

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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THAT KINGSTON QUAKE

CORRESPONDENTS FOUND THEMSELVES PRACTICALLY HELPLESS WITH NO WIRES.

London Staff Men on the Scene Given the Privilege of Going by Government Boat to Holland Bay—How a Local Correspondent Shared the Privilege Uninvited—Kingston Gleaner Lost Everything but the Jamaica Daily Telegraph Was Not Damaged.

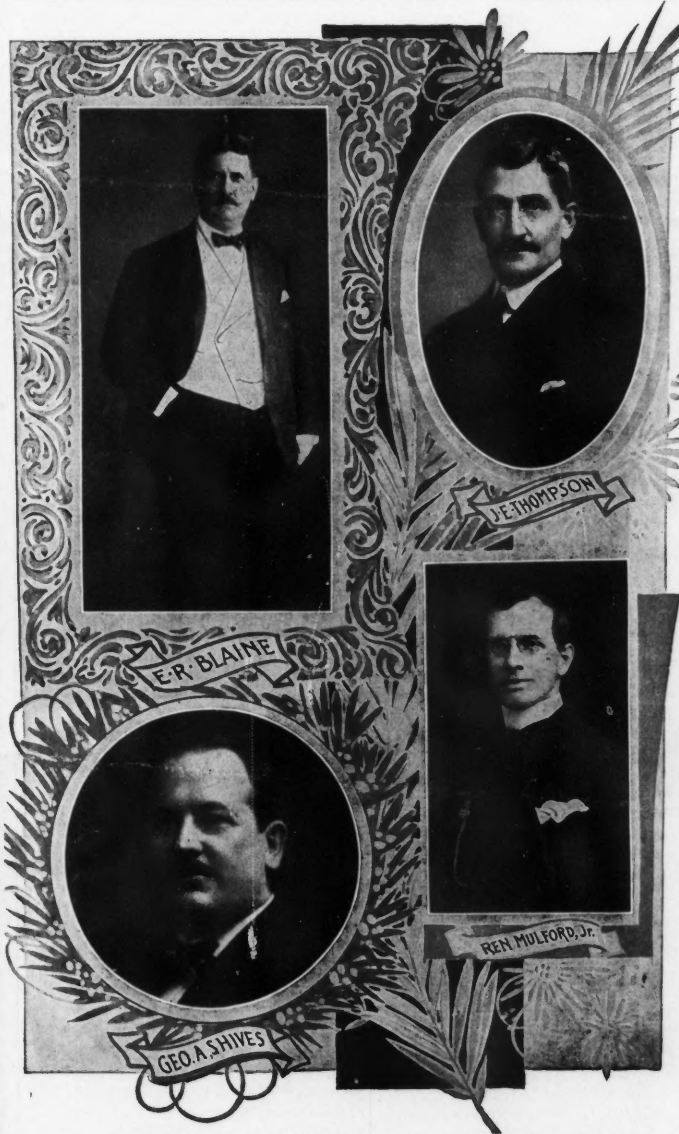
Kingston, Jamaica, Feb. 7, 1907.

At 3:35 o'clock in the afternoon of Monday, Jan. 14, the newspaper men of Jamaica realized that they had the best news story in the world. Fifteen minutes later they became aware that all cable connection from Kingston was destroyed and that they were apt to enjoy the exclusive possession of the story for some time. Practically every member of the staffs of the Daily Gleaner and the Jamaica Daily Telegraph is the correspondent of papers in America and England. The Agricultural Conference was in session in Kingston and six staff men from London papers were on the scene.

With the tremendous story of one of the greatest earthquakes in point of property loss and loss of life, in history, all the newspaper men found themselves practically helpless. For hours it was impossible for anyone to realize the extent of the destruction. The cable and telegraph offices were in flames. The only hope lay in getting a ship to some other port, but the local men did not care to risk the expense of chartering a boat, even if one could have been obtained under the existing circumstances and in the general disorder. The London men were in little better condition, but they had Sir Alfred Jones to aid them and Gov. Swettenham, being English first in everything, was ready to grant every concession in his power.

The cable officials said there might be connection with the outside world at the Holland Bay hut. The Governor wished to get advices to England for the government, so he ordered a ship to take his messages to Holland Bay. The London staff men were given the privilege of going on the boat. A local man heard of this. He knew it would be futile to ask the Governor's permission, so he walked aboard the ship and hid until she was well out of the harbor and under way at sea. The Englishmen were furious when they found he was on board, but they could do nothing. When the boat anchored at Holland Bay, there remained a drive overland to the cable hut. The Englishmen engaged the only available vehicle. The local man disappeared and the London correspondents saw no more of him until he dropped off the springs at the rear of their carriage when they stopped at the hut. He was covered with dust, but happy, and his message to New York was filed next to that of the Governor's, which was given precedence as government business. This was after 12 o'clock the night following the quake. The wire was in bad shape and it took most of the next day for the messages to sift

(Continued on page 2.)



THE BLAINE THOMPSON ADVERTISING SERVICE.

FIRM WHICH HAS WON RANK AMONG THE LARGEST AND MOST SUCCESSFUL IN THE UNITED STATES.

SHORT SHORTHAND.

Sir Edward Clarke Invents a New System. Once a Reporter.

Sir Edward Clarke of London, the known lawyer and ex-member of the British Parliament, who in his younger days was a newspaper shorthand reporter in the press gallery of the House of Commons, has invented a new system of shorthand which he is about to have published.

"My system," says Sir Edward, "is a simple adaptation of Taylor's system, which is so elaborate that one can only learn it from a teacher. But mine is much simpler. In fact, it is so simple that it requires no teacher. Anybody can learn it by himself. One great distinction it has is that there are no thick and thin strokes, so that it can be written with a pen, a pencil or a stylograph.

JOURNALIST CLUB'S OFFICERS

The Baltimore Press Wants a More Stringent Press Badge Law.

The Journalist Club of Baltimore, Md., at its annual meeting on Saturday elected Frederick H. Gottlieb, honorary president. There was a contest for the presidency which resulted in the election of Samuel C. Appleby. Mr. Appleby was president of the club in 1896. Other officers elected: Vice-president, Guion P. Wilson; secretary, Joseph Dannenberg; treasurer, William R. Hamilton. Governors—Howard S. Biscoe, Harry W. Neepier, John Geller and Guy Chapman Turner.

It was decided to try to have enacted by the City Council a more stringent law regulating the use of the press badge.

Will Visit Exposition.

The New England Woman's Press Association has decided to visit the Jamestown Exposition on June 7 and 8.

ENTERTAINED BRYAN.

LOS ANGELES, CAL., PRESS CLUB ADDRESSED BY THE NEBRASKAN.

Bryan Says He Believes the Weekly Papers Are Supplanting the Dailies as Moulders of Public Opinion—Frank T. Searight, Secretary of the American Press Humorists, the Press Club's Prophet, Sees Bryan in the White House.

Probably the most notable of all the receptions given to William Jennings Bryan on his recent tour of the West was the one tendered him by the Los Angeles (Cal.) Press Club at its club rooms at 1 o'clock on the morning of Jan. 30, following a banquet to the Nebraskan at which 500 Los Angelenos were present.

The Press Club is fortunate in having among its membership Frank Thompson Searight, secretary of the American Press Humorists. They appointed Mr. Searight chairman of their Bryan reception committee, and just for that, he wrote several popular song parodies which resulted in a second speech from Mr. Bryan, the anointing of the author as a prophet, and the assurance that only at the Gridiron Club was equally good entertainment to be had. Here is one of the songs with which the Orator of the Platte was greeted:

CHEER UP, BRYAN.

(Air: Cheer Up, Mary.)
There's a land that's dear
To the crowd that's here,
And it's called the U. S. A.
It's the place where all—
Both great and small—
Are supposed to have a say.
There are those who seek
To oppress the weak
And to trample Freedom down,
But they'll have to stop
When the man on top
Is the man from Lincoln town.

Chorus:

Cheer up Bryan, don't be sighing, sighing,
There is victory very nigh.
You look better when you're trying, trying,
When there's a battle in your eye.
All the rascals will be flying, flying,
You can start them if you try.
Bryan dear, do not fear,
There's the White House by and by.

When the cause that's right
Suffers in the fight,
And the country's in distress,
There's a source of aid
That isn't afraid—
It's the grand old public press.
For truth and right
It will always fight,
While this old world moves around.
And with William J.,
And his Commooner—say!
We can turn things upside down.

Chorus:

Cheer up, Bryan, don't be sighing, sighing,
There is victory very nigh.
You look better when you're trying, trying,
When there's a battle in your eye.
With the boys who write the stories, stories,
You've a standing mighty high.
Bryan dear, do not fear,
You'll be President, by and by.

In a speech in which he showered compliments upon the club, Mr. Bryan said: "In my first campaign about 600 prophets predicted my election. I figured out later that the trouble with them was that they had not been anointed. Your press club prophet, however, is

one of the anointed—what he has written will come true."

Then Mr. Bryan changed the subject abruptly as he remembered that he was announcing himself and that it has been his policy on this trip to say nothing definite about his plans presidential. In the course of a further speech by request on Journalism Mr Bryan said:

"I am publishing a weekly paper and now I have 140,000 subscribers. I think I have an influence over these subscribers which a daily paper cannot have. I believe the weekly papers of this country are supplanting the dailies as molders of public opinion, and the explanation is not hard to find. It is seldom that the man who owns the daily paper puts himself into the editorial columns, further than to say what shall not be said to protect his advertising. The men who supply the papers with brains, who have the ability to feel the pulse of the times and the conscience to diagnose truly, are seldom found in control. They have been too busy with more important things all their lives to accumulate enough money to own a newspaper and they are forced to take dictation from the business office.

"Yet they are not always forced to write what their consciences do not dictate, for they have been known to revolt. During my last campaign hundreds of writers on the largest papers of this country resigned their positions rather than write the things required of them, which they knew to be contrary to the best interests of the country as a whole. I believe the time is coming when more of the newspaper writers of this country will do their work on that basis—write according to the dictates of their consciences or not write at all, and until that time the daily paper will be superseded by the weekly, so far as influence goes, and will be read only by those who want to find out who was born or who got a divorce that day."

The speaker was presented with two silver-framed cartoons of himself by Artists Strathearn, of the Los Angeles Express and Gale of the Los Angeles News and was given three rousing cheers as "the greatest newspaper man of them all" when he left. The reception committee from the Press Club consisted of: Frank Thompson Seaight, chairman; C. E. Snively, Jr., club president; Randolph Bartlett, J. Sidel Lawrence, L. H. Guernsey, Robert Yost, Jr., Kenneth J. Murdoch, Wilbur J. Hall, H. D. Kennedy, and John B. Elliott of the Associated Press.

Twenty Years Ago.

Robert Gaus, editorial writer on the Denver (Col.) Republican, read a paper recently before the Dry Farming Congress in Denver, in which he dwelt on the development of drouth resisting plants and told of his own experiments in dry farming. The theory, now accepted by all scientists that by certain processes and changes in their constitution valuable species of vegetation could thrive on arid lands, Mr. Gaus said, was first launched by him over twenty years ago in the editorial columns of the Republican.

News Association Formed.

The Commercial News Association of Alabama, which proposes to conduct a bureau of daily information and news of events and business transactions throughout the United States has been incorporated. The incorporators are the following: Theodore Poul, A. C. Brown, Frank Mims, H. W. Phillips, E. E. Hyndinger, D. K. Middleton, A. C. Bailey, William Witt, C. R. Lewis, W. H. Hyndinger and G. D. Hodge.

GERMAN NEWSPAPERS.

Editor Simon Compares Them With Those Published Here.

Dr. H. Simon, of the Frankfurter Zeitung, grandson of Leopold Sonneman, founder of the paper which is one of the leading German political and financial organs, visited the New York Times Building Wednesday.

Discussing newspaper conditions in Germany as compared with those in this country Dr. Simon says:

"The German newspaper is radically different from the American newspaper, both in form and spirit. We do not employ headlines nearly to the extent you do. The headlines of American newspapers are very complete summaries, while ours are mere titles.

"As to policy, I have the impression that American newspapers rely more than ours upon special interests. In Germany the paper often is in itself an independent power. One of our editors, for example, Herr Oeser, has just been elected to the Reichstag.

"In technical matters, such as the quick gathering of news, the aggressiveness in obtaining special articles, and the facilities for getting local news, your papers are far in advance of ours. The Zeitung, for example, has many special correspondents distributed all over the world, and it relies upon these largely for its service. It is more a national than a local paper, for the local news is always subordinated. Our correspondents never thrust their personality into their contributions by the infusion of wit or humor, such as one often finds in American journals."

Owl Club Dinner.

The Owl club, composed of present and former members of the New York Herald staff enjoyed its annual dinner at Churchill's Saturday night. About 225 participated. Robert Fuller, secretary to Gov. Hughes came down from Albany to join his old comrades. Robert B. Armstrong, president of the Casualty Company of America, a former Herald man, and Chauncy S. S. Miller, secretary of the same company, a former Sunday editor of the Herald, Leo Redding, city editor; John T. Burke, night editor; Robert G. Dill, night city editor, John R. O'Donnell, Herbert Swope and Hamilton Peltz were among those present.

New Business Magazine.

The World's Business Review, a new industrial and commercial journal, will begin publication at Chattanooga, Tenn., soon. Frank L. Wells will be the editor of the magazine. The company which will publish it is headed by Judge John A. Moon, of Chattanooga. The magazine will be a review of foreign and American trades magazines and is designed to be in the magazine world what the Literary Digest and other papers of that character are in the literary world.

Merrill Joins Hearst.

Bradford Merrill has resigned as editor-in-chief of the New York World and has joined Hearst forces on the American. As Mr. Merrill was driving from his home in Great Neck, L. I., on Tuesday last his horses shied at a passing automobile, overturning the carriage and snapping the pole off short. Except for a shaking up Mr. Merrill was uninjured.

The Southern Retailer.

The Southern Retailer is a new publication backed by W. L. Terhune, of Boston, publisher of the Boot and Shoe Recorder and the Apparel Retailer. The magazine will be issued in the interests of the retail merchants of the South.

INDEPENDENT MILLS COMBINE.

New Paper Concern to Make Paper From Wheat and Rice Straw.

The Consolidated Paper and Milling Company, which controls a process for turning straw into paper pulp, has arranged to take over the Marsden Company, of Philadelphia, and, it is said, will form an important combination of independent paper concerns with a view to entering the white paper field, according to the New York World. Representatives of the company claim that the process is now effective, and that instead of denuding the forests of this country and Canada to provide pulp for making paper the combination will be able to utilize the straw from the enormous wheat and rice crops of the West and South, which has heretofore had but a small value.

It is said that the turning out of paper under the patents held by the company will require no change in the machinery of the paper mills after the pulp has been pounded. The finest fiber for paper can be obtained from rice straw, and there is an immense supply of this product to be drawn from. The need of an additional supply of pulp can be understood by the fact that many mills in the Northwest have been obliged to shut down because of a scarcity of wood pulp, and this is further evidenced by the fact that the price of the wood pulp has advanced \$7 per ton within a short period. The representative of twenty-eight mills in Michigan has recently been in this city for the purpose of contracting for a supply of straw pulp, and the officers say that engagements have been made for all the pulp that the company can turn out.

New Financial Weekly.

Winnipeg, Can., has a new financial newspaper, a weekly known as the Financial Post. Col. J. B. MacLean is publisher and Stewart Houston, managing editor. Col. MacLean, in addition to his trade newspapers, now controls fourteen weeklies and two small dailies, and maintains his own offices in Montreal, Toronto, Winnipeg and London, Eng., with agencies in the leading centers. This publishing organization, the largest in Canada, will be used to build up the Post.

Published Under Difficulties.

Memphis, Tenn., newspapers made their appearance under difficulties last Saturday. Flood conditions in the city caused water to filter into the gas mains, practically shutting off the supply. Plumbers' blow-pipes were called into use to keep the metal hot in the linotypes. Even at that much of the type had to be set by hand.

Rector Becomes Editor.

Rev. Dr. Joseph P. A. McCormick, rector of St. Vincent de Pauls R. C. Church has entered the editors realm. He has issued the initial number of a monthly called the Vincentian and which will tell what is going on in the parish.

THAT KINGSTON QUAKE

(Continued from page 1.)

thru. By Wednesday the West India and Panama Company had established an office at Bull Bay, eight miles from Kingston, and from it all messages have been sent since.

The plant of the Jamaica Daily Telegraph was not damaged, but lack of power made it impossible to publish a paper for seven days. The Gleaner lost everything, but thru the courtesy of the government, published a small sheet the fifth day after the earthquake and continued each day following.

Special men began arriving in Kingston Friday after the quake, and three days later all the leading agencies of America were represented by men on the ground.

The bad condition of the wires and the great flood of copy made transmission doubtful, and the average time of cable delivery between Kingston and New York was forty-eight hours the first week and twenty-four the next. The Direct West India Company lost its cable entirely and was completely stranded.

Photographs were rare in Kingston the first week, but later men came in from other towns on the island and made many pictures which they sold on the streets for three and four shillings each.

Like everyone else in Kingston the newspaper men here lost practically everything they had, but they were alone in that the disaster brought them means of increasing their income for the time being.

London's Interest in Thaw.

All precedents of conservatism have been broken by the usually staid London papers in reporting the Thaw trial in New York. Seventy-two different pictures of Evelyn Nesbit Thaw which have been reprinted bear eloquent testimony to this. The proceedings are reported as fully as in many of the American papers. Several of the papers are giving full page illustrations of the "woman in the case" with her relatives. Part of the interest in the case centers in the relationship of the Countess of Yarmouth to the defendant.

Muskegon News Changes Hands.

Henry G. Wanty has sold the Muskegon (Mich.) News Company, Ltd., issuing the Morning News, to the Muskegon News Company, Inc., at \$15,000. James Doran, formerly of Muskegon, for a number of years connected with the Grand Rapids Post, will manage the business and editorial departments. Henry G. Wanty, who has been associated with the paper for many years, will engage in the practise of law.

Going Abroad for Rest.

S. A. Perkins, of Tacoma, accompanied by Mrs. Perkins, sailed Thursday on the Arabic for a trip thru the Mediterranean, to Cairo and the Nile. Before returning they will tour France in an automobile. Mr. Perkins is a well known Western publisher. The trip will consume several months.

THE NEW C & C
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New York, Boston,
Philadelphia, Chicago.
Wks: Garwood, N. J.

C. S. BRANDEBURY RESIGNS.

Leaves the Publishers Press Association to Engage in Business.

After nearly ten years' faithful service Carl S. Brandebury leaves the Publishers Press Association to night, having accepted a position with the Springfield, Mass., Portable Construction Company. Last night several of Mr. Brandebury's friends on the Publishers Press staff gave him a dinner following a theatre party.

Mr. Brandebury entered the service of the Publishers Press in the fall of 1898 and has long been considered the association's "star" man. He is one of the most versatile men in the profession, and during his long term of service in press association work has covered many important assignments. He is an expert on yachting and has been the association's mainstay at the international yacht races. He has a wide acquaintance among politicians throughout the State, and has covered conventions both State, and national, as well as campaign trips with Roosevelt, Hughes and others. He is a financial writer of ability, and during the recent insurance investigation covered the daily sessions.

Mr. Brandebury has written graphic stories of several famous murder trials, including those of Roland B. Molineux, Albert T. Patrick, Nan Patterson, Chester E. Gillette, and up to date has been covering the Thaw trial. In fact, when there has been any big assignment in the past Mr. Brandebury has been the man called upon to perform it. His associates on the Publishers Press keenly regret his leaving, but join his many friends in the wish that he may win new laurels in his new field.

Wearing Diamonds Now.

Thomas H. Moran, for thirty-five years a member of the Detroit (Mich.) Free Press staff is the proud possessor of a diamond ring, the gift of the employes of the Free Press. Mr. Moran resigned recently and has entered the mercantile field. Before leaving he faced a gathering of Free Press employes at the Elks' Temple where J. S. Jackson, sporting editor of the Free Press, on behalf "of the boys and girls of the paper," presented him a diamond ring.

Magazine for Working Girls.

Brooklyn is to have a magazine for working girls to be known as the Working Girl. Hannah A. Travis, of Macon street, will edit the new publication. The first sentence of the prospectus reads: "It is an illustrated monthly magazine devoted to the benefit of the human race and to the establishment of the equality of woman and man." President Roosevelt has been asked to write a message for the first number.

Attorney Buys Paper.

H. Arthur Stump, a Baltimore attorney, has turned editor and has purchased the Perryville (Md.) Record, which was established in 1873 by William L. Condon. The Record will continue to be Democratic.

**THE
BOSTON
HERALD
NEW ENGLAND'S
GREATEST
NEWSPAPER**



HERMAN RIDDER.

MENTIONED AS A CANDIDATE FOR THE PRESIDENCY OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

HERMAN RIDDER.

May Succeed S. S. Rogers as President of A. N. P. A.

No topics have as yet been assigned for the meeting of the American Newspaper Publishers Association at the Waldorf-Astoria on Feb. 19-21. It is probable however that the new postal changes recommended by the Postal Commission will be a much discussed subject. The copyright bill will come in for its share.

S. S. Rogers of the Chicago Daily News, president of the association, is in the South and may not attend the convention. Mr. Rogers, it is said, is not a candidate for re-election and Herman Ridder of the New York Staats-Zeitung is being mentioned as his successor. Medill McCormick of the Chicago Tribune, may be elected vice-president.

Colorado's Anti-Cartoon Bill

An anti-cartoon and libel bill has been introduced in the Colorado Legislature. The publication of a cartoon which will injure the feelings of the subject is made a basis of action for damages. Owners of newspapers must print the names in a conspicuous place and the names of managing editors must be printed next to the reading matter. The negligence of the management to ascertain the facts in an offending article will be a prima facie case against the publication.

Assessment Reduced.

The assessment of the International Typographical Union for its strike fund has been reduced from 5 to 3 per cent. The Union has a large fund on hand.

HERE'S A TIP.

A Switzerland Paper Serves Both Political Factions Satisfactorily.

Gruningen, a locality of 1,200 inhabitants in the canton of Zurich, Switzerland, boasts of a single newspaper which, although it serves both political parties, at the same time performs its functions to general satisfaction, according to a London cable dispatch to the New York Sun. The Wochenblatt gives pages 1 and 2 to the Conservative Liberals and pages 3 and 4 are the domain of the Socialists.

The two parties stand on a footing of avowed hostility, and pelt each other with the strongest terms of abuse. Pages 3 and 4 are filled with arguments refuting statements made on pages 1 and 2, and vice versa.

As for the conductor of the paper, M. Wirz, he soars serenely above parties and only asks to see the number of his subscribers increased.

Bradford Record Change.

The Bradford (Pa.) Evening Record which for several years has been conducted by Lewis Emery Jr., has been sold to Henry W. Shoemaker of New York and G. Scott Smith of Jersey Shore, Pa. They promise to make the Record brighter and newswier than ever.

Editor Appointed Postmaster.

Seward S. Watson, has been appointed postmaster of Winchester, Ind. Mr. Watson is proprietor of the Winchester Herald. Arthur K. Rummel and Miss Alice Watson will have charge of the paper during Mr. Watson's term as postmaster.

ATLANTA NEWS SUSPENDS.

The Georgian Takes Over the Paper's Plant, Subscribers, Etc.

The Atlanta (Ga.) News, an afternoon and Sunday paper, has suspended publication and is now in the hands of a receiver who will wind up its affairs. The board of directors on Feb. 1, decided to let the affairs of the company go into liquidation in the bankruptcy court and J. K. Ottley, cashier of the Fourth National bank of Atlanta, which is one of the papers largest creditors, was appointed receiver by Referee in Bankruptcy Percy H. Adams, in the absence of Judge N. Newman of the federal court.

This action was taken by Referee Adams, after the Atlanta News Publishing company, thru Charles Daniel, general manager had admitted its insolvency. Among the creditors are the Lookout Mountain Coal and Coke Company, James W. English Jr., John L. Hopkins & Sons, and the Southern Engraving Company.

The matter has been set for adjudication by Referee Adams on Feb. 16. Receiver Ottley's bond was fixed at \$10,000.

The Atlanta News was founded in August, 1902, with John Temple Graves as editor-in-chief and Charles Daniel as general manager. On April 25 last, Col. Graves left the paper and assumed the editorship of the Georgian, a new afternoon daily in Atlanta.

The Georgian has taken over the News plant, good will, subscription list and advertising contracts, and appeared on Feb. 2, under the heading "The Atlanta Georgian and News." Commenting on the failure of the News the Georgian says editorially:

"After all keen rivalries are measured, the newspaper rank is at last and should be a fraternity, in which competition, however strenuous, should find a resting place, and in which tangents of endeavor, however varying, should find some sphere of common union and good will."

POSTAL COMMISSION.

Abandons Recommendations Affecting the Newspapers.

The Joint Congressional Commission which has been investigating abuses in the Postal Service has practically decided to abandon nearly all its recommendations which affect daily and weekly newspapers. This sudden change of front on the part of the commission is due largely to the severe criticism of the proposed changes in the regulations that have been made by the newspapers in the face of which it was thought the passage of the commission's bill at the present session of Congress would be impossible.

It was therefore decided to abandon the proposed changes that affect those classes of papers. The commission, however, will press its recommendation for the exclusion of advertising matter from transportation at second-class rates and for the reduction of the rates paid the railroads.

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PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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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, FEBRUARY 9, 1907.

GOV. HUGHES AND THE PRESS.

Addressing a party of newspaper men at a dinner a few weeks before his inauguration, Gov. Hughes said:

"The administration is going to be a candid one with the press. We don't want anything shrouded in mystery. Let us have mutual confidence and mutual respect, and we'll see what we can do for the State of New York.

One month of Mr. Hughes's administration has gone by and the Albany correspondents who interview him twice daily, at noon and 5 p. m., are convinced that the Governor meant what he said. Always ready to be queried during these "heart-to-heart" talks the State's chief executive is frequently called upon to answer some question concerning which he is not at liberty to speak. In such a case he replies merely that he "has nothing to say," and the correspondents know that he means it. Again some question is raised concerning which the Governor desires to have the correspondents understand his attitude without quoting him, and he frankly tells them. He does not hesitate to take them into his confidence, and these confidences are never disclosed. Each man in the group that faces him daily knows he has nothing to conceal and that he never attempts to mislead them.

The Governor realizes that these men stand ready at any time to convey to the people of the State thru the press an exact statement of his position in any case that may arise and to act as the medium of the "appeal to the people," which he has declared would be his way out of any difficulty in which he might be placed during his administration.

UNWISE POLICY.

The board of trade of Vicksburg, Miss., has served notice on the newspapers of that city that hereafter reporters will be barred from meetings of the board. The board gives as a reason for its starchamber methods that often things are brought up for consideration which it does not desire to make public and that the secretary will in future give out such information as is thought advisable.

Such action on the part of Vicksburg's board naturally makes the public suspicious. They wonder what the board is doing that it does not care to have made public. Probably they have in view the securing of some big manufacturing concern for the city upon which some other city's board may have an eye and if their plans were made public Vicksburg might lose concern. If such is the case how much wiser it would be if the board, instead of barring the reporters, would take them into its confidence. A reporter who will not respect

a confidence has little hope for success in his profession, and rarely is a confidence betrayed. Vicksburg's commercial secrets would be much safer from publicity in the hands of the reporters pledged to respect them, than in the hands of the members of the board. Concealed news has a faculty of making its way into print and Vicksburg may learn this to its sorrow.

BETTER PAY FARE.

An editor out in Iowa with a trip to New York in view has been studying how he can make the journey under the existing law which prohibits the issue of transportation for advertising upon lines which are not wholly within the State. The editor in question had received a copy of the new form of advertising contracts of the Illinois Central railroad and has about made up his mind to purchase a new grip to carry all the mileages necessary. This is the solution finally evolved:

To get to New York city the newspaper man will be compelled to carry a dozen mileage books and have contracts with the railroads in each State he passes thru. He will use the first one to the Mississippi River, where he will stop over. There he will pay a cash fare into Illinois, across the bridge, when he will "spring" an Illinois book on the first conductor and be whirled into Chicago. Then he may take a train on a paid ticket to the first station in Indiana, and use an Indiana book to take him to the State line, and so on to the end of his journey. Each stop must be made genuine and the next start made by a later train. Even this would conflict with the spirit of the law, for it states that such transportation must not be used for any part of an interstate trip.

LONG LIVE THE PICAYUNE.

The New Orleans (La.) Picayune celebrated its seventieth birthday on Jan. 25 last. Within this three score years and ten the Picayune has witnessed the growth of the United States from fifteen millions to nearly ninety million souls. Day by day it has recorded faithfully the world's progress, and in this progress the newspapers have played a most important part.

According to Thomas's History of Printing, there were about the time the Picayune was started ninety daily papers in the United States, of which twenty-one were in New England, twenty-one in New York, fifteen in Pennsylvania and New Jersey, seventeen were in the South Atlantic States, including Maryland, two in Alabama and seven in Louisiana. There were two in Kentucky, one in Tennessee, three in Ohio and four in the District of Columbia.

There was none west of the Mississippi River.

To-day there are 2,349 daily newspapers, 52 tri-weeklies, 554 semi-weeklies and 15,983 weeklies in the United States, and there are more to follow.

PRESS COMMENT.

A few days ago the New York Senate adopted a resolution empowering the clerk of that body to exclude from the Senate chamber any reporter whose paper editorially or otherwise may offend a Senator. The purpose of the resolution, of course, is to bulldoze the newspapers into silence regarding the doings of the politicians in the Legislature, if not into acquiescence. If it were possible to throttle the press of the country in this fashion it is easy to imagine the unbridled carnival of fraud and loot that would riot in Legislatures and Congresses. It is already apparent that neither the newspapers nor the people of New York intend to submit to the tyranny of the dark lantern crowd at Albany.—*New Orleans (La.) State.*

Editors and publishers are to be asked by the National Editorial Association to urge their representatives in Congress to vote for the Stone and Garrett bills which provide that nothing in the new rate law shall be interpreted to prohibit advertising contracts by which newspaper space is to be paid for in transportation. The bills are still in committee. Each editor should add his mite.

BRUSHING UP A BIT.

Veteran Teacher and Editor Keeps Abreast of the Times.

"I just wanted to freshen up a bit and see if I had kept abreast of the times," said John F. Hall, former principal of the Atlantic City, N. J., public schools and veteran newspaper editor, after he had taken the teachers' examination before the county school board last week. The middle-aged journalist took his place among the fresh young candidates and went thru the papers carefully. He puzzled over some, especially where new methods were exemplified, but he answered all the queries and it is believed will rank among the honor men when the reports are examined.

Editor Hall disclaims any intention of re-entering educational work. "I got my first certificate thirty years ago. I wanted to see if I could pass the 'exam' of the present day. They are vastly different, but I guess I got thru."

"The Editor and Publisher."

One of the brightest, most welcome visitors to the editorial rooms of Saturday Night—and we have many—is THE EDITOR AND PUBLISHER.

With clean-cut, terse paragraphs about everybody everywhere in newspaperdom, the "EDITOR" is indeed interesting and useful. Were a man to read carefully the advice given by the Old Man, he would not go far astray. No man is too big and no man is too small to be mentioned in THE EDITOR AND PUBLISHER, if he has "done things."—*Johnston Pa., Saturday Night.*

Pen and Pencil Club Election.

The annual election of the Philadelphia Pen and Pencil Club on Tuesday resulted as follows: President, Henry L. Hornberger; vice president, William A. Connor; secretary, William C. Rowan; treasurer, De Le Roy Reeves. Board of governors—Frank L. Hough, Charles R. Michael, William A. Thomson, H. W. Hoagland and D. J. McConnelong.

PAPERS OR BILLBOARDS?

Lithographers' Strike May Result in More Advertising for the Newspapers

An advance agent for a well known theatrical company states that while the lithographers' strike threatened to play havoc with the theatrical business in the opinion of many managers, in reality it has had a good effect on the size of audiences.

"Coming as it did early in the season," said the agent, "many managers found themselves without pictorial printing to announce the coming of their attractions. And the strike has continued all season. As a consequence the many billboards thruout the country have presented a vacant stare. Managers put out their attractions notwithstanding the fact that they were handicapped for want of pictorial matter. And the theatrical business this season has been better than it has been in a decade.

"Now there is just one reason for that in my mind. Finding themselves without pictorial stands to herald the coming of their attractions, managers have given more attention to newspaper advertising. And as, in my mind, newspapers offer the best advertising medium, business in the theatrical world has been on the increase.

"True, there are some block stands, printed sheets, but the reds and the blues and the greens are lacking. Newspaper notoriety is responsible for the successful season. I think that managers will finally eachew fence advertising and devote more attention to newspaper advertising."

INSURANCE REPORTS.

Bill Introduced at Albany to Regulate Their Publication.

Assemblyman A. E. Smith has introduced a bill at Albany which aims to regulate the publication of printed reports or statements in reference to the financial condition of life and fire insurance companies in the State of New York and the value of their stocks and securities. It shall not be lawful for any person or corporation to publish such written or printed statements unless such publisher shall have assets over liabilities of at least \$100,000 and be licensed by superintendent of insurance to make such publications. The sum of \$50,000 must be deposited by such person or corporation with superintendent of insurance before license is granted.

The bill, however, does not apply to newspapers, magazines or other publications that have been in the publishing business for at least ten years. Violations are made misdemeanor, punishable by fine and imprisonment.

Bristol Courier Sold.

The Bristol (Tenn.) Herald has purchased the Daily Courier, its rival in the morning field, and the two have been consolidated as the Herald-Courier, the only morning paper between Roanoke, Va., and Knoxville, Tenn. The Courier was owned by B. L. Dulaney and others. George Carter owns the Herald.

Starts Off Well.

During the month of January the Memphis News Scimitar carried 48,280 lines more paid advertising than in the corresponding month of 1906. Each and every department showed a gain over last year.

Editor Becomes a Naval Clerk.

T. S. Turner, for several years editor of the Hillsboro, Tex., evening and weekly Mirror, has been appointed clerk in the Mare Island, Cal., Navy Yard.

PERSONALS.

W. H. Clark, of the Cortland (N. Y.) Standard was in New York last week.

The Pine Ozone Company has removed from New York to 100 Lake street, Chicago.

H. D. Lacoste, the New York special agent, returned home after a trip to the coast in the interest of the papers that he represents.

Edward B. Walker, of the Alexandria (Va.) Gazette staff, was married on Jan. 29 to Miss Mary Alexander Moore of Alexandria.

C. H. Rembold, business manager of the Cincinnati Times-Star, accompanied by his wife left last week for a month's sail to the West Indies.

Thomas Bailey Aldrich, the author, is convalescing from the effects of a slight operation at the Homeopathic Hospital in Boston on Monday.

Gov. Stuart, of Pennsylvania has promised to attend the Cumberland Valley Press league banquet at Carlisle, Pa., some time in March.

F. W. Worcester, general manager of the Oakland (Cal.) Herald, is in New York. Mr. Worcester will stay here until after the A. N. P. A. meeting.

James A. Treat, who for five years has been associated with William H. Hill in the ownership and management of the Lestershire Record has sold his interest to Mr. Hill.

John E. Nevins, night manager of the Publishers Press Association has been transferred to Albany N. Y., in charge of the legislative bureau. Levi Cooke of the Washington bureau is temporarily in charge of the New York night service.

M. C. Watson, formerly representing the Sun, Springfield, O., has been appointed Eastern representative of the Gazette of the same city. Mr. Watson is a wideawake representative and undoubtedly will succeed in sending considerable new business to the Gazette.

Leonard L. Allen, has resigned as city editor of the Watertown, (N. Y.) Daily Times. He has seen thirty years service with the paper, the last four years in an editorial capacity. He retires on account of ill health. Harold B. Johnson is acting as Mr. Allen's successor.

John K. Frink, representing THE EDITOR AND PUBLISHER AND THE JOURNALIST of New York was in this city yesterday on business connected with his publication. Mr. Frink saw considerable of Wilmington and was much pleased with the city. He will be here a short time only.—Wilmington, Del., Morning News.

Mailing List Saved.

The Phelps Publishing Company and Orange Judd Company, whose publishing plant was wrecked by fire on Jan. 28 at Springfield, Mass., announce that they saved their mailing list of more than 1,000,000 names. A complete duplicate list was kept in a safe deposit vault.

Denver Italian Paper.

Denver, Col., is to have an Italian newspaper. The La Capitate Publishing Company has been incorporated with \$25,000 capital. The paper will be issued semi-weekly, but later will become a daily. Vincenzo De Ceasare of New York will be temporarily in charge.

The Florida Press Association will hold its next annual convention at Key West. Arrangements probably will be made for a trip to Cuba.

EDITORS TO MEET.

Forty-first Annual Session of Minnesota Editorial Association.

The forty-first annual meeting of the Minnesota Editorial Association will be held at the Ryan hotel, St. Paul, on Thursday and Friday, Feb. 14 and 15. The attitude of the Postoffice Department towards newspapers, the third assistant postmaster general having made proposals for raising second-class postage rates with restrictive qualifications will be discussed.

The following papers will be read: "Railroad Advertising on a Business Basis," Frank J. Meyest. To be followed with a discussion by members, in which passenger departments of railroads are invited to participate.

"Second-class Postage," H. S. Saylor, Buffalo Journal; B. B. Herbert, National Journalist; P. V. Collins, Northwestern Agriculturist.

"Independent Journalism," George Thompson, St. Paul Dispatch.

"Drainage and Its Aid to State Development of Minnesota," A. G. Bernard, Washington, D. C.

"Reminiscences—Fifty Years a Minnesota Editor," J. J. Green, New Ulm News.

"The Business End of a Country Newspaper," A. J. Halsted, Brainerd Tribune.

BRIEF ITEMS OF NEWS.

The Stamford (Conn.) American has suspended publication.

Minneapolis, Minn., has an Advertising Club, composed of advertising men.

Mobile, Ala.'s newspaper fraternity is agitating the organization of a press club.

The Temple (Tex.) Weekly Times has resumed publication. The Times plant was destroyed by fire two months ago.

The semi-weekly Gazette has been launched at Paton, Col., by Ernest Hehmyer.

The Hub City Press of Alexandria, La., has made its appearance. It is an eight-page six-column paper of attractive appearance.

The Lancaster Pa., Press Club is to have its annual benefit performance on the evening of Valentine's Day. The attraction will "Little Johnny Jones."

The Altoona (Pa.) Mirror announces that there will be no change, in the policy or conduct of the paper owing to the death of William H. Slep, junior member of the publishing firm.

The main building of the Sawyer Publishing Company, publishers of monthly family magazines at Waterville, Me., was destroyed by fire Jan. 30. The loss was estimated at \$50,000, on which there is insurance of \$25,000.

Monotony in Advertising.

The efficacy of an advertisement, like that of a mustard plaster, is greatest when it's fresh. Therein the newspaper announcement, changed daily, has the advantage over all other forms of publicity. It never has a chance to grow stale. It constantly assaults the consumer with new arguments and new inducements, and he cannot choose but yield. Monotony is fatal to the success of advertising. There is no excuse for monotony when the newspaper is the medium used.—Philadelphia Record.

Frank Siddall who inaugurated full page advertising and attained prominence as a soap manufacturer a quarter of a century ago died last week at his residence, Williams Park, near Wyeombe Bucks County, Pa. A sudden affliction affecting the brain caused his death.

ATLANTA PRESS CLUB.

Secure a Suite of Rooms in Center of Newspaper Row—Officers Elected.

The Atlanta (Ga.) Press Club is planning great things for the future. Atlanta is rapidly becoming the magazine and trade journal center of the South, and the number of writers has increased so that a large membership is promised in the near future. The club has rented a desirable suite of rooms for club purposes and will hold a smoker next week. Several "Nights in Bohemia" are to be held in the near future, at which a number of theatrical friends will aid in the entertainment.

The newly elected officers of the club are: President, Earnest E. Dallis, News; vice-presidents, Dudley Glass, the Georgian; Alan Rogers, Constitution; Marshall Lane, Jr., Journal; secretary, Charles J. Kelly, the Georgian; and treasurer, George M. Chapin, Associated Press manager in Atlanta.

President Dallis has appointed the following executive committee: T. B. Goodwin, Claud Nealy, Georgian; Lauren Foreman, Louis Gregg, Constitution; John Paschall, Hal Steed, Journal; A. H. Ulm, Carl Hutcheson, News; Julian Harris, "Uncle Remus" Magazine; Edwin F. Johnson, at large.

President Dallis is one of the best known of the newspaper fraternity in Atlanta, and under his administration the club is bound to flourish.

NEW CORPORATIONS.

Register Publishing Company, Philadelphia. Capital, \$5,000.

Archives Publishing Company of America, Detroit. Capital, \$10,000.

Le Franco-American Publishing Company, Lowell, Mass., printing and publishing. Capital, \$5,000. President, J. L. Richard; treasurer, J. E. Lambert, Lowell.

Frank Ailaben Genealogical Company, Manhattan, editing, compiling and publishing. Capital, \$1,000. Incorporators: F. Ailaben, M. L. Ailaben, L. H. Craif, New York city.

Frank L. Crocker has been elected president of the reorganized Portsmouth Va., Star Publishing Company.

BARGAINS IN PRINTING PRESSES.

FOR SALE.

2-3 TIERED SCOTT PRESSES

Printing from 4 to 24 pages.

1 HOE SEXTUPLE PRESS,

Printing from 4 to 24 pages.

1 HOE DOUBLE SUPPLEMENT, Printing from 4-24 pages.

1 HOE OBSERVER PRESS,

Printing from 4 to 20 pages.

1 HOE PONY QUAD,

Printing from 4 to 16 pages.

2 SCOTT 4 and 8 page presses.

1 COX ANGLE BAR PRESS,

Printing 4, 6, 8 pages.

1 HOE PRESTO,

Printing 4 and 8 pages.

1 COX DUPLEX,

Printing 4, 6, 8, 10 or 12 pages.

Above machines will be sold at bargain counter price by

THE GOSS PRINTING PRESS COMPANY,

New York Office, 312 Temple Court.
London office, 96-98 Fleet St.
Chicago Office, 16th St. and Ashland Ave.

SITUATIONS WANTED.

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

WANTED.

A position by an experienced bookkeeper in South, where ability counts. Good correspondent, typewriter. Very best references. Route 1, box 80, Spartanburg, S. C.

COLLEGE GRADUATE,

energetic, able, literary ability, practical experience in reporting and advertising, would like position with established publication, where qualities mentioned would be appreciated. Address "H. B.," care THE EDITOR AND PUBLISHER Park Row, New York.

A WRITER.

who refers to THE EDITOR AND PUBLISHER management, seeks a position in the West. Is at the present time well situated, but wishes a change of locality. Experience, office boy to editorial writer. Young man. Address "W.," care THE EDITOR AND PUBLISHER.

HAVE JUST SOLD MY INTEREST IN a live, growing daily that I organized and put on its feet in a city of three hundred thousand and will be open Jan. 1 for executive position with good live daily or one that has good prospects and opportunity. Don't answer unless you have bright future and need haste, energy and headwork in your business office. Address BUSINESS MANAGER, care THE EDITOR AND PUBLISHER. High class references.

AN EDITORIAL WRITER.

copy reader, writer or proof reader, is open for a position. Also a good knowledge of photography, and a specialist in agricultural lines. Address "R. M.," THE EDITOR AND PUBLISHER.

BUSINESS AND ADVERTISING

manager of marked ability would like change; prefer small salary with share of profits. Address "B.," care THE EDITOR AND PUBLISHER.

EXPERIENCED CORRESPONDENT

desires to represent two Eastern, Western and Southern newspapers obtaining interviews, sending skeleton telegrams, daily or weekly letter. Service to each strictly confidential. Address CORRESPONDENT, care THE EDITOR AND PUBLISHER.

HELP WANTED.

SALESMAN, \$3,000;

Office Manager, \$1,300; Draftsman, \$1,200; Teacher, \$1,300; Circulation Manager, \$1,300—other positions now open for high grade men. HAPGOODS, 305 Broadway, New York.

FOR SALE.

R. HOE & CO. DOUBLE STEREO TYPE Perfecting Printing Press with Folder and complete Stereotype outfit. Excellent condition. Suspension of paper reason for selling. A bargain. LEWISTON NEWS PUBLISHING COMPANY, 133 Lisbon street, Lewiston, Me.

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 815, Philadelphia, Pa.

The Quickest Road to **SONG Fame and Fortune** Send us your poems today we will compose the music. Your song may be worth Thousands of Dollars. Accept no offer before reading Music, Song and Money. It is free.

Hayes Music Co., 276 Star Bldg., Chicago.

NEWS PHOTOGRAPHS

WHICH FOCUS FACTS. We have 15,000 subjects in stock and agents all over the world. Text supplied. WE BUY interesting photographs. Send for our daily bulletin of news subjects. **GEORGE GRANTHAM BAIN,** 15 PARK ROW, NEW YORK.

L. E. Wing, of Lincoln, Neb., has purchased the plant of the Gower (Mo.) Enterprise.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

Arthur T. Bond, Boston, is placing the advertising for White House Coffee.

W. M. Pearsall, Broadway, New York, is placing the advertising of the Lincoln Copper Mines.

Lyndon & Hanford, Rochester, N. Y., are placing the Bi-Lock advertising in daily papers.

The B. W. McMullin Company, Cambridge Building, New York, is asking rates on 700 inches.

Arnold & Dyer, Philadelphia, are placing some advertising for the Hull Copper Company, Philadelphia.

Woodbury, Ltd., 150 Fifth Avenue, New York is placing some advertising for Belmar & Douglass.

N. W. Ayer & Son, Philadelphia, are asking for rates on six inches two times a week for 105 insertions.

A. W. Erickson, 127 Duane Street, New York, is getting this year's list ready for the Bon-Ami advertising.

G. S. Standish, Providence, R. I., is placing contracts for the advertising of the Ontario Biscuit Company.

M. P. Gould, 99 Nassau Street, New York, is sending out orders for the Triangle Metal Polish advertising.

The Carleton & Hovey Company, Lowell, Mass., is adding new papers to its list for the Father John advertising.

The Guenther-Bradford Company, Chicago, is placing 500 inches to be used within one year for Dr. Birkholz, Chicago.

The George B. Van Cleve Company, Union Square, New York, is sending out some copy for the World Remedy Company.

Lyman Brown, Brown's Seven Barks, 68 Murray Street, New York, is asking for rates on 1,000 inches in Massachusetts.

The J. Walter Thompson Company, East Twenty-third Street, New York, is placing the Knapp Malt Coffee advertising.

Albert Frank & Co., Broad Exchange Building, New York, is sending out the Equitable Life Advertising to the larger city dailies.

Powers & Armstrong, Philadelphia, are placing some advertising for the Franklin Automobile Company, Syracuse, N. Y.

The George H. Mead Company, Chicago, is placing 5,000 line contracts generally to advertise the Chicago & North-western Railway.

G. A. Graydon, 31 Union Square, New York, will shortly place the advertising of the Atlantic Phonograph in North western papers.

The Homer W. Hegge Company, West

Thirty-second Street, New York is sending out orders for C. L. Jones to advertise an obesity cure.

The E. W. Doty Advertising Company of Cleveland, O., has amended its articles and changed the name to the Directors Directory Company.

Williard Everett, Union Square, New York, is sending out orders to daily papers to advertise Korn-Krinks, a product of the H. O. Company, Buffalo.

The Frank Preshrey Agency, 7 West Twenty-ninth Street, New York, will shortly place new contracts for the Crossett Shoe Advertising.

H. C. Fankner, the well-known Special Agent, Flatiron Building, New York City, has been appointed Northern representative of the Mobile (Ala.) Herald.

F. J. Stuart, business manager of the San Antonio (Tex.) Gazette, will hereafter handle the foreign advertising direct. Over one hundred are now on the Gazette books.

The Albert Frank Company, Broad Exchange Building, New York is sending out 12,000 lines for the American Telegraph & Telephone Company, to the larger city dailies.

The Chichester Chemical Company, Philadelphia, has suspended its regular advertising in a large number of papers. In some of the papers it has substituted a skin beautifier for the regular advertising.

Green's Capital Advertising Agency, 1146 Fifteenth Street N. W., Washington, D. C., are now placing the newspaper account of Beeler & Robb, patent lawyers, same city. Small copy is also going Middle West for E. L. Yewell, patent attorney, same city. This agency is also placing advertising for the National Office Furniture Company, Inc. The list will be composed of trade magazines for the present. Contracts are being made for the advertising of Elixir Babek, a malaria remedy. Copy will go to dailies in malaria districts in the South. Rates are requested from papers in such localities. Propositions are offered also for Yewell's Sanitary Milk Protectors to papers that can interest local dealers.

Syracuse Journal Prospering.

The Syracuse Journal will install a four-deck Goss press on March 1. Extensive improvements have been made in the Journal Building. The Journal is the only Syracuse paper that owns its own building, and the plant is one of the best in the country. The Journal reports great gains in circulation. Its latest statement shows 22,000 proven. The Journal was recently examined by local advertisers. It is the only one cent and the only independent paper in Syracuse. Smith & Thompson are foreign representatives of the Journal.

An Interesting Special Edition.

The Province of Vancouver, B. C., recently issued a sixty-four-page edition containing much valuable information on Vancouver and British Columbia. So interesting was the edition that more than three times the regular number of copies were disposed of on the day of issue, and the management found it necessary to run 10,000 additional copies later in order to meet the demand.

An Excellent Circulation.

The management of the Portland (Ore.) Journal swears to an average daily circulation of 25,578 copies during 1906.

TALK ON ADVERTISING

How the Newspaper Medium Affects and Aids the Retail Merchant.

The Rochester (N. Y.) Business Institute was addressed recently by L. B. Eliot, on the topic, "Newspaper Advertising for the Retail Merchant." Mr. Eliot said in part:

"All business houses in the central part of the city near the great avenues of public traffic can and should use newspaper space for advertising purposes, and it will pay for itself and show a profit, provided it is done well. The amount of space is properly proportioned to the business to be advertised, the mediums in which it is placed are properly selected, and the advertisements themselves are intelligently prepared.

"There are many avenues of advertising open to the retail merchants, but of them all the newspaper should receive first attention. When the merchant has covered the newspaper field thoroughly and is using in all the various newspapers of his locality the maximum amount of space on which he can make a profit, then he may think of taking up other mediums, but not until then.

"The newspaper holds first place among local retail merchants, because the newspaper is the daily, we may say almost hourly, companion of the people.

"The bread winner of the family, whether he be capitalist or day laborer, is engaged during the day with his business. He knows little or nothing of the happenings of the great world around him or even in his own locality. The housewife or leader of fashion each has her own circle of daily occupation, her own limited horizon of observation, and like the head of the family, must depend on the newspaper for the necessary information to keep in touch with the doings of the day at home and abroad.

"As to what may be called the technique of newspaper advertising for retail merchants, the first question that usually arises is that of the use of comparatively large advertisements at infrequent intervals, or the use of the same amount of space in small advertisements at more frequent intervals. Which of these methods to pursue depends altogether on the nature of the business.

"The merchant who wishes to advertise a specialty or a special line of business, as for example, a merchant dealing exclusively in coffee, a merchant tailor, a high class jeweller, a fine haberdashery store, a ladies' barber, an insurance office, or similar lines of business, could profitably use comparatively large space less frequently.

"Business offering articles of daily purchase that change their seasonableness daily or almost hourly, according to the weather, the fashions, etc., will not find this method as profitable as smaller announcements more frequently displayed.

"The tendency of the advertiser as a rule is to use too small space. There is such a thing as saving money by spending it, and the advertiser who has a story to tell can well afford to use sufficient space to tell the thing.

"The item of regularity in advertising is far more important than the relative size of space. The advertiser who advertises spasmodically is on the road to lose his money, while the man who keeps regularly at it, even at a small pace, is going to achieve some results commensurate with this ability as an advertiser and the expenditure that he makes."

The Clio (Mich.) Star has suspended publication. It has been published twenty-three years by T. W. Smithson.

ADVERTISING LITERATURE.

Handsome Booklet Issued By the Blaine-Thompson Advertising Service.

Among the recent contributions to the literature of advertising is the booklet issued from Cincinnati, bearing the imprint, "The Blaine-Thompson Advertising Service." Embossed upon the cover is an artistic fac-simile of the Gutenberg memorial medal from a French die and the reverse side of the souvenir is shown on the back cover. Within the pages of the beautifully printed pamphlet are half-tones of the directing heads of the agency and the rooms occupied, the entire top floor of the Fourth National Bank, one of Cincinnati's new skyscrapers.

A comprehensive story of advertising service, as given the clients of a firm that in six years has won rank among the largest and most successful in the United States, is told. "The Awakening of Industry," the illustration on the title page, is in its original conception a strong story without words of the value of advertising service. It shows Mercury, the God of Commerce, directing the attention of industry to the rising sun—Advertising Service. From the text, these briefs extracts are taken as examples of the trend of thought expressed:

"Merit is the underlying foundation of all business triumphs. But merit alone cannot win the battle."

"Advertising is not a fireworks display in the market places of the world. It is rather the continuous burning of the torch of trade, which brings the light of publicity into new channels of business while still illuminating the old."

Three of the directing force of the Company were well grounded in newspaper experience before they took up advertising as their life's best work. E. R. Blaine, the secretary of the company, spent years in the business in Cincinnati and New York before he formed an alliance with J. E. Thompson, treasurer of the company, and both are identified with some of the greatest national advertising successes. Vice-president George A. Shives was for many years second in business command in the Scripps-McRae League and well fitted to step into the advertising field. Ren Mulford, Jr., latest addition to the board of directors and chief of the copy department, was widely known as an authority on baseball before he left a sporting editor's chair for business.

Stock Company Formed.

The Duhlin (Ga.) Times, a semi-weekly paper, has been organized as a stock company. W. L. Mason is president and R. Y. Beckham secretary and treasurer. The directors are: J. M. Page, H. H. Smith, D. L. Emmerson, G. W. Williams, E. J. Torper, R. Y. Beckham, W. L. Mason.

The Texas Press Association will hold its annual meeting at Galveston in May. The program is being arranged, and it is planned to make the gathering a very interesting one.

Syracuse Journal
Circulation exceeds 22,000 daily.
Only evening paper in Syracuse that submitted to examination by local advertisers.
Made the largest gains in advertising every month for fourteen months.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Potter Building, Tribune Building,
NEW YORK. CHICAGO.

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

O'MARA & ORMSBEE,
New York Office, 26 World Bldg.

PUBLISHERS PROTEST.

PREPARING TO WAGE WAR AGAINST PROPOSED CHANGES IN THE POSTAL LAWS.

The Periodical Publishers' Association Appoints a Committee to Enlist the Co-operation of Those Affected and to Wait on Congress—President Colver Declares the Recommendations, if Adopted, Will Revolutionize the Publishing Business.

The changes in the second-class regulations proposed in the report of the Joint Postal Commission of Congress, will have hard sledding. Newspaper and magazine publishers throuth the country are bringing to light the inconsistencies of the changes advocated. It is full of absurdities and if enacted into law would ruin many publications.

The Periodical Publishers Association of America, representing the leading magazines and weeklies throuth the country is preparing thru their editorial columns to put up a strenuous fight against the changes. A special committee will wait upon Congress in the interests of the publishers. Efforts will also be made to enlist the co-operation of the publishers' trade papers, daily newspapers and others affected. The committee consists of George W. Wilder, chairman, President of the Butterick Publishing Company; Dr. Albert Shaw, editor of the Review of Reviews; William B. Howland, publisher of the Outlook; E. J. Ridgway, publisher of Everybody's Magazine; Arthur W. Little, publisher of Pearson's Magazine; S. A. Everitt, of Doughty, Page & Co., publishers of the World's Work; Edward E. Higgins, publisher of Success, with Frederick L. Colver of Success, president of the Periodical Publishers' Association, ex officio.

President Colver declares that if the recommendations of the commission are adopted, the position taken by the government in the last hundred years will be reversed and the publishing business revolutionized.

Ever since the foundation of the Government "says Mr. Colver," Congress has encouraged by legislation the distribution of good literature. If it accepts the measures proposed it will undo all its work in this line. It is safe to say that if the changes proposed by the commission are ever put in operation three-fourths of the magazines now published will be forced out of business or will have to increase their prices. In either case the people will be the sufferers.

"The report is full of absurdities, most of them the hobbies of the members of the commission. One of these is that the advertisements shall not constitute more than 50 per cent. of the superficial area of any issue of a publication. There is scarcely a healthy magazine or trade paper in this country which does not publish more than 50 per cent. advertisements in any single issue. In the report it is also insinuated that a magazine of an established standard, by publishing 10 percent more advertisements on one day than on another is in danger of degenerating into an advertising sheet alone. This is ridiculous.

"Still another absurd provision is that the paper used in any one issue of a publication must be of uniform weight. Almost every magazine of reputation to-day uses three kinds of paper—super-calendered for advertisements which are chiefly half-tones; machine finished for advertisements which are not half-tones, and coated for the regular text. If this provision is enforced, no magazine could publish beautiful illustrations, nor could

any have artistic covers as at present. "Another absurd provision in the report is that establishing a certain rate for a publication weighing four ounces or less and another rate for those weighing from twelve to sixteen, but no graduated rate for publications of all weights. Suppose a publisher wants to send a subscriber several back copies of a magazine. The copies vary in weight, the Christmas number being heavier than the July number. How will the postage on the package containing these numbers be figured out? It will require a special staff of clerks in the postoffice to do this work.

"While there are these and other absurdities in the report, there are some provisions which we favor. One is that providing for a Postal Appeal Commission. When we appeared before the Joint Postal Commission, we proposed such a commission, and asked that one of its members be an experienced publisher. We want this commission to decide whether certain publications are entitled to the privileges of second-class matter, and whether those already enjoying them are in any way violating them. We reserved the privilege of appeal to the United States Circuit Court in the matter. We also agreed to the reduction of our sample copy privilege to 10 per cent. With provisions we are in cordial agreement."

OBITUARY NOTES.

Byron Webster, formerly editor of the Marshalltown Statesman, died Jan. 31 in Marshalltown, Ia. He was the first editor to suggest the name of Grover Cleveland for the Presidency upon the election of Mr. Cleveland as Governor of New York in 1884. Mr. Cleveland, after being elected President, appointed Mr. Webster as internal revenue collector. Mr. Webster was also the first man to urge the candidacy of Horace Boies as Governor of Iowa. He was Democratic district chairman in the campaign in which Ben. T. Frederick was elected Congressman over "Tama Jim" Wilson, now United States Secretary of Agriculture.

David Peck Rhoades, and of the founders of the New York Tribune and an associate and friend of Horace Greeley, died at his home, in Stratford, Conn., Sunday, aged eighty-four. After leaving the Tribune, Mr Rhoades formed the New York News Company, which business he conducted for several years, until he sold out to the American News Company and retired. He was a man of large means and influence. Death was the result of shock caused by a fall suffered by Mr. Rhoades a week ago as he left the rooms of the Stratford Social Club, an organization of retired business and professional men in Stratford.

Gen. William Shakespeare, soldier, editor, lawyer, and hanker, died at his home in Kalamazoo, Mich., Jan. 31, of complications resulting from wounds received in the Civil War. He was Department Commander of the Michigan Grand Army of the Republic in 1896. He was also editor of the Kalamazoo Gazette for a number of years, and afterward practised law.

Moses H. Sydenham, a pioneer of Nebraska, died suddenly Sunday, aged 80 years. Mr. Sydenham fought in the Indian wars against the Sioux and the Cheyennes, and later assisted in the establishment of the State Government. He published the Kearney Herald, the first newspaper issued on the then "Great American Desert."

Walter L. Lane, publisher of the Muscatine Journal, died Jan. 27 after many months' illness from heart trouble. His death removes an able figure from the ranks of Iowa newspaper men. Lane had been editor of the Journal for four years.

MANY INTERESTING TOPICS.

Michigan Press Association's Program at Detroit Next Week.

The 1907 convention of the Michigan Press Association, which is to be held at Detroit Feb. 14 and 15, promises to be one of the most important of the association's history. Over 300 newspaper men expect to attend. Among the papers to be read are the following:

"Simplified Spelling: Shall It Be Adopted by the Press?" Hon. Joseph Greusel, Detroit.

"The Ethics of Independent Journalism," Edmund Booth, manager the Evening Press, Grand Rapids.

"The Ethics of Partisan Journalism," Perry F. Powers, publisher the News, Cadillac.

"Newspaper Make-Up," Ira H. Clark, publisher Lansing State Journal, Lansing.

"The Human Interest in News," William J. Etten, managing editor Herald, Grand Rapids.

"The Libel Laws of Michigan," Stuart H. Perry, publisher St. Johns News, St. Johns.

"The Country Correspondent: How to Get the Most out of Him and How to Remunerate Him," C. C. Vaughan, publisher Clinton County Republican, St. Johns.

"The Non-Partisan Election: Should Partisan Newspapers Support It?" E. N. Dingley, publisher Telegraph, Kalamazoo.

"The Relation of the Press to Direct Legislation in the Constitutional Convention," Delos F. Wilcox, editor Civic News, Detroit.

"The Yellows: For Better or Worse?" James Schermerhorn, publisher Times, Detroit.

A dance will be given at the Griewood House on the evening of the 14th, and the annual banquet will be held the night following. The speakers will include Congressman Edwin Denby, Detroit; Arthur H. Vandenburg, general manager Herald, Grand Rapids; Lieut.-Gov. Patrick Kelly, Detroit; Merlin Wiley, Sault Ste Marie and Speaker Nicholas Whelan, Holland.

Dawson's First Paper.

Miss Lynette Dean, owner and editor of the Catoosa Catoosan, has established the Dawson (I. T.) Journal. Dawson is a small mining town four miles east of Tulsa and this is the town's first newspaper.

From Evening to Morning.

The Enid (Okla.) Eagle will be changed from an evening to a morning paper. Bryce P. Smith has retired from the paper which is now owned by W. I. Drummond.

No Copyright Legislation Likely.

As a result of the widely different views of the copyright bill at Washington it is not likely there will be any legislation on the subject during the present session.

It is said that Bowling Green Ky., is to have another newspaper at an early date. Loving W. Gains, former owner and editor of the Todd County Progress, has purchased of J. T. Doores the Leader plant and will establish a new independent paper.

PENNSYLVANIA

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ELMIRA PRESS CLUB.

Dinner "Stunts" Included the Arrest of Mayor Brockway By the Chief of Police.

The Gridiron Club must look to its laurels. The Elmira N. Y. Press Club has entered the game and has demonstrated that it can give a dinner too. The Elmira Club's first annual happened Saturday night at the Hotel Langwell.

A number of the city officials were present including Mayor Z. R. Brockway. It did not take the Mayor long to discover that Chief of Police Frank J. Cassada and Fire Chief John Espey were present without their uniforms and he called attention to the fact that it was the commission's desire that these officials always appear in uniform. The uniforms were produced and the officials were made to don them.

Chief Cassada retaliated later in the evening by placing the mayor under arrest after reading a warrant charging him with "misappropriation of funds which he has saved to the city by his careful administration." He was taken before Recorder Harry Bogart, at one time a newspaper man, Corporation Counsel Murtaugh appearing in behalf of the Mayor. After a hearing the Mayor was discharged and the feast was resumed.

At another stage of the proceedings a newsboy appeared and distributed to the guests copies of the New York World with startling headlines, which at first glance read "Brockway Disreputable." Closer scrutiny, however, led to the discovery of a few additional words in smaller type so that the heading read "Brockway is in Disreputable Company."

It was the New York World that made the fight against Mr. Brockway when he was Superintendent of the Elmira State Reformatory and Mayor Brockway appreciated the Press Club's little joke fully as much as did the other guests.

Dr. Woodford Copeland, editor of the Star presided and the toast list included the following:

"Reminiscence of the Elmira Press," Ausburn Towner, Washington, D. D.; "My Experience with Newspaper Men," Mayor Z. R. Brockway; "That Press Gag at Albany," Senator Cassidy, Watkins, N. Y.; "Some of the Good and Bad of Newspaper Men I Have Met," Hon. John B. Stanchfield; "Newspaper Men as I have Known Them in 'Summary' Experience," Col. Joseph Scott, superintendent of the Elmira Reformatory; "Tobacco Sauce," Corporation Counsel John Murtaugh; "Personal Amusements," ex-Congressman H. H. Rockwell; "A Few Drops in Jamaica Ginger," Thomas F. Fennell; "Am I or Am I Not," Assemblyman Sherman Moreland; "A Division of Responsibility," Rev. Samuel Eastman.

Songs were interspersed with dinner. Here is a sample: *

EVERYBODY WALKS—EVEN FATHER.

Slater Sue is walking,
So is brother Bill,
In fact the whole Dam family
Since Hepburn passed his bill.
No more do passes float around,
The Press is in a box,
To travel on the Railroads
You must have rocks.

Chattanooga's New Daily.

Chattanooga's new evening paper, the Star, came out recently with a well filled special edition of forty pages. J. P. Tyffe is editor and W. N. Hudiburg business manager. The Star announces that it will "be absolutely independent in politics," will have no hobbies to ride, "has no call to preach," and "has no commission to lead a crusade."

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