

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 6, No. 30.

NEW YORK, JANUARY 12, 1907.

5 CENTS A COPY.

UNDER NEW CONTROL

JAMES M. THOMSON AND ASSOCIATES TAKE POSSESSION OF THE NEW ORLEANS ITEM.

New Management Will Introduce Improvements—Deal Negotiated Thru New York Broker Is Said to Have Involved Over \$250,000—Brilliant Career of Man Who Heads New Directorate. "Open Door" Policy in Vogue.

A newspaper change of great importance to the South took place at New Orleans this week when James M. Thomson and associates acquired control of the New Orleans Item, one of the most influential newspapers in that section of the country. Mr. Thomson will head the paper's new directorate in the capacity of president and publisher.

NATIVE OF VIRGINIA.

Mr. Thomson is a native of Virginia, where he spent the days of his boyhood. After a successful career in the schools of that State he entered Johns Hopkins University, Baltimore, from which institution he was graduated with high honors. He began his newspaper career in Washington and immediately "made good." His early newspaper work was of such a high character that he won local fame, and he formed the Interview Syndicate in Washington.

CREATES HIS OWN PAPER.

But Mr. Thomson aspired to an even higher position in the journalistic firmament, and soon after his advent into newspaper life at Washington we find him at the head of such a flourishing daily as the Norfolk (Va.) Dispatch, a paper which he created himself. The paper grew steadily under Mr. Thomson's able management and in April last the paper was purchased at a handsome figure by its rival, the Norfolk Ledger (now the Ledger-Dispatch).

In view of the wonderful growth of New Orleans and its probable future as a great American metropolis in the days of the Panama Canal, when New Orleans will hold a key to the commercial situation of this hemisphere, Mr. Thomson concluded that it was possible to build up a lasting newspaper property in that city.

A VALUABLE JOURNAL.

The Item has the full Associated Press service, and it is probable that a corps of experts on newspaper topics will give the reading public of New Orleans a valuable journal of thought and information.

It is claimed at present (books subject to inspection) that the Item has a circulation of over 27,000. As Mr. Thomson is an advocate of the "open door" policy the advertisers of Louisiana's chief city will have the satisfaction of knowing exactly what they are receiving for their money. Mr. Thomson's "square deal" policy ought to be a winner.

It is understood that the deal involved over a quarter of a million dollars. The sale was made thru the offices of C. M. Palmer, the well known newspaper broker, 277 Broadway, New York.

Smith & Thompson, New York, will continue to represent the paper in the foreign field.



JAMES M. THOMSON.

WHO WILL DIRECT THE AFFAIRS OF THE NEW ORLEANS ITEM.

BASIS OF JOURNALISM.

ROBERT C. OGDEN HOPES FOR THE ADVENT OF AN ADVERTISING EDITOR.

He Delivers an Interesting Address at Banquet of the Sphinx Club—"Make Your Advertisements as Interesting as the Editorials—Arthur Brisbane Said That the Declaration of Independence Was an Advertisement.

One hundred professional advertising men sat down at the dinner of the Sphinx Club on Tuesday evening last at the Waldorf, New York, and listened to speeches afterward on "The Literature of Advertising." Robert C. Ogden, the principal speaker, expressed the hope that the time would come when on every large newspaper there would be an editor of advertising, as of everything else. He was followed by Arthur Brisbane, who confessed that advertisements sometimes suggested editorials to him, if they did not always induce him to buy the goods advertised.

"Plenty of the snobs, and perhaps some of the real aristocrats of literature may look down on your calling, and yet it presents a real field for literary art. Charles Lamb recognized this and wrote advertisements for a London lottery. He failed, tho he could write charming essays on the same subject."

MR. OGDEN'S PROOF.

To prove his point, Mr. Ogden quoted a long advertisement a century old in which 105 alliterations on the letter 's' were used in 125 words, and enlarged upon the value of such phrases as Gen. Winfield Scott's "rich Irish hrogue and sweet German accent," or such alliteration as "Rum, Romanism, and Rebellion." He declared that the invention of the phrase Uneda Biscuit was a great piece of literary work, for it was original and euphonious and told its story tersely.

"Gladstone," he went on, "kept in his library the American editions of English magazines for the sake of the advertisements, tho perhaps for their literary art as well, as showing the business condition of the country. There was a wonderful touch of humor in the advertisement of the opening of a Massachusetts school—'Trouble begins Sept. 15.'"

"But the literary snobs have some reason for contempt in the miserable drivel, the overstatements, and the bad English which sometimes bring the advertisement writer under suspicion. For some men devote themselves to the business without any idea of the morals or the technique which should enter into it."

BASIS OF JOURNALISM.

Mr. Ogden enlarged upon the dignity of advertising and maintained that it is the basis of journalism. "Advertisements," he said, with a how to Mr. Brisbane, "support the journal in both the narrow and the broader sense. If the Irish family gave the pig equal rights in the house because he paid the rent, surely the advertising man should have the privileges of the pig."

"It follows that the advertising pages should, in point of composition, be the equal of the editorial, and I have often wondered why all great newspapers

LONG RANGE SUNDAY EDITION.

London Daily Mail Starts One in Paris Having Failed at Home.

The London Daily Mail began the publication of a Sunday issue in Paris on Sunday last. In an editorial the Mail refers to its attempt to publish a Sunday paper in London some time ago and says the conditions on the Continent allow the publication of a seven day paper.

For a Sub-Treasury.

Col. John Temple Graves, editor of the Atlanta Georgian, accompanied the party that left for Washington on Wednesday night last, to urge the selection of Atlanta as the site for the Government sub-treasury.

Sunday Edition Discontinued.

A report from San Francisco says that the Evening Bulletin has discontinued its Sunday edition.

Now a Penny Paper.

The Sioux City (Ia.) Tribune has reduced its price to one cent.

The annual banquet of the Connecticut Editorial Association will be held in New Haven on Jan. 21 next.

SUBSCRIPTION RATES ADVANCE

Illinois Publishers Prepare to Meet Increased Cost of Production.

Country papers all over Illinois are advancing their subscription rates. Nearly all the publications that have been sold for a dollar per annum are now asking from 25 to 50 cents more.

The publishers say that the high price of paper and materials of all kinds and the greatly increased cost of production in every department make an advance in the subscription rates imperative.

Special House Committee.

President Hennessy, of the New York Press Club, has appointed a special house committee to decide upon the matter of a permanent home for the club. The following will serve upon the committee: Robert B. McIntyre, Timothy Gorman, George F. Lyon, Andrew Colvin, John F. Hohbe, Charles J. Smith, Fred B. Saumenig, James J. A. Hasson, Elias B. Dunn.

Pennsylvania Editors' Meeting.

The regular annual business meeting of the Pennsylvania State Editorial Association will be held at Harrisburg, on Monday, Jan. 14.

should not have an editor of advertising to point out to the advertisers what advertisements would be to their mutual advantage."

Turning to the more technical side of advertising, Mr. Ogden pointed out that sometimes the publicity man might almost mold the policy of a great business, and urged his hearers to read their advertisements with care, cut all superfluous words, and keep open minds and be broadly familiar with literature; that is, he said, they must not slavishly imitate great writers, but must let these writers inspire them.

DIGNITY IN ADVERTISING.

"There is dignity in advertising, and possibilities far below those of mere money making. Make your advertisements so interesting that they will be read as regularly as editorials and the news of the stock market. How few do so, but how many might!"

Arthur Brisbane, the noted editorial writer of the New York Journal, admitted that the advertisement writer had a harder job than the editorial writer.

"I may write about anything," he said. "You have to write about suspenders. I don't see how you do it. Yet you deal with one of the greatest problems of the times—distribution. Rockefeller and Ryan have shown us how to concentrate. You know how to produce distribution, the greatest work of the Nation.

"After all," he said in conclusion, "some of the greatest literary men have been advertisement writers, and when this Nation decided to go into business for itself it commissioned Jefferson to draw up the Declaration of Independence, as an advertisement to convince other people that we were right and that they should patronize us."

PRAYS FOR OWN REPORTERS.

Daily Services Begin Work of the Kalamazoo Gazette.

John A. Ross, managing editor of the Kalamazoo (Mich.) Gazette, announced this week that the news department of the Gazette would be opened every day in the future with prayer by himself or ministers of the city.

The announcement created surprise, as Ross, until recently, has expressed but little religious sentiment.

"I believe that the reporters will be able to do better work, and that the object of the newspaper will be more thoroughly reached than heretofore," was Ross's explanation.

Arthur Welton in Charge.

Arthur D. Welton, a former member of the Detroit (Mich.) News staff and one of the best-known newspaper men in that city, succeeds William E. Quimby as editor-in-chief of the Free Press, and will, at least nominally, be responsible for that paper's editorial policy in the future. Mr. Welton is a graduate of the Detroit public schools and of the University of Michigan. His first newspaper work was done on the old Detroit Tribune about twelve years ago. He has been with the Free Press for about three years, going there after a period spent as an editorial writer for the News.

Big Postage Bill.

The American Home Monthly sent out last week thru the New York Postoffice the largest number of circulars ever mailed at one time under the one-cent permit system. One million separate pieces of mail matter were handled. The postage alone on these cost \$10,000. The circulars, which went to families in every State made a special offer to new subscribers for the American Home Monthly.

PAPER MAKERS INTERESTED.

Inquiries Made as to the Manufacture From Peat.

Several inquiries have recently been made relative to the peat beds being developed near Ogdensburg, N. Y., for the purpose of reducing the product into dust and transforming it into gas. The recent inquiries are from firms having a patent process of making paper from peat.

For paper making the peat is run thru a machine which mashes it into mud, after which it is thinned and refined and run thru a dryer. In many respects the machinery now being assembled at Black Lake for practical experiments in the spring treats the peat in a similar manner, tho the idea of manufacturing paper from the dried peat has never been suggested by those behind the enterprise.

It is understood that successful experiments in making paper from peat have been made in Michigan.

Reporters as Policemen.

The police reporter in his native State is a highly intelligent being and can give the best police department sleuths cards and spades and then beat them at their own game, in the opinion of Chief Kohler, who bosses the Cleveland, O., bluecoats. In his annual report to Mayor Johnson, Kohler makes the recommendation that the police reporters employed by the various Cleveland dailies be given police powers and that they be made members of a secret detective department connected with the force. As Chief Kohler's word is law in his bailiwick the police reporters are already discussing the nature and design of the badges they are to receive, so certain are they that soon they will be detectives in name as well as in reality.

A Newspaper Change.

J. McCan Davis, for the past two years editor and one of the owners of the Springfield (Ill.) Evening News, has withdrawn from that paper. He will remain in the publishing business, tho his plans have not been definitely announced. Mr. Davis is one of the best known newspaper men in Illinois, having been for many years political correspondent of the St. Louis Globe-Democrat at the Illinois capital, a position which he still occupies. O. B. Bassett, of Rockford, formerly editor of the Sterling Gazette, will assume charge of the paper under the direction of Col. Frank O. Lowden of Chicago, the major stockholder.

Editors Organize.

The newspaper editors of Audrain county, Missouri, met in Mexico recently and organized themselves into a body to be known as the Audrain County Editorial Association. Col. R. M. White, of the Mexico Ledger, was chosen president, and L. A. Bird, of the Vandalia Mail, secretary. The organization is to be permanent. The members of the association are: R. M. White, Ledger, Mexico; C. M. Baskett, Intelligencer, Mexico; John Beal, Message, Mexico; F. N. Frost, Leader, Vandalia; L. A. Bird, Mail, Vandalia; J. D. Greer, Herald, Laddonia; A. Davault, Forum, Farber.

No Newspaper Time Tables.

A report from Wilmington, Del., says that the skeletonized time tables of the P. W. & B. railroad have been withdrawn from the newspapers. According to the report this move was made at the instance of the management of the Pennsylvania, which is understood to have decided that the bureaus of information established in public places are sufficient for the needs of travelers.

"JUDY'S" EDITOR SENT TO JAIL.

Edward de Marny Sentenced for Publishing Obscene Advertisements.

Edward de Marny, editor of "Judy," was sentenced on Tuesday last at the Old Baily to two months imprisonment for publishing obscene advertisements. De Marny is a well known figure in periodical literature, and is the author of a number of books. He is a descendant of the old French nobility and has the title of viscount.

Japanese to Take Action.

The case of T. Takeuchi of Berkeley Cal., publisher of the Revolution, an editorial in which advocated the assassination of all rulers, including President Roosevelt and the Mikado, will be reported to the government at Tokio by Japanese Consul General Uyeno. "We can take no action here," said Secretary Oyama, of the Japanese consulate. "It is in the hands of the local authorities, but we will report the matter to our government and send a copy of the Revolution to Tokio."

Col. W. L. Brown's Will.

The will of Col. William L. Brown, once publisher of the Daily News has been filed in the Surrogates' office in New York. It leaves all of his estate to his widow, Henrietta Jeffries Brown. Col. Brown also left four sons and a daughter.

MILWAUKEE PRESS CLUB.

John W. Gannaway Is Elected to the Office of President.

John W. Gannaway was elected president of the Milwaukee Press Club on the evening of Jan. 2 last. Other officers were elected as follows: Vice-president, John L. Meyer; secretary, Mark Forrest; treasurer, Frank Markie. Directors—Malcolm C. Douglas, Julius Bleyer, A. B. Cargill and Frank M. Gates.

Announcement was made that Lieut. Robert E. Peary, the famous Arctic explorer, will be the guest of the club at dinner on Jan. 12, when he lectures there. He will give a short talk and add his name to the club's "chalk list" in the panels.

Editors to Attend Expo.

The Pennsylvania State Editorial Association will visit the Jamestown Exposition. This information was received recently at the offices of the exposition company in Norfolk, Va., from R. P. Haggood, secretary of the association, who stated that the editors would hold their annual convention at Charlotte, N. C.

Mrs. Eddy's Reply.

H. Cornell Wilson, who is at the head of the press bureau of the Christian Science Church, has sent out Mrs. Mary Baker G. Eddy's reply to an article in McClure's Magazine for January.

SUPREMACY CERTIFIED!

1,397,245

Separate Advertisements Printed in the
NEW YORK WORLD
During 1906.

262,286

More Than During the Year 1905.

468,602

More Than During the Year 1904.

All records of all newspapers beaten. No other newspaper in the world ever printed as many advertisements in any one year.

Attested by Certified Public Accountants.

BARROW, WADE, GUTHRIE & CO.,
Certified Public Accountants
and
Chartered Accountants
J. T. ANYON. C. P. A. A. C. A.
SAML. LEVER. C. P. A. A. C. A.
A. PYOTT SPENCE, C. P. A. C. A.

Broad Exchange Building,
25 Broad Street,

New York, December 31,
1906.

AUDITORS' CERTIFICATE.

We hereby certify that we have made an examination of the books of the New York World containing the records of the classified advertisements printed in the New York World and New York Herald (morning and Sunday editions) for the twelve months ending 31st December, 1906; that we have investigated the system of keeping these records and have tested these by actual count for different periods, and we are of the opinion that the number of advertisements as specified below represent an accurate comparison of the number of advertisements in these newspapers during the year 1906.

The World..... 1,397,245

The Herald..... 1,165,896

Showing the World excess over the Herald of..... 231,349

BARROW, WADE, GUTHRIE & CO.

In each and every month of the year 1906 THE WORLD printed a greater number of advertisements than the Herald.

Comparison is made with the New York Herald because no other newspaper in this country or Europe is within speaking distance of The World as a "Want" Medium.

IN OLD KENTUCKY.

Journalists of the Blue Grass State Hold Successful Midwinter Meeting at Louisville.

The midwinter meeting of the Kentucky Press Association was held last week at the Seehach Hotel in Louisville. The meeting was a distinct success and many important matters were disposed of by the Kentucky journalists.

The association put itself on record from the very outset as a thoro business organization, in that it indorsed certain measures looking to the interests of the newspaper publishers of Kentucky. The spirit of business pervaded the meeting, which was a representative one of the editors of the State. A majority of the editors and publishers in the State were present, in fact, the attendance was a surprise to all who take an active interest in the welfare of the organization.

The body went on record as opposing any increase in the postage rate of second-class mail matter, consisting of newspapers and periodicals, but at the same time went on record as favoring more stringent rules to prevent papers merely advertising large business houses from having the benefits of the second-class rate.

TRANSPORTATION PROBLEM.

The vexatious problem of transportation confronted the convention, but the manner in which this was disposed of met with the approval of every member of the association. It was the sense of the convention that the railroads be given every opportunity to construe the anti-pass clause of the rate bill. A committee was appointed to confer with the railroad officials to ascertain what concessions will be made newspaper men.

THOSE WHO ATTENDED.

The following delegates and papers were represented at the meeting:

Harrodsburg Herald, D. M. Hutton; Harrodsburg Democrat, Lew B. Brown; Carrollton News, George S. Lee; Falmouth Pendletonian, J. R. Williams; Lancaster Record, Louis Landrum; Danville Advocate, Henry E. Woodfolk; Danville News, W. Vernon Richardson; Nicholasville Journal, Harry McCarty; Bullitt County News, J. W. Barrail; Georgetown News, F. M. Thomasson; Mayfield Messenger, J. R. Lemon; Mayfield Monitor, W. K. Wall; Earlington Bee, Paul M. Moore; Henderson Journal, John A. Lyne; Richmond Climax, A. D. Miller; Barbourville News, W. S. Hudson and P. Black; Elizabethtown News, Harry Sommers; Hartford Republican, C. E. Smith; Hartford Herald, J. D. Felix; Hopkinsville New Era, Tom Underwood; Meade County Messenger, D. M. Duncan; Bowling Green News, John B. Gains; Smith's Grove Times, H. P. Summers; Winchester Sun-Sentinel, R. R. Perry; Cloverport News, John B. Bahbaga; Courier-Journal, G. E. Johnson; Russellville News, S. W. Linebaugh; Kentucky Elk, Charles J. Cruise; Shelbyville Sentinel, M. O. Sullivan; Shelbyville Record, Ed Seinnick; Shelbyville News, Ben B. Cozine; Middlesboro News, G. W. Albrecht; Middlesboro Record, R. O. Cunningham; Owensboro Messenger, Urey Woodson; Glasgow Republican, William H. Jones; Fulton Leader, Mott Ayres; Williamstown Courier, Tim Needham; Bedford Democrat, D. H. Peak; Warsaw Independent, Dave Wallace; Owenton Democrat, J. H. Westover; Mt. Sterling Advocate, J. W. Hedden; Dover News, Sam Stairs; Lyon County Times, John L. Smith.

Needs Newspaper Experience.

Dr. Newell Dwight Hillis says we need more poets. He'd say the opposite if he were an editor.—*Atlanta Georgian.*



SAM W. STAIRS.

HE IS A PROMINENT MEMBER OF THE K. P. A. AND IS EDITOR OF THE DOVER NEWS.

Recount Asked by Hughes.

Gov. Hughes sent his message to the Legislature on Wednesday of last week and recommended that a recount be made of the votes in the mayoralty election in New York city in 1905, when William R. Hearst, the newspaper editor, claimed he was elected over George B. McClellan.



JOHN L. SMITH.

HE IS THE EDITOR OF THE LYON COUNTY TIMES, AT KUTTAWA.

REPORTING SPORTS ON NEW YORK PAPERS OVER FIFTY YEARS AGO.



By Chadwick

VETERAN SPECIAL WRITER ON FIELD SPORTS WHO IS KNOWN AS THE "FATHER OF BASEBALL."

"Father of Baseball" Inaugurated His Journalistic Career as a Writer of Cricket News.

Before the wonderful vocabularies of baseball and football terms had been added to the English language, before the "sporting editor" had become an important member of every newspaper's staff, Henry Chadwick, known to-day as the "Father of Baseball," was writing cricket news for the New York Times and other metropolitan dailies.

"In the early fifties," said Mr. Chadwick, in his Brooklyn "den," "the only member of the newspaper staff who in any way resembled the modern sporting editor was the 'turf man,' who looked after racing news. Cricket was at that time the only popular sport outside of racing. The Anglo-American and the Albion, the two 'English' weeklies in the city, were the only papers which published regular reports of cricket games.

"Cricket used to be played on a field near the present site of Fulton Market. Later the Gosham grounds, near Sixty-first street, were used. On these grounds matches between the United States and Canada teams were played. Grand stands were built expressly for these matches. I reported them for the Times, Tribune, and other papers, but nothing was paid me for the copy, as the New York dailies had been giving no attention to athletics, and I was merely endeavoring to interest them.

"In 1859 a British cricketer eleven under Capt. Parr came over from Liverpool. The newspapers showed much interest in these matches; some, in fact, published two columns of my copy.

"Baseball began to be played as far back as 1845 by the Knickerbocker Club. The first baseball ground was a vacant lot on the site of Madison Square Garden. Later the Knickerbockers transferred their activities to Hoboken.

"For many years no attention was paid to the new game," said Mr. Chadwick. "At last, while on my way one day to a game at Hoboken, I decided to call on Mr. Hudson of the New York Herald, and try to interest him in the

forthcoming matches between the New York Mutuals, Atlantics, and Excelsiors and the Philadelphia Athletics. As a result of my visit he asked me to report the games for the Herald. This was in 1862.

"A short time before public interest in the game had begun to grow. After the matches between New York and Philadelphia it developed into a furor. The Brooklyn Excelsior team took trips thru New York State and down South, vanquishing Rochester, Philadelphia, Baltimore and other cities. These matches firmly established baseball as the National game.

"Football was played at Hoboken many years before the colleges took it up. At first a modified form of English Rugby was played, with fifteen men on a side. When a man was tackled he could throw the ball to another man of his side. In the seventies I reported the games played by Harvard, Yale and Princeton for the Times and other papers."

Mr. Chadwick points with pride to a letter written to him two years ago by President Roosevelt, which reads as follows:

"I congratulate you heartily upon your entry into your fiftieth year in journalism. It is given to but few men to enjoy the privilege of active participation in the affairs of life for so long a period, and you are entitled to the good wishes of all for the part you have taken in behalf of decent sport."

PART OF THE SHOP.

Kingsburg, Cal., Jan. 3, 1907.

THE EDITOR AND PUBLISHER,
New York, N. Y.

Dear Sirs:—Enclosed find money order for \$1, for payment of my subscription to THE EDITOR AND PUBLISHER for current year. I find that I must have your paper in order to run my shop properly.

Yours fraternally,

P. F. ADELSBACH,
Editor and Publisher Kingsburg (Cal.) Recorder.

The Kansas State Editorial Association will meet at Topeka, Jan. 21 and 22.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands L. Jonas & Co., in the Astor House; Thomas Mead, 229 Broadway, H. J. Linkoff, 140 Nassau St.; Park Row Bid'g; Tribune Bid'g; Postal Telegraph Bid'g.

ADVERTISING RATES.

Display Advertisements, 15 cents an agate line, (14 lines to the inch, 168 lines to a column) Reading Notices, 25 cents an agate line; Small Advertisements, under classified headings, such as Situations Wanted, Help Wanted, For Sale, Correspondents, &c., 50 cents for four printed lines or less. Four agate lines Situations Wanted free. Discounts for page ads and long time contracts. Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, JANUARY 12, 1907.

NEWSPAPER FILES.

Of all things literary, the most neglected by the average librarian is the newspaper file. The wherefore of this neglect would be difficult to explain. The writer asked the librarians in four small cities in Eastern Massachusetts where in but one instance was a newspaper kept on file longer than six months, the reason for so doing. Two replies were to the effect that "it wasn't the custom"; one librarian stated that he "did not think the filing of newspapers was within the province of a library," while the other quoted Shakespeare for his authority.

The last two answers are worthy of consideration. As to the librarian who thought it wasn't within the province of a library to keep newspaper files, we can't dismiss him by saying he didn't know his business, altho we would like to. Had he reasoned the matter out he would not have so replied, for if the filing of the daily newspaper does not come within the province of a librarian, then the shelving of histories of the present day does not come within his province. For what is the modern daily if not a history from day to day of the epoch-making events of our time?

Now let us give a few lines to the librarian who quoted Shakespeare. He forgot that the "newspaper" of the Elizabethan period was little better than a pamphlet, and could no more compare with the big metropolitan dailies of the present day than the Genoan's Santa Maria with the U. S. S. Oregon. What "newspaper" of Shakespeare's time could have handled the recent insurance exposure in detail as did hundreds of newspapers throuthout the country, or the other "big stories" of our day? Had there been "newspapers" in Shakespeare's time, there never would have arisen the question as to who really wrote Shakespeare.

Apart from their value as histories of the day, what could afford one more pleasure than to glance thru the files of his boyhood? But this is a pleasure not to be thought of save in our larger cities, and in each of the smaller towns where the librarian of days gone by had enough foresight to know their value to another generation.

THE BEST EVIDENCE.

Charles S. Young, who has charge of the Chicago, Milwaukee & St. Paul advertising department, says:

"It is doubtful if there is any class of advertising so important to the railroad as newspaper advertising. The publication and distribution of time table folders is the only branch of the work that can be seriously regarded as

competing with newspaper advertising for first place. The growth of newspaper advertising by railroads during the last few years has been most remarkable. In every case where results have been traced, the increase in ticket sales has borne a close relation to the increase in newspaper advertising."

This remarkable testimony, coming from such a source, may well be considered as evidence of the first class-absolute proof that advertising is a paying proposition.

ON HEAD WRITING.

Copyreaders should search matter diligently for the news or striking feature of the article, and in general the caption should be the sublimation of the article or story following it.

Distinction should be made between what are known as "second day" or "follow" stories. In brief, don't get a "first-day" head on a "second" or "third-day" story.

The first duty of readers and head writers is to read the paper upon which they are employed. Much of the criticism which is daily made by the reading public could be avoided if members of the staff would observe this very reasonable suggestion.

THE AMERICAN PRESS.

It is probable that the first story in the world was a ghost story.—*London Telegraph*.

A paper devoted to the interests of the flying machine would not by any means be the first and only fly paper.—*Saturday Chronicle*.

The British press does not unreservedly approve of the United States Constitution. A glance at the files for a century back would show this sentiment to be not of recent origin.—*Saturday Chronicle*.

If Mrs. Storer had devoted as much of her time and attention to her own hat as do most sensible women instead of worrying about a hat for Archbishop Ireland, his chance to become a cardinal would have been better.—*Charleston News-Courier*.

Advertising is, in business, second only to the creation of the business itself.

The Coming Free Newspaper?

Ernest Tissot, a Parisian journalist, prophesies in the *Revue Bleue* (Paris) the coming of a new newspaper era in which even more newspapers will be read than ever, because they will be distributed free all over the world. The one cent yellow journal will be driven out of the market and the market place by a gratuitous record of daily happenings whose expenses will be paid by the ever-increasing volume of advertisements.

BOLTS FROM THE CLEAR BLUE.

Up to the Railroads.—Scrap Chronicler has gone into making wooden legs, his first job being for Jim Hooper. Scrap says if the railroad will keep up its end of the business he can make some money.—*McEwen (Tenn.) New Era*.

Editorial Eye on the Goods.—Our readers will pardon us this week for having such a lot of ads, but we want to make a little dough out of this paper just for once to see what it feels like. That fat ad. on the fourth page, tiling of the Westmont lots, simply had to go in. Moreover, our artist, George Fraser, is off to the coast, so that the Eye Opener is not so profusely illustrated as usual. Another saving. We are going to make a killing this turn out of the box, and altogether stand a darned good show of getting that overcoat.—*Calgary (Alberta) Eye Opener*.

Bell Ringers of Virginia.—Mr. Editor, if the present indications be true, the wedding bells will soon be ringing down here. Our most enterprising young men are devoting much of their time to the ladies.—*Appomattox (Va.) Times*.

Blowing in on the Editors.—The editor acknowledges a dollar on subscription from that good old pioneer, Alexander Cameron. May his coming years be filled with the joy of life.—*Walla Walla Argus*.

A few days ago a subscriber dropped into the office, paid a year's subscription in advance, and volunteered the information that he considered the Graphic about the best local paper he had ever read. We thanked him for the kind words spoken and went about our work.—*Newberg (Ore.) Graphic*.

POKE FUN AT JOHN D.

Paris Newspapers Won't Take Him Seriously When He Quotes Lamartine.

The French press is poking fun at John D. Rockefeller on account of his quoting from Lamartine: "I've seen little ill in the world; I remember only the good."

The writers suggest that possibly Lamartine might not feel flattered at being the guiding star of the Oil King's spiritual life.

They ask whether it is possible that Rockefeller is forming a trust in illusions.

Police are Baffled.

Twelve detectives, private and city, are searching for the unknown letter writer who, it is hoped, may clear up the mystery connected with the death of Louis J. Lee, president of the Lee Advertising Agency, Chicago, found dead in the lake at Glengyle place, Chicago, Dec. 12. "Was he killed by an automobile and his body thrown in the water or did he end his own life by drowning?" are the questions over which the police are puzzling.

"The Scandalizer."

The chorus girls of the New York Hippodrome are all sure of reading good notices about themselves now. They have a weekly newspaper of their own called the Scandalizer, which made its first appearance at the big playhouse last Saturday night. Rose La Harto of Neptune's Daughter is the chief society editor, and Burns O'Sullivan, assistant stage manager, is the publisher.

To Move Soon.

The Pen Club will move into its new headquarters on the top floor the building at Thirty-ninth street and Broadway about the 15th of this month. The house committee is hard at work fixing up the new quarters, which will be commodious and cozy. The date of a "housewarming" will be announced as soon as possible.

ON MISSION OF PEACE.

W. T. Stead, the English Journalist, Starts Out on a World Tour.

William T. Stead, the well known English newspaper man, who arrived in Paris recently, says in an interview that he is on his way around the world in the interest of peace. He further declared that he is authorized by the British Premier, Sir Henry Campbell-Bannerman, to say that Great Britain, if no other country did so, would at the approaching second Peace Conference at The Hague raise the question of taking steps to provide for the maintenance of international peace.

Mr. Stead expects to reach the United States and attend the opening of the Carnegie Institute at Pittsburg. He will also visit Washington and discuss with the officials certain advanced ideas concerning the program of the second Peace Conference at The Hague.

Roosevelt on Panama Canal.

President Roosevelt's special message to Congress concerning the Panama Canal has been issued in an illustrated edition, which may be procured from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 50 cents per copy. The exhaustive manner in which this subject has been treated in this message, with the addition of seven appendixes and twenty-six full-page illustrations, makes the publication a veritable text-book on this subject of world interest.

BRIEF ITEMS OF NEWS.

The Noblesville (Ind.) Times has suspended publication.

A "Want" ad in THE EDITOR AND PUBLISHER will bring results. Try one and be convinced.

The Springfield (O.) Sun recently moved into new and up-to-date quarters in that city.

The publishers claim that the average circulation of the St. Paul Daily News for 1906 was 40,115 copies.

The office of the Publishers Commercial Union has been changed from room 314 to room 227, Temple Court Building.

The Capital, Des Moines, Ia., inserted 253,302 inches of advertising in 312 issues of that paper during 1906, which shows an increase over any previous year.

The special New Year edition of the Dallas (Tex.) Morning News contained five sections of 24 pages each, a total of 120 pages.

It is reported that a new paper will be established at Somerset, Ky., and that Woodson May and Cecil Williams will be the proprietors.

A new paper, called the Herald, has made its appearance at Astoria, Oregon. The incorporators are C. J. Curtis, R. A. Carruthers and J. G. Culver.

The McKeesport (Pa.) Daily News gave a banquet to its employees on the evening of Jan. 2 last. Over thirty gathered at the festive board.

The Nampa (Idaho) Leader-Herald, which has for several years been published semi-weekly, announces that it will be published daily after March 1.

The Memphis (Tenn.) Times recently issued a very attractive holiday edition. Among other things it contained special articles from the pens of noted authors throuthout the country.

The Oakland (Cal.) Herald has just issued an attractive and interesting circulation document with the title "A Few Pertinent Facts, Proof Positive From Some Leading Advertisers of the Herald's Great Circulation." Advertising rates are strictly maintained, and local and foreign advertisers pay the same rates.

PERSONAL NOTES OF TIMELY INTEREST.

Emil C. Snyder has purchased the Souris (N. D.) Republican.

H. G. Sasse is the editor of the Times, a new paper at Anatone, Wash.

W. M. Williams is now senior editor of the Stuttgart (Ark.) Free Press.

John B. Earthman has started the Reporter at Rutherford, Tenn.

State Senator R. E. Dowell is behind the Blade, a new paper at Letcher, S. D.

H. C. Patterson succeeds W. R. Orr as advertising manager of the Detroit News.

John Nichols has joined the business staff of the Rockford (Ill.) Register-Gazette.

A. F. Chambers, of Tennessee, is now city editor of the Texarkana (Tex.) Courier.

Herbert Cavaness, editor of the Tribune, has been named postmaster of Chautauk, Kan.

Wiley Mangum Imboden, of Rusk has assumed editorial charge of the Austin (Tex.) Statesman.

Editor Hunt, of the Newburyport (Mass.) Item, was recently elected Mayor of that city.

A. S. Power has again returned to Edon, Ind., and is publishing a newspaper, the Commercial.

Paul Beatty of the Evening Journal (N. Y.) has been assigned to police headquarters in Brooklyn.

Charles Dale, editor of the St. Joseph (Mo.) Record, visited friends in Champaign, Ill., last week.

C. B. Longyear, formerly with Recreation, is now connected with the Associated Sunday Magazines.

R. L. Metcalf, a well known Omaha, Neb., newspaper man, is now the editor of Mr. Bryan's Commoner.

H. A. Joiner has been engaged as the Trenton (N. J.) Times correspondent in Lambertville in that State.

T. C. Cronyn, a well known Springfield, Mass., newspaper man, has joined the local staff of the New York Sun.

Edward Logan, a well known Buffalo, N. Y., newspaper man, has joined the staff of the St. Louis Republic.

Vernon W. Sabin is the editor of a new paper published at Saratoga, Wyo., called the Wyoming Observer.

It is reported that T. J. Wood, editor of the Starkville (Miss.) Times, will start a new paper at Mississippi City.

A. C. Jenkins, circulation manager for the Birmingham (Ala.) Ledger visited friends in Atlanta (Ga.) this week.

T. H. Hughes is the new editor of the Caldwell (N. J.) Chronicle. Charles Benz is the new business manager.

"Al" Davis formerly with the New York City News Association, is doing general work on the Evening World.

A. C. Newton, formerly editor of the Storm Lake (Ia.) Pilot, is now editor of the Grand Junction (Colo.) Daily News.

Buell G. Davis, the veteran editor of the Glen Cove (N. Y.) Echo, is seriously ill at his home in that village, from pleurisy.

J. A. Jones, editor of the Interstate Newsboy (Logansport, La.) was married recently to Miss Ida Pace of that city.

Joseph Hitt, a well known Atlanta

(Ga.) newspaper man, is dangerously ill at his home, 386 Spring street, in that city.

Thomas F. Mannix, editor of the Plattsburg (N. Y.) Press, is a candidate for the wardenship of Dannemora prison.

John Mahoney, a well known New York newspaper man, is now covering the Gates Avenue Court for the Brooklyn Citizen.

Clyde H. Smith, a well known reporter of Colorado Springs, has acquired a one-half interest in the Salda (Col.) Chronicle.

Frank W. Dillon, for some time local editor on the Union City Times, has accepted a position on the Erie (Pa.) Dispatch.

Harry T. Quinn, formerly managing editor of the Memphis (Tenn.) News-Sclimitar, is now a mine owner at Searchlight, Nev.

Harry D. Whittle, editor of the Pelham (N. Y.) Records was married on Tuesday last to Miss Isabel D. Archer of Mount Vernon.

A. E. Koehler, Western manager for the H. Clarence Fisher Special Agency, has returned from his annual trip to the Pacific Coast.

Frank Richardson Kent, widely known as a political reporter on the Baltimore (Md.) Sun, was married recently to Miss Minnie Whitman.

M. C. Watson, of New York, newspaper representative, has added the Fond du Lac Commonwealth to his list of Wisconsin papers.

J. B. Gilbert, publisher of the Carroll County (Tenn.) Democrat, has installed his plant in a modern and up-to-date newspaper home.

W. E. Davis, proprietor of the Dodge City (Kan.) Globe-Republican, has been appointed assistant to Auditor-elect James M. Nation.

Judge C. C. Worrall, editor of the Hohart (Okla.) Chief, has been placed in charge of the Democratic State press bureau at Guthrie.

W. H. Fields has resigned from his position with Munsey's Magazine and has accepted a place with the Associated Sunday Magazines.

W. F. Turner, editor of the Atkins (Ark.) Chronicle, is a candidate for the chief clerkship of the lower house of the Legislature in that State.

Clinton H. Hoard, who has been covering the New York City Hall for the Brooklyn Citizen, has gone over to the Brooklyn edition of the Herald.

Samuel Strauss, publisher of the New York Globe, delivered a lecture in Boston last week before the Young Men's Hebrew Association of that city.

Hon. Thomas E. Watson, the Georgia editor, was the principal speaker at the annual convention of the Farmers' Union held last week in Atlanta.

C. W. Thomas has disposed of his one-half interest in the Corydon Democrat, one of the most sprightly weekly newspapers of Indiana, to L. M. O'Bannon.

Edward P. Duffy, the expert marine reporter of the Baltimore (Md.) Sun, completed on Jan. 1 last twenty-five years' service on the local staff of that paper.

Frank L. Rogers, late city editor of the Johnstown (N. Y.) Republican, has

bought a controlling interest in the Democrat, published in Fonda, in that State.

B. E. Pinkerton, editor of the Rossville (Ill.) Press, has brought suit to enjoin E. E. White, editor of the Rossville Journal, from running his newspaper in Roseville.

C. J. Owen, who was formerly business manager of the San Francisco Call, has assumed a similar position with the Jamestown Magazine, published at Norfolk, Va.

S. M. Cohn, of Detroit, advertising manager for the American Lady Corset Company, was one of the speakers at a dinner given recently by the Cleveland (O.) Ad Club.

Col. F. L. Flemister, who has been editor and publisher of the Franklin News and Banner for the past year, has purchased the plant of the Griffin (Ga.) Evening Call.

Harry G. Stuart, who was formerly connected with the business department of the Kansas City (Mo.) Journal, has acquired a large interest in the Bakersfield (Cal.) Echo.

George Cummings, who has been connected with the Associated Sunday Magazines, has accepted a position in the advertising department of the Munsey publications.

John E. Willoughby, formerly of Utica, has been made managing editor of the Amsterdam (N. Y.) Recorder, and the newspapers down the valley are saying nice things about him.

Tom O. Mason, formerly editor of the Cumberland Advocate, has purchased an interest in the Evening Telegram at Superior, Wis. He will act as business manager of the paper.

That well-known international press agent and former newspaper man, A Toxem Worm, has returned to Broadway again and is looking after the interests of Marlowe and Southern.

Announcement is made that the Milwaukee (Wis.) Journal will be represented in the East by James F. Antisdal of the Clover Leaf Papers, 9 West Twenty-ninth street, New York.

Allen Eddy, founder of the Sandy Hill (N. Y.) Daily News and the Glens Falls Post, has resigned the editorship of the Post to accept a position as an associate editor of the Chicago Chronicle.

Charles F. Collier, who has for some time been actively connected with the Shaw, Torry Company, advertising agents of Grand Rapids, Mich., has purchased an interest in an advertising business in Columbus, O.

Mrs. C. A. Loop, who has been connected with the Chattanooga (Tenn.) News force for some time, has severed her connection with that paper. She will go to Atlanta to join Mr. Loop and they will reside in that city.

"Jack" Blauvelt, of the Evening Telegram's telegraph desk has resigned. He has accepted a good position with the press department of the Pennsylvania Railroad. Mr. Blauvelt was with the Hippodrome press department for a year.

Charles Edward Locke, one of the best-known newspaper men in Western Pennsylvania, has resigned from the active management of the Afternoon News Bureau of Harrisburg, Pa. Christopher A. Evans, a newspaper man of wide experience, who was especially well known as city editor of the Pittsburg Times, succeeds Mr. Locke.

Richard Webster, the Brooklyn Citi-

SITUATIONS WANTED.

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

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 bustle, 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.

ADVERTISING MAN

with \$2,000 capital on best class monthly West of Missouri river. Salary \$40 per week. Must take interest in publication to above amount. Address with references, C. C. Williams, 1715 California street, Denver, Col.

FOR SALE.

FOR SALE—ONE AUTOMATIC TYPE Caster and about 20 sets of mats. This is one of the newest machines made by the Baltimore Company, and is in good condition. Offered only because we need the money. Address "SOBTS CALSTER," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTION 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 815, Philadelphia, Pa.

BUSINESS OPPORTUNITIES.

DESIRE PURCHASING

a business or an interest in Greater New York. Manufacturing considered. Intending investor inserts this inquiry. Address "K.," care THE EDITOR AND PUBLISHER.

zen's political reporter, covered himself with burnt cork and glory at the minstrel show given by "Tom" Byrnes's 11th A. D. clubmen at the Kings County Democratic Club on Monday night. Mr. Webster was interlocutor.

A wedding of note at New Iberia, La., this week was that of Miss Ila Sealy, a member of a prominent Louisiana family and George Dudley Glass, of Atlanta. The bridegroom is a well-known newspaper man and at present is one of the editors of the Georgian, of Atlanta.

William McMullen, formerly of the Schenectady Gazette, has taken a position on the local staff of the New York Times. Mr. McMullen started his newspaper career as editor of a school paper at Mercersburg, Pa., where he was also correspondent for the Philadelphia Press.

The Springfield (Mass.) Daily News has recently greatly enlarged its staff. Among the new men on the editorial staff are Ralph Record, who takes a desk position, after service on the Buffalo Enquirer; Clarence H. Tryon, formerly of the Meriden Record; Frank S. Quigley, formerly of the Holyoke Transcript; Wayne Murray, formerly of the Glens Falls Times; Arthur Fredericks and Carl A. French, formerly of the Waterbury Republican; W. F. Stearns, formerly of the Worcester Post, and E. N. Bagg, formerly of the Boston Globe. Mr. Tryon will edit the stock page and Mr. Bagg is the new musical editor. Bradford Stephens, formerly of the Worcester Telegram and the Boston Traveler, has joined the advertising force of the paper.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The business of T. A. Slocum, Pearl street, New York, is now going out.

Williams & Anderson, special agents, Chicago, will establish an office in New York.

John F. Jones & Co., Paris, France, are asking for rates generally in the United States.

The C. Ironmanger Agency, Park Row, New York, is placing the business of E. C. Nalle, Washington, D. C.

The E. N. Erickson Agency, Park Row Building, N. Y., will shortly place the advertising of Alcock Porons plasters.

Lydon and Hanford, Rochester, N. Y. are placing the advertising of the Bi-Lock, Hook & Eye Company, Rochester, N. Y.

N. W. Ayer & Son, Philadelphia, are placing contracts with Iowa dailies for American Surety Company, 100 Broadway, N. Y.

The Common Sense Suspender Company, Union Square, New York, is sending out small copy to a number of Western papers.

The Broadway Magazine, 7 West Twenty-second street, New York, is making a proposition to exchange space with the daily papers.

The George Batten, agency, East Twenty-fourth street New York, is sending out copy to the larger cities to advertise the Clute Truss.

The Dake Advertising Agency Chicago, is placing the advertising of the South Greenwater Copper Company, Tonopah, Nev., in Western dailies.

H. W. Kastor & Sons, St. Louis, are placing some winter resort advertising in Western dailies, for the Arlington and Eastman Hotels, Hot Springs, Ark.

The Charles H. Fuller Agency, Chicago, will place new contracts for Dr. W. S. Rice, Adams, N. Y., and for the Frontier Asthma Cure Company, Buffalo, N. Y.

The Merrill Advertising Agency of 1123 Broadway, New York, is now placing the Commonwealth Hotel of Boston, Mass., on the exchange basis.

The Nelson Chesman Company, St. Louis, Mo., has secured the contract to place the advertising of the Brown Shoe Company, Buster Brown Blue Ribbon Shoes. The ads will appear in Southern and Western Dailies.

The North Western Consolidated Milling Company, Minneapolis, will place an appropriation of \$50,000 in the New England States, for the advertising of Ceresota Flour. The business will be placed thru the Pettjigill Agency, Boston.

Advertise Engagements.

State Senator Smith will introduce a bill in the Kansas Legislature providing that all marriage engagements must be published in local papers and churches at least thirty days before the wedding ceremony is to be performed. Mr. Smith claims such a law would tend to prevent divorces, unhappy marriages, and declares it is a highly satisfactory rule in several European countries.

More Advertising.

The advocates of the pure food law claim that the measure will result in an improved advertising patronage, the makers of legitimate preparations being looked to for larger advertising contracts when once the matter is settled.

CYCLOPEDIA MAKERS DINE.

Dodd, Mead & Co.'s Force Wind Up a Successful Convention.

The sixteen branch managers and other representatives of the New International Encyclopedia published by Dodd, Mead & Co., attended a dinner the other night at the rooms of the Aldine Association, New York, given as the closing function of a successful convention held at the Marlborough Hotel.

R. R. Ross, general manager, acted as toastmaster, and Prof. Harry Thurston Peck of Columbia, one of the collaborators of the work, made an address upon the subject of cyclopedia making.

Among the other speakers, and the subjects of their toasts, were: Frank H. Dodd of Dodd, Mead & Co., who spoke on the New International Cyclopaedia; L. R. Lawyer, lecturer of the Board of Education, "Spare Time Work"; F. P. Stanton, of Orange, N. J., "Canvassing"; George Batten, "Advertising"; Frank P. Starry, of Atlanta, Ga., "Branch Offices"; E. A. Gordon, of the Boston Book Binding Company, "Bookbinding," and F. C. Neu, manager of the collection department, "Collections."

ADVERTISING NOTES.

J. C. Wilberding, New York representative of the Chicago Tribune, is handling a big volume of publishers' business for that publication.

H. Clarence Fisher, special agent, Temple Court, New York, has added the Providence (R. I.) News-Democrat, the Easton (Pa.) Free Press, Vancouver (B. C.) World, the Wilson Canadian List, composed of 210 weekly papers, with a circulation of over 200,000, and the Montreal (Can.) Standard, to his growing list of papers.

William R. Orr, for fourteen years an attache of the advertising department of the Detroit (Mich.) News, has severed his connection with that paper to launch a business of his own. It is not known along what specific lines he will devote his energies, other than the fact that he will conduct a weekly.

With the departure of Fred Terry, who has been the energetic and successful business and advertising manager of the Grand Rapids (Mich.) Herald, that city will lose one of its most enterprising newspaper business men. Mr. Terry will go to Indianapolis, where he has accepted a position as member of the editorial staff of the Western Horseman, a prominent weekly journal devoted to the turf and horse interests of America.

Posters Inveighed Against.

The committee on Obnoxious Posters of the Chiropean Club of New York, with Mrs. Don C. Seltz, of 310 Stuyvesant avenue, held a spirited meeting last week and vigorously discussed the best way to suppress the exposing to view of all indecent pictures. They decided to start a crusade against vice and crime of all sorts, and will look to the pastors of churches, the principals of schools, the bill posters, the police and the united press of the whole city.

Passes for State Use.

At last week's meeting of the Kentucky Press Association it was announced that the Louisville & Nashville Railway would continue to issue passes to newspaper editors in return for advertising, the passes to be good only for State travel.

For matters purely personal advertising men are asked to refer to the personal columns of this publication. Additional advertising news may be found on other pages.

THOUSANDS SETTLING IN THE PACIFIC NORTHWEST. EVERY INDUSTRY PROSPEROUS.

The tremendous migration of homeseekers into the Pacific Northwest, and the great development of the varied interests is strongly manifested by the immense increase in tonnage which has more than doubled in three years on the five great transcontinental lines entering Spokane, which are the Canadian Pacific, Great Northern, Northern Pacific, Oregon Railroad & Navigation Company and the Burlington.

This increase in tonnage is the greatest gain that has been experienced in any part of the United States, and comes from the development of every industry represented in the Pacific Northwest by the vast number of people who have recently come into this territory.

The fertile farms about Spokane produced last year more than \$100,000,000 in agricultural products. This amount will be greatly increased in the near future as intensified farming is growing rapidly owing to the increased population. Thousand acre tracts are being cut up into small farms for the culture of apples, pears, peaches, apricots, and other fruit, as well as vegetable gardens. It is not unusual for an apple orchard to yield \$600 per acre annually.

It is a fact now acknowledged by every one acquainted with the resources and natural fertility of the land of the Pacific Northwest that the farmers have more money per capita than any other tillers of the soil on earth, as this country produces \$1,500 in agricultural products for every family in the Spokane country.

The demand for timber is increasing annually, and the prices are rapidly advancing. \$30,000,000 was realized from the sale of timber products in 1906.

Mining shows remarkable activity. The valuation of the products taken from the lead, coal, gold and copper mines alone is now placed at more than \$60,000,000 annually.

The Coeur d'Alenes, the richest lead producing country on the globe, lies just 73 miles northeast of Spokane—air line. Over one-third of the lead produced on this continent comes from these mines. The Standard Oil crowd, Helnze, and other operators of international reputation are heavily interested in some of the greatest producers in this district, and are lending their powerful influence towards the development of this rich mining district.

Many extensive railroad projects are on foot in this territory. \$70,000,000 is being spent in building new railways and extensions to old lines in both steam and electric construction throughout the Inland Empire. This work is to be completed within two years.

Spokane is the center of all this enterprise. The city has doubled in population in less than five years, and now has a population of 85,000. The manufacturing industries are increasing in number and size yearly. There is now over \$10,000,000 invested in manufacturing establishments in Spokane. There are 206 plants, giving employment to over 6,000 people, and the monthly payroll of these industries amounts to more than \$300,000.

PAGE AD FOR BIBLE CLASS.

Resort to Publicity Brings 150 New Members at a Time.

The Cumberland men's Bible class of Knoxville, Tenn., which inserted a page advertisement in a local newspaper last spring, and was discussed thruout the country, had another page advertisement on Saturday last.

The class is part of the Sunday school of the First Cumberland Presbyterian Church. Its teacher is O. P. Sterling, a business man. "Advertising pays in business. Why won't it pay in a Sunday school?" asked Sterling of the Rev. W. T. Rogers, the pastor, and the plan was adopted. One hundred and fifty new members were the result. Now 150 more are wanted.

Once a Soap Man.

Elbert Hubbard, the lecturer and writer and thinker and all that, used to be in the soap business in Buffalo. He was the man who invented the plan of giving away furniture with soap.—*The Commercial Union.*

ANNUAL BEEFSTEAK DINNER.

Circulation Club of New York Will Entertain on Jan. 22.

On Tuesday evening, Jan. 22, the second annual Beefsteak Dinner of the Circulation Club of New York will be held at 337 West Fiftieth street. The Circulation Club is composed of the road men of the dailies and magazines of New York. The officers are: President, John Condon, New York World; financial secretary, George Hudson, the Man With the Grip Magazine; treasurer, Frank P. O'Rau, New York Tribune; vice-president, Edward J. Barry, New York Herald; secretary, Joseph M. Scott, New York World; sergeant-at-arms, Jesse S. Barker, New York World.

The invited guests are the circulation managers of the New York city dailies, managers of leading news companies within a radius of 500 miles of New York city, President Stratton of the National Association of Newdealers, and William T. Suttle of the Paterson and Passaic News Company.

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.

Syracuse Journal

Net paid circulation for December, 1906, exceeded 21,000.

Right in Syracuse and nearby.

Only One Cent Paper in Syracuse.

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

ONE OF THE "PRINCES."

Luther Bartlett Little Has Won the Confidence of Men of Affairs.

One of the "princes" of newspaperdom is Luther B. Little, who quit the staff of the New York Times, about ten years ago to become the publicity agent for the Republican State Committee of the Empire State, which position he now holds. But few men in the newspaper business enjoy a wider range of friends, in the different and busy spheres of public activity, and perhaps no man merits better than Luther B. Little, the trust and confidence reposed in him by men of affairs in New York State.

He was born in Webster, New Hampshire, July 7, 1859. As a boy, Luther got plenty of food for juvenile reflection in the columns of the People and Patriot, a weekly published at Concord. He made clippings of stories of grown-up murders, revolting "memoirs" of soldiers "fresh from Libby Prison," and Lincoln's proclamation of emancipation to the negroes. These clippings the boy Luther hid away in the pages of his spelling book, to enliven dull school hours in their perusal.

CHUMS WIN FAME.

Finally Luther outgrew the country



LUTHER BARTLETT LITTLE.

"PRESS AGENT" FOR THE NEW YORK STATE REPUBLICAN COMMITTEE.

school, but not his fondness for the People and Patriot. Some day, he vowed he'd write something "juicy" for that paper and then how his comrades would envy him! One of his chums has since served in the United States Senate; another was called to the priesthood, while a third is trying to keep Uncle Sam from finding out how many miles of railroad he owns.

Fond parents had read his Schoolboy essays, and were sure the boy was destined to become a famous editor. Luther was "railroaded" to Dartmouth College. In 1882 we find the boy Luther grown to man's estate, but still imbued with a desire to write something that "would be printed." When he graduated in 1882, Luther actually did go to Concord to take a position with the People and Patriot.

TAUGHT SCHOOL.

But the weekly wasn't quick enough for Luther. He wanted a speedier agent for the outpourings of his young imagination, and he found a new job on the Concord Daily Monitor, where he "made good." A year later he went to Chicago and taught in a private school. Among his pupils in that school was Lawrence Veiller, secretary of the City Club, and one of the most active men in municipal affairs in the Metropolis to-day.

School teaching was all right—is all

right. It's a necessary vocation. But Luther wanted to get back into a live occupation, so he joined the staff of the Chicago News. Col. Melville E. Stone, now general manager of the Associated Press, was then the editor of the News, and Victor F. Lawson, the present owner, was the business manager.

From the Chicago News Little went to the Minneapolis Tribune, where he stayed two years. Then he went to St. Paul to take the city editorship of the St. Paul Globe. That was a three-year contract and expired to allow him to get back to the Minneapolis Tribune in time to go on the city desk.

In 1889 Little went to Washington for the St. Paul Pioneer-Press. After two years spent in the National Capital he visited the Metropolis for the first time, and after four days spent in viewing the wonders of New York he went to work for the New York Times. Hugh Hastings, the present New York State historian, was then Albany man for the Times; E. G. Dunnell was the Washington man, and "Al" Downes, at present secretary to the New York Fire Commissioner, was doing local politics.

BEGINS POLITICAL WORK.

Little did all the "relief" and assistance work for these men, went to Washington for several months, and "covered" Albany as an assignment for two years, up to May 1, 1897, when he was appointed press agent of the Republican State Committee.

In 1897 Little married Miss Dorothy Quigley, a San Francisco girl. He makes his home in New York, although much of his time is spent in Albany and Washington.

C. E. H.

WOULD REDUCE DEFICIT.

Railroads Charge Uncle Sam More Than Express Companies.

Statistics compiled by representatives of the United Typothetae of America and the American Weekly Publishers' Association, which organizations are vigorously fighting the movement to increase the rates charged for second-class mail matter, show that the Government is paying the railways three times as much on the average for the transportation of mail matter as the express companies pay the roads for like services. On the basis of the Postmaster General's estimate the publishers assert that the Government, during the fiscal year ending June 30, 1907, will pay the roads almost \$32,000,000 more than the express companies would pay them for hauling an equal tonnage.

The printers' and publishers' organizations compiled the statistics to show that the Government, for the purpose of reducing the annual post office deficit rather should reduce its outlay for the transportation of mail than increase the rate for second class mail matter.—*Exchange.*

New Paper Fiber.

We have had an interview with a gentleman who has shown us examples of pulp from a tropical plant which seems to be a first class paper-making material. It grows in extreme abundance in a country where human labor is almost valueless, and a leading firm of analysts has reported most favorably upon it.—*Paper Making.*

Lancaster Paper Sold.

H. B. and T. Cochran have sold their paper, the Lancaster (Pa.) Examiner, to W. Frank Gorrecht, who has been its managing editor for many years, and Dr. F. A. Achy of East Petersburg.

The annual midwinter meeting of the Republican Editorial Association of Indiana will be held in Indianapolis, Thursday and Friday, Jan. 24 and 25.

EDITOR LA FOLLETTE HELD.

Brother of Senator Accused of Criminal Libel in Kauffman Case.

W. T. La Follette, a brother of Senator La Follette, who is editor of the Mitchell (S. D.) Gazette, has been arrested, charged by Attorney Joe Kirby of that city, with criminal libel.

La Follette recently commented on the arrest of Editor Ross, of Sioux Falls, who was held on a criminal libel charge made by Kirby. The arrest of Ross and La Follette is the outgrowth of bitter feeling caused by the trial of Mrs. Moses Kauffman, a wealthy brewer's wife, on a charge of murder of a servant girl. La Follette was released on bonds.

OBITUARY NOTES.

Harry Dowd, a popular young newspaper writer of Brooklyn, died at Bellevue Hospital, New York, on Thursday last, after an operation for stomach trouble. He was employed on the New York World and wrote for other newspapers.

Herbert B. Brewer, city editor of the Elmira (N. Y.) Advertiser, died on Friday last at his home as a result of blood poisoning.

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PRESS CLUB ELECTION.

Members of Reading Organization Name
Officers for the Year.

At the annual meeting of the Reading (Pa.) Press Club, held on Wednesday of last week, Lewis G. Early, news editor of the Times, who is now serving his second term as secretary of the International League of Press Clubs, was unanimously elected president for the fourteenth time. These officers were also elected to office: Vice-president, Marcus B. Eachers, of the Herald; secretary, W. Frank Mohr, Eagle; financial secretary, R. W. L. Moyer, Times; treasurer, H. W. Zimmerman, Times. Board of governors Albert N. Burkholder, Eagle; Livy S. Richard, Telegram; William Sterrett, Times. The following house committee was appointed for the year: W. Smith Richards, Charles W. Gerhart, Paul L. Diefenderfer, William Diener and Walter W. Bausher.

The club will give its nineteenth annual banquet before the beginning of Lent. It was decided that for the first time in the history of the organization, ladies shall be invited and the occasion will be graced by the presence of the wives and sweethearts of the members. The dining party will probably number about three hundred.

Blanche Walsh Scores.

Blanche Walsh produced Clyde Fitch's newest play, "The Straight Road," at the Astor Theatre last Monday night and scored heavily. An audience that crowded the theater wildly demonstrated its approval of the premier that promises a long and successful run for the play. It is a play that interests, but preaches no sermon. While it is largely a story of low life, it yet has scenes placed among the higher classes and there is practically an even division of atmosphere in this respect. It is vital with goodness rather than intellectual smartness. Miss Walsh as Moll O'Hara demonstrated herself an actress great in restraint, searching in comprehension and finely compassionate.

Against Souvenir Schemes.

In a recent address before the Lebanon (Pa.) Retail Merchants' Protective Association, President John H. Cilley said:

"The merchants only favor legitimate newspaper advertising. I would therefore suggest and urge that this association keep aloof from all gift souvenir schemes, giving more attention to the study of the wants of their trade in selling good merchandise and in making an effort to please customers, and you will be more honored than by giving souvenirs and worthless gifts and thereby throwing away your profits and deceiving your trade."

Bill to Suppress News

Senator Johnson, of Charlton County, introduced a bill in the Missouri Senate last Friday to prohibit the publication by newspapers before actual trial of the cases of all confessions, dying statements and testimony before coroners' inquests. The newspapers publishing such testimony must pay a fine of \$100 to \$1,000. It would be a great convenience for some corporations to have the coroner's inquest kept from the public.

"Red" Editor Is Held.

Luigi Galleni, editor of an Italian paper in Barre, Vt., who was arrested at Barre and taken to Paterson, N. J., to answer charges of complicity in the silk dyers' riots in 1902, was arraigned on six indictments in the Quarter Sessions Court on Thursday of last week. The defendant entered pleas of not guilty to all of the indictments and bail was fixed at \$12,000, \$2,000 on each count. The trial was set for Jan. 21.

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