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# THE EDITOR AND PUBLISHER

## A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 5, No. 42.

NEW YORK, APRIL 7, 1906.

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### SIMPLER WORD FORMS.

FIRST SUGGESTIONS OF THE CARNEGIE COMMITTEE OF SPELLING REFORM.

Twenty Rules Proposed to Govern Orthography—Simplicity, Consistency and Saving of Expense Some of the Arguments in Favor of a New Order—Use of Standard Authors Cited in Support of the Desired Changes—Comment of the New York Evening Post.

However much or little the proposed reforms in spelling are likely to affect the newspapers, editors will probably be interested in an outline of the plans of those who have the matter at heart. This is set forth in a very readable way in a recent editorial in the New York Evening Post, from which we quote:

"People who regard our present English spellings with religious veneration and who consequently look upon reforms as blasphemy, will be astonished by the moderation which the Simplified Spelling Board shows in its first two circulars. These are, of course, the small end of the wedge, as the Board itself admits. The documents recall a scene in the English Parliament a few weeks ago. The opponent of a measure wagged his head solemnly, granted that the proposal was not in itself revolutionary, but feared that this was 'the small end of the wedge.' 'To be sure,' replied the cheerful proponent; 'I should be a fool if I tried to drive in the blunt end.'

"The first circular sums up briefly the familiar arguments for spelling reform—simplicity, consistency, saving of expense, etc.; outlines the plan of a campaign, with funds supplied by Andrew Carnegie, and gives the names of the Board. Here is nothing to offend the most devoted adherents of the existing order.

"The second circular gives a list of 300 words spelled in two or more ways, and urges the use of the simpler form. Many of these forms are already in common use and are likely to be still more common. Others, which are but rarely used, will make a powerful appeal for universal suffrage; and still others are so strange to the eye that they may not work their way into the language for several generations, if indeed they ever succeed. The proposed changes fall into twenty classes:

"1. Words spelled with *v*, *w* or *e*. Rule: Choose *e* as in *anesthetic, esthetic, and medieval*.

"2. Words spelled with *-dge-ment* or *-dg-ment*. Rule: Omit *e*, *abridgment, acknowledgment, judgment, and lodgment*.

"None of these changes is likely to irritate the average reader. The spellings proposed in the first class are widely used; and those in the second are not at all confusing. Indeed, *judgment* is generally preferred to *judgement*. The spellings of the third class will encounter much stronger opposition:

"3. Words spelled with *-ed* or *-t*, the preceding single consonant being doubled before *-ed* (*-pped, -ssed*) and left single before *-t* (*-pt, -st*). Rule: Choose *-t* in all cases, *dript, dript, dropt, stept, blest, prest, distrest, blusht, hush, wash*.

"Were scholars the only persons to be consulted, such forms would stand a better chance; for, as the board points out, these are 'genuine historical spellings,' 'frequent and normal in English literature from Spenser, Shakespeare, (Continued on page 3.)



WILLIAM ALDEN SMITH.

(See page 3.)

WHO HAS ACQUIRED CONTROL OF THE GRAND RAPIDS HERALD.

### AT SPRINGFIELD, OHIO.

A NUMBER OF CHANGES IN THE NEWSPAPER SITUATION IN THAT CITY.

The Daily News Absorbs the Democrat, and After the Gazette Becomes a Morning Paper on May 1, the News Will Have Evening Field to Itself—Change in Interest of the Sun Also Reported. Springfield's Proud Record as School for Newspaper Men.

Several important changes in the newspaper situation at Springfield, O., were announced last Saturday. On that day appeared the last issue of the Springfield Democrat, which had been published as an evening paper since 1888. The property of the Democrat was transferred to James M. Cox, proprietor of the Springfield Daily News and the Dayton Daily News, comprising what is known as the News League of Ohio.

Coincident with this change, the Springfield Republican Gazette announced that on May 1 it would be transferred from the evening to the morning field. It is said that this paper will utilize a good deal of the machinery of the Democrat. The Republican Gazette in its announcement denied positively that "the proprietor of any other paper published in this city has an interest in the Gazette."

This transfer will leave the Springfield Daily News the only evening paper in a city claiming a population of over 50,000. It is rumored, however, that several men prominent in Republican politics in Springfield are already seriously considering starting another afternoon paper there.

Another change worthy of note took place last Saturday, when, according to report, long pending negotiations were closed by which William M. Miller disposed of his stock in the Sun Publishing Company, the morning newspaper of Springfield. The consideration which Mr. Miller received for his stock was not made public.

#### SPRINGFIELD NEWSPAPER HISTORY.

These various changes gave an excuse for reciting some of the history of Springfield newspapers, which, with considerable justice, have long prided themselves on the graduates from their shops who have gone out to engage successfully in the work of larger fields. The Springfield Daily News is the direct descendant of the Farmer, the pioneer paper of Springfield, which was established in 1817. That old sheet was the ancestor to many papers of many names, and the last of the line before the Daily News was the Press-Republic. The Press-Republic was purchased just a year ago by James M. Cox and transformed by him into the present Daily News.

The Springfield Democrat which has now passed out of existence, was of later origin. It was established in 1846 and became a daily in 1888. With its farewell issue, its editor, Harry E. Rice, gave some interesting recollections of Springfield Journalism and its alumni. In part he says:

"Twenty years ago, when I took a place on the old Republic, kindly, encouraging C. M. Nichols was in control.

#### BUFFALO TIMES FIRE.

Plant Gutted Causing a Loss Estimated at \$200,000.

Fire last Tuesday morning destroyed the plant of the Buffalo Evening Times, causing a loss estimated at \$200,000. The building, which is four stories high, was completely gutted. Nine linotype machines and two new presses, installed only a few weeks ago, were ruined by the heat.

The firemen had a hard fight to save the lithographic plant of the Buffalo Courier, which was adjacent to the Times Building. As it was the Courier plant sustained considerable damage from smoke and water.

The Times is published by Norman E. Mack, Democratic National Committeeman, who founded it in 1874. When the fire broke out Mr. Mack was on his way to Detroit. He was notified of the loss by telegraph when he reached St. Thomas, Ontario. Until Mr. Mack can rebuild the plant, the Times will be printed on the presses of the Buffalo Morning Express.

#### GOES TO SAN FRANCISCO CALL.

C. J. Owen Leaves Portland Telegram to Be Manager of Spreckles Paper.

C. J. Owen, who for many years has been editor and general manager of the Portland Evening Telegram, has resigned to become business manager of the San Francisco Call, a position which, it is said, will pay him \$10,000 a year. He is succeeded on the Evening Telegram by J. S. Tyler, who has been city editor.

Mr. Owen became editor and general manager of the Telegram in June, 1899. He has been connected, in some capacity, with newspapers practically all his life. Before going to the Telegram he was associate editor and manager of the San Jose (Cal.) Mercury.

Last Saturday afternoon the men who have been associated with Mr. Owen on the Evening Telegram gathered to say good-bye and to present to him a beautiful token of their regard.

Mr. Owen's father, J. J. Owen, who was the publisher of the San Jose Mercury for several years, was an intimate friend of Claus Spreckles, the California sugar king. The San Francisco Call is owned by John D. Spreckles, son of Claus Spreckles.

'Bob' Nelson, now of Los Angeles, Cal., was editor of the Daily Gazette.

"Russell M. Seeds, now with the Atlas Engine Works, at Indianapolis, at a salary of \$10,000, was editor of the Champion City Times. Frank Dean, who later became sporting editor of the Cleveland Leader, was city editor. His reporters were John Raper, Arthur L. Clarke and later myself. Harry L. Preston, later publisher of the Kansas City Sunday Sun, and now Eastern representative of the Packers' Journal, was business manager of the Times. Nain Grute was associate editor.

"The fact that Springfield has turned out some of the best and confessedly most successful newspaper men in the country is responsible for the claim that the local newspapers have always been a good school for those desiring to begin a journalistic career. Here are some of Springfield's newspaper products:

"William H. Busbey, for many years managing editor and now an editorial writer on the Chicago Inter Ocean, and collaborator with William D. Howells, novelist. Mr. Busbey was private secretary to Jacob Cox when the latter was Governor of Ohio, held an editorial position on the Toledo Blade, and was with the Louisville Times, the Columbus State Journal and Locke's Monthly.

"Hamilton Busbey, for nearly half a century editor and publisher of the Turf, Field and Farm, and the intimate of Robert Bonner, Lawrence Kip, Commodore Vanderbilt and other horse lovers of the east.

"Elmer E. Paine, representative at the White House, Washington, of the Associated Press. Mr. Paine was personally selected by President Roosevelt. He was formerly city editor of the Republic Times.

"L. White Busbey, for many years Washington correspondent of the Chicago Inter Ocean, and now private secretary to Speaker Joseph Cannon, of the House of Representatives.

"Arthur L. Clarke, now managing editor of Hearst's Examiner, of Los Angeles, Cal. Mr. Clarke was in turn with the San Francisco Chronicle and the San Francisco Examiner. He reported the Boer war from London, England, for the Chicago Record-Herald and for the St. Louis Globe Democrat. Later he was placed in charge of the Hearst relay station at Chicago.

"T. A. Busbey, for many years associate editor of the Railway Age, Chicago, and one of the country's authorities on railroad matters.

"Frank Presbery, editor of Public Opinion. He was formerly with the old Republic.

"Nain Grute, assistant telegraph editor of the New York Herald, and backer of a couple of theatrical companies.

"John Raper, now assistant city editor of the Cleveland Press.

"George H. Cushing, financial and railroad editor of the Cleveland Leader.

"George Perkins (now dead), formerly brilliant editorial writer on the Cincinnati Enquirer.

"Marco B. Morrow, now with the Frank B. White Advertising Agency, Chicago.

"George H. Daugherty, formerly with the Indianapolis News, now with a Chicago advertising agency.

"Walter R. Linf, of the Philadelphia North American and associate editor of Lewis' Human Life Magazine.

"Kendall B. Cressey, advertising manager of the Philadelphia Record at \$4,500 per annum.

"Luther M. Beard, with the Philadelphia North American.

"Charles B. Griffith, telegraph editor of the Columbus (O.) Dispatch.

"Warren K. Matthews, of the Columbus (O.) Dispatch.

"Samuel E. McMillen, assistant city editor of the Chicago Evening Journal.

"William B. Rodgers, formerly with the Kansas City Star, Indianapolis News and New York World, now Springfield gas engine manufacturer. How natural the change!

"D. Thornton West, head of the National Correspondence School, Indianapolis.

"D. J. Thomas, now with the Home

Pattern Company, New York city.

"George McGuigan, paragon of the Youngstown Vindicator.

"Captain D. C. Ballentine, holding a place in the treasury department at Washington.

"J. Harry Rabblits, postmaster of Springfield.

"Oscar T. Martin, leading lawyer, who edited a Springfield newspaper thirty-five or more years ago.

"John Gebhardt, now dead, who was on the New York Evening Sun.

"Cliff Raymond, special writer on the Chicago Chronicle, and later Washington correspondent of the Chicago Record-Herald.

"John Shephard, now at St. Louis as state agent for the Globe Insurance Company, of London, England.

"A. D. Hosterman, now publisher of Poultry Success.

"John Garver, city councilman, capitalist and promoter.

"Elizabeth Cherry Halne Waltz, now dead, who was the author of the 'Pa Gleason' stories in the Century Magazine.

"Fred Waltz, now of the Louisville Times.

"Perhaps one or two have been missed in the above list. It is only when one begins to wrestle with the subject that he comes to a realization of the fact that there is enough material in the history of Springfield journalism to make a big volume."

#### COLORADO SPRINGS SALE.

##### Change of Ownership in the Evening Telegraph.

The Colorado Springs Evening Telegraph was recently sold to C. F. Yeager, Edward F. McKay and C. E. Perry, all of whom have been prominently identified with the Telegraph in the past. With the change in ownership C. P. Dodge relinquishes all title to the property. The price paid is not made public, but it is known to have reached a good figure, the Telegraph being considered one of the best newspaper properties in Colorado. The last two sales prior to this one were made at \$110,000 and \$90,000 respectively.

Under the new regime Mr. Yeager is president and manager, Mr. McKay is editor and Mr. Perry is cashier. The city editor is Lewis Taliaferro. In their editorial announcement the new owners say:

"The undersigned have organized the Evening Telegraph Publishing Company. We will order a complete and up-to-date printing plant immediately. The paper will be absolutely independent in politics. For the retiring editor and publisher, T. E. Quinby, we have the very friendliest feelings, and wish him abundant success in whatever he may undertake."

##### A Tennessee Fire.

The plant of the Columbia (Tenn.) Democrat, one of the finest in its section of the South, was completely destroyed one day last week by fire. The loss is estimated by the owners, Lynch and E. C. Perry, to exceed \$10,000, with insurance of about half that amount. Until the plant can be replaced the Democrat is being printed at the office of the Columbia Herald.

##### Youngstown Paper Changes Hands.

The Youngstown (O.) Telegram was sold last Monday to R. L. Dobson, formerly publisher of the Akron (O.) Beacon Journal. The price paid for the Youngstown paper is said to have been \$100,000. It will be continued as a Republican paper. The sale was made through the office of C. M. Palmer, the newspaper broker, New York and Chicago.

##### A Daily at Medford, Ore.

The Medford (Ore.) Tribune has just begun publication as an evening paper. It is a six-column folio. J. M. Potter is the publisher.

#### SAMUEL A. WOOD HONORED.

##### Loving Cup Presented to Old Ship News Reporter by Associates.

Samuel Americus Wood, the talented ship news reporter of the New York Sun who for twenty years has chronicled the passing of ships in and out of New York harbor, was presented with a loving cup on Thursday evening of last week by half a hundred ship news reporters who gathered to do him honor. The presentation took place at the Ship News Office at the Battery. The festivities began at 9 o'clock and continued well into the morning.

American flags and the colors of the United States Revenue Cutter service decorated the reporters' room at the Ship News Office. Judge Harold I. Smith, of the New York Herald, acted as toastmaster and Louis R. Southworth, of the New York World, made the presentation speech. George R. McIntyre, of the American, also gave an address; William L. Curtin, of the Tribune, read a poem, and Steven Nelson Lingard recited a monologue.

The cup is an imposing affair, standing a foot and a half high, and is lined with gold. It bears this inscription: "To Samuel A. Wood From His Friends at Ship News, March 1, 1906."

L. R. Southworth of the World led up to the loving cup by hazarding the guess that if Mr. Wood had not seen the Half Moon sail up the Hudson he certainly had been at the launching of the old Peruvian bark Calisaya, with her renowned cargo of knotholes. There was no doubt, he said, that Mr. Wood had first reported the wreck of the no less famous steamship Lactea with her cargo of nursing bottles in the Buttermilk Channel. There were some who remembered how Mr. Wood, following the custom of all "cub" reporters, had searched hard but in vain in Stanton street or some other street for the elusive shipment of sacred cows that had just come in.

Mr. Wood's renown as the historian of the good ship Snigg and Capt. Wygg, his fame as the accurate guesser of the ship news tables that appear in New York's newspapers, and his other many works for his employer, the Sun, were not neglected. Mr. Wood has recently been transferred to general reportorial work, and his old comrades' grip over losing his assistance on the ship news tables was told in this verse of several that Mr. Southworth read:

For twenty Winters, twenty Summers,  
Did Sam make up a list  
For all the other bummers,  
Oh! how he will be missed!

Among those who participated in the festivities were Foster Adams, of the Sun, who succeeds Mr. Wood at Ship News; Bromley Gray, of the Tribune; Charles Selden, of the Sun; L. C. Spears, of the Times; Charles Bretz and Joe Swan, of the Associated Press; S. Schumacher, Percy Soule and Jim Corrigan, all of the City News Association; C. M. Gaines, of the American; A. J. Tofft, of Das Morgen Journal; Thomas Morris, of the Maritime Register; Harry Rascovar, of the New York News Bureau; George Flannery, of the Commercial; Emile Voute, of the Evening Telegram; and Gus E. Roeder, of the World. Mr. McGrew was assigned to the story of the presentation by the Times. Several captains of United States revenue cutters and other government officials were also present.

Letters were received from the following former ship news reporters: H. J. Case, of the Evening Post; J. W. Nagle, Albany correspondent of the New York Times; Edward Lowry, Washington correspondent of the New York Evening Post; Irving King, of the New York Sunday Press; E. A. McSweeney, private secretary to Thomas W. Lawson, and formerly of the Times; Capt. A. W. Lewis, marine editor of the Associated Press; John T. Maginnis, managing edi-

tor of the Richmond News Leader, and Charles B. Graves, of the New York Herald.

Some of the other contributors besides those mentioned were: William S. Reitmeier, S. E. Stanton, Fred W. Shipman, Theodore Murray, W. O. Inglis, Clark Van Benthyser, Thomas Oscar Piper, and H. Burke all of the World; Chester F. Parish and Ralph Graves, of the Evening Post; Frank J. Lyons, of the Journalist; W. S. Quigley, of the Evening Mail; Frank C. Mangan, of the Publishers Press; Hubbard H. Reilly, private secretary of Register Gass; John W. Harrington, A. S. Crockett and W. S. Merriweather, of the Herald; Frank McCausland, Kenneth Lord, W. W. Hamm, and M. N. Stiles of the Sun; Bob Halstead, J. R. Miller, and H. V. Horgan, of the Times; Martin Casey, of the City News Association; L. C. Bradford, Augustine McNally, H. F. Sherwood, Bertram Lebar and Capt. Jim Summer, of the Tribune; H. J. Holt, Evening Globe; George Bendalari, of the Sun, and Richard Ganley, of the Police Department.

Mr. Wood is 50 years old and, in point of service, is one of the oldest of New York's reporters.

His specialty is unparagraphed verse, and the following from the files of the Sun is a sample of how he appears in print:

WAVED HER HOSE, BRIGHT RED.

AND SHOCKED THE FOLKS IN HOBOKEN—  
DON'T DO THAT HERE, THEY SAID.

The Bluecher of the Hamburg Line in Hoboken was docking, when to the pier an actress came whose friskiness was shocking, e'en modest folk could not refrain from looking at her stocking. She did not have one leg, as might be judged from this expression. How could a girl with one lone leg keep up with the procession of actresses who still are at the "foot" of the profession? 'Tis mere poetic license—her flashing legs would tally with those of any other girl in any kind of ballet, who tries to kick the mountain top while standing in the valley. But, oh, her hose were cardinal, or of hue as expressive! A watchman on the pier came up and, with an air aggressive, informed her it was wrong to wave her hose in joy excessive at seeing an old chum a-waving kisses from the Bluecher. She stopped and sat upon a box where but few eyes could reach her, took off her hose and murmured: "This will be a novel feature!" And later, out upon the pier, she set the male folks grinning by waving—in her hand this time—what she in the beginning had been debarred from doing when they decked her underpinning.

#### METCALFE BRINGS SUIT.

##### Critic Will Try to Recover Damages From Theatre Managers.

James S. Metcalfe, dramatic editor of Life, began a suit in the Supreme Court last week to recover \$270,000 damages from twenty-seven theatrical managers of New York. In his complaint Mr. Metcalfe alleges that on Jan. 12, 1905, the defendants conspired to exclude him from their theatres for the purpose of injuring his business and character. In pursuance of this conspiracy, he says, he was excluded on Jan. 16, 1905, from Daly's Theatre, for which he had bought tickets. Such exclusion, he says, "held him up to humiliation and ridicule before a large number of persons." He cites nine other occasions on which he was excluded.

Supreme Court Justice Fitzgerald recently held that there was sufficient prima facie evidence of a conspiracy to justify a Magistrate in holding the theatre managers for trial in the criminal proceedings which Metcalfe instituted last summer. This decision has been appealed from and the theatre managers say they will carry the fight to the highest courts.



**SIMPLER WORD FORMS.**

(Continued from page 1.)

and Milton to Tennyson and Lowell.' In addition to these writers, the board cites as authority for various past tenses and participles in -t, Addison, Bacon, the Bible, Mrs. Browning, Bunyan, Burns, Collins, Cowley, Cowper, Defoe, Dryden, Fitzgerald, Goldsmith, Gray, Pope, Quarles, Scott, Swinburne, Walton, Whittier and Young. No one who is used to reading the older English authors in early editions would be in the least distracted by *arest, kist, mist, or tost*—or, indeed, by any spelling whatever that fairly suggested the sound of the word. Your scholar soon becomes hardened to all possible and impossible vagaries of spelling. He becomes absolutely oblivious to three or four forms of the same word on the same page. But the very causes which have led publishers to modernize the spelling of the classics will operate against a return to the discarded forms. People whose speed in reading is checked by the long s in books printed before 1800 will be slow to tolerate the more unusual forms in -t. *Clapt, curst, mixt, and vext* may have an easy time of it, but we predict trouble for *chapt, crost, past, winkt,* and others of their near kin.

"4. Words spelled with -ence or -ense (Latin -ens-a). Rule: Choose -ense, defense, offense, pretense.

"5. Words spelled with -ette or -et. Rule: Omit -te, coquet, epaulet, etiquet, omelet.

"6. Words spelled with gh or f. Rule: Choose f, draft.

"7. Words spelled with -gh or without. (1) -ough or -ow. Rule: Choose -ow, plow. (2) -ough or -o. Rule: Choose -o, altho, tho, thoro, -boro (in place names).

"The changes 4, 5 and 6 have already made much headway; draft probably meets the eye as often as draught. Altho and tho have the sanction of Bunyan and of other august names; in recent years spelling reformers have made strenuous efforts to push these shortened forms into popular favor; but the public has hitherto remained apathetic if not actually hostile. We therefore doubt whether Mr. Carnegie and his board can speedily wean us from our irrational affection for a superfluous gh.

"8. Words with the verb suffix, of Greek origin, spelled -ise or -ize. Rule: Choose -ize, catachize, criticize, exercise, legalize.

"9. Words spelled with -ite or -it. Rule: Omit e, deposit, preterit.

"10. Words spelled with -ll or -l (-ill or -il). Rule: Choose l, distil, fulfill, instil.

"11. Words spelled with -llness or l-ness. Rule: Omit one l, dulness, fullness.

"12. Words spelled with -mme or m. Rule: Omit -me, gram, program.

"13. Words spelled with -e, -v, or -e. Rule: Choose, e, ecumenical, esophagus.

"14. Words spelled with -our or -or. Rule: Choose -or, favor, fervor, flavor, honor, labor, rigor, rumor, tenor, tumor, valor, vapor, vigor.

"15. Words spelled with ph or f. Rule: Choose f, fantasm, fantasy, fantom, sulfate, sulfur.

"16. Words spelled with -rr, or -r. Rule: Omit one r, bur, pur.

"17. Words spelled with -re or -er. Rule: Choose -er, center, meter, miter, niter, sepulcher, theater.

"18. Words spelled with s or z (in the root). Rule: Choose z, apprise, assize, comprize, raze, surprize, teazel.

"19. Words spelled with -s or -sc. Rule: Omit c, simitar, sithe.

"20. Words spelled with or without silent -ue. Rule: Omit -ue, catalog, decalog, demagog, pedagog, prolog.

"Practically all the spellings under 8, 9, 10, 11, 12, 13, and 14 are now in good use and are everywhere received as legal tender. Some of the spellings under 15, 17, and 18 are also in good use, while others, like sulfate, sulfur, niter, and surprize arrest a reader's attention and annoy him. The forms under 20 have long been used by all heroic spelling reformers, but the superfluous ue, like the superfluous gh, refuses to disappear from ordinary newspapers and books."



L. G. STUART.

THE NEW MANAGING EDITOR OF THE GRAND RAPIDS HERALD.

**THE MERIDIAN DISPATCH.**

**New Morning Paper to Be Started by Business Men of That City.**

A new daily paper called the Meridian Dispatch will begin publication at Meridian, Miss., about May 15. It will publish each morning of the week, including Sunday.

The plans call for three typesetting machines, a perfecting press and a full leased wire news service. The capital stock of the corporation is placed at \$25,000, of which A. D. Beard, of Paducah, Ky., subscribed one-half. The remainder will be taken by the leading business men of Meridian. A committee consisting of K. Threefoot, Gus C. Kendall, S. A. Witherspoon and Frank Heiss has been appointed to find subscribers for the stock not already issued.

**In Honor of Herald's Art Staff.**

Winsor McKay, a member of the art staff of the New York Herald and Evening Telegram, and Mrs. McKay gave a dinner and dance one night last week at the Sheephead Bay Club in honor of the art staffs of the two papers. About 150, including a number of newspaper writers, were present at the dance. Among the special guests were Mr. and Mrs. J. C. Baker, Mr. and Mrs. H. C. Minor, Mr. and Mrs. John Hessner, Mr. and Mrs. Raymond Harris, Arthur Jones, of London; William Krieger, J. C. Sneed and Mr. and Mrs. George Benedict.

**Another Daily for Beaumont.**

John H. Broocks announces that he will start a new daily paper at Beaumont, Tex. Andrew A. Veatch will be the editor. The date for beginning the publication has not been set.

**"TAY PAY" QUILTS M. A. P.**

**O'Connor Leaves That Successful Publication to Start Another of His Own.**

A special cable dispatch from London to the New York World says that Thomas Power O'Connor ("Tay Pay"), long a member of Parliament and a brilliant writer, announces that he is about to sever his connection with M. A. P. (Mainly About People), a weekly literary publication which he started eight years ago in conjunction with C. Arthur Pearson, in order to establish another periodical on the same lines to be entitled P. T. O—his initials transposed.

M. A. P. has a large circulation and nets a profit of about \$50,000 a year.

O'Connor will continue T. P.'s Weekly, which also is highly successful, but papers subsisting mainly on personalities.

Their clever, versatile editor says that he writes about 350,000 words annually—equivalent to several volumes—and regrets that his magazine preoccupations have prevented him from carrying out many other literary projects.

**Changes on New England Grocer.**

Aaron C. Doves, of Maiden, Mass., who for thirty years has been connected with the New England Grocer and who for the past twelve years has been its editor and business manager, has resigned to devote himself to private literary work. He is succeeded as editor by C. W. Willis, who has been assistant editor for a number of years. A. C. Barker, of Providence, R. I., becomes president and general manager. W. H. Bosworth remains as advertising manager.

**WILLIAM ALDEN SMITH.**

**Will Personally Direct Grand Rapids Herald Which He Now Controls.**

Congressman William Alden Smith, who has recently acquired control of the Grand Rapids Herald, announces that it is his intention to give its publication his personal attention. In the reorganization following the change in control Arthur H. Vandenburg becomes vice-president and treasurer and manager under Mr. Smith, Frederick Terry business and advertising manager, and Lewis G. Stuart managing editor.

The Herald is one of the leading Republican newspapers in Michigan, and the only morning Republican paper in the western part of the State. It was long under the control of Eugene D. Conger, with Mr. Smith as a stockholder. Mr. Conger sold to Mr. Smith a year ago and Mr. Smith parted with a two-thirds interest to Ralph K. Booth, of Detroit. The Booth interest is now eliminated by Mr. Smith's purchase.

Mr. Vandenburg has been on the Herald staff several years. Mr. Terry has had advertising experience in Chicago, Memphis and elsewhere. Mr. Stuart was for eight years manager of the Herald during the Conger control, retiring with the change in ownership a year ago, and now resumes his old position.

William Alden Smith was born at Dowagiac, Mich., in 1859, and was educated in the public schools. In 1872 he removed with his parents to Grand Rapids, and in 1879 was appointed a page in the Michigan House of Representatives. Then he studied law and was admitted to the bar in 1883. From 1886 to 1901 he was general counsel of the Chicago and West Michigan and Detroit, Grand Rapids and Western Railroad Companies. He has been a member of Congress from the Fifth Michigan District since 1895.

**Oklahoma City Evening Post.**

The Post Publishing Company of Oklahoma City, Okla., has purchased the Farmers' Magazine of that city, and will publish it in connection with the Evening Post, which is to begin publication as soon as necessary machinery which has been ordered is in readiness. J. E. Jenkins, who went to Oklahoma City with the intention of establishing the Oklahoma Statesman, will be business manager of the new paper, and R. A. White, one of the best known newspaper men in the territory, will be managing editor. Judge Harper and T. H. Thorpe are also interested in the enterprise. J. B. Thoburn remains editor of the Farmers' Magazine.

**Amen Corner's Officers.**

The annual election of the Amen Corner, the Fifth Avenue Hotel aggregation of newspaper men and politicians in New York, has resulted in the following officers for a year; President, Louis Selbold, New York World; vice-president, Robert G. Dill, Jr.; secretary, John W. McDonald; treasurer, Luther B. Little.

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Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jones & Co., in the Astor House; Thomas Mead, 229 Broadway, H. J. Liukoff, 140 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, etc., 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, APRIL 7, 1906.

## SPELLING REFORM.

To what extent are the newspapers going to encourage Andrew Carnegie's crusade for spelling reform by adopting the new-fangled orthography?

The briefer word forms proposed ought to appeal at once to the modern newspaper man's liking for terseness and his sense of the importance of space economy. To chop off the needless "me" from "programme," the "ugh" from "thorough" and the like would probably mean the saving of a goodly number of ems of composition in a year. It might even mean that several more good stories could be given a place on the first page in the course of that length of time. Particularly might the copy reader, who writes the heads, be expected to welcome the shorter spelling, for many a contemplated slug display line has to be abandoned because some word is just a letter or so too long. But no one has a better excuse for favoring the briefer forms than the advertiser. Why should he longer suffer himself to be charged space rates for an extravagant "ue" on the end of his "catalog" or a superfluous "e" in his "whisky"?

So if the newspaper man could consult his own feelings in the matter, he would probably be an enthusiast for reform. But he can't. He must look first to the convenience of his readers. It is his business to make his paper just as attractive and easy to read as possible, and if he spells any word in such a way as to cause the reader to halt in its perusal he is thereby responsible for an irritation to his reader which will work ultimate injury to his paper. He must go slowly in the matter of reforms that concern the comforts of his patrons, because, no matter what the theory of the thing may be, the newspaper is actually much more in the position of a caterer than that of an arbitrary instructor. The restaurateur may know perfectly well that the simpler foods are much better for his customers than the desserts that he serves them, but he can scarcely be expected to refuse to sell them the dainties they have acquired a taste for. The newspapers likewise are more the followers of custom than its leaders. But as fast as the new spellings become sufficiently familiar not to cause too much of a jar to the reader when he sees them, we certainly think the newspapers should embrace them and do all they can to popularize them as rapidly as possible. Nor does it take long to give new spellings a standing. The words "catalog" and "program" seem already to merit adoption. It was only about five years ago that these forms began to be used with any degree of authority, and though the purists may

still refuse to swallow them, the average reader now readily takes them without requiring a "chaser."

The familiar lines of Pope may perhaps apply equally well to spelling as to diction:

"In words as fashions, the same rule will hold:  
Alike fantastic if too new or old,  
Be not the first by whom the new are tried,  
Nor yet the last to lay the old aside."

## IF THEY WOULD PULL TOGETHER

On the advantage of newspaper publishers working together, the Binghamton (N. Y.) Herald says:

"The newspapers of any city, if they will combine to remedy a great evil, can do it. The trouble with most newspaper publishers is that they work as individuals, rather than together. It would be possible, in the State of New York, at the present time, if all the newspapers would combine for needed amendments to the libel law, to get whatever they might demand, but as it is, every newspaper publisher is suspicious of all other newspaper publishers, they will not co-operate, and they do not present to the Legislature a front that commands the respect of all the law-makers. As a result, the newspapers of this State, themselves, suffer at hands of shyster lawyers in blackmailing suits, when such need not be the case. If all the newspapers in the State of New York were to combine, and say to the Legislature 'You will pass a righteous and just libel law or we will change the entire complexion of the Legislature,' there would be such a scramble on the part of the law-makers at Albany to make the desired and needed changes as has not been witnessed in a long time. It all comes back to the statement, so far as the newspapers are concerned, 'United we stand, divided we fall.' Some day, some man, with the ability of a great organizer, will do for the newspaper publishers of this State what Moses did when he led the children of Israel out of the wilderness."

## Reporting the Strike Conference.

More than forty newspaper men were detailed to cover the strike conference of the coal operators and the United Mine Workers which was held this week at the Jersey Central Building in New York. Every important paper in the coal region had from one to three men on the assignment, and the star reporters of all the New York and Philadelphia dailies were put on the story. Probably no other similar conference ever brought out such a lot of journalistic talent. There was such a concourse of pencils at times that there were frequent threats to exclude them all from the corridors outside of the meeting room. When the conference broke up on Tuesday about half the reporters made for the miners' representatives to get their side of the story, and the other half got what they could from the operators.

## JOSEPH BRYAN ON JOURNALISM.

Richmond Times-Dispatch Man Lectures Before College Students.

Joseph Bryan, proprietor of the Richmond Times Dispatch, delivered a lecture on "Journalism" one day last week before the students of Richmond College.

Speaking of the increasing demand for competent newspaper men, Mr. Bryan called attention to the high standards which prevail to-day, and the training necessary as better newspapers are developed. In journalism, as in other professions, native talent, of course, counts for most. But these natural-born newspaper men need long and severe training to achieve success. A "nose for news" is absolutely necessary. Trained men are always in demand. The manager of a newspaper is often even more anxious to retain a competent writer than the writer is to be retained. The demand for such expert journalists led Mr. Pulitzer to establish the department of journalism in Columbia University.

A good college education is highly advantageous for newspaper work. The more liberal the education the better, especially training in English composition, economics, political science, history, literature and especially law.

Mr. Bryan gave interesting statistics as to salaries of journalists in various parts of the United States, varying from \$25,000 a year on some metropolitan dailies to \$2,500 on some of the Southern newspapers. But unless a man goes into journalism for the love of it and not for financial gain, he will be a failure. There is, indeed, compensation for the trained hard worker.

The position of correspondent was dwelt upon with numerous illustrations. Large experience, native ability, learning and judgment are required for success as a correspondent of an important paper. Such a function is a highly developed specialty.

In conclusion, the lecturer discussed the popular influence of the newspaper, illustrating by reference to the late New York election, the recent English elections and others, the fallibility of the press and its inability at times to influence the popular mind. Above all, he pleaded for honesty, publicity, perfect fair dealing in the management of the newspaper, believing heartily in the freedom which comes from knowing the truth.

## NEW YORK NEWSPAPER MAIL

Plans on Foot to Save Rehandling Matter of Second Class.

Plans are under consideration at the Postoffice Department to expedite the dispatch of newspaper and periodical mail originating in New York.

To a considerable extent, newspapers and periodicals that enter the mails in New York are transported in wagons from the office of publication to the postoffice, and then there is another haul to the depot or ferry. It is the desire of the postal officials to do away with the extra haul. But this is not as easy as it appears on the surface.

Mail of the class under consideration must be weighed, and it must be under constant supervision. The authorities at Washington are trying to devise a scheme whereby newspapers and periodicals in New York mail may be loaded on mail wagons at the building of publication, be weighed there, and taken direct to ferry or depot without a stop at the postoffice. Postmaster Wilcox has been, or will be, directed to look into the matter and make a report to the Postmaster-General.

The plant of the Bisbee (Ariz.) Journal was badly damaged by fire last Monday.

## NON-UNION BOOKS BARRED.

Those Printed in Japan to Be Returned or Destroyed.

Senator Knox, of Pennsylvania, notified the Central Labor Union last week that the books which the union said should not be imported from Japan will either be sent back or be destroyed.

These books were printed from English copy in Japan for the American Book Publishing Company in Cincinnati. The Allied Printing Trades declared that the cost of printing in Japan is from 25 to 75 per cent. below the figure in this country, and that the importation was a violation of the spirit if not of the letter of the exclusion act and the protective tariff law.

A few weeks ago the Central Labor Union endorsed the protest of the printing trades and forwarded it to Senator Knox. The latter in turn communicated with the proper department, and this department decided that the books had been imported in violation of the copyright laws.

The Central Union voted Senator Knox a resolution of thanks.

## THEATRE BILL HAS A CHANCE.

J. S. Metcalfe, the Critic, Appears at Albany as Its Advocate.

James Stetson Metcalfe, dramatic critic of Life, was the principal advocate before the Senate Codes Committee at Albany last Wednesday of the Gardner bill to compel theatrical managers to admit to their theatres any person who has regularly purchased a ticket and who conducts himself properly while in the theatre.

Indications are that the bill will be favorably reported, and that the courts will be depended on to determine just cause for which a person may be excluded.

## False Informant Gets His Due.

One of the practical jokers who think it is amusing to impose on the newspapers by giving them false information which discredits them with their readers has been brought to justice. Larry Rogers, who gave out a "fake" confession to the effect that he was hired by two members of the police force to murder the Rev. Dr. Parkhurst, and later admitted that the whole story was part of a "practical joke," was last Wednesday sentenced to Sing Sing for seven years and six months by Judge O'Sullivan in General Sessions.

## Elmira Star's Chemung Society Extra.

The Chemung County Society of Greater New York held its first annual dinner at the Hotel Marlborough on March 29. A feature of the dinner was the noisy entrance of some Broadway "newsies" who startled the diners with cries of "Elmira Evening Star, extree, full account of the Chemung Society Dinner." The special edition made an instantaneous hit. The Star published the two special pages in its regular edition of the day following.

## Halstead Nominated Consul.

Albert Halstead, for many years a Washington correspondent, was last Monday nominated to be United States Consul at Birmingham, England. He succeeds his brother, Marshall Halstead, who will return to this country to engage in business. The Halsteads are sons of Murat Halstead, the well-known Cincinnati author and journalist.

## New Afternoon Paper for Austin.

It is reported that Major Mose Harris, a well-known newspaper man of San Antonio, Tex., will start a new afternoon paper at Austin. The new paper will be Republican in politics.



## PERSONALS.

Milton B. Ochs is now managing editor of the Chattanooga Times.

H. S. Shackelford, editor of the Wynnewood (I. T.) New Era, has been elected mayor of that city.

William E. Cameron, ex-Governor of Virginia, is the new editor of the Norfolk Virginian-Pilot.

James W. Roberts, editor of the Huntsville (Ala.) Herald, has been appointed postmaster at Gurley, Ala.

John Leisk Tait, Sunday editor of the Memphis Commercial Appeal, was in New Orleans last week on a brief vacation trip.

Boyce Ficklen, Jr., has purchased an interest in the Washington (Ga.) Reporter and become associate editor of the publication.

Edward W. Hocker, who has been State editor of the Philadelphia Press, assumed charge of the editorial work of Town and Country on April 1.

Blakely Hall, former publisher of the New York Morning Telegraph, is now the representative of Wasserman Brothers, stock brokers, in their London office.

H. P. Trimble has been made editor of the Washington (Ia.) Gazette and Chronicle. Mr. Trimble founded the first daily paper in the historic city of St. Augustine, Fla.

R. I. Carter, former musical and dramatic critic and then managing editor of the Cincinnati Times-Star, was in that city last week with Young Rubenstein, the pianist, with whom he is traveling.

E. H. Talbot, editor of the Interurban Railway Journal, is making a tour of Mexico in the interest of the New York Commercial. Mr. Talbot made a similar trip for that newspaper two years ago.

William L. Finley, editor of the Kenton (O.) Press, has sold his interest to L. M. Richards, former editor of the Alger (O.) Press, who will continue the publication. Mr. Finley has been mentioned for the office of State Oil Inspector of Ohio.

Frank L. Blanchard lectured last Thursday evening before Horace Greeley Council No. 798 of the National Union in New York on "Some Problems in Advertising." O. P. Derby is president of the council and E. R. Laselle is secretary.

Ren Mulford, Jr., known all over the country for years as a baseball writer, has left the news writers' desk to take an attractive position with a Cincinnati advertising company. He has been in the harness as reporter and editor for some twenty-five years.

Acton Burrows, publisher of the Railway and Marine World, Toronto, is recovering satisfactorily from a somewhat serious operation which he underwent in the Toronto General Hospital on March 3. It is hoped that he will be able to resume his business duties early in April.

A. E. Blunck, general manager of the Inter-Mountain Republican of Salt Lake City, which began publication on Feb. 12 last, was in New York this week on business connected with his newspaper. He reports that the new paper is meeting with success far beyond the fondest expectations of its promoters.

John C. Freund, editor of Music Trades, New York, was entertained at Valdosta, Ga., one night last week at a dinner given in his honor by W. P. Dorrough. In an after dinner speech Mr. Freund

compared his impressions of the South on this visit with those he received when he was there twenty years ago.

Burr McIntosh, the well-known photographer, newspaper man and publisher of the Burr McIntosh Monthly, was tendered a reception by the Wilkes-Barre Press Club while in that city one night last week on an entertainment tour. It was voted to have Mr. McIntosh return to Wilkes-Barre for another entertainment on behalf of the Press Club.

Frederick Moore, an Associated Press correspondent in the Balkan States for several years, traveling with the revolutionists and the Turkish forces, lectured last Tuesday evening before the Photographical Section of the American Institute, New York, on "Brigand Life in the Balkans." The lecture was illustrated with slides from original photographs.

John A. Reid, former city editor of the Springfield (O.) Democrat, and one of the best sporting writers in that part of Ohio, has accepted the position of sporting editor of the Springfield Daily News, taking the place of G. Clyde Tuttle, who has gone to Columbus to become court reporter for the Ohio State Journal. Mr. Reid has been in the newspaper business for the last twenty years and has been correspondent for the Cincinnati Enquirer for twelve years. He is also the Springfield representative of several sporting papers.

Arthur E. Willis, editor of the Isle of Pines Appeal, a weekly paper issued at the Isle of Pines, is a native of Butler, Mo., and was employed in the office of the Governor of that State at the time of the breaking out of hostilities between the United States and Spain. He joined the Second Missouri Regiment of Volunteers, and after the war drifted to Cuba and then to the Isle of Pines, where he launched his American newspaper. He holds that the little isle is American territory and devotes himself and his paper to contending against the idea that it belongs to Cuba.

Frank S. Mayes, editor of the Pensacola (Fla.) Journal, has been visiting a number of newspaper plants in the South getting pointers on latest methods before the Journal moves in a few months into new and larger quarters. He was in Montgomery last week and spent some little time in going over the superb plant of the Montgomery Advertiser. Mr. Mayes is president of the Commercial Club of Pensacola, and he evinced the keenest interest in the plan of the Montgomery Commercial Club, by which it hopes through judicious advertising to make Montgomery a city of 100,000 people in 1910.

## Secretary to Governor Hoch.

Charles H. Sessions, for many years Topeka correspondent for the Kansas City Journal, severed his connection with that paper on April 1 to become private secretary to Gov. Hoch, of Kansas. Mr. Sessions is one of the best known newspaper men in Kansas. During the past ten years he has attended nearly every political convention of any consequence that has been held in the State. He has a speaking acquaintance with probably as many politicians and newspaper men as any other man in the State, not excepting Gov. Hoch himself. Without exception the newspapers are treating Mr. Sessions very kindly and commending the Governor for his appointment. Speaking editorially of Mr. Sessions' appointment, the Kansas City Star said recently: "Mr. Charles Sessions, Gov. Hoch's new private secretary, is receiving eulogies from practically the entire press of Kansas, such as seldom come to a man during his life."

## AN APRIL FOOL DINNER.

Annual Gathering of the Staff of the Old Morning Advertiser.

The April Fool Club, composed of the old workers of the New York Morning Advertiser, which was bought by William R. Hearst, and which went into the making of the present New York American, held its regular annual dinner last Saturday night at Peck's Restaurant. The members of the various staffs, editorial, reportorial and composing room of the Advertiser, appeared for work on April 1, 1897, only to be told that between midnight and morning the paper had been sold to Mr. Hearst, and that they were without employment. At once, such was the spirit of the office, a club was formed, the members of which, now drifted into various newspaper offices, meet once a year to commemorate the good-fellowship which obtained all through the office of the old Advertiser, and to keep alive the spirit of which prevailed there.

Before the speeches, silent toasts were drunk to Joe Burns, who has passed away since the last meeting of the club, to Col. A. B. Williams, of Greenville, S. C., who sent a telegram of regrets, and to several other members who were unable to be present.

The election resulted in the selection of L. Walter Sammis as supreme grand fool, succeeding Charles A. Lachaussee; D. J. O'Keefe, grand fool secretary; Percy Linden Howard, grand fool orator, and Charles Lundburg, custodian of the archives.

The speakers were: D. J. O'Keefe, Andrew H. Mills, E. C. Bell, John Sutherland, F. E. Scourcroft, C. A. Lachaussee, Charles Lundburg, Francis J. O'Connor, Percy Linden Howard, Joe J. O'Reilly and John J. O'Leary.

As a memento of the occasion and as a mark of appreciation of his services to the club, a handsome diamond ring was presented to Joseph J. O'Reilly, editor and proprietor of the Chief.

For nine years the club has declined to admit any except members, all of whom are charter members, to its dinners. At this dinner, however, it was decided that the club having made itself an active fact, a few men prominent in journalism, especially those who were connected with the decease of the Advertiser, should be invited to attend the next dinner, on April 1, 1907.

## OBITUARY NOTES.

A. B. Keith, one of the best known editors in the Northwest, died last Monday at Butte, Mont., from heart disease. He was at one time editor of the Des Moines Daily Leader, and later went to Montana where he served at various times as editor of the Helena Journal, Helena Herald, Butte Inter-Mountain and Butte Miner. He left the last named paper scarcely a year ago. Mr. Keith served for four years as private secretary of Gov. Rickards. He was a native of Maine and was 51 years old.

Nathan D. Corbin, a well-known Detroit newspaper man, died on March 20 in the Harper Hospital in that city of heart disease. He had served on the Tribune, Journal and News, and was connected with the United States Daily during its brief career. His last position was as financial editor of the Detroit News.

## 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.

## SITUATIONS WANTED.

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

EXPERIENCED NEWSPAPER MAN wants position as reporter or copy-reader. Has had five years' experience on New York dailies. Address "EXPERIENCED," 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.

## A POSITION BY

experienced bookkeeper in South. Graduate Pennsylvania College. Diploma. Good correspondent and typewriter. Very best references. Address "BOX 43," Langley, S. C.

## A CAPABLE EDITOR,

sixteen years' experience, seeks engagement. Specialty daily preferred. H. W. PALMER, 75 Van Buren street, Passaic, N. J.

Experienced, active journalist, thoroughly familiar with trade conditions, desires to correspond for a first class trade paper from Chicago and to cover adjacent territory. Address "D. B.," care THE EDITOR AND PUBLISHER.

## CAN FURNISH UNEXCEPTIONAL

references showing that I know how to fill the desks of managing, news or general editor of any paper. I am after a permanent place where ability counts. Would like afternoon paper in town of about 50,000, where a well-equipped man can advance with the results he accomplishes. Address "G. H. M.," care THE EDITOR AND PUBLISHER.

## CARTOONIST.

Boon your circulation and advertising by local cartoons and illustrations. I draw striking cartoons full of humor and originality. I know how to please the readers. Position in West or South preferred. Salary moderate. Address "ILLUSTRATE," care THE EDITOR AND PUBLISHER.

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

## FOR SALE.

GOSS CLIPPER FOUR AND EIGHT page stereotype web press for sale, in good condition. Length of page 23 1/2 inches, 6 or 7 columns to page. Speed 10,000 per hour, folded to quarter page size. Can deliver quickly. WALTER SCOTT & CO., Plainfield, N. J.

FOR SALE—PARTY WITH RECORD of success, to take management and interest in southern publishing business, with class and local papers; city of 7,000. Snap for right man, with \$10,000 to \$15,000, to secure controlling interest. "DIXIE," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTIONS delivered prepaid, 75c; 6 or more, 50c each Cash with order. All newspaper screens; service day and night. Write for circulars. Reference furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 615, Philadelphia, Pa.

## SHORT STORIES WANTED.

They must be realistic and like those we publish, which are distinctly different from the stories in the ordinary magazine. Save postage by reading a copy before submitting stories. 10c from all dealers or the publisher, YOUNG'S MAGAZINE, Dept. 45, New York City.

## BUSINESS OPPORTUNITIES.

## WANTED TO BUY

daily paper in Southwest town not less 15,000 population or controlling interest. Reference the best. J. FRANK JONES, Colorado Springs, Colo.

## ANY PROPOSITION

you wish sold to the newspaper will be undertaken by the best known and most successful salesman. Never fails to make sales if proposition has merit. "SUCCESSFUL," care THE EDITOR AND PUBLISHER.

## HELP WANTED.

EDITORIAL ASSISTANT WANTED. A newly established successful magazine wants an experienced editor who will take a small interest in the magazine. Must have unquestionable ability as a writer, and furnish high recommendations. Address "PERMANENT," care THE EDITOR AND PUBLISHER.

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

H. T. Meany, Brooklyn, N. Y., is asking for rate cards.

The Kauffman Agency, New York, is placing the advertising for the Fritzi Scheff Belt.

Louis V. Urmy, 41 Park Row, New York, is placing the Siddall's Soap advertising.

Dauchy & Co., Murray street, New York, are placing eleven inches, thirteen times for Mother Gray's Sweet Powders.

The Hotel Cumberland, New York, is placing advertising direct on a trade basis in a list of high class papers.

Dauchy & Co., Murray street, New York, are asking for rates on 2,400 lines.

The C. F. Wyckoff Agency, Ithaca, N. Y., is sending out orders for the Remington Typewriter advertising.

The Clarence K. Arnold Agency, Philadelphia, is using a few daily papers for the advertising of Sparrow Chocolate.

George B. Van Cleve, Temple Court, New York, is sending out orders to daily papers for Dr. Hubbard's Vegetable Germicide, Boston.

The George Batten Company, East Twenty-fourth street, New York, is placing orders for the Singer Sewing Machine Company.

The Morse International Agency, Potter Building, New York, is placing some extra copy for Beecham's Pills advertising.

The Morse International Agency, Potter Building, New York, is renewing contracts for the Peterson Remedy Company, Buffalo, N. Y.

The Gillam Service, Child's Building, New York, is asking for rates in daily papers, and is placing a twelve-line reader.

The Ben B. Hampton Agency, 7 West Twenty-second street, New York, is placing copy for the New Crema Cigar advertising in Southern papers.

The E. P. Remington Agency, New York Life Building, New York, is placing advertising in Michigan, Indiana and Ohio papers for the Tuxedo Club Cigar.

The Ben B. Hampton Company, 7 West Twenty-second street, New York, is sending out large copy for the advertising of Happy Thought Tobacco.

The Kauffman Advertising Agency, Broadway, New York, is placing orders for the W. B. Corset advertising. The appropriation for this advertising is smaller than last year.

Robert L. Winkley, manager of the department of publicity of the Pope Manufacturing Company, Hartford, Conn., is sending out a general request for rates direct.

### The Evening Georgian.

F. L. Seely, who is to publish the Evening Georgian, the new Atlanta daily to be edited by John Temple Graves, announces that the paper will begin publication about April 25. Among other things that he says it will have are correspondents in 150 cities and towns in Georgia, \$75,000 worth of the latest models of newspaper machinery, 2,000 tons of the finest paper that comes to the South, and type a little larger and easier to read than usual. He states that it will not be a political organ, but "just a plain, good newspaper and John Temple Graves."

## MORSE INTERNATIONAL AGENCY

### Change in Name of Well-Known Advertising Concern—To Move Uptown.

The name of the Lyman D. Morse Advertising Agency has been changed to the Morse International Agency. The concern was founded in 1849 by S. M. Pettingill, and was purchased by Lyman D. Morse in 1886. On March 1, 1898, H. Henry Douglas became a partner of Mr. Morse and so continued until the latter's death on March 6, 1901. On April 1, 1901, the firm was incorporated under the laws of the State of New York with the same name and the following officers: H. Henry Douglas, president; Irving M. Dewey, vice-president, and G. Howard Harmon, secretary.

The agency will move on May 1 from its present offices at 38 Park Row, New York, to the Revillon Building, 19 West Thirty-fourth street, where it will have larger offices which were rendered a necessity by the concern's growing business.

### Advertising Class Dinner.

The members of the advertising class of the Twenty-third street Y. M. C. A. in New York, held an informal dinner last Monday night at Hotel Hungaria in Union Square to mark the close of a most successful course. Raymond R. Glen acted as toastmaster and called on the various members of the class who voiced their appreciation of the value of the instruction they had received. Harry H. Clark, who has recently been given a position in the advertising department of the magazine, My Business Friend, said he would not take \$500 for the information he had gathered by attending the lectures. When Caswell Barrie arose to speak it was to present, on behalf of the class, to Frank L. Blanchard, the lecturer who has had the course in charge, a handsome, silver-mounted Waterman's fountain pen. Mr. Blanchard was somewhat taken aback with surprise, but managed in a few words to express his appreciation of the gift and the spirit which prompted it.

### Birmingham Ad Men Dine.

The Advertising Men's Association of Birmingham, Ala., which was organized a short time ago, gave its first formal banquet one night last week at the Birmingham Hotel. W. M. Brock acted as master of ceremonies and brief addresses were made by M. V. Joseph, Samuel Blach, O. S. Finch, J. M. Ritson, J. A. Rountree, Prof. W. J. Wheeler, T. V. Boardman and A. O. Lindsay. The arrangements were in charge of the executive officers of the association: Charles Z. Daniel, president, Thomas W. Fahey, secretary, and Robert E. Murphy, treasurer. Others present were Ben Loventhal, W. M. O'Neil, John A. Sparrow, E. T. Purcell, Max Karples, George A. Eastman, W. M. Jeffries, Leon W. Friedman, Walter Blackman, Harry B. Johnston, John McRae, John W. Anderson, W. W. Ellis, Willis Brittain, Robert Cambell, Ernest Judd, C. W. Harwood, Jackson Eaton, Leo Loeb and Paul Cook.

### Kansas City Star Staff Changes.

Several changes in staff on the Kansas City Star and its morning edition, the Times, took place last week on account of the retirement of E. H. Sanford, news editor of the latter paper. Mr. Sanford is succeeded by Henry Schott, formerly city editor of the Star. Henry Haskell, who has been an editorial writer for the two papers, is made city editor of the Star, and Charlie Blood becomes city editor of the Times.

## ADVERTISING SHOW IN MAY.

Annual Exhibition to Be Held at Madison Square Garden, New York.

The annual advertising show, under the management of George F. Parker and J. L. Bieder, will be held in Madison Square Garden, New York, from May 3 to May 9 inclusive. The success of the advertising show in Chicago last year has prompted the promoters to come to New York and establish an object lesson in successful advertising methods as an annual event.

The exhibitors will embrace publishers and advertising agencies, who will demonstrate the value of judicious advertising in daily newspapers and in selected magazines, and it will be shown what a great popular medium the paper of large circulation has become.

Everything in the advertising line pertaining to the promotion of business will be exhibited. Officers and managers of companies, office managers, sales managers, advertising managers and salesmen will be brought together for discussion of new and effective methods.

### Old Cincinnati River Editor Dead.

"Commodore" R. B. Stephenson, probably one of the very oldest newspaper men in the country in point of service, died at Cincinnati the other day, aged about seventy years. Man and boy he had been connected with the making of newspapers for nearly sixty years, having commenced his career at the age of twelve as an apprentice to the printing trade. He was born in Mississippi but spent nearly his whole life in the North. His title of "commodore" he got with his service as river editor, as was customary in the past. His first employment in Cincinnati was with the old Gazette in 1863, with which paper he remained until it was absorbed by the Commercial. He then took service for a while with the New York Tribune. Returning to Cincinnati he served as market and financial editor on the Post and then on the Times-Star, after a term of service as river editor on the now defunct News Journal. A financial publication he established is still being conducted by his daughter.

### Iowa Evening Press.

The Iowa Evening Press Association held its annual meeting a few days ago at Des Moines, with representatives of twelve of the leading afternoon papers of Iowa in attendance. The secretaryship was put on a salary basis so that that officer may devote more time to the association. It was arranged to divide the State into fifteen districts and each paper was given a district to cover for special news features. These specials will be sent out gratuitously to all members of the association. Managing Editor Smith, of the Dubuque Times, was elected president, and James Powell, of the Ottumwa Courier, was elected secretary.

### The Southern Sportsman.

The Southern Sportsman, a weekly paper, begins publication today, April 7, at Atlanta, Ga. It will give special attention to baseball, bowling, tennis and golf, but all sports in the Southern field will come in for their share. Some of the ablest sporting writers of the country have been engaged as contributors. Charles Lockridge will be the editor, Frank Pelot advertising manager and J. W. Sower, business manager.

### Bennett's Yacht Quarantined.

James Gordon Bennett, proprietor of the New York Herald, and a party of friends arrived at Port Royal, Jamaica, last Wednesday, on board the yacht Lystrata, which will be quarantined for a short time, owing to the existence of a case of eruptive fever at Grenada, the yacht's last port of call.

## ADVERTISING NOTES.

The Chattanooga Weekly News is sending out a postoffice receipt showing that the circulation of that paper for the last issue was 109,595.

A. E. Clayden, World Building, New York, has been appointed the Eastern representative of the Winchester (Va.) Evening Star.

The Retail Merchants' Association, of Norfolk, Va., has examined the circulation books of the Norfolk Dispatch, the Virginian Pilot and the Landmark, and found the circulations represented by these publications to be correct.

E. S. Osborne, who has charge of the foreign advertising of the Chicago Examiner, was in New York this week. Mr. Osborne will visit the majority of the large general advertisers in the East before his return to Chicago.

C. J. Billson, the well-known special agent, who now has offices in the Tribune Building, New York, has rented a floor at 9 West Twenty-ninth street, and will move into the new quarters about May 1.

The McDonald-Olmsted Agency, Buffalo, N. Y., has taken quarters in the American Bank Building, in that city. This agency is a new one and announces that it will have a fine line of business to place during the coming year.

The Smith & Thompson Special Agency, Potter Building, New York, has been appointed the representative of the Pittsburg Sun in the foreign advertising field. The Sun now claims a circulation of 60,000.

## NEW PUBLICATIONS.

A. C. Oliver, R. L. Bailey and Senator Benjamin Sewall of Campton, Ky., have purchased of W. P. Walton, of Frankfort, the press on which the Lexington Daily Democrat was published and will move it to Campton and start the publication of a weekly newspaper. The paper will be independent in politics. Senator Sewall and Mr. Bailey will have charge of the editorial page, and Mr. Oliver will be the general manager.

S. B. Dinstman, editor of the Convoy (O.) Crescent for a number of years, will start a new paper at New Paris, Ind.

C. C. Kauffman and his son, Jere Kauffman, of Greencastle, Pa., will begin the publication of a weekly paper there about the first of May.

A French monthly paper called L'Assurance has just made its appearance at Montreal. It is devoted to life, fire and accident insurance, as well as real estate matters.

### To Include Public Printer in Cabinet.

Representative Birdsall, a Republican of Iowa, has introduced a bill at Washington to create the Department of Printing and Publication and to make the Public Printer a member of the President's Cabinet.

## 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.



**ALBANY JOURNAL DINNER.**

**Feast for Employes to Celebrate Paper's Seventy-sixth Birthday.**

The Albany Evening Journal celebrated its seventy-sixth anniversary last Saturday night by giving a dinner at the Hotel Ten Eyck in honor of its employes. At each plate was a copy of the "Banquet Journal," which is issued on each anniversary occasion, and an envelope containing a card which was to and from the man whose name it bore "to and from the seventy sixth annual dinner, March 31, and to all railroad stations, telephone booths, street cars, cabs, automobiles, freight cars and other innocent pleasures, while his money holds out." The cards were signed by "F. A. Judd, the Real Boss," who is the boy in the editorial department. The conditions of the pass, which were printed on the back, included the statement that it was "not good in any place where anybody would want to go," and that "in consideration of receiving this free ticket, the person named thereon voluntarily assumes all risk of increases of salary and the opposite."

The "Banquet Journal" gives the workers of the Evening Journal a chance to see their own names in print and to "get back" at each other with joke and pun. It contained the menu and a number of parodies written for the occasion by Joseph A. Fitzgerald, of the Associated Press, a former reporter of the Evening Journal. On the front page were portraits of William Barnes, Jr., president of the Journal Company, who acted as toastmaster, and of Thurlow Weed, who founded the Journal on March 22, 1830.

Between the courses there were "stunts" which added greatly to the enjoyment of the evening. For the women employed by the Journal there was a treat in the form of five dollar gold pieces, each receiving the coin in a souvenir box. The 300 newsboys who sell the Journal were given free theatre tickets to a performance of "Eben Holden." Among those present at the dinner, besides those actually engaged in getting out the paper, were the officers of the Albany Newsdealers' Association and several of the out-of-town correspondents and business agents of the Evening Journal.

**Richmond Palladium Improvements.**

Few cities the size of Richmond, Ind., which has a population of something like 20,000, can boast of such an excellent newspaper as the Richmond Palladium. To care for its growing circulation it has recently installed a Hoe web perfecting press capable of printing 10,000 eight, ten or twelve-page papers an hour. The Palladium also lately began taking the Publishers Press news service, and is equipped with an adequate battery of typesetting machines for rapid composition. It has, too, a good line of advertising which speaks well for its enterprise and progress.

**Negro Papers Consolidated.**

The two negro industrial papers of Memphis, the Southern Sentiment Publishing Company and the Home Industrial Journal, have consolidated their interests and will appear henceforth under the title of the Southern Sentiment. Both journals have for their purpose the development of negro industries in the South.

**Raleigh Times Building.**

The walls of the new home of the Raleigh (N. C.) Evening Times are rapidly nearing completion and it is expected that the building will be ready for occupancy not later than July 1. It is a handsome structure of gray pressed brick.

**GREENSBURG CONSOLIDATION.**

**Combined Papers Show Great Improvements—Erecting a \$50,000 Home.**

The consolidation of the Greensburg Press Company and the Tribune Publishing Company, of Greensburg, Pa., on Jan. 1, 1906, into the Tribune-Press Publishing Company, has resulted in a great growth and improvement in the combined properties. The new concern, made up of the most influential men in Westmoreland county, publishes the Greensburg Press, morning and weekly; Greensburg Tribune, evening; and Tribune-Herald, weekly. The company has a paid-up capital of \$50,000, and owns a 60 x 100-foot lot on North Main street in Greensburg, upon which it is erecting a \$50,000 publishing building.

The Tribune is continued as an evening paper, claiming the guaranteed largest circulation in the county, but the Press was made a morning paper. The latter gained 509 paid subscribers in January and February. The papers are as distinct and separate as ever, but use the same mechanical equipment. They continue as the two Republican papers of the county, retaining, however, entire independence in editorial utterance.

When installed in their new building the papers will have the most modern plant and the only stereotype press in the county. As advertising mediums, they are guaranteed the largest morning and evening circulations in the county. The officers are D. S. Atkinson, president; W. C. Peoples, secretary treasurer; Crombie Allen, general manager; Harry L. Allen, business manager; Sam Morgan, Jr., news editor Press; E. A. Cremer, news editor Tribune.

**VARNER A CANDIDATE.**

**North Carolinian Up for First Vice-President of National Editorial Association.**

H. B. Varner, editor and proprietor of the Lexington (N. C.) Dispatch, will be a candidate for the office of first vice-president of the National Editorial Association at the annual meeting to be held at Indianapolis in June. Mr. Varner is now second vice-president of the association. He has always taken a very active interest in editorial associations and has served as president of the organization in his own State for a number of terms. While he enjoys the social side of such institutions as much as anybody, he believes in them accomplishing something on the practical side as well, and under his influence some of the meetings of the North Carolina Press Association have been as profitable as any ever held by a State association.

Mr. Varner is especially familiar with the weekly newspaper field. His paper, the Lexington Dispatch, claims to have the largest circulation of any local political weekly in the United States.

**South Dakota Merger.**

The Yankton (S. D.) Press and Dakotan-Gazet has bought the Freie Presse, the pioneer German paper of Yankton, and a stock company with \$100,000 capital stock has been formed to publish the consolidated paper. The incorporators are W. C. Lusk, editor of the first named paper; John Holman, Herman Ellerman and August Kozitsky, all of Yankton.

**A Paper for Prison Inmates.**

The Brighter Day is a little four page publication filled with human interest stories all carefully selected and written by Miss Evangeline C. Booth, Commander of the Salvation Army. Miss Booth says the Brighter Day is the only paper of its kind in the world. It is for circulation among the inmates of prisons, reformatories and jails. The first issue appeared last Saturday.

**ONLY REAL NEWSPAPER MEN.**

**All Others Barred From Bay State Republican Editorial Association.**

The Republican Editorial Association of Massachusetts decided at its annual meeting held last week in Boston to become a representative newspaper men's organization. The executive committee of nine will hereafter pass upon all applications for membership, and only active editors, publishers or managers of daily and weekly newspapers will be admitted. A constitution and by-laws were adopted, things the association is said not to have had for some years. Only one member to the paper is allowed under the new rules. While the subject was not formally discussed at the meeting, it is understood that the members will hereafter refuse free advertising during campaigns and place this matter of political notices on a sound business basis.

John C. Brimblecom, of the Newton Graphic, presided at the meeting last week. The following officers were elected: President, John L. Cole, Andover Townsman; vice-presidents, Charles H. Adams, Melrose Journal; John D. Parker, Lynn Item; George C. Fairbanks, Natick Bulletin; recording secretary, John C. Brimblecom, Newton Graphic; corresponding secretary, A. M. Bridgman, Stoughton Record; treasurer, Joseph O. Hayden, Somerville Journal; executive committee, Alex Starbuck, Waltham Free Press-Tribune; Franklin L. Almy, Fall River News; Albert Vittum, Beverly Times; Thomas Leavitt, Dorchester Beacon; George C. Cook, Milford Journal; A. P. Langtry, Springfield Union; T. P. Wilson, Winchester Star; Samuel B. Moseley, Hyde Park Gazette.

**Third Rail Is the Latest.**

The Third Rail, a monthly magazine published by the benefit association of the employes of the Brooklyn Rapid Transit Company, made its first appearance last Saturday. It is devoted chiefly to the interests of the men who work on the cars and in the shops and stations of the railroad company, and is filled with bright and interesting matter, most of it being contributed by the railroad men themselves. One of the stories has to do with a plan to build homes for the employes of the road. There is also a story about a motorman who spent a short vacation abroad.

**Bronx Press Club Dinner.**

The annual dinner of the Bronx Press Club will be held at the Crotona Casino at One Hundred and Sixty-ninth street, New York, on April 17. Benjamin B. Odell will speak. Charles F. Murphy and Perry Belmont have promised to attend. The other speakers announced are Senator P. H. McCarren, James W. Osborne, Walter L. Hawley, and ex-Police Commissioner McAdoo and John B. Stanchfield. Patrick J. Tracy, supervisor of the City Record, is president of the club.

**CLUBS AND ASSOCIATIONS.**

The Texas Press Association will meet in annual session at Corpus Christi on June 6, 7 and 8. Some of the interesting subjects on the program follow: "A city daily in Comparison with a Country Weekly," Fred B. Robinson, Times-Herald, Waco. "The Value of the Serial Story as a Newspaper Feature," C. H. McMaisters, Tribune, Galveston. "Is the Crusade Against Patent Medicines Justified?" S. J. Thomas, Chief, Comanche. "How I Would Run the Business End of a Country Weekly," G. J. Palmer, Post, Houston. "The Relation of Newspapers to the Enforcement of the Law," Gov. Joseph W. Folk, of Missouri. "Duties and Responsibilities of the Texas Press in Detecting and Exposing Graft and Other Official Misconduct," E. G. Senter, Lantern, Dallas. "Typesetting Machines for Country Offices," J. Linn Ladd, Tribune, Bay City.

The Central California Press Association was organized recently at a meeting held in Fresno. Chester H. Rowell, editor of the Fresno Republican, was elected president, and P. F. Adelsbach, of the Kingsburg Recorder, was chosen secretary-treasurer.

The Port Arthur (Tex.) Evening News has installed a new linotype machine.

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HIGH GRADE PHOTO-ENGRAVING ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.

18 & 20 QAK ST. NEW YORK.

**The STANDARD ENGRAVING CO.**

A NIGHT FORCE WE NEVER SLEEP

SEVENTH & CHESTNUT STS. PHILADELPHIA.

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WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND PRINTING THE FINEST GRADES OF PLATES IN ALL SIZES FOR THE ILLUSTRATION AND ADORNMENT OF

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WE MANUFACTURE THE BEST LINE OF

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

11 BARCLAY STREET, NEW YORK CITY

**TYPEWRITER RIBBONS FLIMSIES CARBON PAPER**

# A WORD FROM THE SOUTH

What the Richmond (Va.) Evening Journal  
Thinks of the Publishers Press Service.

CHARLES B. COOKE,  
President.

A. R. HOLDERBY, Jr.  
Manager.

## The Evening Journal

RICHMOND, VIRGINIA.

MARCH 26, 1906.

MR. J. B. SHALE,

PREST. PUBLISHERS PRESS ASSOCIATION,  
NEW YORK, N. Y.

DEAR SIR:

THE CONTRACT WHICH WE HAVE JUST MADE WITH YOU FOR A RENEWAL OF OUR CONTRACT FOR A TERM OF YEARS IS EVIDENCE THAT WE ARE PLEASED WITH THE PUBLISHERS PRESS REPORT.

WE HAVE USED THE REPORT FOR ABOUT TEN MONTHS AND HAVE BEEN ABUNDANTLY SATISFIED. IT HAS COVERED THE NEWS OF THE WORLD FOR US FULLY AND PROMPTLY. WE BELIEVE THAT IT IS THE BEST AFTERNOON SERVICE EVER PRINTED IN RICHMOND.

THE EVENING JOURNAL HAS USED NO OTHER PRESS SERVICE, AND HAS BUILT UP A CIRCULATION IN TEN MONTHS OF NEARLY 15,000 IN THE FACE OF SEVERE ESTABLISHED A. P. COMPETITION.

YOURS VERY TRULY,

THE EVENING JOURNAL,  
A. R. HOLDERBY, Jr., MANAGER.

FOR PARTICULARS ABOUT THIS ESSENTIAL NEWS SERVICE ADDRESS

# PUBLISHERS PRESS,

PARK ROW BUILDING,

NEW YORK CITY.



