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THE NEW YORK
PUBLIC LIBRARY
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TILDEN FOUNDATIONS

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OUT FOR PRESIDENCY.

HENRY B. VARNER, OF LEXINGTON, N. C., ANNOUNCES HIS CANDIDACY.

Editor and Publisher of the Lexington Dispatch Probably Will Be Promoted to Head the National Editorial Association at Convention of the Association to Be Held at the Jamestown Exposition in June Next.

The candidacy of Henry Branson Varner, of Lexington, N. C. for the presidency of the National Editorial Association, announcement of which has been made, will bring before the annual convention, which is to be held at the Jamestown Exposition, one of the most successful newspaper men connected with the association; a man who deserves and would wear worthily the honors of the office.

Mr. Varner is the editor and proprietor of the Lexington Dispatch, a very successful publication, and he is widely known to publishers both within and out of the National Editorial Association. His strong following in the association and his claims upon the office of president, together with the fact that he has never failed to win out in any campaign he ever undertook for anything, make it reasonably certain that he will be the National Association's next president.

Mr. Varner has been known to the association since 1899, when he began attending the annual conventions, at Portland, Ore. From that time until 1904 he was national committeeman from North Carolina. In the last named year, at the St. Louis meeting, he was elected third vice-president of the association. Again, at Guthrie, Okla., the year following, he was made second vice-president, and last year at Indianapolis he was made first vice-president, which office he now holds. His advancement has been steady and was made each time by the unanimous vote of the annual convention. During this time he also held the office of president of the North Carolina Press Association for two successive terms, which no man had done in thirty years, and to allow which a change had to be made in the constitution of the State association. Mr. Varner seems to be the logical man for the office to which he aspires.

He is a thorough going newspaper man and as such has always manifested the greatest interest in the workings of the National Editorial Association. Whenever and wherever the interests of the press are to be served, Mr. Varner is to the front in the fight. He loves his work and practices fraternity with a large heart. To him the Fourth Estate combines the elect of this world. For years he has been identified with the profession and during this time has been successful in building up his weekly newspaper, the Dispatch.

Without any knowledge whatever of the inwardness of a newspaper, he undertook in 1896 to publish the Dispatch, learning the business from the ground up. The paper at that time was only an obscure country weekly in a small

(Continued on page 7.)



HENRY B. VARNER.

LEXINGTON, N. C., EDITOR WHOSE CANDIDACY FOR THE PRESIDENCY OF THE NATIONAL EDITORIAL ASSOCIATION IS ANNOUNCED.

SCARCITY OF PAPER.

NEWSPAPER EXPERIENCING DIFFICULTY IN GETTING A FULL SUPPLY.

Low Water Given as the Chief Reason While Car Shortage is a Contributing Cause—Consumption of Paper on the Pacific Coast Has Increased Largely While the Production There Has Been Cut Down.

Newspapers throughout the country generally are being affected by the scarcity of news paper. Many publishers are experiencing great difficulty in securing a full supply. Low water and car shortage are the reasons attributed for the shortage. Because of the long period of low water during the winter the pulp mills have been run for several months only to a small extent of their capacity. Some of the mills have been continued in operation Sundays, but this has not sufficed to make up the deficiency.

The paper companies claim that the cost of manufacture has increased materially, and consumers who did not have long time contracts have been obliged to pay increased prices for their supply of paper. Even the newspapers that have contracts have to pay a higher price for any excess required over that covered by the contract.

Recently the Topeka, Kan., newspapers were forced to borrow from each other to get out their daily editions. They had plenty of paper ordered but it did not arrive on time, and considerable borrowing was necessary to make the supply go around. The Topeka Capital was obliged to get out its Sunday editions on different sizes of paper.

Many Western publishers are obliged to have their paper shipped by express, which means increased expense. Jobbers having a supply of paper on hand practically are naming their own price for it.

A representative of the International Paper Company of 30 Broad street, when asked by THE EDITOR AND PUBLISHER as to the cause of the present shortage of paper, said:

"The chief and underlying reason for the shortage of news paper is low water, although several other causes have contributed to aggravate this.

"The consumption of paper was very heavy last fall and stocks were reduced to below the normal. Immediately following this unusual demand there came a period of two months of extremely low water extending throughout the Eastern States, so that during the winter there was no opportunity of restoring stocks to the normal.

"For the past two months the demand has been strong and the production somewhat curtailed for the same reason. In addition, it has been difficult to move supplies of raw materials and the finished product promptly, some mills having been shut down for lack of coal and other materials. This was particularly the case with some of the Western mills, which ran out of wood on account of the had conditions which existed in the woods last winter, the wood which is cut one winter having to carry the mills through the succeeding twelve months.

"The consumption of paper on the Pacific Coast has increased largely while for one reason or another the production

ASSOCIATED PRESS FRANCHISE.

Not Subject to Assessment According to Washington Judge's Decision.

In a civil action instituted against the county of Spokane and E. K. Erwin, county treasurer, by W. R. Cowles and the Spokesman-Review of Spokane, Wash., to ascertain the legality of the assessment of the Associated Press membership for \$25,000, Judge Kennan announced that his decision would be in favor of the publisher if the case was brought to trial.

The plaintiff's attorney made known to the court that the same evidence would be submitted in the case as was submitted in a former action of the same character, which was decided for the publisher. The 1904 assessment was the cause of the recent action, the 1903 assessment being the basis of the previous suit.

Editor Nominated for Congress.

The Republican primaries in the First Congressional District at Topeka, Kan., nominated Daniel R. Anthony, editor of Leavenworth Times, for Congress, to succeed Charles Curtis, now Senator.

EXPOSITION FOR BALTIMORE.

Editor of American Suggests Ten Million Fair in 1914.

Baltimore proposes to celebrate the climax of the war of 1812 and the birth of "The Star Spangled Banner" by an exposition on its water front in 1914. The suggestion is made by the Baltimore American, in which "The Star Spangled Banner" was published from Key's manuscript.

Gen. Felix Agnus, editor and publisher of the American, has enlisted the interest of the city and State in the proposition. The city council of Baltimore has taken steps toward organization, and Gov. Warfield has promised his co-operation.

Voting on Club House Proposition.

The New York Press Club members are voting by mail on the proposed purchase of a plot on the north west corner of William and Spruce street, the plan being to erect thereon a club house. The Club met Tuesday to discuss the proposition and it was decided to refer it to the club members.

Frank A. Munsey, returned from Europe Monday on the Kaiser Wilhelm.

there has been cut down. This has taken out of the Eastern market quite a large tonnage of paper to make up the deficiency on the Slope.

"The fluctuations in the flow of water to which our rivers are subject makes it necessary for the manufacturer to carry large stocks of paper to tide over such low water periods, and it is this inability to get any accumulation ahead that is now showing itself in the great scarcity of news paper."

DAILY NEWSPAPER.

To Be Issued by Friars for the Actors' Fund Fair.

A feature of the Actors' Fund Fair at the Metropolitan Opera House during the week of May 6 will be a sixteen page daily newspaper to be issued at noon. The newspaper will be edited and published by the Friars, a club of press representatives of various theatrical companies and theaters, and will be under the editorial direction of E. W. Price, manager of the department of promotion, who is himself a worthy Friar. Mr. Price will have as editorial assistants a number of the officers of the Friars, while every member of the club in New York at the time will be pressed into service as a reporter.

Inasmuch as every member of the Friars was formerly a newspaper man, it is believed that a novel and interesting publication will be the result of their united efforts.

Some of the press representatives who have promised to assist Editor Price are Friar Wells Hawks, Friar Charles Emerson Cook, Friar Samuel McLeary Woller, Friar Frank J. Wiltach, and Friar Will A. Page. The name of the newspaper has not yet been decided upon. It will be sold by a committee of news girls, selected from among the most popular stage divinities now appearing on Broadway. The price, as printed on the first page, will be ten cents a copy, but the news girls will not have any change for people who tender them more than that amount.

Many Candidates.

There is a lively contest on in Springfield, Mo., for the position of coal oil inspector for Springfield, made vacant by the death of J. B. Jewell, editor of the Springfield Leader. Mr. Jewell was appointed for a third time by Gov. Folk a short time before his death. The position pays about \$1,800 per annum. Col. John G. Newbill, editor of the Springfield Express, is believed to stand an excellent chance of landing the prize.

Women to Elect President.

The Womens' Press Club of New York city will elect a president to succeed Dr. Frances Monell, recently resigned, on April 15. There are two candidates, Mrs. Harriet Holt Dey, one of the charter members, and Mme Von Klenner, first vice-president of the club.

Newspapers Not Affected.

Col. R. C. Clowry, president of the Western Union Telegraph Company, announces that the increased rates put in effect recently by the telegraph companies do not affect the extra word rate, consequently the newspaper rates remain the same.

Advance Price.

The Corning (N. Y.) Journal and the Leader of that city have advanced their price from one cent to two cents a copy or ten cents per week. The papers give the greatly advanced cost of production as the reason.

Sailed for Cuba.

H. D. Burrill, general manager of the Syracuse (N. Y.) Journal sailed Saturday with T. E. Hancock, former State attorney-general of Syracuse, for a ten days' trip to Cuba.



FRANK T. SEARIGHT.

RECENTLY ELECTED PRESIDENT OF THE LOS ANGELES, CAL., PRESS CLUB.

FRANK T. SEARIGHT.

Los Angeles Press Club's President Also Secretary of the American Press Humorists.

The Los Angeles Press Club, at its recent annual election, demonstrated its liking for fun-makers when it elected as president Frank Thompson Searight, secretary of the American Press Humorists, and for several years past a special writer on the afternoon papers of the Angel City.

Mr. Searight, for many years a reporter on Eastern papers, is one of the army of newspaper men attracted to the Southwest in recent years. The wanderlust evidently did not tinge his nature with cynicism, as sometimes happens, and the Southern California atmosphere sweetened him, for it is since his arrival in Los Angeles, five years ago, that he took up humorous writing and made a great success of it, in national as well as local fields. His "column-conducting" on the Los Angeles Record has been followed by paragraph and verse writing on the Los Angeles Express, and occasional contributions to the magazines. At the time of the San Francisco disaster, he proved that the humorist may be an equally good writer of tragedy, by having finished within four days after the earthquake, a book of nearly 200 pages which comprised such a complete and interesting history of the catastrophe that it was chosen by Laird & Lee's publishing house as against seven other manuscripts submitted. A book of humorous verse is another of Mr. Searight's ventures in the literary field.

Mr. Searight started in newspaper work as "printer's devil" in East Liverpool, O., in 1887 when he was 12 years old, learned the printing trade and took to reportorial work, entering the city field in Pittsburg, in 1895. For some years he was police reporter on the Buffalo Enquirer and the Courier, serving later on the Cleveland Press. He represented the Cleveland Press as staff correspondent at the Pan-American Exposition, in Buffalo, just before starting West. A brief service on the Denver Post, prompted by love for that city and a slight need for cakes, was an incident of his trip to California, which country, he says, he has adopted for good and all.

Always an enthusiast on the subject of press clubs, his views, as president of the Los Angeles club, are broader than ever, as shown not long ago when the club brought together, in its quarters, delegations of Nevada mine owners and Los Angeles business men to settle a dispute which threatened the business interests of the city; also when the club volunteered to take charge of relief work in the case of a big explosion accident in which a score of persons were killed or injured. The success of the club in the former was proven, and fine collection and satisfactory distribution of nearly \$15,000 in the latter case was evidence enough of the popularity of the somewhat unique policy now in force.

Biggest Advertising Month.

The Des Moines (Ia.) Capital published an average of six and one-half pages of advertising daily during March. It was the biggest advertising month in the paper's history.

ENGLISH EDITOR HERE.

William T. Stead to See the President While in America.

William T. Stead, editor of the English Review of Reviews is in America to attend the inauguration of the Carnegie Institute at Pittsburg April 11 and the National Arbitration and Peace Congress at Carnegie Hall, New York on April 16.

A London dispatch states that Editor Stead, is to engage in another journalistic enterprise. He will edit a daily paper from the Hague as soon as the Peace Conference opens next June.

The paper will be entitled the Conference Gazette, and will have for its principal purpose the enlisting of nations and men in the cause of peace. The Gazette will contain a daily account of the conference together with comments and editorials.

During his stay in America Mr. Stead, who, after conferences with Premier Campbell-Bannerman and Foreign Secretary Gray, recently made a tour of the capitals of Europe in the interest of bringing up the question of national disarmament at the Hague Peace Conference, expects to see President Roosevelt and other prominent men and to ascertain their views regarding disarmament.

The Farmers' Sentinel is a new journalistic venture at Lamar, Ark.

RUN FOR MAYOR? NO.

But This Decatur Man Grasped an Opportunity for Some Timely Advertising.

Mr. Foirath of Decatur, Ill., was mentioned as a candidate for mayor by the Democrats of that place. He did not care to become a candidate but grasped the opportunity for some timely advertising.

In a half page ad in the Daily Review Mr. Foirath had this announcement: "Run me for Mayor? Not yet. I've trouble enough the way it is—Vote for me as the best shoe man."

The next ad read like this: "The small profit I make on my shoes does not warrant going into politics. About 1930 I'll have enough—then I'll run."

The third ad read: "If the people who wanted me to run for Mayor will come in and buy a pair of shoes—I'll be glad."

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

Every day carries a larger volume of foreign advertising, and at a higher rate per line, than does any other Alabama newspaper.

VICTOR H. HANSON, Manager Advertising Department.

BACK TO NEW YORK.

D'Arcy O'Connor Leaves the Boston American to Return to the Metropolis.

D'Arcy O'Connor, who stands at the head of the class in the newspaper advertising business, has shaken the dust of Boston from his spats and is back in New York to locate. His contract with Hearst's Boston American expired on March 31 and Mr. O'Connor refused to renew it, solely because he was tired of Boston.

At the present time he is considering a number of propositions that will allow him to live in New York. It is simply a question of accepting the one most favorable. There is a report in advertising circles that Mr. O'Connor contemplates going into the agency business on his own account.

Since leaving the Evening World—for which he secured more advertising than any man holding the position of advertising manager for Mr. Pulitzer before or since—Mr. O'Connor has placed the Boston American at the top of the heap. He encountered enough determined opposition when he first went to Boston to have discouraged anyone else. He kept hammering away with argument and personality until he established records for advertising in New England. He leaves the Boston American strongly entrenched in the New England field.

Whatever position Mr. O'Connor takes will be one that requires plenty of hard, intelligent work. He has made a specialty of tackling big, difficult jobs, and his record shows that he has never failed to get away with what he went after.

Chicago was his training ground. His ability and resourcefulness soon placed him in a position that made the Chicago field too restricted for his blonde moustache and his expressive raiment. He came to the big city and he made good.

His work on the Evening World was the talk of the advertising business, but he had made a name for himself long before he entered the service of Mr. Pulitzer. He is noted for ability to hypnotize an advertising appropriation into docility to force it to eat out of his hand.

In his soliciting Mr. O'Connor never bulldozes, never misrepresents and never loses his temper. He just argues. After he gets through with his argument—sometimes before—the man he is arguing with invariably throws up both hands as a sign of surrender.

"Boston," said Mr. O'Connor the other day, in discussing his stay in that city, "is a beautiful place, a lovely place. The people are fine. It is the best place I know of to land in at noon and leave at 5 p. m."



D'ARCY O'CONNOR.

NEWSPAPER ADVERTISING MANAGER WHO LEAVES THE BOSTON AMERICAN TO RETURN TO NEW YORK.

WELLMAN HERE.

Comes From Paris to Attend the Wedding of His Daughter in Washington.

Walter Wellman, the Chicago Record Herald correspondent who was assigned by his paper to discover the North Pole, and who has been in Paris superintending the construction of the air ship with which he is to start from Spitzbergen early in July in his effort to carry out his assignment, arrived in New York Wednesday on the Kaiser Wilhelm. Mr. Wellman came over to attend the wedding of his daughter, Miss Ross Wellman, to Leroy Chamberlain, in Washington, and will return to Paris this month.

A delegation from the Aero Club of America met Mr. Wellman when he landed, including Maj. Henry B. Hersey, who is to accompany him as the representative of the United States Government. The club gave a reception Tuesday night which Mr. Wellman was expected to attend but he was delayed about twenty-four hours on the trip over and consequently was not present. Maj. Henry B. Hersey was the guest of honor.

Maj. Hersey accompanied Lieut. Frank P. Lahm last year when the latter won the international balloon race, thus bringing the Bennett Cup to this country. He has been connected with the United States Weather Bureau for a number of years, and besides being the executive officer of the trip will have entire charge of the scientific work, particularly in keeping a record of the meteorological conditions in the Arctic region. Maj. Hersey sailed for Europe Thursday.

The Aero Club of America will present a large pennant to Mr. Wellman to fly from the stern of his airship. The pennant was exhibited for the first time Tuesday. It was designed by Gutzon Borglum, the sculptor. It is intended to typify the United States and the red, white, and blue colors are used. The pennant is composed of two red stripes with a broad white band in the center, while in the upper right hand corner is a blue field with five stars. In the center of the white field is a symbolic figure of aerial flight, the figure being that of a woman with widely extended wings.

Mr. Wellman will begin tests with his balloon at Spitzbergen in May. When he thinks it is about right he will sail for the Pole. The balloon is so constructed, Mr. Wellman declares, that it will be as impervious to hailstorms and other storms as a copper roof. The balloon has a lifting capacity of 19,500 pounds. It will carry 7,000 pounds of gasoline, enough food to last the four explorers all winter, twelve dogs and a sledge. A seventy-five horse-power motor, Mr. Wellman believes, will give him a speed of fifteen miles an hour. He expects to reach the Pole, make a thorough examination of the region and return all inside of a month.

HERALD CASES ADJOURNED.

Messrs. Bennett and Gillam Will Appear for Sentence on April 23.

The cases against James G. Bennett, Manley M. Gillam, advertising manager, and the New York Herald Corporation came up Tuesday before Judge Chatfield, in the Criminal Branch of the United States Court. William Rand, Jr., counsel for the defendants, announced he would have the defendants in court on April 23, and the cases were adjourned until that date. The owner of the Herald is said to be cruising somewhere in the West Indies and to be waiting a summons to New York by cable to present himself in court for sentence on the charge of printing indecent advertisements in the "Personal" column of his paper and circulating them through the mails.

The corporation, through its counsel, pleaded guilty to the indictment several weeks ago, and sentence was to have been pronounced Tuesday. There are eight indictments against Bennett and Gillam, and they contain the same charges as those in the indictment to which the Herald Corporation has pleaded guilty. The code provides a penalty of \$5,000 fine, or imprisonment for five years, or both. This, of course, is the maximum penalty and it is within the discretion of the court to fix the fine at a lesser amount or make the term of imprisonment light.

The Benton Star, a new Tennessee Democratic weekly has made its appearance. R. K. Akers is the proprietor.

SYRACUSE JOURNAL.

Now Has Power Equipment From Niagara Falls in Case of Emergency.

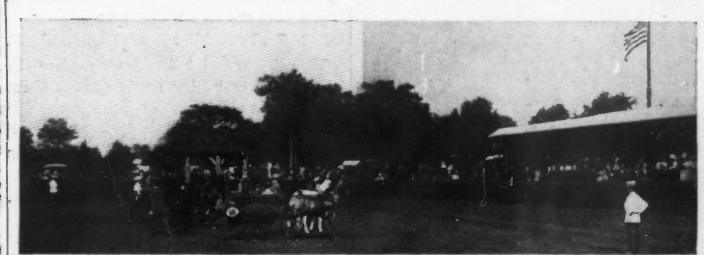
The Syracuse (N. Y.) Journal plant, which is operated by electricity supplied by the city company, in order to guard against the possibility of a failure of current, has just put in an equipment whereby the current from Niagara Falls, 140 miles away, can be switched into the Journal Building without delay, giving the paper two sources of electric supply.

The Journal is the only paper in Syracuse owning its own building. The paper has just installed a new deck on its Goss press, making a quadruple machine. The Journal's daily circulation is 21,000.

George B. Baker, of Bustleton, Pa., has purchased the Frankford (Pa.) Herald.

NOTE THE DIFFERENCE

SKY PARTLY ENGRAVED BY OUR PATENTED PROCESS



NORTH AMERICAN ENG. CO.,

225 Fourth Ave., NEW YORK.

My Financial Newspaper the

BOSTON DAILY TRIBUNE

is not like any other financial newspaper.

Send for a copy.

Publication Office:
No. 74 SUMMER STREET,
BOSTON, MASS.

C. F. KING.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

ADVERTISING RATES.

Display, 15 cents per agate line. Reading notices, 25 cents per agate line. Classified, 50 cents for 4 lines or less. Four agate lines Situations Wanted one time free.

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, APRIL 6, 1907.

ONE NEWSPAPER'S POSITION.

The Richmond (Va.) News Leader believes in protecting the interests of Richmond, first, last and all the time. Newspapers as a rule strive to advance the interests of the municipalities from which they derive their support, but it is not always that a paper will refuse advertising even though it be antagonistic to a local enterprise.

Richmond has a Wednesday Club which gives an annual music festival in May. This year the club endeavored to secure the services of Walter Damrosch's orchestra but found his price considerably beyond its financial possibilities. Last year the club did not meet expenses and the board of governors promptly assessed themselves to make up the deficiency. The club has no notion of making money, its single purpose being to provide a high class of music for the citizens of Richmond.

Finding Mr. Damrosch's price too high his proposition was refused and arrangements were made with George W. Stewart, who heretofore has conducted the festivals successfully, to serve again this year.

The members of the Wednesday Club and Richmond citizens generally were considerably surprised at the announcement recently that Mr. Damrosch has arranged to give one performance of his orchestra in Richmond the night before the beginning of the Wednesday festival and at cheap prices. In order to give the concert the orchestra will journey to Richmond from a point in the South and will return South again after the performance.

These facts are set forth by the News Leader in a recent issue in explanation of its determination to take a course toward Mr. Damrosch "which it never has taken toward any human being or toward any organization or body of persons." The paper then announces that it "will not allow the name of Mr. Damrosch or any reference to him or his orchestra to appear in its columns until after the Wednesday Club festival is over. He will be excluded from the advertising columns absolutely, as a matter of public policy, and has no influence or money enough to buy one line or one word of allusion to himself, his orchestra or his performance here in any column of the News Leader. We are glad to have reason to believe that the other newspapers in Richmond will take the same course in this matter."

The News Leader, believing that Mr. Damrosch's appearance in Richmond is due more to spite than for any other reason, has taken the course outlined, and should the other Richmond papers

do likewise Mr. Damrosch's orchestra is quite likely to play to empty seats on the night of its visit to Virginia's capitol.

NAVY DEPARTMENT'S TEST.

The Navy Department in its search for recruits is making a test of the relative merits of dead-wall advertising and advertising in the newspapers. For a long time the department has been spending large sums annually in putting up huge colored posters setting forth the advantages of a life on the ocean wave, and advising prospective recruits to call at the nearest naval recruiting station. Inasmuch as this is the only sort of advertising the department has been doing until recently the results are known.

The Department has now determined the discontinuance of the further use of the fancy colored lithographs and to rely entirely upon newspaper advertisements, so arranged and displayed through the medium of large type, as to attract those who are seeking employment and direct them to the nearest recruiting station.

The theory is advanced that the best class of recruits will be secured through newspaper advertising inasmuch as those who do not read the papers and whose eye might be caught by the flashy poster, are not likely to be desirable men to put behind the guns.

The experiment of the department will be watched with interest and we venture the opinion that the decision will be in the newspapers' favor. Dead-wall advertising and the newspapers have been pitted against each other before and the newspapers have won the day. There is no reason to believe that results will be different in this case. In any event nothing will be lost by the government in abandoning the poster idea.

When the theatrical managers early in the season faced the strike of lithographers there were all sorts of dire predictions that because of the inability to get poster sheets their business would suffer. But it didn't. They increased their newspaper advertising and the results all along the line were gratifying.

THE EDITOR'S RESPONSIBILITY.

We often wonder if editors realize the great responsibility resting upon them as molders of public opinion. The press is indeed a mighty power for good or evil. The character and reputation of rising generations will in a great measure be what the press makes them. The preacher and the teacher can, and no doubt will, play their part, but it must be apparent to the close observer that the leading role will be played by the press.

PRESS AND AUTHORS' CLUB.

Tennessee Women to Meet at Chattanooga in June.

The governing board of the Tennessee Woman's Press and Author's Club at its recent annual meeting in Nashville, decided to hold the next annual business meeting of the club in Chattanooga, June 24-25, the members then proceeding to Jamestown for the club day there, Thursday, June 27, when a most attractive program by club talent will be given.

An interesting announcement was made by Mrs. Oscar T. Peoples, president of the club, that she will present a silver loving cup in a prize contest to the member of the organization who goes with the press and author's party to Jamestown, who is present on the day devoted to the club at the exposition and who has had published and paid for before April 1, 1908, an article, story or poem of not more than 3,000 words, inspired by some incident connected with the trip.

Mrs. Lucie Dayton Phillips, of Watertown, who has been chairman of the constitution committee, has sent in her resignation on account of enforced absence from the State, and Mrs. George W. Foshee, of Memphis, has been appointed to fill the unexpired term. The appointments of Mrs. Elizabeth M. Gilmer (Dorothy Dix), of New York; Mrs. Samuel B. McKinney, of Knoxville, and Mrs. Martha McCulloch Williams, of New York, as delegates to the peace conference to be held in New York April 14, were also announced.

It was also decided to extend the time limit of the regular annual prize contest to May 15.

Business Men Buy a Newspaper.

The Brownsburg (Ind.) Record has been sold to a stock company composed of Brownsburg business men—M. T. Hunter, A. W. Davidson, William Corrie, G. A. Johnson and John A. Morgan. Messrs. Johnson and Morgan will be the editors. John Shehan, retiring editor, probably will go to the Southwest to re-engage in newspaper work. The new company has taken possession.

Americus News Suspends.

The Americans (Ga.) Evening News, which was launched on Washington's birthday, has suspended publication. This is the twelfth unsuccessful attempt in as many years to establish an evening paper in Americus, each resulting disastrously in a few weeks.

Mr. Eddy Adds Another.

Charles H. Eddy, the special advertising representative, has been appointed foreign advertising representative of the Lewiston (Me.) Journal. The paper claims a circulation of 30,000 and is one of the leading newspapers in Maine.

W. P. Garrison's Will Filed.

The will of Wendell Phillips Garrison, the late editor of the Nation, was filed at Newark, N. J., last week. The estate is not large. The will was written by the testator on a sheet of foolscap.

Silver Anniversary Edition.

The Boot and Shoe Recorder published at Boston, issued a souvenir edition of the silver anniversary of the paper on April 3. The edition is an attractive and interesting one.

Friars Give Dinner.

The Friars, a club of theatrical managers and press representatives gave a dinner in honor of Henry Miller, Friday night at the Cafe des Beaux Arts.

Glennville, Ga., is to have a newspaper. Jasper Terrell of Wadley, Ga., and C. T. Moxley of Glennville are interested.

SIMPLIFIED SPELLERS.

Decide to Incorporate Board and Elect Officers.

The Simplified Spelling Board at its meeting at the Waldorf-Astoria Wednesday, voted that hereafter new ideas about spelling shall be passed upon by each of the fifty members of the board instead of by the executive committee alone. Three-fourths of the board must approve a change before it shall be adopted.

It was decided to incorporate the board under the laws of the State of New York.

The board decided also that it should have a president, and unanimously elected Thomas R. Lounsbury, Professor of English in Yale University. Heretofore the chairman, Prof. Matthews, has been the executive head. The new executive committee elected consists of Isaac K. Funk, editor and publisher of the Standard Dictionary, New York; Henry Holt, publisher and author, New York; Prof. Matthews, Charles P. G. Scott, etymological editor of the Century Dictionary, New York; Benjamin E. Smith, editor of the Century Dictionary; Charles E. Sprague, president of the Union Dime Savings Institution, New York; Calvin Thomas, Professor of Germanic Languages and Literature in Columbia University, and William Hayes Ward, editor of the Independent.

Officers Elected.

The Whitman county (Wash.) Press Association at its annual meeting at Pullman, March 16, elected Ivan Chase of the Colfax Gazette, president; Willford Allen, Pullman Herald, vice-president; J. C. Brown, Uniontown Press, secretary, and Brown H. Schick, Palouse Republic, treasurer. The next meeting will be in May, when there will be an excursion to Coeur d'Alene, and by steamer to St. Joe, Idaho.

Calling on Publishers

D. Bruce Sally, special newspaper correspondent at Norfolk, Va., has been in New York this week calling on the publishers of various newspapers and periodicals making arrangements for the sale of the same at the Jamestown Exposition. Mr. Sally controls the concession for the sale of newspapers and periodicals at the Exposition and will have a dozen or more news stands in and out of the exposition grounds.

Will Entertain.

The Wilkes Barre, Pa., Press Club will entertain the newly organized Hazelton Press Club to-night. A "stunt" of more than usual interest is planned. The board of managers has adopted a new rule as to admissions to all "stunts" hereafter and only those who have either, membership cards or guest tickets will be given the privileges of the club on stunt nights.

Jamestown Press Agent Resigns.

A. L. Sutton, chief of the bureau of exploitation of the Jamestown Exposition Company, has tendered his resignation at the request of the board of governors upon charges filed by a tourists' bureau. His successor has not yet been announced.

New A. N. P. A. Member.

The Brooklyn (N. Y.) Standard Union has been elected to membership in the American Newspaper Publishers' Association.

M. C. Watson, the special agent at 256 Broadway has been appointed Eastern representative of the Danville (Ill.) Democrat. The Democrat has advanced its advertising rates from 12 to 14 cents an inch.

PERSONALS.

F. S. Payne, formerly a newspaper man at Ft. Cobb, Okla., will soon establish a newspaper at Owl, I. T.

Leland Rankin of the Richmond (Va.) News Leader was in New York this week.

John Hawley, formerly general manager of Ridgways, is now manager of the Associated Sunday Magazines.

Samuel Wright, a newspaper man, has been elected manager of the Youngstown (O.) baseball team.

A. W. Allen, special agent of Chicago, is in New York this week. Mr. Allen has been appointed Western representative of the Danville (Ill.) Democrat.

John J. Cleary, editor of the Trenton (N. J.) Sunday Advertiser is being mentioned as a candidate for Mayor of Trenton on the Democratic ticket.

John H. Cook, editor of the Red Bank (N. J.) Register, has gone to Hot Springs, Va., to recover from an attack of rheumatism.

Harry Hoffman, formerly business manager of the Columbus (O.) Dispatch, has purchased the Times-Herald, of Lorain, O., and took charge, April 1.

John J. Dillon, editor of the Rural New Yorker, of New York, returned recently from a trip to Ireland and other European points.

William Carter has resigned from the staff of the Wilmington (Del.) Every Evening to engage in the jewelry business.

Edward Payson Critcher, the ready reference special solicitor is engaged in getting out a special edition of the Cleveland (O.) Leader, bringing out a series to be known as 600,000 Cleveland.

A. T. Glaze, a veteran editor of Milwaukee, who has been troubled with poor eyesight for some time, is now totally blind. An operation will be performed in the hope of restoring his sight.

John A. Arthur, who for the last thirteen years has been the editor of the Daily Messenger, of Norfolk, Va., has resigned. He is succeeded by J. L. Warren.

Frank A. Tierney, of the Albany (N. Y.) Times-Union, is a director in the incorporated Altro Island Park Company which will have charge of an amusement resort between Albany and Troy.

Shelby Smith has severed his connection as editor of the Trades Union News of Philadelphia. Mr. Smith is one of the best known labor editors in the country.

B. W. Savage who was formerly the circulation manager of the Lewiston (Idaho) Evening Teller has resigned that position to become the circulation manager of the Lewiston Morning Tribune.

E. E. Meredith, of Fairmont W. Va., will be one of the press agents for the Hagenbeck-Wallace shows. At present he is in advance of "Simple Simon Simple."

C. R. Woodward, of the Woman's Home Companion, and Will C. Izor, Home Magazine, New York office, will leave for Cuba next Tuesday, to spend a two weeks vacation.

Dick Mead, of the Toledo Times-Bee, and Harry Milburn, of the Toledo Press, are with the Toledo American Association baseball team, which is in training quarters in Peoria, Ill. They are covering the train trip for their papers.

FRANCIS T. PATTON.

Death of Veteran Editor Who Spent Thirty Years on the Sun.

Francis Theodore Patton, a news editor on the New York Sun, died March 28. Mr. Patton joined the Sun staff thirty years ago and for the last twenty-six years had been news editor. He was 64 years of age.

"Boss" Patton, as he was known to the boys along Park Row, was born in Troy and was graduated from Union College at the age of 20. As he humorously put it he then went into a law office "apparently for the purpose of writing poetry." The law did not appeal to him, and after considerable success as a writer of verse and prose for the Troy newspapers he became a teacher in the Academy of Knoxville, Albany county. At the end of the war he went to Louisiana and raised a crop of cotton on a 2,400 acre plantation near Shreveport.

Returning North he became a tutor in the Troy High School, meanwhile contributing to the local papers. His verses were quoted widely, but they were usually unsigned, and never by his real name. After giving up his tutorship in the High School he became manager and part owner of the Troy Saturday Bulletin, which place he left to become city editor of the Troy Whig. In 1872 he joined the Sun. When the Graphic, the first illustrated daily newspaper in the United States, was started, he left the Sun and became known as a writer of humorous paragraphs and verse for the Graphic. In 1877 he returned to the Sun. After three years of general reporting, which was always distinguished by accuracy and picturesqueness, he took a desk, which he held until his death.

He was lover of mathematics, philosophy, the great Latin poets and historians. He leaves a widow, a brother and two sisters in Troy and a third, Mrs. Mary D. Cary, of Brooklyn.

DEAN OF SPECIALS.

Death Claims N. M. Sheffield at His Home in New York.

N. M. Sheffield, president of the N. M. Sheffield Special Advertising Agency, with offices in New York and Chicago, died at his home, The Sevilla, New York, March 28. He is survived by a son and daughter.

Mr. Sheffield was probably the best known special representative in the advertising field, his activities covering a long period of publicity promotions in every part of the country. He was the dean of the craft in New York, and a man who imparted dignity and character to this important calling. He held to the old fashioned standards of rectitude in business, and his word was accepted without question throughout the advertising world. He amassed a considerable fortune by unwearied personal attention to the work of his agency.

Mr. Sheffield's agency represented several leading American dailies, to which he gave the most loyal, intelligent and conscientious service.

The business will be continued by the younger members of the corporation, of which J. F. Fralick, of Chicago, is president, and W. C. Bates, of New York, secretary and treasurer.

Mr. Sheffield's place will be filled by a capable man.

New Italian Newspaper.

A new Italian newspaper called the Texas Bulletin, has been launched at Houston. J. N. Mustachia is president; J. A. Tamborella, vice-president, and A. Guiffre, secretary and editor. The Bulletin will be issued weekly.

OBITUARY NOTES.

Col. Edward Archibald Slack, dean of the Wyoming newspaper profession and receiver of the Cheyenne land office, died at Cheyenne, March 23. He was 64 years of age, and had resided in Wyoming since 1868, when he settled at South Pass, having previously learned the printing business in Chicago and served through the war with the Nineteenth Illinois Infantry. He established one of the first newspapers in Wyoming, at South Pass. In 1876 he moved the Sun to Cheyenne, where it soon made him a political power in the State, his affiliation being with the Republican party. In 1895 he purchased the Cheyenne Daily Leader, with which he merged the Sun, and he edited the Leader until three years ago.

John Washington Rhoades, associate manager of the American News Company died Sunday at his home in Brooklyn. Mr. Rhoades was born in Brooklyn in 1847 and received his early education in the public schools. He entered the service of the American News Company in 1867 and was made associate manager in 1904. He was the oldest son of David Rhoades, one of founders of the New York Tribune and president of the New York News Company.

Daniel A. Coakley, a young Boston newspaper man, died March 26 after an illness of several months. Prior to his illness he was connected with the staff of the Boston Post, leaving a position on the Worcester Evening Post to take up his work in Boston. For a long time he was on the staff of the Boston Traveler.

William L. W. Seahrook, editor of the Westminster (Md.) American Sentinel, suffered a double hereafterment last week, his wife dying Tuesday, and his brother, John H. Seahrook, dying at Dayton, O., on Thursday.

Thomas Edwin Orr, widely known as writer and lecturer on farm topics and reputed to be the most expert poultry fancier in the United States, died recently at Beaver, Pa.

James U. Gavigan, a well known printer and at one time telegraph editor of the Scranton (Pa.) Truth, died at Scranton, March 24.

New Weekly Paper.

The first issue of the People's Press a weekly paper, made its appearance at Portland Ore., March 23. The paper will be a forum in which both sides of all important questions will be presented. The paper at first will be devoted to local issues. Later, it is said, it will take up important State and National issues.

SITUATIONS WANTED.

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

YOUNG MAN WITH EXPERIENCE as reporter on leading Hudson Valley dailies wants desk position. Has editorial ability. Address OLIVER E. CARRUTH, Tarrytown, N. Y.

EDITOR

wants to leave conservative New York daily for executive and editorial job in small city. Has both city and provincial experience. NOT OUT OF WORK. Address "RUS," care THE EDITOR AND PUBLISHER.

HAVE JUST SOLD MY INTEREST IN a live, growing daily that I organized and put on its feet in a city of three hundred thousand and will be open Jan. 1 for executive position with good live daily or one that has good prospects and opportunity. Don't answer unless you have bright future and need haste, energy and hard-work in your business office.

Address BUSINESS MANAGER, care THE EDITOR AND PUBLISHER. High class references.

HELP WANTED.

WANTED—EDITORIAL WRITER

on Boston daily newspaper. Must possess brains, education, judgment and exceptional ability. Must have style vigorous, trenchant, incisive, effective. Excellent opportunity for right man. State age and experience fully. Send printed samples of work with stamped directed envelope for return if wanted. Applications will be held confidential, if desired. Address promptly "EDITOR," P. O. BOX 5276, Boston, Mass.

NEWSPAPER REPORTERS,

We want you. We have good positions now open on first-class dailies. Let us tell you about them. State qualifications. Ask for free booklet No. 2. All departments represented. FERNAND'S NEWSPAPER MEN'S EXCHANGE, (Established 1898), Springfield, Mass.

FOR SALE.

LINOTYPE COMPOSITION BUSINESS

Situated in heart of down town printing district, New York city; best equipped linotype job office in city; plenty of work; well established; 5 machines; good reasons for selling. Cash basis only. Clear title given. For further particulars address "GOOD OPPORTUNITY," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES.

WANTED—TWO HALF MEDIUM

Colts, new or in perfect condition. State approximate number of impressions run and condition and cash price F. O. B. Albany. C. F. BRATE, Albany, N. Y.

I WANT TO MEET A PUBLISHER CONTROLLING \$200,000 OR MORE

Who wishes to buy a first class special journal showing satisfactory profits, occupying very advantageous position in good field and will double in value in three years.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

Shoemaker & Co., Philadelphia, are placing a line of classified advertising.

The Philadelphia Tapestry Mills is a concern using daily papers through the Arnold & Dyer Agency, Philadelphia.

The J. Walter Thompson Agency, East Twenty-third street, New York, is using daily papers to advertise Auto Topics.

N. W. Ayer & Son, Philadelphia, are getting ready to place the Gold Medal Butter advertising.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing the Brand Sauce advertising.

F. T. Hopkins, Great Jones street, New York, is placing the advertising of Guarrad's Cream direct.

H. I. Ireland, Philadelphia, is placing 100 lines four times for T. Meehan & Sons, Philadelphia.

H. W. Kastor & Sons, St. Louis, are placing the advertising of Old Autocrat Whisky.

J. Walter Thompson, East Twenty-third street, New York, will shortly place the Hangwell Trousers advertising.

The C. F. Wyckoff Agency, Buffalo, is placing the advertising for the Justfood Company, Syracuse, N. Y.

C. E. Sherin, Fifth avenue, New York, is placing extra copy for the Dr. Lyon's Tooth Powder advertising.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing the advertising of the Marvel Company in Canadian papers.

The Royal Baking Powder Company, New York, is placing extra orders to advertise Cleveland Baking Powder.

The Kauffman Agency, Broadway, New York, is placing the advertising of the Truly Warner Hats in towns where they have stores.

Albert Frank & Co., Broad Exchange Building, New York, are placing the advertising of A. R. Bremer & Co., New York, for the Coke Dandruff Cure.

Trafton's News and Advertising Bureau, 1 Beaver street, New York, is placing the advertising of the New York Produce exchange.

Dauchy & Co., Murray street, New York, are placing the advertising of Arbuckle's Coffee in a number of high class women's publications.

Pillsbury-Washburn Company, Minneapolis, Minn., is making contracts with some of the larger woman's publications. The advertising will start in August.

N. W. Ayer & Son, Philadelphia, are using Western dailies for the Acme Whitelead & Color Company. The space to be used is 258 inches. This agency is also placing the advertising of the Central Oil & Gas Stove Company in North-eastern dailies.

The New Orleans Item is the only New Orleans newspaper that will permit an examination of its circulation and guarantees advertisers a larger circulation in the city of New Orleans than any other two New Orleans newspapers combined.

Books open for verification to any advertiser

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

CLOSELY ALLIED.

"Advertising and Journalism" the Subject of an Interesting Lecture by
Robert E. Ireton.

Robert Emmett Ireton, associate editor of the Wall Street Journal, lectured last week on "Journalism and Advertising" before the class in advertising of the Y. M. C. A. Twenty-third street branch.

"Advertising and journalism," said Mr. Ireton, "are closely allied, and the advertisement writer is entitled to share in the recognition and dignity that are accorded his editorial brethren. Journalism could not exist without advertising. The prosperity of every great paper is measured by the amount of advertising it carries. Subscription and street and news agents' sales may pay for the ink, paper and cost of distribution, but to the advertising returns must the publisher look for practically every other expense, and for his profits likewise. If this important truth does not closely identify the advertisement writer with the newsgathering and news-distributing profession, then, indeed, 'twere idle to argue further. But the question is not an open one.

"Testimony of the highest is at hand to establish this connection, and recently at a banquet in the Hotel Waldorf, the hope was expressed by one of the speakers that the time would come when on every newspaper there would be established an 'editor of advertising.' This same speaker claimed, and very logically, too, that advertising was the basis of journalism. In this he was undoubtedly correct. Another writer, who is reputed to be in receipt of the largest salary ever paid an editor, admitted that he frequently derived inspiration for his editorials from newspaper advertisements.

"Forty years ago newspapers were insignificant mediums, reeking with politics and personalities, badly written, poorly edited, and carelessly, when not slovenly, printed. To-day, they are permeated with the Spirit of News, and, in the vast majority of cases, are intelligent, instructive and accurate recorders of the world's events. The men who edit them realize their duty to the public and measurably discharge it. They also realize their duty to the publishers and, like good business men, endeavor to make their papers pay. They try to give the reader by honest open methods a good and attractive paper, the product of brains, energy, perseverance, human sympathy, art, trained judgment and special knowledge. More than anything else they strive for truth, accuracy and fairness.

"This transition imposes on the advertisement writer a high degree of responsibility. The news and advertisement columns should be complementary. One should be as free from objection as the other, and on the shoulders of the advertisement writer falls this burden.

"He should aim to write the truth, and only the truth in his advertising copy.

"He should avoid exaggeration, misrepresentation, and deception.

"He should not run to extremes in his writing, nor incline to sensational display. The best results are achieved by moderation, and once the public is deceived or offended the possibility of regaining its favor is small indeed.

"He should look upon his calling as an educational force to teach the public economy, frugality, and business principles. To tell them what to buy, how to

live and where to get the best for their money.

"Be brief in your statements, but be comprehensive. Omit nothing that is material, but do not weary your readers by forcing them to wade through a mass of unnecessary detail to grasp the qualities you describe, or the point you wish to make.

"Don't crowd your matter into a small space and expect to get the same results from a five-inch minion ad. that you would naturally expect, and probably receive, from a column ad if the same amount of matter were properly indented, leaded and set in bigger type.

"Cultivate clearness and accuracy in expression and write with conviction. Unless you believe what you write about the article you describe how can you hope to convince others?

"If you adopt headlines, see that they contain the most striking features or properties of the subject described.

"Aim to attract, to interest and move to inquire the mind of the buyer. Advertising is the quintessence of psychology.

"Study your article or commodity exhaustively. Don't write until you know it from beginning to end. Then study your public and write from its viewpoint. This is the secret of advertising: Putting yourself in the place of the purchaser."

ADVERTISING CLASS DINNER.

Tendered to Instructor Frank L. Blanchard Monday Evening.

The members of the Advertising Class of the Twenty-third street and Newark branches of the Y. M. C. A. tendered their instructor, Frank L. Blanchard, a dinner at Roversi's Restaurant at 44 East Twenty-first street on Monday evening. The affair from beginning to end was marked by a hearty spirit of comradeship and at its close the members of the class presented Mr. Blanchard with a very fine pocketbook as a memento of the occasion.

The guests included Burt B. Farnsworth, the educational director; Robert Emmett Ireton, assistant editor of the Wall Street Summary; Raymond F. Glenn, assistant advertising manager of the Yale Towne Manufacturing Company, and Harry VerEecke of the Hampton Advertising Company, all of whom made brief speeches of a congratulatory character. Others who spoke were H. L. Douglass of the Newark class, Erick A. Brandeis, George Fitzsimmons of Passaic and Arthur H. Atkins, of the Twenty-third street class.

The following members of the class of 1906 1907 were present: Harry A. Meier, Lewis H. Allen, Benjamin E. Rockwell, I. Helmers, Jr., John B. O'Brien, I. Flemming, Clyde Kromer, J. W. Milroy, George A. Keim, F. A. Baines, James McCave, Willis Schaeble, Rudolf Timm of the New York class, and Vernon A. Gulick, C. J. Schmalstich, Edward Hurd, W. D. Baker, H. L. Douglass and Mr. Hewitt of the Newark class.

The toast-master was H. W. Doremus, whose genial wit kept the company in good humor during the entire evening.

The dinner marks the close of the advertising course of 1907. It has been the most successful the department has enjoyed since it was founded.

The attendance in the Twenty-third street branch has averaged twenty-three during the entire season, the entire number registered thirty-one.

Among those prominent in the advertising world who have addressed the class were Ben B. Hampton, Frank Presbrey, Don C. Seltz, Herbert S. Houston, Louis Wiley, George F. Baright, W. Ward Damon, C. S. Redfield, M. L. Wilson, George H. Perry, Raymond F. Glenn, Kendall Cressey, G. P. Metzger, W. A. Lydiatt, H. H. Ver Eeck, Collin Armstrong, and Robert Emmett Ireton.

The fall term of the class in advertising of the Twenty-third street branch will open the first Wednesday in October.

UNIQUE ADVERTISER DIES.

Thomas McCoy Used Verse to Make Known His Occupation.

Kansas' most unique advertiser, and one of the State's oldest citizens, Thomas McCoy, is dead at Marysville. McCoy was a harness maker, and for a quarter of a century he carried this advertisement in the local newspapers of Marshall county:

Thomas McCoy
Is a broth of a boy,
He lives in Marysville, Kan.
If looking for tools
To work horses and mules,
Just see him as quick as you can.

THE SYRACUSE JOURNAL

is the leading Want Ad Medium of the Central City of the Empire State.

IT PRINTS MORE THAN 400 WANT ADS EVERY DAY.

That is one evidence of the popularity of The Syracuse Journal.

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

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000

The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in THE DISPATCH INSURE PROMPT RETURNS.

SPECIAL REPRESENTATIVES:
WALLACE G. BROOKS, HORACE M. FORD,
41 Park Row, N. Y. Marquette Bldg., Chicago.

THE NEWS-DEMOCRAT OF PROVIDENCE, RHODE ISLAND

Members of the Associated Press

The ONLY Metropolitan Democratic Newspaper in the State of Rhode Island

REASONS WHY YOU SHOULD ADVERTISE IN THE NEWS-DEMOCRAT

- 1—We are union printers, printing the Union label, and endorsed by the local unions.
- 2—We are "With the People, and for the People, first and all the time."
- 3—We are not afraid to say and print what is Right. People read the News-Democrat to obtain a fair and unbiased opinion.
- 4—Advertising in the News Democrat brings results, as it reaches the purchasing classes
- 5—Circulation Books open to advertisers.

For further information and advertising rates address:

H. CLARENCE FISHER, Sole Foreign Advertising Representative,
Western Office, 506 Boyce Bldg., Chicago, Eastern Office, 624 Temple Court Bldg., New York.

OUT FOR PRESIDENCY.

(Continued from page 1.)

country town, almost without circulation and was without resource. To-day it circulates over a large section of North Carolina and ranks with the best newspapers of its class in the United States. Lexington has become a town of the first rank in the meantime, in which the Dispatch had large part. Mr. Varner has made the Dispatch a synonym of newspaper success, and in doing so, he has developed into an editor and publisher of ability.

In politics in his section and State he has attained equal success. He is now, and has been since 1900, the State commissioner of labor and printing, running at each election with the leaders on his ticket. Five times he has been chairman for his party in the county, and each time led the way to decisive victory. In anything he undertakes he is a most indefatigable worker. "Do something," is his motto. He goes in to win and he wins.

This characteristic is not an accident nor yet inherent. It has been cultivated in him by a series of life experiences a recital of which would thrill any man who loves a fighter and who has admiration for a self-made man.

Mr. Varner was born in 1870, near the little country village of Denton, Davidson county, N. C. He was poor and without opportunity. He had no educational advantages, and yet a better informed man would be difficult to find. With bare hands, face forward, he breast whatever came his way, and fought as only men of his type and in his rock-ribbed environment can fight. Gradually he acquired competence and by 1892, instead of working in the trenches, he had reached the point where others worked for him. Unfortunately, the panic of the 90's swept away his accumulations and left him without a penny. Then it was that his newspaper instinct led him to purchase a newspaper. Nobody else but a natural publisher would have done such a thing at such a time.

That paper is now an independent and influential journal, made so by Mr. Varner's tireless industry, after others had failed. All his other business ventures have prospered. He is a successful man, a fine example of the self-made American, a power in the political and journalistic fields, a leader of men, enjoying the confidence and esteem of his friends and the respect of his enemies. No man in the National Editorial Association would seem to be better fitted than he to fill the office of president.

Mr. Varner is a member of Lexington Lodge, No. 473, A. F. & A. M., and has served as Worshipful Master. He is also a Pythian. In December, 1900, he was married to Miss Florence Comstock, of Kansas City, and has a beautiful home in his town of Lexington.

Gone to Chicago.

Eugene L. Bertrand, one of the best known members of the New York Herald staff, has gone to Chicago where he will be identified with the Chicago Tribune. Mr. Bertrand was the first president of the Pen Club of this city, and the members of that organization sincerely regret his departure.

BOYS WERE FOOLED.

SPEND ANXIOUS MOMENTS IN SECRETARY CORTELYOU'S OFFICE.

Correspondents When Notified That the Secretary Wanted to See Them Thought He Would Add Another Chapter to the Roosevelt-Harriman Incident and Rushed Pell Mell to His Office Where They Received Interesting Information About the Refunding of Bonds.

How Secretary Cortelyou April-fooled the newspaper correspondents at Washington Tuesday makes a humorous chapter to the otherwise sensational story of Roosevelt vs. Harriman.

At 3:30 Tuesday afternoon when the newspaper world was all agog with the excitement following President Roosevelt's statement of the Harriman matter a telephone message was received from Mr. Cortelyou's office by every newspaper bureau in town.

"The Secretary would like to have you send a man to see him at 4 o'clock," the summons declared.

"The Secretary is going to say something more about Harriman," cried all the newspaper men in a breath. "He will probably turn Harriman over and fry him on the other side," and forthwith the busy writers dropped everything and rushed pell mell to the Treasury Department. The Secretary's outer office was crowded with correspondents five minutes before the appointed hour. There were not half enough chairs to accommodate them. The Secretary was locked in his rear office with his private secretary. The excited correspondents whispered to each other in tones of suppressed excitement.

"He is dictating the stuff to Weaver right now." Four o'clock came. The atmosphere fairly tingled with the waves of emotion. Five minutes after four. Still suppressed excitement. Twelve minutes past the hour. Suddenly the door was flung open. The Secretary stepped out looking as solemn as the tomb. He bore in his hands a bunch of papers. The correspondents leaped forward with outstretched hands. Within half a minute fifty copies had been distributed to as many nervous hands, and one hundred eyes devoured the contents of the sheets.

"But what about Harriman?" cried the correspondents with deep disgust.

"You may say that the Secretary, following his usual custom, has nothing to say," replied Mr. Cortelyou.

The papers he had handed out gave the gasping correspondents some very interesting information about the refunding of bonds.

Newspaper Man to Wed.

The engagement of Miss Catherine E. Reilly, New Albany, Ky., and Thomas M. Walsh, of Woonsocket, R. I., is announced. The marriage will occur the second week in April, and the couple will live in Woonsocket, where Mr. Walsh is engaged in newspaper work, holding an editorial position on the Evening Reporter.

NEWSBOYS' DAY.

Aug. 24 Will Be an Eventful Date at the Jamestown Exposition.

Aug. 24 has been designated as National Newsboys' Day at the Jamestown Exposition when newsmen from various parts of the country will flock to the Exposition.

Preparations for the event are largely in the hands of Mrs. Dolly Kennedy Yancey, of Norfolk, Va., press agent of one of the attractions at the exposition, and Mr. Cormody, circulation manager of the Baltimore (Md.) News, is also greatly interested in making the day a great success.

The features of the day will be developed independently by the papers throughout the land and some unique "stunts" may be expected by the newsmen. Many papers have newsboys hands and some of these will be on hand.

Miss Helen Gould has been asked to take a part in the exercises and President Roosevelt and William Jennings Bryan have been asked to talk to the future American Citizens. Mr. Carmody will also make an address to the boys.

Every effort is being made to make the day a great success and one of the most notable of the exposition.

Amen Corner Offices Re-elected.

The directors of the Amen Corner held their annual meeting Monday night at the Fifth Avenue Hotel and re-elected the following offices: President, Louis Seibold, New York World; vice-president, Robert G. Dill, New York Herald; secretary, John W. MacDonaid; treasurer, Luther B. Little.

BARGAINS IN PRINTING PRESSES.

FOR SALE.

2-3 TIERED SCOTT PRESSES
Printing from 4 to 24 pages.

1 HOE SEXTUPLE PRESS,
Printing from 4 to 24 pages.

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

1 HOE OBSERVER PRESS,
Printing from 4 to 20 pages.

1 HOE PONY QUAD,
Printing from 4 to 16 pages.

2 SCOTT 4 and 8 page presses.

1 HOE PRESTO,
Printing 4 and 8 pages.

Above machines will be sold at bargain counter prices by

THE GOSS PRINTING PRESS COMPANY,

New York Office, 312 Temple Court.
London Office, 90-93 Fleet St.
Chicago Office, 16th St. and Ashland Ave.

THE LOVEJOY CO., Established 1853

ELECTROTYPERS

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

Among My Buyers

is one who wants a Republican daily or weekly to cost not more than \$10,000. Northern Ohio county seat locations preferred. Owners of such properties who are disposed to sell at fair prices are requested to address

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

A STRONG CIRCULATION BUILDER

We have an unusually attractive circulation scheme which will add thousands of subscribers to any daily newspaper and especially newspapers in small cities. This is not a combination clubbing offer; it is a quick, immediate result proposition.


WRITE AT ONCE AND SECURE TERRITORY.

SUBSCRIPTION MANAGER,
THE AMERICAN HOUSEHOLD,
110-116 Nassau St., New York.

THE CHEMICAL ENGRAVING CO.
13-20 OAK ST. - NEW YORK

HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING		LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES
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TELEPHONES 2906, ORCHARD



THE QUALITY STAMP

Send 16 cents in stamps for samples of Dixon's Pencils for Newspaper Work and a copy of our "Pencil Guide." Mention Publication No. 59-J.

Joseph Dixon Crucible Co.
Jersey City, N. J.

NEWSPAPER HALFTONES, ETC. INSTANTANEOUS SERVICE DAY AND NIGHT


We Never Sleep

THE STANDARD ENGRAVING CO.
Seventh and Chestnut Sts.
PHILADELPHIA

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.



USED EXCLUSIVELY BY THE GOVERNMENT PRINTING OFFICE
LINO TYPE, MONO TYPE, STEREO TYPE, ELECTRO TYPE.

TYPEWRITER RIBBONS FLIMSIES CARBON PAPER

WE MANUFACTURE THE BEST LINE OF
Typewriter Supplies
ON THE MARKET—SEND FOR CATALOG
THE S. T. SMITH CO.
11 BARCLAY STREET, NEW YORK CITY

NEW PRIMARY LAW.

Washington Prohibits Publication of Paid Ads for Candidates Unless Plainly Marked as Such.

One of the important provisions of Washington's new direct primary law, which will be given its first test in the State, in Spokane, April, 23, is the one prohibiting the publication of "paid bunco" for candidates in newspapers or other periodicals, unless plainly designated as a paid advertisement in bold-face Roman type. It is declared unlawful for the owner, editor, manager, reporter or any employe of a newspaper, magazine or periodical to accept any money or other valuable consideration for the support or advocacy of any candidate or any primary election. A penalty of not less than \$25 nor more than \$500, or imprisonment not less than 10 days nor more than six months is imposed for any violation of this provision.

It declares also that no person shall be competent to qualify for any public office who, prior to the holding of the primary, shall have paid or agreed to pay to the owner, publisher, manager or representative of any newspaper any sum of money or other thing of value for the political support of said newspaper.

The Spokesman-Review of Spokane, has this to say of the new regulation:

"The law just enacted by the legislature will meet with the hearty endorsement of every publisher and editor who believes in free and independent journalism. It will place the newspapers of Washington above suspicion of being the subsidized organs of any party or any candidate. It will remove from those who are inclined to levy tribute on candidates the opportunity to do so.

"It will give to the utterances of all newspapers a more substantial influence with the people than has in some instances been the case when it was known or suspected that the support of the paper was bought and paid for. It will be advantageous alike to candidates, to party organizations and to newspapers. Every newspaper is still at liberty to say all it wants to in favor of or antagonistic to any man's candidacy, but it must be a free expression of opinion. There will be an absence of the mercenary exhibitions and the effect will be an elevation of the general tone of journalism."

ARRANGING ITS SCHEDULE.

The Paul Block Special Agency Baseball Team on Deck.

The Paul Block Special Agency baseball team is already arranging its schedule of dates for the coming season. Several of the new men who have joined the staff of the agency in the past few months are former college players and the team will be much stronger than last season. The team is already practicing and will probably line up as follows: First base, J. A. Frazer; second base, Paul Block; short stop, George Ingraham; third base, Gilbert Kinney; pitcher, "Neil" Regan; catcher, Fred Kimball; left field, Nathan Maas; center field, Herman G. Halsted; right field, Louis B. Phillips.

The team is anxious to arrange games for Saturday afternoons and Sundays with teams representing advertising agencies, magazines or similar lines of business. Teams having open dates may address Herman G. Halsted, Manager, Paul Block team, Flatiron Building, New York city.

Augusta, Ga., newspaper men were guests at a beefsteak dinner given March 28, by the Augusta Gas Light Company.

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