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THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 6, No. 1.

NEW YORK, JUNE 23, 1906. 7-15-07

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INDIANAPOLIS.

THE NATIONAL EDITORIAL CONVENTION CALLED OUT 800 NEWSPAPER MEN.

Vice-President Fairbanks Entertained the Editors—Gov. Hoch, of Kansas, Was the Lion of the Meeting—Whitcomb Riley, George Ade and Meredith Nicholson Were Orators Representing the Indiana Cult—New Officers Are All From West and South—Next Convention Will Be at Jamestown Exposition.

The convention of the National Editorial Association at Indianapolis last week was the largest and most representative gathering in the history of the organization. About 800 newspaper men attended.

The following officers were elected: President, John E. Junkin, Sterling, Kan.; first vice-president, H. B. Varner, of Lexington, N. C.; second vice-president, W. H. Males, of Brownwood, Tex.; third vice-president, Avery C. Moore, of Welsler, Idaho; corresponding secretary, W. A. Ashbrook, of Johnstown, O.; recording secretary, J. W. Cockrum, of Oakland City; treasurer, W. A. Steel, of Seattle, Wash. The convention next year will be held at Jamestown, Va., during the Exposition.

On Tuesday the delegates were formally welcomed by Vice-President Fairbanks, Gov. J. Frank Hanley, of Indiana, Mayor Bookwalter, of Indianapolis and Franklin Vonnegaut, president of the Commercial Club.

The convention was called to order Wednesday morning by President John Dymond of the Louisiana Planter. He read the annual poem "Chimbra's Princess," written by W. E. Pahor, poet laureate of the association. "The Virtus of Tolerance" was covered by Avery C. Moore, of the Welsler (Ida.) World; "System of Co-operation in the Management of the Newspaper Office" by E. P. Adler, of the Davenport (Ia.) Times. Booth Tarkington spoke in the evening and J. P. Baumgartner, of Pasadena, Cal., discussed "Newspaper Grit."

On Thursday morning Jasper Collins, of Carthage, Tex., read "The Editor as a Factor in Politics"; Rev. G. L. Morrill, of Minneapolis spoke of "The Press and the Pulpit," and Senator Albert J. Beveridge was eloquent on the subject of "Journalism."

Gov. E. W. Hoch, of Kansas, was billed to read the paper "The Country Editor by One of Them." He got off the train from Kansas and hurried to the convention hall where he arrived in the nick of time for his turn. He was the lion of the day and his paper was listened to with close attention. Then James Whitcomb Riley told a few experiences, and after him came A. W. Lee, of Ottumwa, Ia., with "The Evolution of the Newspaper Man," and W. E. W. Yerby, of Greensboro, Ala., on "The Newspaper Correspondent in the Russo-Japanese War."

Memorial services for those who had died during the year were held in the evening. George C. Woodruff, of the Litchfield (Conn.) Enquirer, presiding. Miss Ella Bentley, of the Donaldson

(Continued on page 2.)



JOHN F. CARROLL. (See page 2.) EDITOR OF THE PORTLAND (ORE.) EVENING TELEGRAM.

SALT LAKE CITY FIRE.

Salt Lake Tribune Burned Out But a New Press Was at Hand.

The two upper floors of the building occupied by the Salt Lake Tribune, the oldest morning paper in the State, was damaged by fire last Saturday. The editorial and mechanical departments of the paper are located on these floors and besides the valuable library, the typesetting and electrotyping machines were destroyed. The Evening Telegram of Salt Lake uses the machinery of the Tribune to print its paper, and it will also suffer by the fire. Both papers have been issued as usual, using the presses of other local papers. The loss will be about \$60,000.

The Tribune owners had planned to move into a new \$200,000 home about September 1. Two weeks ago, R. Hoe & Co. shipped a new quadruple web perfecting press from New York to be installed in the new building. Thus the calamity to the Tribune is tempered by some good fortune.

The Youngwood (Pa.) Journal has made its appearance. C. W. Beam is editor and proprietor.

RHODE ISLAND SENATORSHIP.

All Providence Newspapers Owned by Candidates.

The United States Senate has a strong direct interest in the newspaper field of Providence, R. I. Senator Aldrich, the Howland estate and others own the Morning Journal and the Evening Bulletin. Col. Samuel P. Colt owns the new organ, the Morning Tribune, which will begin as the successor of the Telegram on July 4. Col. Colt is a Republican candidate for Senator Wetmore's place and a senator is to be elected at the next session of the legislature.

The News is backed by Col. R. H. I. Goddard, who is the Democratic and independent candidate for Wetmore's place. Col. Goddard is also said to be a large minority stockholder in the Journal. He is one of the wealthiest men in New England. Thus the newspapers will clash resoundingly during the contest.

It is said Senator Aldrich will support Senator Wetmore for re-election.

The Roscoe (S. D.) Herald building and plant was burned last Saturday. The loss is estimated at \$6,000.

THE KIDNAPPED BOY.

AMAZING STORY OF HOW ALL THE PHILADELPHIA NEWSPAPERS HOAXED THEIR READERS.

The Kidnaping of Freddy Muth Most Extraordinary Since the Kidnaping of Charlie Ross—Police and Newspapers Worked Together and Deliberately Hoaxed the Public With the Object of Drawing the Kidnaper Out of His Hiding Place—Philadelphia Agrees That the End Justified the Means.

Little Freddy Muth, the son of a prosperous merchant of Philadelphia was lured from school and kidnaped last week. Since the Charlie Ross kidnaping thirty years ago, no crime of this class has so aroused Philadelphia and all its neighboring cities as the stealing of Freddy Muth. The boy was kept prisoner six days. Then John Joseph Kean, the kidnaper, was caught. From the time of his arrest to his passage through the portals of the Eastern Penitentiary of Pennsylvania for the beginning of a twenty years' sentence less than twenty-four hours elapsed. He was arraigned in court at 10:30 a. m. and was inside the penitentiary at 1:30 p. m. The case is vitally interesting to newspaper men. It has no parallel in the history of journalism.

From the first report of the kidnaping the full force of the entire newspaper press of Philadelphia was moving to find the boy. The police worked silently. As usual in nearly all such cases, the police and the reporters began as rivals, mistrusting each other. The police had a clue. The reporters also found one. The newspapers printed all they knew.

The kidnaper had written to Charles Muth, father of the boy, demanding \$5,000, and saying he would kill the lad unless the money was paid. The father answered the letter through a "personal" in every paper of the city. He agreed to pay the money. A second letter to him named a certain lonely road where the money was to be left. A second "personal" agreed to this. These facts were known to the police but not to the newspaper men. The reporters continued to print every scrap of information they had. They were hot on the trail. The kidnaper was frightened. He would not come out.

Then Superintendent Taylor, of the police, sent for the city editor of every daily in the city. They met together at police headquarters. Taylor said:

"Boys, we have reached a point in the kidnaping case where it is absolutely necessary that the newspapers and police work together. We know who the kidnapper is. We know he is in Philadelphia. We are then 'up a stump'. We have grave reason to fear that unless we land him at once he will kill the boy and escape. I will show you everything we have."

He read the letters from the kidnaper. He told how the boy was being doped with whiskey and his stomach was giving out. He told the name of the kidnaper—John J. Kean!

"Are we to understand you are giving us a story?" broke in one of the

Editor NARA

newspaper men with intense eagerness. Taylor shook his head. "Not yet. This is told you in absolute confidence. Now you know all that we know. But this is what we want you to do in strictest confidence. We want you to refrain from any more stories that we are 'hot on trail.' We have got to throw this man off his track. You can print all the news as rumors but steer as far as you consistently can from the true facts."

The newspaper men went away with the biggest story in years, but there was no leak. They all printed hot air stories some of them as weird and fanciful as ever written in Philadelphia.

The father received another letter. It threatened that the boy would be killed unless the police were called off.

Captain Donaghy, of the Detective, Bureau sent another hurry call to the newspaper offices. There was another conference.

"Boys," said the Captain, "I want one more big favor. I want you to print a deliberate fake story! I want you to get together on a yarn to the effect that Muth has been fooling the police and that the police have thrown up the case in disgust. Muth will stand for anything you say. To make it lively you might roast the police. Show what dubs we are for being fooled. Make us ridiculous, only bring it out strong that the police are called off. We must get that fellow out of his hole before he kills that boy."

Could they do it? Deliberately hoax every newspaper reader of Philadelphia and send the fake out over the wires? Would anything justify that?

They did it. The next day every paper printed a story to the effect that Muth had broken down and confessed that the boy had never been kidnaped at all.

All Philadelphia when it read the story was angry at Muth, at the police, at the newspapers. But all mothers breathed freely again.

The "fake" served its purpose. The kidnap, getting the morning paper, was thrown off his guard. He came out of his hole. The trap closed. In a few hours he was in prison, the boy was with his parents, and the newspapers confessed to their readers every incident of the hoax.

A REMARKABLE CAREER.

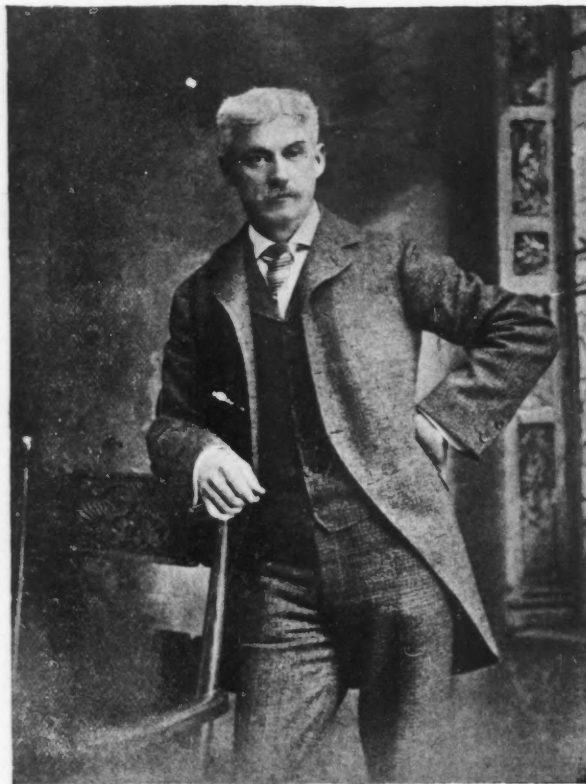
John F. Carroll Has Edited Many Big Newspapers.

Few men in the newspaper profession have had as varied and solid experience as John F. Carroll, editor and manager of the Portland (Ore.) Evening Telegram. Thirty years ago he started in the newspaper business on the Pottsville (Pa.) Chronicle. He went to the St. Louis Republican in the later '70's, and when E. W. Scripps and James E. Scripps started the St. Louis Chronicle in 1880, he was named city editor. Later he was with the Cleveland Leader, and from the Forest City he went to Wyoming, where he was editor of the Cheyenne Leader for several years.

For nearly six years he was managing editor of the Denver Post. He left Denver to take the editorship of the Portland (Ore.) Journal. After three years with the Journal, he recently accepted the editorship of the Portland Evening Telegram. It is needless to say he is a man of striking personality, with magnetism, force and versatility.

Killed Himself.

Egbert R. Townsend, aged twenty-seven years, formerly city editor of the Iowa City Republican, shot himself through the head at Iowa City last week.



JAMES F. BURNS.

OWNER OF PORTLAND MINE PRESENTED REAL GOLD BRICK TO DENVER PRESS CLUB

ISLE OF PINES ANNEXATION.

T. J. Keenan, of Pittsburg, is Leader of "Moderates" on the Island.

Writing of "Who Owns the Isle of Pines," Richard Harding Davis in Colliers Weekly names T. J. Keenan and Sam H. Percy as the two most prominent men on the island:

"The home of Mr. Keenan, the leader of the Moderates, and president of all the Press Clubs of America, is in Pittsburg, where he is the owner of much real estate, of blocks of office buildings, and where at one time he was proprietor of the Pittsburg Press. It is due almost entirely to his influence in Washington that decisive action on the treaty has been so long postponed. On the island he owns what may be called the choice corner lots, the marble quarries, Columbo Bay, and along the river many hundreds of acres. His home, modeled after a Florentine villa, is the most beautiful on the Isle of Pines."

Mr. Keenan is secretary of the Publishers Press Association. He lives on the Isle of Pines in winter time. He is the controlling personality in the movement for peaceful annexation of the Isle of Pines to the United States.

New York Evening Post's New Building.

Ground was broken last week for the new fifteen-story building of the New York Evening Post, on Vesey street west of Broadway, a few doors from the old Astor House and directly across the street from St. Paul's churchyard. It will be the first newspaper building in New York on land west of Broadway. Of the fifteen stories the Evening Post will reserve for its own use the two below ground, one-half of the first floor and the four topmost. The main business office will be on the tenth floor, the editorial rooms on the eleventh, and the composing rooms on the twelfth and thirteenth.

AWFUL!

Pittsburg Newspapers Forbidden to Bulletin Baseball Scores.

The baseball enthusiasm in Pittsburg has reached such a pitch that the Director of the Police Department felt himself dutifully bound to check the newspapers and others who flagrantly encourage violent rooting for the "Pirates." The police director has ordered all newspapers and proprietors of cafes and pool rooms that have been bulletining the scores by innings to discontinue the practice. Any one making public the score before the game is finished will be prosecuted.

Ridgeway says he has received many complaints from business men who bewail the fact that their clerks go out on the street and forget to return. They stand in front of some bulletin board and watch with absorbed interest the scoring of "Pirates," "Giants" and "Cubs" while office, store and factory work is utterly neglected.

The new police order is technically based on the presumption that publishing of the score by innings encourages betting and interferes with business. The Director is denounced by all fandom.

New York Press Club at Asbury Park.

The Central Railroad of New Jersey, acting host, has completed plans as this issue goes to press, for the entertainment of the New York Press Club on Saturday, June 23. Two hundred members of the club go to Atlantic Highlands on a steamboat and thence to Asbury Park in a special train on the Jersey Central. The railroad provides a trolley trip to Pleasure Bay, a luncheon at the Ross-Fenton Farm on Deal Lake, a launch trip on the lake, a carriage ride to the Sea Girt Military grounds, a shore dinner at Neptune heights and a theatrical performance at the Casino.

A REAL GOLD BRICK.

James F. Burns Presents Twenty-four Carat Metal to Denver Press Club.

"It is the gold
From the mountains old
And we prize it, just because,
It's the real stuff,
Whether fine or rough,
And, like 'Jimmy,' free from flaws."

These lines made in Denver apply to the good yellow metal that, by the beneficence of James F. Burns, of Colorado Springs, now gleams in the lapel of the coat of every member of the Denver Press Club. All these press club buttons, beautifully and artistically designed by the well-known newspaper artist, C. L. Sherman, of Denver, were parts of a magnificent gold brick, made from metal extracted from ore taken from the famous Portland mine and donated to the Denver Press Club by Mr. Burns. It was a purely voluntary offering, hence it is all the more highly prized and appreciated by the wearers of the buttons.

Mr. Burns is the largest individual shareholder in the Portland Gold Mining Company in the Cripple Creek district, and was one of its original locators. The splendid development of the magnificent mine was largely due to the tireless energy and enterprise of Mr. Burns, his ability as a mine manager and expert and to his practical knowledge of the great industry to which he has devoted the major part of his life.

Mr. Burns is a native of Portland, Me., and it was in honor of his home city that he gave the Portland mine its name. A typical "down east" Yankee, with all the shrewdness that appertains to those so designated, Mr. Burns is a man of affability and friendliness and his generosity has been demonstrated on many occasions.

The Denver Press Club has an active membership of 150, which includes every newspaper worker in the city. The non-resident membership includes scores of outside newspaper owners, writers and editors. The associate membership, which costs \$250, is represented by such men as Simon Guggenheim, Henry L. Donerty the Denver gas magnate, and other men of that caliber.

There is but one honorary member President Roosevelt. Mr. Roosevelt carried a gold card presented to him by the club.

The club in August will entertain the press clubs of the entire country at the annual convention of the National Association of Press Clubs.

New Sunday Magazine Syndicate.

It is said that the Sunday Magazine Company will organize another syndicate. The Sunday Magazine is now furnished as a supplement to the New York Tribune, Philadelphia Press, Boston Post, Baltimore Herald, Chicago Record-Herald, St. Louis Republic, Washington Star and Minneapolis Tribune. The new syndicate will follow lines similar to the present and will be formed in non-competing territory.

Back to the Old Desk.

Harry Whitcraft has returned to the Philadelphia North American as night city editor after an absence of four years. He was assigned to cover the big coal strike of 1902 for the North American. He was attracted to the anthracite section and formed a company to build up the Wilkes-Barre (Pa.) Leader; he became the editor, later he went to the Wilkes-Barre News.

Milwaukee German Magazines.

The two German magazines, Die Deutsche Hansfrau and Modernes Journal, published in Milwaukee and Minneapolis have consolidated. The July number is issued under the combination title.

INDIANAPOLIS.

(Continued from page 1.)

(La.) Chief, read a poem

Friday's program furnished the strongest social card and the most exciting business session. The contest for the presidency aroused the entire convention. Mr. Junkin received 169 votes and Frank H. Greer of Guthrie, Okla., polled 139. Secretary Ashbrook and Recording Secretary Cockrum were re-elected. Treasurer Steel is the successor of his father in office, who died three weeks ago.

After adjournment at 4 o'clock in the afternoon, the editors and their families went upon street cars to the home of Vice-President Fairbanks. They were received by Mr. and Mrs. Fairbanks and Miss Elizabeth Miller, the newspaper woman. Later came Whitcomb Riley, George Ade and Meredith Nicholson who had been asked by Mr. Fairbanks to receive with him.

With 1,000 men and women on his lawn, the tall Vice-President mounted a rostrum of two chairs that were steadied by Govs. Hanley and Hoch. Mr. Fairbanks spied a young man in front with a pencil and note book. He cautioned him sotto voce to go easy with the pencil. The reporter put away his truck and then the Vice-President heartily welcomed the guests. His speech was not reported. He was followed by the two Governors.

While the big guns were talking, Riley, Ade, and Nicholson attempted flight. They were corralled and forced back to the platform. Ade told the story of his life as easily as he makes a curtain speech on Broadway. It seemed new and delicious to the editors. Riley seemed surprised that any one wanted to listen to him. He gave way to Nicholson who told what a good farmer George Ade is. Then Miss Miller was caught and she talked as breezily as she writes. That was all of the speech making. Everybody shook hands with the Vice-President and hoped he'd be the next President—a great many were sincere about it.

The trip through Indiana began Saturday. Stops were made at Terre Haute, Linton, Bedford, French Licks, Lafayette, Peru, Marion and Winona Lake.

The outing covering the Great Lakes will last until July 3.

Press Club at Roosevelt's Funeral.

The following committee from the New York Press Club was appointed to attend the funeral of Robert B. Roosevelt, a fellow member, uncle of President Roosevelt, at the Roosevelt residence, Sayville, L. I., last Monday: Charles J. Smith, president; Edward W. Drew, chairman; Levi P. Morton, John A. Hennessey, William Berri, T. C. Quinn, St. George Kempson, Joseph Howard, Jr., E. F. Birmingham, Frank A. Burrelle, John Phin, R. B. McIntyre, E. Loewenstein, Edward Payson Call, Lewis Nixon, Chauncey M. Depew, Howard Carroll, Allan Forman, Jacob A. Cantor, E. H. Warker, T. B. Sidebotham, Thomas H. Evans, John T. Nagle, C. H. Redfern, Henry F. Gillig, William Hoge, J. I. C. Clarke, L. A. Giegerich, W. G. McLaughlin, J. C. Summers, G. P. H. McVay, A. E. Pearsall, George Sawyer, Francis Hoag, J. W. McDonald, W. J. O'Sullivan, Charles J. Perry, J. I. Charlouis.

New Labor Paper.

Benjamin E. Chapin and Walling V. W. Vreeland of Newark, N. J., and Leon C. Sutton, of Jersey City, have incorporated the Labor World Publishing Company, capital \$100,000. They propose to publish a labor organ. The company's office is at 89 Montgomery street, Jersey City.



PERRY LUKENS, JR.

ONE OF THE MOST POPULAR SPECIAL AGENTS OF NEW YORK.

PERRY LUKENS, JR.

Popular New York Special Agent Came Out of the West.

Perry Lukens, Jr. moved to New York about fourteen years ago and has been engaged in the Special Agency business since that time. Prior to locating in New York he was for some time advertising manager of the Kansas City Star and also the Journal of that city. He started his newspaper career when a very young man on the Fort Wayne (Ind.) Sentinel.

At his beginning in New York in 1892 he represented what was known as the "New England Purse Openers." Later he was appointed representative of Maj. W. J. Richard's paper, the Indianapolis News which he held up to the time of its sale several years later. At the same time he took the Hartford (Conn.) Times, which he still represents. Mr. Lukens has added the Boston Evening Record, Boston Daily Advertiser, Winnipeg (Man.) Telegram and Toronto Evening Telegram to his list. His office headquarters are at 403 Trihune Building New York.

A Big Editorial Staff.

The Republican Lincoln League of Indiana will publish the Bulletin, a weekly, beginning about July 1. It will be the organ of the league which claims 40,000 members. Every member will be entitled to a subscription if he pays \$1 initiation fee. E. W. Gates, president of the league, will be managing editor. There will be thirteen associate editors, one from each congressional district, and one reporter from each of the ninety-two counties of the State.

NEW PUBLICATIONS.

"Leaks" published by the American Sales Book Company, comes from Elmira, N. Y. A. E. Landon, superintendent of agencies for the book company, is the editor. Mr. Landon is also an artist. He is also a born newspaperman.

The Texas Churchman at Austin, Tex., monthly. It is the official organ of the Episcopal Church in Texas. Bishop Kinsolving is the editor.

The Kentucky Magazine, at Lexington, Ky., edited by C. E. Merrill, formerly of the Louisville Evening Post.

The Lawrenceburg (Tenn.) Daily Democrat began last week. It is the first daily ever printed in Lawrenceburg. C. T. Crawford is the publisher.

The Trezevant (Tenn.) Times, edited and published by Sam M. Taylor, is the latest venture in Carroll county, Tenn.

The Oklahoma Post, seven columns and eight pages, was launched last week at Oklahoma City, Okla. R. A. White is editor and J. E. Jenkins business manager.

Boston Newsboy Will Enter Harvard

Boston Newsboy Union 9077 has a scholarship fund of \$2,500 in hand and will send one of its members to Harvard this fall. The fund is bearing interest at four per cent. The union acting on the suggestion of President Elliott, of Harvard, voted to raise an additional \$50 so that the boy who wins the scholarship will begin his course this year.

BALTIMORE HERALD DEAD.

Bought by Baltimore Publishers and Removed From Crowded Field.

The Baltimore Herald was sent to press last Saturday night for the last time. It died after the issue of Sunday, June 17.

The property was purchased by Gen. Felix Agnus, of the Baltimore American, and Charles H. Grasty, of the Baltimore News.

The price paid is said to have been less than \$62,000, about the value of the presses, of which there are two, fifteen linotype machines, and the other mechanical equipment. It is understood that the two publishers mentioned joined as purchasers to get rid of competition in the advertising field, the American desiring to get the Sunday edition out of the way and the News disposing of the afternoon paper.

The transaction eliminates a publication which began in 1875 as the Bee. Later the name was changed to the Herald and the paper attained considerable prosperity under the management of Alexander Bechhofer, who died some seven or eight years ago. Wesley M. Oler, president of the American Ice Company, the largest minority stockholder, then purchased the Bechhofer stock from the estate, and had since been the controlling owner. Last October the morning paper was abandoned for an afternoon edition, but the change could not arrest the decline of the enterprise and on March 26 of the present year it went into the hands of receivers. On May 29 the Herald was put up at public auction and bid in by Mr. Oler at \$32,000 and the mortgage. Mr. Oler stated in the application for receiver that the Herald was indebted to him for more than \$170,000. He is the largest creditor.

It is rumored that Gen. Agnus will start the long contemplated evening edition of the American in the near future.

There is much speculation concerning the division of the Herald property between the two publishers. It is said that the Sunday Herald, with its 35,000 subscribers and assets, will naturally go to the American, which has a Sunday edition, and the good will and assets of the Evening Herald naturally goes to the News.

Popular Excursion to Atlantic City.

The wide spread popularity of the famed Seaside City of Atlantic City makes it a mecca for excursions and the fast 3 hour service operated by the New Jersey Central places Atlantic City within the reach of New Yorkers. The Beach itself has untold attractions, its great piers and board walk are already thronged with the holiday crowds and everything is lively and at its best. The New Jersey Central will run a popular priced excursion to Atlantic City on Sunday, June 17. Round trip tickets \$2.50 and Special 3 Hour Express will leave New York, Liberty street, at 8.00 a. m. The return train does not leave Atlantic City until 7.00 p. m., affording ample opportunity for enjoying an ideal day.

Central New York Weekly Syndicate.

A syndicate of New York and Albany capitalists is planning to start weekly papers in various cities and towns of central New York State. It is said the following places have been selected as locations for new papers: Auburn, Seneca Falls, Geneva, Lyons, Canandaigua, Corning, Watkins and Elmira. It is proposed to make the papers Republican and have them edited by local men. D. W. Moran, of Seneca Falls, is in charge of the preparatory work.

The Cherokee Advocate, official organ of the Cherokee nation, Indian Territory, which suspended recently, will resume. Emmet Star, of Claremont, will be the editor.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7446 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; Thomas Mead, 229 Broadway; H. J. Linkoff, 149 Nassau St.; Park Row Bld'g; Tribune Bld'g; Postal Telegraph Bld'g.

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 Postoffice.

NEW YORK, SATURDAY, JUNE 23, 1906.

ARMY AND NAVY ADVERTISING.

At last the United States Government is to officially decide whether newspaper advertising is better than "dodger" and "circus poster" advertising.

Most of us have seen the colored posters hung in postoffices and other Federal buildings, showing beautiful soldiers and sailors of the Army and Navy. It was expected that these posters would entice able bodied men into the recruiting offices of the Army or Navy. Evidently the pretty posters have not been altogether effective. The problem of getting men to enlist is harder than ever. During the past three years the Departments have used the want columns of the newspapers sporadically. And now, it seems, the recruiting officers are surprised at the returns from the newspaper advertising.

The following editorial from the Army and Navy Register has the value of an official dictum:

"It is a wise action which has been taken by Gen. Ainsworth in obtaining definite and direct information concerning the sources of information upon which applicants are led to present themselves at the Army recruiting stations. There has always been more or less discussion in both the War Department and Navy Department regarding the most effective method of publicity, and there is a great question whether recruits are attracted by the newspaper advertisement in the 'want' columns of the city journals or by the 'dead wall' decorative poster, or by the more modest recruiting circular, or by the sight of the recruiting station with its flag, or whether the applicants 'just happened' to drop in. It is not merely of interest to acquire this information at first hand by the method adopted by the military secretary of the Army; it is important. It is well to know whether the expense to which the government has been put in the matter of ornate posters of the circus variety, of which criticism has been made in Congress, yields more than the other forms less costly and less conspicuous. There is a very authoritative opinion that the newspaper advertisement brings the best results and, of course, support of that view and the justification of other methods of publicity will be demonstrated by the reports which Gen. Ainsworth has called for. It may easily appear that all the methods now used are of use, in which event that information will be of value, not only to the War Department in determining its future policy in this matter of attracting recruits but to the Navy Department in its kindred work in all parts of the country.

ADVERTISING BOSTON CITY.

Does it pay to advertise a city? The common council of Boston thinks not. The editor of the Boston Transcript

thinks not. Recently a number of leading public spirited citizens of Boston met and agreed that Boston needed advertising. It was frankly admitted that the city was not keeping up in the front in the race for modern, civic and industrial prosperity. Clear headed men requested a permanent publicity bureau and an appropriation of \$100,000 a year to keep it going.

An ordinance was introduced in the Board of Aldermen appropriating \$50,000 to advertise Boston. It passed, but the Common Council, the other branch of the local legislature, killed the proposition. The following editorial from the Boston Transcript will be read with some interest by the editors in hustling towns which are being widely advertised just now:

"The Common Council, in voting against the \$50,000 appropriation for advertising Boston, exhibited better judgment than the Board of Aldermen which yesterday favored this expenditure. Some plain truths regarding the futility of the scheme have been already brought out. The attempt to compare a city's need of advertising with that of a patent medicine, or a new breakfast food, is absurd on the face of it. Business houses and manufacturing concerns select a place of operation from substantial economic considerations rather than those which could be set for in a street car advertisement. Smaller cities, particularly of the West and the nearer South, do present descriptions of their opportunities and progress in the advertising sections of our magazines, but that this is a wise method of city promotion is not clear; especially is it doubtful whether such a scheme would benefit this great center of population, now second or third in size on this continent, and having had a place on the map for nearly three hundred years. The most practical suggestion of the Boston advertising advocates has doubtless been the taking of measures to bring conventions here. Decisions in each case are often influenced by promotion methods, but that the railroads and hotels, which are the chief beneficiaries, should work together directly to bring this enlargement of their business, rather than expect the municipality to do it, readily suggests itself. The danger with all such municipal appropriations is that they would be wasted upon place-hunters and annuitants of the faction in power at City Hall. No group of business interests would keep up an advertising scheme without seeing results; no such assurance attends expenditures from the public treasury."

The Transcript's attitude will hardly appeal to newspaper men. THE EDITOR AND PUBLISHER believes that judicious advertising will bring desired results to a city just as judicious advertising will bring returns the manufacturer of a pat-

ent medicine. We are surprised to find a newspaper which solicits paid advertising yet denies the value of advertising, whether for a city or a patent medicine.

"RETURNED" PAPERS.

Circulation Manager of New York Evening World Discussed the Advantages of Cutting Off the "Return" Privilege.

Alfred R. Zimmerman, circulation manager of the New York Evening World, addressed the National Association of Managers of Circulation at the recent Louisville convention on the "Experience of Those Who Have Cut the Return Privilege." It is a subject with which he was thoroughly familiar. He said:

"The most difficult part of the work of the circulation manager is the government of the returns. The word 'returns' has a great meaning in the circulation of daily newspapers, and in fact with any publication. It is the root of all evil of the department. More arguments and disagreeableness arise from the unfairness and abuse of this privilege than from almost any other source of grievances that occur in the newspaper circulating business.

"Almost every newspaper business manager, at some time or another, has found it necessary to call the circulation manager's attention to the returns, and some have more harshly said, 'Keep the returns down.' The worry and anxiety attached to such requests have brought about conferences of the business departments, with the conclusion that the return privilege must be discontinued. Fearful of its terrible effect, there was not given any definite time as to what extent the privilege was to be abandoned or any time limit made. The order was simply issued to 'stop all returns,' make the paper non returnable. It proved most disastrous to some big newspapers.

JUNK SHOP RETURNS.

"It was learned upon careful investigation before the return privilege was stopped, that some of the larger dealers were making it a business to collect old papers, and in some places, what you might ordinarily call an enterprising fellow, established a 'junk shop' for this purpose and was sending the old newspapers away in carloads. Of course you know the sheets went to the paper mill at sixty per, and the headings to the newspaper office for an allowance or credit at the amount charged.

"Please forbid boys the discussion of this matter any further, for it almost brings tears to my eyes when I think of the days I went to a Massachusetts town where I found our agent had determined to go out of the newspaper business, and when I asked for his reasons for leaving it, he said he was going into a branch of the rag business with his father, and would collect old newspapers from the local dealers, and confessed he had been doing that and it proved more profitable to him than selling wholesale the papers or to peddle them at the street corners.

"Furthermore, the newspaper which had cut off returns, suffered in many other ways. Orders were lowered to such an extent that at some important stands and stores, not sufficient copies were drawn to even supply an extra call for a copy by a regular reader who desired another to mail or use otherwise.

"A most detrimental case came up in the way of an advertiser who wanted some extra copies and sent to a stand instead of the office; and, not finding the paper on sale, at once became curious to know how much his personal interests were affected in that particular paper on this account. No time was lost by the merchant to prove that he was not losing any business in that paper. As is quite natural, he looked for his information from the news dealer. He was informed that the paper was going down rapidly—not true possibly—but that

was what the dealer said. Second act: The man who pays the bills finally concluded that it was so and reduced his space.

REPRESENTATION ON NEWS STANDS.

"Representation calls for copies on the stand many and many a time where there is no steady call. Sometimes it is essential to have your paper represented miles and miles away. Its foreign circulation is mighty expensive, another channel for heavy returns and no way to trim or regulate them. The stop order materially affected such agents, but few wise newspapers ever ordered returns entirely cutoff at such points for you can readily guess the reasons.

"There are only a few papers in the country that are not returnable to some extent, and those that have no return privilege are in an independent position and have scarcely any live competition to fear.

"For the benefit of some it might be well to name a few more reasons for newspapers taking severe action upon the return privilege.

THE RAILROAD TRAIN "BUTCHERS."

"Train boys, 'butchers' as they are called by some, and train newsboys by others, have a very bad habit of cleaning up the cars and either reselling the papers or cashing them in at the end of the route. They are frequently encouraged in this by the assistance of the entire train crew. The readers could scarcely be induced to destroy their copy after it had been read; and to stamp, mark, number or fasten the paper by any process, has seldom been carried out satisfactorily, for the subscribers find many objections. Again, too, press running time with close train connections, will not allow sufficient time.

"After going over the matter thoroughly, and from general observation of years of experience, I think it is wise to allow some sort of a return privilege, and with a watchful eye keep close track of the careless news dealers and agents.

"Larger newspapers have a separate department for returns, and the head clerk has a complete set of books with drawings and returns by day, week, or month, and when they run heavy, a list is furnished the blotter clerk and he regulates the orders.

"A ten per cent. privilege is a good thing providing the agents and dealers are honest and will make their claims accordingly. Even with such conditions, it is not always satisfactory. While it might save expense on the part of the dealer in sending in returns, and also lessens the help in the office, it brings about mistrust among the trade for so many are apt to take advantage of the paper."

The Editor Reported His Own Wedding

Editor Maller, of the Leona (Kan.) Hustler, got married and wrote the account of it for his own paper. He deftly hides the seriousness of the business behind the following picturesque description of the parties interested:

"The bride wore a beautiful dress of French lawn, at least that's what they said it was.

"The groom (that means 'we') wore the customary black hand-me-down, and was about scared to death."

Touching the ceremony, he continued: "There were no bridesmaid or best man because the groom did not think he could find a better man than himself."

With reference to the personal charms of the bride, he wrote:

"Miss Randolph is a peach; most of her beauty is natural, and she looks good to us; she is one of our schoolmates and we know she can throw a brick with remarkable accuracy. A sample of her rare nerve is shown by her vowing to 'love, honor,' etc."

And in conclusion he disposes of her husband in this fashion:

"The other interested party is a joke; he came to Leona in the fall of '83 without clothes or money, and is now free from all financial debt. There are plenty of others just as bad and they are not in the penitentiary, either."

PERSONALS.

Milo W. Whittaker, general manager of the Jackson (Mich.) Patriot, is spending a fortnight in New York on business. He will visit Boston later.

William J. McKiernan, a well-known Newark, N. J., newspaper man, has been appointed press agent for Electric Park, a big amusement resort.

Thomas J. Kelley, of the Hartford (Conn.) Globe staff, and a member of the city council, is figuring prominently in the fight the city is making against the local ice trust.

E. Lesser, of the Birmingham (Ala.) Courier, and J. H. F. Mosely, of the Labor Advocate, attended the meeting of the National Editorial Association at Indianapolis.

The Birmingham Press Club will be represented by J. A. Rountree, editor of the Dixie Manufacturer, at the International League of Press Clubs, which meets in Denver in August.

Eugene Wilson, about ten years ago a member of the Hartford (Conn.) Times city staff, who left the newspaper field for theatrical ventures, has returned to Hartford and accepted a position on the Telegram.

James M. Thompson, editor of the Norfolk (Va.) Dispatch before its consolidation with the Public Ledger, is spending six weeks at his home in Summit Point, W. Va. He will sail for Europe later and return to Norfolk about Oct. 1.

Richard Closson, editor of the Carroll (Neb.) Index, was married to Miss Litta Hunter, daughter of Mr. and Mrs. D. L. Hunter, of Webster City, Ia. Miss Hunter for several years has written the society news for the Webster City Freeman-Tribune.

Harlan T. McDaniel, sporting editor of the Memphis News-Scimitar, was married on the evening of Thursday, June 14, to Miss Jane Gregory, of Louisville, Ky. The ceremony was performed at the Parkland Christian Church in Louisville.

Harry McDougal, who has been the Newark, N. J., correspondent of the New York Sun for many years, has resigned and will devote his entire time to the Newark Sunday Call, with which he has been identified ever since the paper was started. He has been succeeded in the Sun work by Stephen Flarity.

G. Herb Palin, one of the brilliant Southern contingent in New York, is attracting notice in the metropolis by his folk lore and industrial articles. He is furnishing clever children's fairy stories to the New York World and to McClure's Syndicate. The Boston Transcript is printing his industrial articles and the Gibson Publishing Company is using his verse descriptions of the Gibson pictures.

W. S. Powell, senior, and Edward B. Powell, junior editor of the Ellicott City (Md.) Times, entertained the Maryland State Democratic Editors' Association at their home "Mount Ida," on Patapsco Heights, last Saturday. The editors elected Joseph M. Street, president; John H. Avirett, vice-president, and William G. Price, secretary. Gen. Murray Vandiver and the public officials of Howard county joined with the editors at the Powell home.

Pittsburg German Daily Sold.
The Pittsburg Beobachter, German morning daily, was sold on Wednesday to Business Manager John E. Joos. Mr. Joos is also the owner of the German weekly Sontagsbote, dated at both Pittsburg and Allegheny. All the debts of the Beobachter will be paid before the final transfer of the property.

A DEAD ONE.

Breathes there a man with soul so dead,
Who never to himself has said:
"My trade of tale is getting bad;
I'll try another 10-inch ad?"
If such there be, go mark him well;
For him no hank account shall swell.
No angels watch the golden stair
To welcome home the millionaire.
The man who never asks for trade
By local line or ad displayed,
Cares more for rest than worldly gain,
And patronage but gives him pain.
Tread lightly, friends; let no rude sound
Disturb his solitude profound.
Here let him live in calm repose,
Unthought, except by men he owes,
And when he dies, go plant him deep,
That naught may break his dreamless sleep.
Where no rude clamor may dispel
The quiet that he loved so well.
And when the world may know its loss,
Place on his grave a wreath of moss,
And on a stone above, "Here lies
A chump who wouldn't advertise."

M. L. Carey, in the Spokesman.

TOO GOOD TO LOSE.

Pontiac, Ill., June 14, 1906.
THE EDITOR AND PUBLISHER,
New York.
Gentlemen:—Enclosed please find \$1 for my subscription for another year. Do not let me miss a number for it is too good to lose. Yours very truly,
Geo. L. BIGELOW,
City Editor of the Pontiac Leader.

THE ADIRONDACK MOUNTAINS

Are now about the most central of all the great resorts. They have through Pullman sleeping cars from New York, Philadelphia, Boston, Buffalo and Niagara Falls via the



A night's ride takes you from any of these places to the center of the mountains in time for breakfast next morning.

For a copy of "The Adirondack Mountains and How to Reach Them," which is No. 20 of the New York Central Lines' "Four-Track Series," containing a fine map of the Adirondack Mountains and adjacent territory, with useful information in regard to hotels, camps, lakes, rivers, etc., send a two-cent stamp to George H. Daniels, Manager General Advertising Department, Grand Central Station, New York.

C. F. DALY W. J. LYNCH
Passenger Traffic Mgr. Passenger Traffic Mgr.
NEW YORK CHICAGO

\$5,000 CASH,

balance deferred, buys two-thirds interest growing Middle West daily doing business of \$17,000 annually. Present owner required by other interests to live in another State. City of 15,000. Railroad center and manufactures.

Proposition No. 149.

C. M. PALMER, Newspaper Broker
277 Broadway, New York

Syndicate Magazine Supplements
Also Printed Magazines
Complete
THE PROGRESS
MAGAZINE PUBLISHING CO.,
110-116 Nassau St., NEW YORK.



THE WATER WAY BETWEEN Buffalo and Detroit

The D. & B. Line Steamers leave Buffalo daily at 5:30 p.m. (eastern time) and Detroit week days at 8:00 p.m., Sundays at 4:00 p.m. (central time) reaching their destination the next morning. Direct connections with early morning trains. Lowest rates and superior service to all points west.
Rail Tickets Available on Steamers
All classes of tickets sold reading via Michigan Central, Wabash and Grand Trunk Railways between Buffalo and Detroit, in either direction, will be accepted for transportation on D. & B. Line Steamers. Send 2 cent stamp for illustrated pamphlet. Address
A. A. SCHANZ, G.S. & P.T.M., Detroit, Mich.
Detroit & Buffalo Steamboat Co.

THE STANDARD ENGRAVING CO.
A NIGHT FORCE
Seventh & Chestnut Sts PHILADELPHIA
WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND FURNISH THE FINEST GRADE OF PLATES IN ALL TRADES FOR THE DEVELOPMENT AND REPRODUCTION OF CATALOGUES, CIRCULARS, BROCHURES AND ARTISTIC PUBLICATIONS

THE LOVEJOY CO., Established 1883
ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street, New York.

FOR SALE.
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 518, Philadelphia, Pa.

BUSINESS OPPORTUNITIES.
WANTED TO BUY
Double-deck linotype, also 16-page press. Make us your best offer. Address "M. M.," care THE EDITOR AND PUBLISHER.

HELP WANTED.
BUSINESS MANAGER WANTED
for a \$12,000 plant, publishing afternoon daily, weekly and conducting general printing; splendidly equipped; linotype; three-story brick building; both papers in good condition. Party must understand advertising and be good collector. This is a rare opportunity for one who wishes permanent home in thriving and desirable town of ten thousand population. Business incorporated and right party can buy interest. Address WALTER L. COHOON, Elizabeth City, N. C.

MAN WHO CAN SELL
printing presses. Good opening, large field. State experience in selling, references and salary expected. Address "RESPONSIBLE," care THE EDITOR AND PUBLISHER.

TELEPHONE 4945 JOHN.
WALTER B. DAVIS
L I N O T Y P E C O M P O S I T I O N
Syndicate Work a Specialty
108 Fulton Street
DOWNING BUILDING, NEW YORK.

TYPEWRITER RIBBONS FLIMSIES CARBON PAPER

SITUATIONS WANTED.

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

POSITION AS CITY EDITOR, NIGHT
editor or telegraph editor upon live daily, preferably in Pennsylvania, Ohio, West Virginia or Virginia, by hustling married man of 30, with long experience, and at present night editor thriving daily in city of 70,000. Versatile writer, careful editor, quick and resourceful, possessing executive ability, and with practical knowledge of the mechanical department of modern newspapers. Address, stating full particulars including salary, "GORDON," care THE EDITOR AND PUBLISHER.

SITUATION WANTED BY EXPERIENCED
stereotyper. Foreman eight years on metropolitan journal. Color and half-tone a specialty. Age 34. References. Address "E. ALLEN," 13 N. Mount street, Baltimore, Md.

A RARE OPPORTUNITY.
News and job printing plant, daily and weekly of many years standing, in the best railroad center and in one of the thirteenth cities in Indian Territory, GOES TO FIRST PERSON PRODUCING FOR SAME \$7,000 IN CASH. Reason for selling: Proprietor has been confined to his home by sickness for several months and will probably not be able to attend to business for several months more. No one need apply who has not the ready money. Address CAD ALLARD, Chickasha, I. T.

JOB PRINTER AND PRESSMAN
combined, a sober and experienced man, will take position in a country office. Address "PRINTER-PRESSMAN," care THE EDITOR AND PUBLISHER.

WANTED—AN EXPERIENCED AND
practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desire party able to buy an interest and take full charge of the business. For particulars address "L 23," care THE EDITOR AND PUBLISHER.

BUSINESS MANAGER.
A hustler and systematic business builder wishes situation as business manager or assistant on Eastern daily. Experience. References. Address "C. T. M.," care THE EDITOR AND PUBLISHER.

YOUNG MAN WITH SEVERAL YEARS'
experience in the operation of Cox Duplex and Hoe double deck straight-line presses, desires position in office in Middle West. Five years with present employer, who will recommend. FRANK MITCHELL, Democrat and Leader, Davenport, Ia.

CIRCULATION MANAGER
of ten years' successful experience open for immediate engagement. Southern newspaper preferred. Have been on some of the best papers in the country, both morning and evening. An up-to-date and a hustler. Thorough organizer and can produce results. Address by letter, or wire "F. W. H.," 275 Spring street, Atlanta, Ga.

NEW YORK EDITOR OFFERS PART
time to periodical or trade paper in Manhattan requiring high grade desk man. Address "PART-TIME," care THE EDITOR AND PUBLISHER.

NEWSPAPER MAN
with experience on city, telegraph and news desks; also special work, is open for no offer. Address "EXPERIENCED," care THE EDITOR AND PUBLISHER.

PROOFREADER
wishes position on publication; accustomed to O. K. for press. Can furnish first class references. If desired, Address "RELIABLE," care THE EDITOR AND PUBLISHER.

CORRESPONDENT.
Journalist, thoroughly alive to the doings at the Capitol, desires to act as special correspondent for several good weeklies or semi-weeklies. Will give personal attention to happenings of special interest to your section. Rate: \$1 per column. Address "BOX 59," Washington, D. C.

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.

Price Flavoring Extract Company, Chicago, Ill., is asking rates in California.

The Manitou Steamship Company is using display advertising in Western dailies.

Antiseptic Remedy Company, South Bend, Ind., is using large space in Middle West dailies.

Danchy & Co., Warren street, New York, are making renewals for Parker's Hair Balsam.

Mason Pile Remedy Company, Pittsburgh, is asking for rates in Pennsylvania papers.

Charles H. Fuller, New York office, is doing some experimental advertising for Barker Brand Collars.

H. I. Ireland Agency, Philadelphia, is starting a campaign in Ohio papers for Fels Naphtha Soap.

Honey One Gum Company, 254 Pearl street, New York, is asking rates on classified advertising in dailies.

Will Hicks, Vanderbilt Building, New York, is advertising generally in daily papers for Long Island resorts.

Richard A. Foley, Philadelphia, is placing three inches double column thirty times for the Bedford Mineral Springs, Bedford, Pa.

Lyndon & Hanford, 158 Main street, Rochester, N. Y., are placing contracts for 250 inches in New York State dailies for Killitol Disinfectant.

C. E. Barker Manufacturing Company, 56 Warren street, New York, are asking rates on thirty-six inches one and three times a week for four months.

Frank Preshrey Company, 3-7 West Twenty-ninth street, New York, is placing in large dailies fifty-six lines ten times for Delaware & Hudson Railway, Albany, N. Y.

The Brown Soap Company has removed from Dayton to Columbus, O. They are using large space in local papers. It is said that they will start a general campaign very shortly.

A new advertiser is the Syracuse Automatic Time Recorder Company, which, as its name indicates, is seeking publicity for a time recording device. The business will be handled by the Hampton Advertising Company.

George P. Rowell & Co., 12 Spruce street, New York, will shortly place some advertising in Western dailies for De La Vergne Machinery Company, Locust avenue and One Hundred and Thirty-eighth street, New York.

N. W. Ayer & Son, Philadelphia, are placing some advertising for the Central Oil and Gas Company, Florence Automatic Oilstove, Gardner, Mass.; also making renewals on fifteen inches 106

times for the Maple City Soap Works, Monmouth, Ill.

The Merrill Advertising Agency, 1123 Broadway, New York, are placing the advertising on an exchange basis for the Hotel Belvedere of Baltimore, Stockton Hotel Cape May, N. J., and Congress Hall, Cape May, N. J. Magazines and newspapers are being used for these houses.

ADVERTISING NOTES.

M. D. W. Thurston has resigned from the Frank Preshrey Company.

F. P. Aicorn, Eastern manager for Payne & Young, and his wife are on a trip West and will visit Chicago, Des Moines, St. Paul and other cities where Payne & Young have papers. E. H. Young is looking after their New York office during Mr. Aicorn's absence. Mr. Aicorn will be away until about June 29.

George G. Young, secretary of the Hampton Advertising Company, left town on Saturday for his old home at Winnipeg, Can., where he will spend his vacation. Mr. Young was formerly advertising manager of the Manitoba Free Press.

C. J. Savage, of John Wanamaker's advertising staff, New York, has taken a position with the Hampton Advertising Company.

Perry Lukens, Jr., left New York for Chicago Tuesday on a business trip.

C. R. Woodward, Eastern representative of the Woman's Home Companion, is making a trip through New England.

Scheme for Exposition Publicity.

Robert H. Cosgrove, manager of the Spokane (Wash.) Interstate Fair, is using a new method to secure publicity and support from the publishers of weekly newspapers of eastern Washington, northern Idaho, eastern Oregon, western Montana and southern British Columbia, the territory from which this fair draws its crowds. The fair management each year pays the publishers a small sum for carrying an ad of the fair, and it is understood that each paper will furnish some reading matter. This year, the management has made the same contracts with the newspapers and in addition has appropriated \$100 to be given in special prizes to the papers assisting in the work. The object is to get the most artistic and best arranged advertisements of the fair. Each paper is required to publish each week, for nine weeks at least, two of the news items which will be sent out weekly by the press agent in a news bulletin. A committee of practical printers of Spokane will judge the merits of the display advertising. No Spokane papers will be permitted to compete. As an additional inducement, the fair agrees to give all the publicity possible to the papers winning. The purse is divided into six prizes of \$30, \$25, \$20, \$10, \$10 and \$5. Mr. Cosgrove says the scheme is already a success.

IT BRINGS HAPPINESS.

Joliet, Ill., June 14, 1906.
THE EDITOR AND PUBLISHER,
Park Row Building, New York.
Gentlemen:—Of course I want to renew. Couldn't get along happily without the E. and P. Check inclosed.
MARK BENNETT,
Superintendent of Press Department of the Pan-American Exposition and Division Chief of the St. Louis World's Fair Press Bureau.

GOLF TOURNAMENT.

AMERICAN GOLF ASSOCIATION OF ADVERTISING INTERESTS PLAY AT ATLANTIC CITY.

Meeting to Begin Monday and Continue Five Days—Advertising Men From All the United States Will Attend—Beautiful Trophies Offered by Leading Advertisers and Publications—Complete Program and List of Trophies.

The annual golf tournament of the American Golf Association of Advertising Interests will open at the Country Club, Atlantic City, on Monday, June 25, and will continue during five days. The complete official program is herewith printed:

Monday's Events—First: President Frank Preshrey will drive a ball from the first tee at 9 o'clock, and the caddy getting it will receive a five-dollar gold piece.

Second—Four-ball foursomes. Three divisions.

Six handsome trophies will be played for, donated by W. H. Childs, president of the Bon Ami Company, of New York, as follows:

Winning partners of first division will each receive a very handsome silver deposited on glass spirit decanter.

Winning partners of second division will each receive a very handsome cut glass wine decanter, with sterling silver capped stopper.

Winning partners of third division will each receive a cut glass cigar jar, with sterling silver cover.

Third—Women's qualifying round, 18 holes medal play.

Two trophies: Best gross score prize is a beautiful sterling silver water pitcher, donated by Ralph Tilton, editor and advertising director of the Delineator.

Best net prize: Twelve plates, unique, handsome and valuable underglaze Cobalt blue border, with encrusted gold edge, donated by C. W. Royce, of the Arlington Company.

The annual business meeting of the association will be held at the Brighton Casino (graciously tendered by Mr. Heimsley) Monday evening at 8:30 o'clock.

Tuesday—Men's qualifying round, 18 holes medal play. Three divisions in handicap; two trophies in each division.

First division: The winner of the best gross score, besides having possession of the Sir Thomas Dewar Cup (won last year by W. E. Conklyn) for one year, and having his name inscribed thereon, will also win outright a copper body, gold-lined sterling silver-trimmed loving cup, Verde antique finish, especially designed by the Gorham Company for the St. Louis Exposition and donated by Rudolph Kleyboite, of Rudolph Kleyboite & Co., New York.

Best net prize: A sterling silver gold-lined loving cup, donated by H. C. Fownes, of Pittsburgh, Pa.

Second division: Two net trophies, first and second, both donated by Everybody's Magazine.

Best net trophy is a handsomely engraved sterling silver clock case, with eight-day clock.

Second net trophy is a gold-headed rhinoceros hide cane, something very unique.

Third division: Two net trophies, first and second, both donated by the Brooklyn Daily Eagle.

The best net is a copper and silver chafing dish. The second net is a rich cut glass, silver trimmed salad or fruit bowl.

Women's—First round of match play.

Wednesday—First round of match play for men. Second round of match play for women. Team match—East vs. West.

Thursday—Second round of match play for men. Final round of match play for women.

Friday—Men's semi-final and final match rounds in all divisions. Semi-finals, a. m.; finals, p. m.

MIXED FOURSOME EVENT.

The winning couple will each receive a plain, exceedingly handsome two-handle sterling silver loving cup on enameled base, donated by D. McK. Lloyd, president of People's Saving Bank, Pittsburgh, Pa.

HANDICAP EVENT.—Two divisions, four trophies. First division: Best gross and best net trophies, both donated by Leonard Tufts, owner of Pinehurst.

Best gross: A man's traveling bag, cowhide, gold trimmings, large size, very handsome

Best net: Men's toilet set, five pieces, sterling silver.

donated by Walter E. Edge, of Atlantic City.

Best net is a spirit jug, silver deposited on rouge flambe doulton ware.

Second net, a cut glass claret pitcher, sterling silver top.

TROPHIES FOR WINNERS IN SEVERAL DIVISIONS OF MEN'S TOURNAMENT.

First division: Winner of tournament gets his name on the handsome Studebaker cup (won last year by Edwin A. Freeman) and possession of the cup for one year. He wins outright a magnificent \$400 tiger rug, donated by Newton Annis, of Detroit. Runner-up will win a stunning electric lamp, donated by A. S. Higgins, of Higgins & Selter, New York.

Consolation trophy, a very handsome Tiffany clock, donated by James McCutcheon, of New York.

Second division: Winner will receive the M. H. Malory trophy, which is a fine copper, gold-lined ale mug, especially designed by the Gorham Company for the St. Louis Exposition—very rare and very valuable.

Runner-up, governor's trophy, a magnificent solid copper wine cooler.

Consolation, John Dewar & Sons trophy, a Gorham Mfg. Company "Black Jack" loving cup.

Third division: Winner will receive the Literary Digest trophy, which is a sole leather "Mark Cross" traveling bag.

Runner-up, governor's trophy, a handsome copper tray suitable for after-dinner coffee or cocktails.

Consolation, an open-face gold watch (embassador style) donated by George L. White, president of the New England Watch Company.

Fourth division: Winner will receive the Chicago Tribune trophy, which is a beautiful solid silver pitcher.

Runner-up, governor's trophy, a unique copper tankard.

Consolation, an open-face gold watch (embassador style), donated by George L. White, president of the New England Watch Company.

Fifth division: Winner will receive the Red Book Magazine trophy, which is an exceedingly handsome silver tray.

Runner-up, governor's trophy, a very handsome copper tray.

Consolation, the S. Keith Evans trophy, a very handsome writing desk ornament, consisting of silver inkwell, a silver stamp box, etc.

Sixth division: Winner will receive the John B. Woodward trophy, a handsome copper punch bowl with glass lining.

Runner-up, governor's trophy, a fine German pewter tankard, odd and attractive.

Consolation, governor's trophy, a German pewter loving cup.

Seventh division: Winner will receive the Scrap Book Magazine trophy, which is a beautiful rock crystal punch bowl.

Runner-up, governor's trophy, a rock crystal nut or fruit jar.

Consolation, the Meridian Daily Journal trophy, a cut glass whisky bottle with silver top.

TROPHIES FOR WOMEN'S TOURNAMENT.

Winner will receive Hearst's Sunday Magazine trophy, which is a sterling silver coffee set, three pieces, on mahogany tray. Tray has silver band and silver plate for inscription.

Runner-up will receive the Gorham Mfg. Company trophy, which is a handsome rouge flambe flower holder, or vase, of Doulton pottery, deposited with silver.

Winner of consolation will receive a governor's trophy, which is a copper berry or fern dish, very pretty.

SPECIAL TEAM TROPHIES.

Donated by Erman J. Ridgway, of Ridgway's, a new publication to be started next fall. There are five handsome gold medals, and one will be awarded to each member of the winning team in the contest between East and West. This will be a special event and will be played Wednesday afternoon.

Six prizes for men and two prizes for women are played for on Monday.

Six prizes for men are played for on Tuesday. Five gold medals are awarded to the winning team between East and West on Wednesday.

Three prizes are won on Thursday in the finals of the women's tournament.

Twenty-one prizes, three in each division, are won on Friday, in the finals of the men's tournament.

Two prizes are awarded in the mixed foursome event on Friday.

Four prizes are awarded in the handicap event on Friday.

The Newspaper of Iowa
The
Des Moines Capital
an evening paper with 40,000 circulation guaranteed.
You cannot cover the field without it.
Rate Five Cents Per Line Flat
Eugene Van Zandt, Mgr.
New York Office, 166 World Bldg.

THE
SYRACUSE JOURNAL
AN EVENING FAMILY PAPER
62 YEARS OLD—AT 1 CENT
17,000 Circulation Guaranteed
Lower rate per 1,000 than any other paper in Syracuse.
Books are open to advertisers at any time, without notice.
New York Office, 166 World Bldg.
Eugene Van Zandt, Mgr.

SCIENTIST IS AD AGENT.

University of Minnesota Professor Resigns to Join Eastern Agency.

Prof. Conway MacMillan of the University of Minnesota, widely known for his original researches in science and especially in botany during the past eighteen years, has resigned from the University and will take a place with an advertising agency in the East.

At first he amused himself by applying the scientific processes of the botanical and psychological laboratories to the subject of advertising with the purpose of discovering the fundamental principle of publicity. Of late, the "science" of advertising has absorbed him. He is prepared to prove that the advertising field is so vast and rich in scientific possibilities that, by comparison, botany is a kindergarten affair.

No Free Notices in Texas.

The following resolution was adopted by the Texas Press Association at its recent convention at Corpus Christi:

"Whereas, From time immemorial there has been an idea in some remote quarters that a weekly newspaper is public property, to be used as a free horse by all organizations, social, religious and otherwise, and that no charge should be made for publishing various and sundry notices; therefore, be it

"Resolved, That it is the sense of the Press Association that all notices of entertainments, of whatever character, where the object is to raise money, and all resolutions of sympathy, cards of thanks and notices of that nature, come under the head of legitimate advertising and should be paid for; and this association, in behalf of reputable and progressive journalism, would urge that its members and all publishers demand, as a business proposition, that such matter be so regarded and so paid for."

Newspaper Man for Mayor.

Ex-Representative Alfred F. Howe, city editor of the New Haven (Conn.) Union, the chairman of the board of education in Derby, has come out as a candidate for the nomination for Mayor of the city of Derby.

CHANGES IN INTEREST.

The Oxford (N. Y.) Times and Oxford Press will consolidate on July 1. The business will be conducted by the firm of Galpin & Snell.

The Floresville (Tex.) Chronicle was sold a few days ago to Dr. J. W. Blake, who is president of the company publishing the Willson County Journal. Both papers will be continued.

The Ashland (Pa.) Telegram has been purchased by Charles E. Steel, of Minersville, a son of J. Irvin Steel, deceased, the former proprietor. The new proprietor was for a number of years the publisher of the Free Press of Minersville. A. H. Tiley will continue the management.

Ernest H. Sanford, former Minneapolis newspaper man, has bought the Excelsior Springs (Mo.) Call. The paper was established in 1881.

Memorial to Lucien Walker.

At the June meeting of the Birmingham Press Club the question of erecting a memorial to honor Lucian Julian Walker, one of the best known newspaper men in Birmingham and also Alabama, who was consul to Dumferline, Scotland, under Mr. Cleveland's first administration, and consul to Cork under his second administration, was discussed. A special committee composed of J. A. Rountree, chairman; Max Karpeles and S. J. Stockard was appointed to receive bids and report on designs for the memorial at the next meeting on June 28.

New Texas Daily.

The Marshall (Tex.) Daily American will be published seven days a week. The Texas American from the same office will be issued every Saturday. The new concern will have the full leased wire service of the Publishers Press. The officers of the American Publishing Company are: President, T. S. Caven; vice-president, Aubrey Hargrove; secretary and manager, W. F. Speight; treasurer, W. L. Martin.

OBITUARY NOTES.

Guy S. Canfield, well-known young newspaper man of Minneapolis and St. Paul, died last week of consumption. He was 28 years old. He leaves a widow. He was a native of Virginia and a graduate of Northwestern University at Evanston, Ill. He had been a member of the editorial staffs of the Minneapolis Tribune, St. Paul Pioneer Press and St. Cloud (Minn.) Journal.

John J. Cunniff, telegraph editor for the Scranton (Pa.) Times died last Sunday of inflammatory rheumatism. He was about 45 years of age. Mr. Cunniff was one of the best equipped newspaper men in the State. He served in several capacities on the Scranton Truth and the Scranton Tribune, and ten years ago was appointed telegraph editor of the Times.

Gus C. Mathews, associate editor of the Macon (Ga.) Telegraph, died of heart failure, aged 50 years. He was born near Louisville, Ky., and began his newspaper career as private secretary to Henry Watterson, editor of the Louisville Courier-Journal. He was later managing editor of the Memphis (Tenn.) Appeal.

William H. Hunter, editor of the Chillicothe (O.) Advertiser, aged 59, died last Wednesday after an operation for appendicitis. He was a prominent member of the State Historical Society, and was recently made Master of Arts at Marietta College.

Matthew Hale, for twenty-four years connected with the editorial force of the Boston Globe, died at Carney Hospital, Boston, after an operation for appendicitis. He was born in Vevay, Ind., in 1857.

John Benjamin Hardwicke, editor and publisher of the Texas Sun at Corpus Christi, Tex., died of apoplexy last week. He had served on newspapers in Missouri and Tennessee. He was 41 years old.

George K. Fitch, a pioneer of California, formerly associated with Loring Pickering as publisher of the San Francisco Call and San Francisco Bulletin, died at San Rafael, Cal., last Sunday.

Joe S. Frigg, founder of the Rockford (Ia.) Register, editor of the Des Moines Register and Leader Weekly, died last week at his home in Rockford, Ia. He had a national reputation as a writer on agricultural subjects.

Henry O. Houghton, of the publishing firm of Houghton, Mifflin & Co., died at his home in Swampscott, Mass., last Saturday, of acute pneumonia. He was 50 years old. His father founded the famous Riverdale Press at Cambridge, Mass.

Henry Livingston, founder and for thirty-seven years editor of the South Side Signal at Babylon, Long Island, N. Y., died last week, aged 63 years.

Lawyer, Actor, Newspaper Man, Dead. Frederick G. Hunt, late dramatic editor of the Milwaukee Journal and well known newspaper man of St. Paul and Chicago, died in Chicago Hospital last week, aged 46 years. He graduated from Columbia Law School, New York, and for a time was in the law office of Rufus Choate and Joseph A. Choate. He left the law for the stage. He was with Booth and for two seasons was basso with the W. T. Carleton Opera Company. He left the stage and was successively dramatic editor of the Minneapolis Times, St. Paul Globe, Chicago Inter Ocean and Milwaukee Journal. He was widely recognized as one of the ablest Shakespearean commentators in the United States.

EDITORS IN IRELAND QUARREL.

Three Months in Jail for a Scorching Libel.

W. Hastings, editor of the Western News published in Bailinasloe, Ireland, has been sentenced to three months in Kilmainham Jail for printing a libel on Mr. O'Carroll, one of the owners of a rival paper, the Connaught Leader. The trouble was started by O'Carroll. He ran the following in the Connaught Leader referring to Hastings and the Western News:

"It is nothing new for this loathsome organ to hold up God's ministers as particeps criminis in outrage. If ever there was one who was the friend of the poor in his parish, Father Bagley was and yet he cannot escape the vilification of this creature to please the patrons who now pretty openly support him."

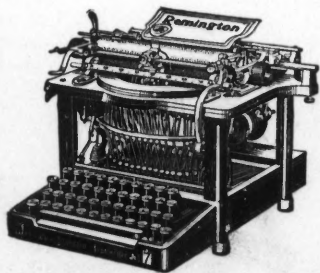
Hastings, evidently prepared to go to jail for the satisfaction of printing his opinion of the other editor, replied in the following rather astounding style:

"Truly we have not only a great but a merciful God, and if we had not, the hand of the scoffer who penned this blasphemy would be paralyzed and withered before the ink was dry on the paper. Attila boasted that he was the scourge of God, and the grass never grew where his horse trod. The end, however, must come, and an outraged community that has long groaned under the tyranny of libel, slander, and scurrility will be relieved from this incubus of pestiferousness, and when decent men may transact their public business without being subjected weekly to the ribald abuse of an Ishmaelite hunted during his lifetime from everywhere he attempted to find a resting place for his malign presence."

"There is not a crime under heaven, from cheating at cards to deceiving the dying and robbing the dead of their shrouds, that this fellow has not resorted to for getting money, to keep his accursed harem party that has ruined him alive. In this awful plight, and worse than debt staring him in the face as the result of his own vanity and infamy, he dares the futile task in which no man has ever succeeded, of fastening a stain upon our courage, honor and honesty—a truth, though we ourselves say it. It may be that this article which we write will be the last written outside prison walls for some time to come. It is sometimes very dangerous to call a spade a spade, and as we write three judges of the land are trying, behind our back, whether we should not go to gaol for calling a spade a spade."

In giving his decision the Lord Chief Justice said that the case was without a parallel in the history of the court, and that a fine would be inadequate punishment for the crime.

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Civil Service Journal Publishing Company, New York, to print and publish magazines, newspapers, etc. Capital, \$10,000. Incorporators: George and Effie E. Wilkes, 117 Chambers street; Remsen G. Brooks, 457 West Twenty-fourth street, all of New York.

Fidelity Publishing Company, of New York, print and publish books, papers, etc. Capital, \$150,000. Incorporators: S. C. Igoe, O. C. Kyle, W. H. Von Gerichten, New York.

American Yachtsman Publishing Company, New York, to edit and publish periodicals, books, etc. Capital, \$40,000. Incorporators: Charles P. Tower, William E. Simmons, Arthur D. R. Brown, all of 76 Park Place, New York.

Friend Soap Company, Boston, advertising agency and publishers. Capital, \$200,000. Incorporators: Frank C. Friend, C. Hayden Whitney, Benjamin Derby, Jr., Arthur LeBurton Robison.

National Premium Company, printing and publishing. Capital, \$500,000. President and clerk, H. Mitchell, Kittery; treasurer, S. J. Morrison, Portsmouth, N. H.

Collier's Weekly Sued by a City.

Paterson, N. J., has had considerable notoriety because it happened to be the home of a few bloodthirsty anarchists. The citizens are impatient at what they consider unwarranted abuse of the city. The Board of Aldermen adopted the following resolution:

"Whereas Collier's Weekly and other papers have been publishing articles absolutely false and without foundation in truth concerning the city of Paterson, and strongly libelous of the city; be it

Resolved, that the City Clerk procure copies of said libelous articles, and the City Council be directed to investigate the same, and if, in his judgment, actions for libel will lie against the owners of said publications that forthwith institute proceedings against said publishers for said libelous articles."

Birmingham, Ala. Will Advertise.

Commercial and Industrial organizations of Birmingham, Ala., are planning an advertising campaign for the city of Birmingham. Secretary Babb, of the Commercial Club, and a committee composed of Messrs. Cherry, Holmes and Wallace, of the United Commercial Travelers, are active. A meeting will be held July 28, to arrange a definite plan of advertising.

Editor for Secretary of State.

Julius A. Schmahi, who has been nominated for secretary of State by the Republicans of Minnesota, is editor and proprietor of the Redwood Falls Gazette. He went to Redwood Falls about ten years ago after service for some time on St. Paul papers. Mr. Schmahi has for several years been chief clerk of the Minnesota House of Representatives.

McClure Gets Youngstown (O.) Telegram

The Youngstown (O.) Telegram has been sold to Samuel G. McClure, formerly editor and manager of the Ohio State Journal and one of the leading newspaper men of Ohio. The deal was negotiated by C. M. Palmer, of New York.

New Afternoon Daily in Philadelphia.

The Philadelphia North American will begin the issue of an afternoon edition some time this summer.

Mattoon (Ill.) Morning Star and Anderson (Ind.) Herald were added to the list of clients of the Publishers Press last week.

Graham Young, formerly of the Chandler (Okla.) Daily Publicist, is night editor of the new Oklahoma City Daily Post which began on June 12.

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