.

**The RATHBUN & BIRD CO.,**  
33-34 Gold Street, New York City.

**TYPEWRITER RIBBONS FLIMSIES CARBON PAPER**

WE MANUFACTURE THE BEST LINE OF

**Typewriter Supplies**

ON THE MARKET—SEND FOR CATALOG

**THE S. T. SMITH CO.**

11 BARCLAY STREET, NEW YORK CITY

# THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

TELEPHONE, 7615 CORTLANDT.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. 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, NOVEMBER 5, 1904.

## ADVERTISING COMMUNITIES.

The Commercial and Industrial Association of Montgomery, Ala., decided last week to conduct a rather substantial advertising campaign for the purpose of acquainting the outside world with the city's resources and advantages. The week before, the Pacific Advertising Men's Association discussed at length the project of an advertising campaign to rejuvenate the market for California fruits, which has been demoralized by ruthless competition on the part of the growers. Not long ago a speaker before a distinguished company of business men suggested that it would be advisable for the great city of New York to have a well organized bureau to keep its attractions before the country. In Texas there is a movement to establish such a bureau in New York for supplying the newspapers with matter of interest concerning the Lone Star State.

All this goes to show the growing tendency to introduce the healthful influence of advertising into every legitimate business. It is evidence that publicity has got beyond the experimental stage, has overcome the prejudices formerly held by the ultra-conservatives, and is now recognized to be as important a factor in business as is system, the maintenance of a reputation for quality of goods, or any of the many other things that make for success in the commercial world. If advertising is good for business, it is reasonable to presume that it is good for cities, for States, for a political party, in fact, for anything that has merit behind it.

One thing that is particularly gratifying in the Montgomery proposition is that the advertising is to be done through the newspapers and class journals, and is to be conducted by practical advertising men. Indeed, if these men had not chosen such mediums the word "practical" could scarcely be applied to them.

Concerning the campaign which the Commercial and Industrial Association has decided upon for the purpose of attracting capital to its city, the Montgomery Advertiser says:

"Cities need advertising just as much as corporations or firms, and it will pay cities just as well as it pays corporations or firms. This assertion is not a mere matter of opinion; it is a demonstrated fact, to which leaders in many cities, North and South, have testified and are testifying. Montgomery has been derelict in joining the procession, but it is never too late to do the right thing. We have been too selfish or too conservative, to blow our own horn as loud as our merits have warranted. There are just scores of splendid openings in Montgomery for all sorts of business under-

takings. The harvest of business opportunities is ripe for the sickle of keen brain and eager capital. This advertising campaign will benefit every interest, directly and indirectly, in the course of a few years. The city of Montgomery as a municipality will be benefited because it will bring people and capital here, thereby increasing values and adding to the tax income of the city. It means greater valuation for all farming lands and city property, and increased income for the county. The city and the county should be the largest subscribers to the fund."

## SUBWAY ADVERTISING NUISANCE

Following the outburst of indignation on account of the disfigurement of the beautiful new subway stations with poster advertisements, the New York World says editorially:

"The question of allowing the subway stations to be disfigured by advertising placards should never have arisen.

"President Orr, of the Rapid Transit Commission, intimates that the company is within its rights, and he can see no objection to the signs. There is none except that the signs are hideous, that they spoil the appearance of the stations and are a nuisance for which there is no excuse.

"Mr. Orr's assumption that without permission to sell advertising privileges nobody could have been found to undertake the construction of the subway does not deserve serious treatment. If it did Pallas would soon be telling us that without the privilege of painting advertisements on the fence nobody would have undertaken the construction of the new Public Library."

## POWER BEHIND THE PRESS.

Dr. Goldwin Smith has taken occasion several times lately, both in his Bystander writings and in addresses to newspaper men, to discuss the growing danger threatening public life and public interest through the control of newspapers passing into the hands of self-seeking private corporations. The danger, says the Toronto Globe, is neither imaginary nor insignificant. The power of the press, both direct and indirect, in stimulating and organizing public opinion on great public issues, or in dulling or misdirecting it, is admittedly great. The power behind a newspaper, its motive and purpose and ideal, determines to a degree the influence of that newspaper's advocacy of public issues. The real danger lies in a change of power unknown to the public, and in the secret domination of selfish purposes behind the fair seeming of public service. It is to this danger Dr. Goldwin Smith calls emphatic attention, illustration of which is suggested by the current rumors to the effect that a group of capitalists

have secured control of a series of newspapers and will warp them to the advocacy of schemes antagonistic to the public interest.

For the most part the political sympathies and affiliations of newspapers are well known and occasion little misleading. Any newspaper of force—without force it is without influence—presents its political views frankly and takes sides openly. Its independence does not consist in its lack of political opinions, or its unwillingness to make political choices, but in being self-contained, free to form judgments and advocate policies without the secret interference of politicians or the dictation of party managers. Its adherence to the political principles it adopts and its support of the political leaders it approves will be none the less steady and effective because of intelligence and independence in the choices it makes. So long as such a newspaper is conducted honestly, with integrity of purpose and loyalty to the supreme interests of the country, its party traditions and sympathies, being unconcealed, are in no sense a handicap to its public services or a menace to the public weal.

The danger arises, as Dr. Goldwin Smith points out, in the power behind a newspaper passing into the hands of men or of corporations whose interests are opposed to the interests of the public. A newspaper with that power behind it, no matter what its ability or its traditions, is the enemy of public rights and of the country's good. Against that danger it is the duty of intelligent newspaper men to stand firmly set, not only in the interests of the public, but also for the sake of the newspaper profession. From the citizens' point of view the danger is far more real and more far-reaching than appears on the surface.

## WASHINGTON'S FIRST.

Copy of Earliest Newspaper Printed at the National Capital Just Found, Dated July 3, 1795.

A stranger walked into the office of the Washington Star the other day, and tossing a bit of folded paper on the desk of the city editor, said:

"There is something which will interest you newspaper folk."

The editor unfolded the paper tenderly, for it was worn and discolored, and gave out that peculiar odor which belongs to papers and manuscripts of a century or more ago.

IMPARTIAL OBSERVER  
and  
WASHINGTON ADVERTISER  
Friday, July 3, 1795.

This is the interesting title, and far more interesting date, which appeared when the sheet was unfolded. The sheet contains eight small pages and constitutes what is believed to be a copy of the first newspaper published in the city of Washington. The date, 1795, is five years subsequent to the founding of Washington, and five years prior to the time the national capital was transferred there from Philadelphia. This particular issue is No. 7 of volume 1, which would bring the date of the first issue about May 15, 1795, as it was published weekly.

The owner of the relic is Milford Fishman.

"I was cruising down in St. Clements Bay, Md., recently," he explained, "and got acquainted with an old Maryland farmer named James McWilliams. He

was showing me some time-worn letters and papers one evening when my eye fell on this copy of the Observer. Before I left he presented it to me. I have had a search made at the Congressional Library, and the earliest Washington paper they have any trace of is dated 1800. I have heard of a paper now in existence, printed in Washington in 1796, but from all I have been able to learn, my copy is the oldest extant, by at least a year."

The pages are about ten inches wide and a foot long, each carrying three small columns. George Washington was President of the United States when this tiny newspaper came from the press, one hundred and ten years ago, and in its columns are found pertinent comment on national and international affairs, bits of philosophy, which seem to have been inserted in order to fill up space, correspondence from the capitals of the world, and contemporaneous poetry, not to mention a dozen ludicrous advertisements. It is printed with the old English "s," which was similar to the letter "f," with the cross-line omitted. This makes the reading somewhat difficult at first, but the copy is remarkably well preserved, and nearly every word can be easily distinguished.

At the very bottom of the last column, last page, in the most inconspicuous part of the entire paper, is this announcement:

"City of Washington, Printed, (every Friday) by T. Wilson at Corner 4½ & P. streets, Greenleaf-Point." This description would locate the printing office somewhere in the vicinity of the present gates to the arsenal, or Washington barracks. The announcement continues:

"The price of the I. Observer, &c., TWO Dollars per Annum—One to be paid at time of Subscribing and the other at expiration of six months."

As proof of the excellent news facilities which prevailed at this period of Uncle Sam's infancy the Observer, under date of July 3, prints some "Foreign Intelligence" from France; dated March 7, four months earlier. The domestic service was much better, evidently, because the Observer managed to get some news from Norfolk, Va., as late as June 20, a matter of two weeks. The best record is made in the news from Baltimore, which bears date of June 29, 1795.

The copy contains fourteen advertisements, ten by merchants and citizens, and four by the editor, who "Wanted, A Journeyman Printer, Immediately to whom generous wages will be given." Editor Wilson also had "Ossians Poems," and a varied assortment of books and stationery for sale. He further advertised an "excellent quality of Ink Powder," and a "History of the PELEWITES, a new Nation, lately discovered in the Great South Sea by Captain Wilson." It does not explain whether Capt. Wilson discovered the history or the Pelewites, nor does it add whether the work is intended for fiction or fact.

## PLEASURE TO RENEW.

New York, Oct. 7, 1904.

Mr. G. P. Leffler, Business Manager,  
THE EDITOR AND PUBLISHER,  
New York.

Dear Mr. Leffler:

With great pleasure I inclose \$1 to renew my subscription to THE EDITOR AND PUBLISHER. We have altogether too few papers of your kind for me to think of dropping out.

Very truly yours,

JOHN A. SLEICHER,  
Editor Leslie's Weekly.

## Peoria Evening News Quits.

The Peoria (Ill.) Evening News, which was started on June 13, has suspended after a hard struggle to gain a footing. It is understood to have lost something like \$12,000 during its brief career.

**PERSONALS.**

D. Murray Travis, of Rumford Falls, Me., has gone to take charge of the Millville (N. J.) Republican.

Frank T. Horth has resigned as manager of the Clinton (Ia.) Morning Age. He will remain in Clinton.

Joseph James Murphy, editor of the Republic, of Boston, was married last week to Miss Mary Hope, of Lynn, Mass.

Charles S. Sprague, formerly of Colorado Springs, has succeeded John A. Martin as night editor of the Rocky Mountain News.

Charles E. Hasbrook, business manager of the Binghamton (N. Y.) Press, was in New York this week in the interest of his paper.

P. H. Fike, who has been connected with the Spartansburg (S. C.) Herald for some time, has been made one of the editors of that paper.

Oscar R. Wish, business manager and treasurer of the Portland (Me.) Daily Eastern Argus, has been gunning for deer at Jackman, for two weeks.

Miss Helen Pitkin, who is well known as a New Orleans newspaper woman, is author of a novel entitled "An Angel by Brevet," which the J. B. Lippincott Company, of Philadelphia, is bringing out.

J. A. Nelson, editor and proprietor of the Savannah Cotton Trade Journal, a weekly with a wide circulation throughout the country, was in Memphis last week looking over the cotton situation at that market.

W. R. Wadsworth, late manager of the Alliance (O.) Leader Publishing Company, has purchased an interest in the Advisor Publishing Company of Cleveland, O., and has been elected secretary and manager of that concern.

J. L. Dobell, who was in charge of the Helena (Mont.) Independent as managing editor under the Clark regime, has retired. John S. M. Neill, who just recently bought the paper back from Senator Clark, has not yet selected Mr. Dobell's successor.

Mr. and Mrs. Israel Zangwill, the literary workers of London, who are in this country to further the interests of the Zionist movement, were guests of honor at a dinner given last Sunday afternoon at Vienna Hall, New York, by the American Federation of Zionists.

Col. J. H. Estill, proprietor of the Savannah (Ga.) News, was in Jacksonville, Fla., one day last week. It was his first visit to the Florida metropolis since the disastrous fire in 1901, and he wrote for his paper a very entertaining account of his impressions of the rejuvenated city.

E. Curtis, Sr., editor of the Marion (N. Y.) Enterprise, suffered a stroke of paralysis a few days ago and his recovery is doubtful. Mr. Curtis went to Marion about twenty-five years ago and established the Enterprise, which has been published by him and his son, R. D. Curtis, for a quarter of a century.

**Mort Bryant Back.**

Mortimer D. Bryant, son of William C. Bryant, publisher of the Brooklyn Times, returned last Monday night from Nome, Alaska, where he spent the summer superintending the work on the property of the Hydraulic Cripple River Mining Company, in which his father, and J. B. Shale, of the Publishers Press, and a number of other newspaper men are interested.

**OBITUARY NOTES.**

Clinton S. Tomlinson, editor and publisher of the Dry Goods Reporter, died in Chicago on Friday night. Mr. Tomlinson went to Chicago in 1893 to take charge of the Dry Goods Reporter, and under his supervision and management the paper, which is a prominent one in trade circles, made rapid strides. On the organization of the National Association of Merchants and Travelers several years ago he became general secretary, which post he had held since.

Mrs. Nancy Patton McLean, the wife of Alexander McLean, of the Jersey City Evening Journal, died last week of pneumonia. Mrs. McLean was a writer of prose and poetry, a composer of music and a good platform speaker.

David H. Myers, for a number of years managing editor of the Altoona (Pa.) Gazette, died at his home in that city last week. He had worked on the big dailies of New York, Philadelphia, Pittsburgh and Cincinnati.

Robert William Hume, who was long connected with New York journalism, died in his eighty-ninth year at Astoria, L. I., last week. He came to America in 1837, and early espoused the side of anti-slavery.

Ex-Gov. George K. Nash, of Ohio, who died last week at Columbus, was city editor of the Ohio State Journal, in 1867. He left the position after about a year to take up the practice of law.

Van Cullen Jones, a well-known New York newspaper man, died last week at San Francisco, aged 51 years.

**W. H. Vogel, Jr., Dead.**

William Henry Vogel, Jr., assistant city editor of the New York Press, died on Friday of last week at the Red Cross Hospital, from pneumonia. He was 27 years old. He was well known in newspaper circles and was for nearly three years on the staff of the New York Evening Mail. Mr. Vogel's death was a great surprise to his many friends, his illness having lasted less than ten days. His enthusiasm for his work, the doctors said, overtaxed his strength, and he had little reserve force to withstand the illness.

**Battle Creek Publisher Missing.**

Neil S. Phelps, chairman of the Ellis Publishing Company, Battle Creek, Mich., mysteriously disappeared a couple of weeks ago, and it is feared he committed suicide. He was founder of some of the largest industries at Battle Creek, and was at one time a millionaire, but had lost a great part of his fortune in unsuccessful ventures.

**Publisher Killed in Wreck.**

J. W. Bagby, secretary and treasurer of the Linotype Publishing Company, Kansas City, was killed in the Missouri Pacific wreck near St. Louis last Sunday morning.

All the newspapers of Buffalo donated the proceeds of sales last Tuesday to the newsboys' home of that city.

**EASTERN EVENING**

daily, worth about \$12,000, will be delivered to a competent newspaper man who can pay down \$2,000 and convince mortgagee that he is experienced and efficient. Balance of purchase price can be deferred indefinitely. Proposition No. 63.

**C. M. PALMER,**  
Newspaper Broker.

277 Broadway, New York. 115 Dearborn St., Chicago.

**THE PRESS.**

The Los Angeles Herald, with its announcement of plans for the future, very appropriately prints the following little poem entitled, "The Press:"

I am a king, a paradox, a fiend;  
The world's great pulse, the life-blood of its trade;  
A hell of vice, a shrine where nuns have prayed;  
A sesame to all that craft has screened,  
I am the Proteus of the teeming earth,  
Minerva-born and offspring of the pen,  
A mighty schoolhouse for the minds of men,  
A messenger of love and death and birth,  
I am the field where bloodless wars are fought,  
The knife that cuts into the heart of shame,  
The hand that weaves the laurel wreath of fame,  
The advocate of labor and of art,  
I am the searchlight justice turns on crime;  
I crush, exalt and lead the stumbling throng,  
I give the world its laughter, tears and song,  
Behold in me the masterpiece of time,  
Ah, mine the power no mortal can suppress!  
I am your slave—command me if you care—  
I am your master—spurn me if you dare!  
Let emperors homage pay—I am the Press.

**Sir George Newnes Sails.**

Sir George Newnes, proprietor of the Westminster Gazette, Strand Magazine and Tit Bits, of London, who has been on a visit to this country, sailed for home last Wednesday on the White Star liner Baltic. Sir George, who is president of the City of London Chess Club, was entertained by the Brooklyn Chess Club last Tuesday. He is the donor of the Newnes trophy, the stake for the international contest in what he styles the king of games.

**Billboard Crusade in Dayton.**

An ordinance was recently passed in Dayton, O., prohibiting bill posters from erecting boards within 300 feet of a schoolhouse. Because the ordinance was ignored a crusade has been started among the citizens with an end to doing away with the billboard nuisance all over the city.

**The Best is the CHEAPEST In the Long Run**

**SPECIAL AGENTS FOR THE**

- American Type Founders Co.'s Type.
- The Hamilton Mfg. Co.'s Wood Goode.
- The Chandler & Price Co.'s Gordon Presses.
- John Thompson Press Co.'s Colts Army Presses.
- The National Machine Co.'s Universal Presses.
- Oswego Machine Works' Paper Cutters.
- Boston Wire Stitcher Co.'s Wire Stitchers.
- The Seybold Machine Co.'s Bookbinders' Machinery.
- The Standard Machinery Co.'s Power Paper Cutters.
- General Electric Co.'s Electric Motors.
- F. P. Ralsbeck Perforators.
- The Challenge Machinery Co.'s Products.

**AS WELL AS ALL STANDARD TOOLS, MATERIALS & SUPPLIES**

**REBUILT MACHINERY**

We carry the largest and most varied stocks of Cylinder Presses, Job Presses, Paper Cutters, Motors, Folders, Wire Stitchers & small tools in New York City

All Machinery Overhauled by Specialists Without Estimate.

- Cylinder Presses by the Rathbun & Bird Co.
- Colts and Universal Presses by Gue Rameier.
- Job Presses and Lever Cutters by H. A. Muller & Co.
- Folders by Charles Bird.
- Wire Stitchers by Glover & Co.
- Motors and Engines by Jordan Bros.

**Connor Fendler & Company**  
56 Beekman St., 33 to 43 Gold St.,  
NEW YORK CITY.

**SITUATIONS WANTED.**

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

**BUSINESS MANAGER**

Wants change. Now general manager of the leading evening paper in field of 250,000. Has doubled advertising in cities of 100,000 to 300,000 population. Exceptionally successful record as business, advertising and circulation manager. Knows how to "cut" expenses, increase receipts. Salary \$2,900 to \$3,900. Address "CONFIDENTIAL," care THE EDITOR AND PUBLISHER.

**POLITICAL CARTOONIST**

desires position on enterprising paper. Can do general sketch work and has plenty of original ideas. Address "SKETCH," care THE EDITOR AND PUBLISHER.

**COPY READER**

with three years' experience on New York dailies, will be open to engagement (city only) Sept. 1. Unimpeachable references. Address "COPY READER," care THE EDITOR AND PUBLISHER.

**CAPABLE MANAGER**

will be open to offers from trade weeklies Sept. 1. Can also act as editor, if desired. Thoroughly versed, and with fine metropolitan record in all departments. Can take charge of plant if there be one in connection. Address "MANAGER," care THE EDITOR AND PUBLISHER.

**BUSINESS AND ADVERTISING**

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

**SPECIAL FEATURE WRITER FOR**

Sunday Papers—Newspaper man of all around experience, particularly in special articles and feature work, desires position with New York paper or publishinghouse. Address "SPECIAL," care THE EDITOR AND PUBLISHER.

**POSITION AS STENOGRAPHER.**

Thorough English scholar desires responsible position as private secretary, etc. Experienced in publishing line; thoroughly capable; neat, scholarly and rapid. (Remington). Preferably literary work. Address "M. B.," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**ADVERTISING MANAGER.**

An afternoon daily in Eastern city of 25,000 wants a man up-to-date in experience and with a record for success, who will develop local business to the limit of possibilities. Must be a high-grade man in every respect, and should have had some composing room training. Right salary for the right man. Address "EAST," 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.**

**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.

**COX DUPLEX FOR SALE.**

I Angle Bar Cox Duplex Press as good as new; reason for selling, replacing with a new Hoe two-roll press. DEMOCRAT PUBLISHING CO., Danville, Ill.

Six-column quarto Potter drum cylinder. Press in good running order. \$225 from quick buyer will be accepted. "COMMERCIAL," care THE EDITOR AND PUBLISHER.

**WILLIAMS LLOYD MACHINERY COMPANY.**

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

THE LOVEJOY CO., Established 1858

**ELECTROTYPERS**

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

Proctor & Collier, Cincinnati, are using Southern dailies to advertise Old Barbee Whisky.

Dailies are being used by John Wedderburn & Co., Baltimore, to advertise Wedderburn's Rye.

The Massengale Advertising Agency, Atlanta, Ga., is using Southern dailies for the Laxo Company.

Nelson Chesman & Co., St. Louis, are using dailies to advertise the French Lick Springs Hotel, French Lick, Ind.

The Charles H. Fuller Agency, Chicago, is placing the advertising of the Mull Grape Tonic Company, Rock Island, Ill.

Southern dailies are being used by the J. S. Andrews Liquor Company, Memphis, Tenn., to advertise Andrews' Pure Rye.

Trask Spencer & Co., William and Pine streets, New York, are using Southern dailies. The business is being placed direct.

The Morgan Agency, Chicago, is placing advertising in Western dailies for the Moore's Stove of the Joilet Stove Works, Joilet, Ill.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is using a select list of papers for the advertising of K. J. Collins.

Sunday papers are being used through the Clarence K. Arnold Agency, Philadelphia, for the Cactus Product Company advertising.

The Alfred Gratz Agency, Philadelphia, is placing some advertising for Kohn & Baer, Axala made furs. Sunday papers are being used.

The Albert Lewis Agency, Temple Court, New York, is placing the advertising of William Ritchie, the publisher, for "A Friend at Court."

William Ray Gardner, 132 Nassau street, New York, is placing a one-half-page ad one time for the Hoff Consumption Cure in Iowa papers.

Fehr's Malt Tonic advertising is being placed by John Herr Sutcliffe, Courier-Journal Building, Louisville, Ky. Southern dailies are being used.

The Blaine-Thompson Company, Cincinnati, is using Western dailies to advertise Hudson Rye Whisky. The contracts are for 5,000 lines.

Dauchy & Co., 9 Murray street, New York, are using New York State papers for a reading notice of the Vernal Remedy Company, Le Roy, N. Y.

The American Sports Publishing Company, 15 Warren street, New York, is asking rates on a forty-line double-column ad to be run two times.

The Whit K. Cochrane Agency, Chicago, is using dailies in the larger cities for the Atterbury System, Clothiers, 110 Fifth avenue, New York city.

The E. H. Clarke Advertising Agency, Chicago, is placing the advertising of the Bias Abdominal Support Company, 182 State street, Chicago. Western dailies are being used.

It is said that the advertising for the Alcock Manufacturing Company will start about Nov. 15. This business will be placed by the E. N. Erickson Agency, Park Row Building, New York.

The George B. Van Cleve Agency, Temple Court, New York, is putting out a one-half-page ad for Wilson Whisky, to be used the day after election in a

select list of papers throughout the country.

The Currie Wind Mill Company, Topeka, Kan., is now placing its advertising through the Horn-Baker Advertising Agency, of Kansas City. Farm journals and large weeklies through the West are being used.

The Sphinx Hat Company of Danbury, Conn., has been conducting a vigorous campaign of newspaper advertising in Eastern cities where it has stores. The business is handled by the Ben B. Hampton Company, of New York.

The George Batten Company, Potter Building, New York, is placing the advertising of the P. W. Casler Manufacturing Company, Little Falls, N. Y. The same agency is also placing the advertising of the American Hosiery Company, 108 Franklin street, New York, in dailies.

The Bentz American Agency, 7 West Twenty-ninth street, New York, is placing part of the advertising of the Singer Sewing Machine Company. It is also stated that the Root Newspaper Association will handle part of the appropriation. The contract is for 5,000 lines, to appear in Saturday or Sunday issues. This business was formerly placed by the North American Advertising Corporation.

## ADVERTISING NOTES.

Charles H. Eddy, special representative of New York and Chicago, has added the Pittsburg Post to his list of papers in the West.

Frank A. Black, formerly with the Walter A. Wood Company, is now advertising manager of the National Lead Company, New York.

Charles J. O'Malley, formerly with the St. Louis Post-Dispatch, is now in charge of the literary department of the Paul E. Derrick Agency, New York.

W. L. Morgan, for many years with Jordan, Marsh & Co., Boston, has taken a position with Irving P. Dodge, advertising agent, Journal Building, Boston.

William Ray Young, of the firm of Payne & Young, special representatives of New York and Chicago, with headquarters in Chicago, was in New York last week looking over the Eastern field.

## With the Orrine Company.

Charles C. Green, of the H-G Art Company, an advertising concern of Dayton, O., has been made advertising manager of the Orrine Company, Washington, D. C., and will also act as assistant to the general manager of the company. Mr. Green was handling the advertising of a number of Dayton concerns when he conceived the idea of the H-G Art Company. With D. B. Hassinger, an artist of New York, he established the business, and the success he made of it led to the offer of the position with the Orrine Company. Mr. Hassinger will continue the business at Dayton.

## Moves to Flatiron Building.

The North American Advertising Corporation, New York, will move from 100 William street to the Flatiron Building, where, with the Magill Advertising Service, it will occupy one entire floor. The interests of these two concerns were recently incorporated under the name of the United Advertising Agencies. Under the new arrangement they will have a mutual working agreement, though the separate identities of the two concerns will be maintained as heretofore.

The Bonham (Tex.) News has been changed from a weekly to a semi-weekly.

## DAN A. CARROLL.

Who Represents Five Strong Afternoon Papers in the Foreign Advertising Field.

Dan A. Carroll, now special and foreign advertising representative in New York of the Baltimore News, Indianapolis News, Minneapolis Journal, Montreal Star and Washington Star, is so well known in advertising circles that he needs but little introduction. When M. Lee Starke resigned as representative of these papers a short time ago to associate himself with the Paul E. Derrick Advertising Agency, the publishers turned naturally to Mr. Carroll, who had been Mr. Starke's assistant for some eighteen months, prior to May 1, 1904, as his logical successor. During his connection with Mr. Starke, Mr. Carroll demonstrated his exceptional ability as a solicitor, and when it came time to choose a representative for these five strong afternoon papers, Dan Carroll was unanimously selected as the man best suited for the position.

Since Mr. Carroll left Mr. Starke's office he has been advertising manager of the Detroit Journal, and has rendered valuable service to that newspaper. Besides conducting the advertising department of the Journal, he prepared copy for a number of the leading concerns in Detroit, and conducted their campaigns in a highly satisfactory manner.

Mr. Carroll, although a young man, has had a long training in the afternoon newspaper field, and has made good use of his experience. For eight years he has been a constant and careful student of the subject of advertising, and few are better versed in the details of the business than he.

Mr. Carroll's faith in the afternoon paper as the greatest of all advertising mediums amounts to conviction, and this makes him especially well qualified to represent the strong list of evening properties with which he is now associated.

## NEW WESTERN AGENT.

Payne & Young Represent Jackson Patriot Company, in That Territory.

Milo W. Whittaker, general manager of the Jackson Patriot Company, Jackson Mich., publishers of the Morning, Sunday and Weekly Patriot and Jackson Evening Press, announces that Payne & Young, special newspaper representatives, 749-750 Marquette Building, Chicago, have been appointed to represent those papers in the West, succeeding George Michaelis, resigned. The arrangement went into effect on Nov. 1. Payne & Young have a strong list of Michigan papers. Henceforth they will represent no other Jackson newspaper. The papers of the Jackson Patriot Company will continue to be represented in the Eastern foreign field by R. J. Shannon, 150 Nassau street, New York.

The Morning Patriot and Evening Press are the leading daily papers of Jackson, and they maintain their rate cards and guarantee their circulation claims.

F. N. Miller, proprietor of the Monterey (Tenn.) Times, the only newspaper in Monterey, will move his plant to Hartsville, Tenn., and continue the paper as the Hartsville Times. The change is made because of Mr. Miller's health.

## TO CREATE A MARKET.

Suggestion of What a Good Advertising Campaign Could Do for California.

Just now when cities, counties and communities are planning advertising campaigns to attract capital, the following suggestion from the Sacramento (Cal.) Union, for a campaign to create a market, is of timely interest. The Union says:

"Up to a decade ago the people of continental Europe could not be persuaded that Indian corn is fit for human consumption; the poorest of them maintained that it is fit only for stock feed. Recognizing the importance of the European market, if this prejudice could be overcome, the Department of Agriculture in 1888 sent a special commissioner to Europe to inaugurate a corn propaganda. The experiment has been wonderfully successful; the people of Europe are now eating Indian corn and finding it good. In 1900 America exported 192,519,785 bushels to Continental Europe, whereas in 1891 European exportations were but 23,533,277 bushels.

"The incident shows what the right kind of advertising will do for a commodity, and the idea suggests itself that what can be done for the corn of Kansas can be done for the fruit of California. The raisin growers of Fresno and the prune growers of Santa Clara are already considering elaborate plans to advertise their products. If the advertising be judiciously conducted results will come as a matter of course. But there is no reason why all California fruits should not be included in a comprehensive plan to secure publicity. If a considerable number of persons can be led to eat California fruits, as has been the case with American corn, the only problem that will be up to the California producer will be to make his trees and vines yield every pound that can be gotten out of them."

## DO YOU WANT IT?

Dollar Magazine in Exchange for a Number of Dollars Worth of Space.

A correspondent has called our attention to an interesting proposition which is just now being submitted to country weeklies. It comes from the Billboard, a weekly theatrical paper of Cincinnati. The billboard Publishing Company, in its letter to the country publisher, says:

"We have a proposition to offer you which will be mutually beneficial. If you will insert our ad (See inclosed circular) in your publication for one year, we will send you the Billboard for the same period. The inclosed circular will give you all the details concerning the Billboard, which is published weekly."

The ad mentioned would occupy two inches and a half of space. The subscription to the Billboard is \$1 a year.

Now, in a country weekly, of say 1,000 circulation, a reasonable rate for advertising is five cents an inch. This would make the ad worth twelve and a half cents an insertion, or something like \$6.50 a year. A paper of 2,000 circulation should charge at least seven cents an inch, which would make the ad come to about \$9, for the year, while at the rates of the Select County Weeklies of New York, the ad would cost \$19.60 for the fifty-two insertions.

This is what the publishers of the Billboard are hoping the country publishers will give them in return for a \$1 publication.

## THE SCRIPPS-McRAE LEAGUE

Own and Control the

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

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

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

**CLUBS AND ASSOCIATIONS.**

The regular quarterly session of the Connecticut Editorial Association was held last week at Hartford. A. S. Barnes, of Bristol, presided, and read a paper on "A Unit Cost to the Publisher per Inch for Advertising." The subject was liberally discussed. It was decided to boom the membership, with an idea of securing two delegations to the national convention instead of one, and a committee was appointed for that purpose. The following members were present: W. J. Flood, of South Manchester; Henry R. Jones, of New Hartford; W. C. Sharpe, of Seymour; A. S. Barnes, of Bristol; Thomas S. Pratt, of Rockville; A. E. Knox, of Woodbury; E. L. Prann, of Deep River; E. S. Ella, of Manchester; George C. Woodruff, of Litchfield; Charles E. Perkins, of Middletown; Phelps Montgomery, of New Haven; Elmer H. Abrams, of Greenwich; J. A. Beaven, of Milford, and C. H. Scholey, of Guilford.

The exhibition of the Newspaper Artists' Association at Atlanta will be held during the first week of December at the Piedmont Hotel in that city.

**Ohio Newspaper Women Meet.**

The Ohio Woman's Press Club, at a meeting held last week at Springfield, elected the following officers: President, Miss Delia Amos, of Sidney; vice-president, Miss Emily S. Bouton, of the Toledo Blade; secretary, Mrs. Penelope Smythe, of the Columbus Dispatch; treasurer, Miss Dan Cannon, of the Columbus Citizen. Executive board, Mrs. George Fitch, of the Cincinnati Commercial Tribune; Mrs. George H. Wilson, of Lebanon; and Mrs. Elizabeth McLean, of the Cincinnati Enquirer. It was decided by resolution that only women engaged in active newspaper work shall be entitled to membership in the association. Miss Louis Graham, of Cleveland, presided at the meeting. It is probable that her paper, Club Notes, will be adopted as the official organ of the Ohio Federation of Women's Clubs.

**Binghamton Press Club Election.**

The Binghamton (N. Y.) Press Club, at a meeting held last week, elected the following officers: President, Alec H. Seymour; vice-president, Jerome B. Hadsell; secretary, William R. Keyes; treasurer, Hiram Goldsmith. A board of governors to act with the officers and the usual committees, including a committee to draft rules and regulations and to look into the matter of the club's incorporation, will be appointed later by President Seymour. Hal L. Pierson, representing the membership committee, presented the following names for membership, and they were elected: J. H. Andrews, S. J. Koerbel, F. M. Hopkins, L. P. Foley and Frank Stull.

**Lithographers Improve Plant.**

The Benallack Lithographing and Printing Company, Latour street, Montreal, has just completed a four-story addition to its already large plant. Last December the concern purchased the entire business of the Bishop Engraving and Printing Company, which had been well known in the trade for thirty-five years or more. It was for the installation of the machinery from the Bishop Company's plant that the annex was built. The Benallack Company now has a plant second to none in Canada.

**New Paper at Hinckley, Me.**

A new paper, the Hinckley (Me.) Observer, is now being published in the interests of the people of Hinckley, Pishon's Ferry, North Fairfield, Fairfield Center, and surrounding towns. It is edited and published by William B. Tracy.

Lou N. B. Sommer is now editor of the Callaway (Neb.) Weekly Tribune.

**PROGRESSIVE NEWSPAPERS**

which have begun taking telegraphic and cable news since Jan. 1, 1904, from the

**PUBLISHERS PRESS, Park Row Bldg., New York:**

Alexandria, La.....	TOWN TALK.
Anniston, Ala.....	STAR.
Asbury Park, N. J.....	SUNDAY PRESS.
Asheville, N. C.....	NEWS.
Baltimore, Md.....	HERALD.
Beaumont, Tex.....	JOURNAL.
Binghamton, N. Y.....	PRESS.
Boston, Mass.....	HEARST'S AMERICAN.
Boston, Mass.....	FINANCIAL NEWS.
Bristol, Va.....	COURIER.
Charleston, W. Va.....	GAZETTE.
Charlotte, N. C.....	CHRONICLE.
Charlottesville, Va.....	PROGRESS.
Clinton, Ia.....	AGE.
Columbia, S C.....	RECORD.
Concord, N. C.....	TRIBUNE.
Connellsville, Pa.....	NEWS.
Connellsville, Pa.....	COURIER.
Cordele, Ga.....	NEWS.
Danville, Ill.....	PRESS.
Du Bois, Pa.....	COURIER.
El Paso, Texas.....	HERALD.
Fairmont, W. Va.....	WEST VIRGINIAN.
Ft. Smith, Ark.....	NEWS RECORD.
Greensboro, N. C.....	RECORD.
Greenville, S. C.....	HERALD.
Harrisburg, Pa.....	COURIER.
Houston, Tex.....	CHRONICLE.
Huntington, W. Va.....	DISPATCH.
Indiana, Pa.....	GAZETTE.
Indianapolis, Ind.....	STAR.
Jacksonville, Fla.....	METROPOLIS.
Jamestown, N. Y.....	HERALD.
Lynchburg, Va.....	ADVANCE.
Morgantown, W. Va.....	CHRONICLE.
Meridian, Miss.....	STAR.
Muncie, Ind.....	STAR.
Newberry, S. C.....	TELEGRAM.
New York.....	JEWISH DAILY NEWS.
Niagara Falls, N. Y.....	GAZETTE.
Oneonta, N. Y.....	STAR.
Portsmouth, Va.....	STAR.
Raleigh, N. C.....	TIMES.
Roanoke, Va.....	PRESS.
Roanoke, Va.....	WORLD.
Rome, Ga.....	HERALD.
Salamanca, N. Y.....	NEWS.
Salisbury, N. C.....	SUN.
Scranton, Pa.....	RECORD.
Sisterville, W. Va.....	OIL REVIEW.
Staunton, Va.....	DISPATCH.
St. Louis, Mo.....	WORLD.
Spartanburg, S. C.....	JOURNAL.
Sumter, S. C.....	ITEM.
Tampa, Fla.....	HERALD.
Tampa, Fla.....	TIMES.
Terre Haute, Ind.....	STAR.
Uniontown, Pa.....	GENIUS ON LIBERTY.
Washington, Pa.....	OBSERVER.
Wilson, N. C.....	TIMES.
Wilmington, Del.....	JOURNAL.
Wilmington, N. C.....	DISPATCH.
Winston-Salem, N. C.....	SENTINEL.

Isn't it about UP TO YOU?

Write or wire for rates.

**BOSTON LETTER.**

**Staff Changes on the Traveler—Novel Bid for Subscriptions—Plans for National Press Golf Club.**

**Personal Notes.**

Boston, Nov. 3, 1904.

Special to THE EDITOR AND PUBLISHER.  
There have been a number of changes on the Traveler within the past few weeks. Judge Herbert Norris, who has been with the paper for years as political editor and City Hall writer, has resigned and is now filling a similar position on the American. He is succeeded on the Traveler by C. N. Young.

R. A. Pillsbury, formerly of the Boston Globe and later of the New York World, has succeeded Frank W. Noxon as managing editor. Mr. Noxon is now assistant to John H. Fahey, publisher of the paper.

William A. Nichols, formerly of the Journal, is with the Traveler as exchange and general editor. Frank Goode, of the reportorial force, has gone to the American. J. F. H. Towne, formerly telegraph editor and make-up man of the Advertiser, is now on the local copy desk of the Traveler. C. B. Tomlinson is make-up man. Eugene O'Connor, formerly of the American and later of the New York Globe, is with the Traveler covering general assignments and doing some work in sports. Myron W. Townsend is sporting editor.

The Boston Traveler has been inviting new subscribers to enroll by distributing free copies of its last edition for three nights to houses in every part of the city. Inside the paper is a printed slip telling of the plan and explaining why the copy is left. The second night the slip is headed "Second Call," and the next night, "This Is the Last Call." The slip goes on to say that a representative of the paper will "drop in on you" in a day or so, and asks that "you have your answer ready."

Owing to the splendid success of the Press Golf Club of New England this past season, an effort will be made in the near future to form a National Press Golf Club. J. E. O'Connell, of the Globe, is one of the most active workers in the formation of the club.

On account of illness for some weeks past, I have been prevented from contributing the usual Boston letter to THE EDITOR AND PUBLISHER. I hope to continue from now on to see that Boston is represented.

W. D. Sullivan, city editor of the Globe, has returned from a two-weeks' shoot in Maine. L. L. B.

**Successful Iowa Weekly.**

The Keokuk County News at Sigourney, Ia., one of the best weekly papers in Iowa, has just installed a Miehle news and book press. Only a short time ago it put in a galley universal job press and moved into a new building which now houses a plant second to none in the State. The News has made great progress in the past year or two and is regarded as a remarkably successful weekly property. It has a novel plan of keeping its subscription list printed and framed in its business office as an evidence of its large bona-fide circulation.

**CHANGES IN INTEREST.**

The Waldo (Ark.) Gazette has been sold to C. A. Kennedy.

S. J. Smithburger has purchased the Everts (S. D.) State Journal from J. M. Kellogg.

The Glen Campbell (Pa.) Journal has been sold to H. E. Williams, formerly editor of the Hastings (Pa.) News, who will take charge on Jan. 1.

**STRIKE AT ONEIDA.**

**Publishers Decline to Accede to Printers' Demands and Cut Down Editions.**

At last accounts the printers' strike at Oneida, N. Y., was still on. A committee from the union and the publishers held a meeting in the office of the Oneida Dispatch a week ago and the printers made a new proposition to the publishers. They proposed a scale of \$11 a week and an eight-hour day for fifteen months, or a scale of \$11 a week and an eight and one-half hour day for six or nine months, with \$12 a week for the remainder of the fifteen months. The publishers declined the offer and declared that any printer desiring employment must personally apply at the various offices.

The Vernon Times, a paper owned by Hugh Parker and published at the office of the Oneida Post, came out on scheduled time last week. Baker & Maxson and W. S. Childs will publish but one edition of their papers a week while the strike continues. The Union will come out on Saturdays and the Dispatch on Fridays.

**Springfield State Register Advancing.**

The Springfield (Ill.) State Register calls our attention to its issue of last Sunday, showing that it is carrying about seventeen more columns of advertising than the other morning paper in that city. This was not a special edition, but is about the relative amount of advertising carried by each paper. The State Register is not only growing in circulation, but is advancing rapidly in the amount of local advertising that it is carrying daily.

**China's Trade Marks Act Enforced.**

A cable dispatch from Peking says that, although the Chinese Foreign Office, in deference to the wishes of the German and British Ministers, stated that the enforcement of the Trade Marks act would be postponed, the Board of Commerce failed to order the postponement and consequently the act is enforced. Applications for the registration of trade marks are now being filled.

**NEW CORPORATIONS.**

The State's Publishing Company, Louisville. Capital, \$20,000. Incorporators: J. A. Stewart, Benjamin Labree, and J. B. Augustus.

The Freight Publishing Company, Jersey City. Capital, \$125,000. Incorporators: Henry W. Cullen, A. Parks, Charles Lorisich, Richard F. Tully, Henry A. Bingham.

High Art Printing and Engraving Company, of New York. Capital, \$50,000. Directors: C. W. Nelson, W. O. Freyer, of New York, and E. D. Trumbull, of New Rochelle.

The Photographic Times (publishing association) of New York. Capital, \$10,000. Directors: John Vanarden, R. M. Boyd, Jr., and J. R. Walker, of New York.

The Publishers' Color Company, New York, magazine color publications. Capital, \$56,000. Directors: J. V. Sloan, A. B. Woodward, New York; R. N. Asterley, Brooklyn.

Atlanta Medical Journal Company, Atlanta, Ga. Capital, \$5,000. To print medical publications. Incorporators: Miller B. Hutchins, Bernard Wolff and Marlon Hillyer Wolff.

The F. J. Carey Company, New York city, objects, to deal in newspapers. Capital, \$5,000. Incorporators: Edward T. Magoffin, Charles L. Beck, Joseph Gerrardt, New York city.

Calais Times Publishing Company, Calais, Me. Capital, \$10,000. President and treasurer, A. H. Eaton, Calais, Me.; directors, above named and A. W. Eaton and H. E. Eaton, Calais, Me.

The C. T. Dearing Printing Company, Louisville. Capital stock, \$21,000. Incorporators: Charles T. Dearing, Warwick Miller, W. J. Day, T. B. Harrison, Jr., C. H. Shanks. The maximum debt which the new concern can assume is fixed at \$15,000.

**FIRES IN NEWSPAPER PLANTS.**

**Damage to Offices of Columbia State and Zebulon Times.**

Fire in the office of the Columbia (S. C.) State on the night of Saturday, Oct. 22, did \$8,000 damage, about \$2,000 of which was covered by insurance. The building and plant were insured for \$40,000. There was great commotion in the office for a time, but work was resumed at 1 o'clock in the morning, and the Sunday edition came out as usual. The State has been congratulated by neighboring papers on the organization of a force that could rise to the occasion under such trying circumstances.

The same night the plant of the Pike County Times at Zebulon, Ga., was destroyed in a \$20,000 fire which swept the business portion of the town.

The new printing plant, recently installed at the Iowa Industrial School at Eldora, was badly damaged in a fire which broke out in one of the buildings of the institution last week. The total damage was about \$5,000.

The Troy (O.) Democrat office was destroyed by fire last week.

**Leaves Muncie Evening Herald.**

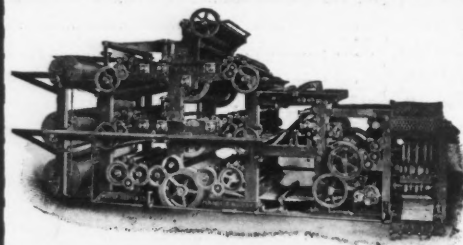
The Rev. George Kemp, a former Methodist Episcopal minister, who left an Indiana conference of his church to become editor and half owner of the Muncie (Ind.) Evening Herald, has quit the newspaper business and left Muncie, placing his interests in the Herald with attorneys for settlement. He has gone to a Western State, where he has business interests. Frank D. Haimbaugh is the present editor and half owner of the Herald.

**NEW PUBLICATIONS.**

The Bridgeport (Ala.) Record is a new paper. Prof. Burt is the editor.

The Clifton (Tenn.) Mirror has just made its appearance. W. O. Thomas and H. M. Jackson are the editors and publishers.

# Scott Three-Tiered Straight-Run Printing and Folding Machine



THIS MACHINE WILL PRODUCE

4, 6, 8, 10 or 12-page papers at a running speed of 26,000 per hour, delivering the papers pasted, folded to half-page size and counted in fifties.

## IT IS THE ONLY THREE-TIERED PRESS

TWO PAGES WIDE THAT WILL PRODUCE A

## FOURTEEN OR EIGHTEEN-PAGE PAPER

also 16, 20 or 24 pages with all the pages inserted before folding at a speed of 13,000 per hour.

SEND FOR DESCRIPTIVE CIRCULAR OF THIS MACHINE

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CHICAGO OFFICE, 321 Dearborn St.  
ST. LOUIS OFFICE, 319 N. 4th St.  
BOSTON OFFICE, 7 Water Street.

**WALTER SCOTT & CO.,**  
Cable Address: WALTSCOTT, New York.  
PLAINFIELD, N. J., U.S.A.



