

STAR LEAGUE SOLD.

J. C. SHAFER, OF CHICAGO, REPORTED TO BE THE PURCHASER.

Daniel G. Reid, Millionaire Railroad Man, Understood to Be a Party to the Deal, Which Includes Indianapolis Star, Muncie Star and Terre Haute Star—The Papers, It Is Said, Will Immediately Become Republican, to Fill a Want Caused by the Loss of Old Indianapolis Journal.

A dispatch from Indianapolis says it is understood there that J. C. Shafer, of Chicago, and fifteen years ago president of the Indianapolis Street Railway Company, has purchased of George McCulloch the Indianapolis Star, the Terre Haute Star and the Muncie Star, the three publications constituting what is known as the Star League. Daniel G. Reid, the millionaire railroad man of New York and Richmond, Ind., is credited with being a party to the deal, and it is said that the papers will immediately become Republican in politics.

The purchase of the Indianapolis Journal some six months ago by Mr. McCulloch and its connection with the Star left the Republicans without an organ, and there has been much regret among leading Republicans over the loss of the party organ. The purchase of the Star properties, it is understood, includes the old Journal franchise.

We are informed that the negotiations for the sale were conducted through the offices of C. M. Palmer.

THE COLORADO SPRINGS SALE.

Gazette and Telegraph Now to Be Published From One Plant.

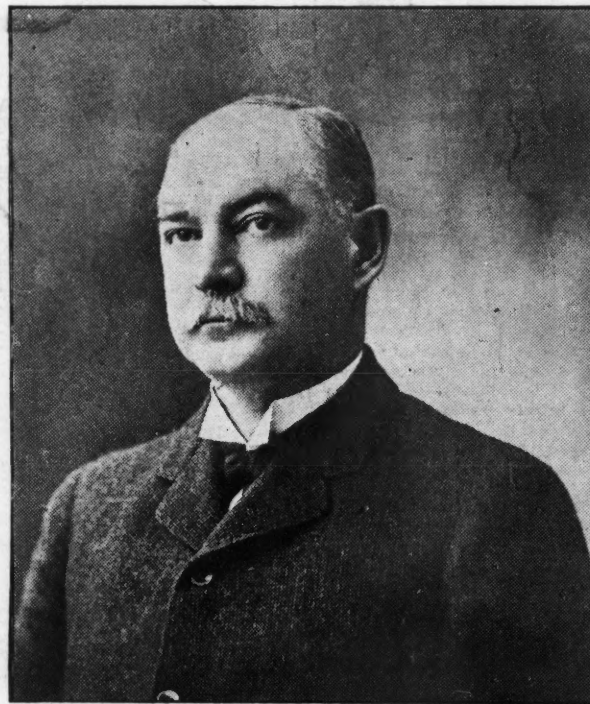
The Colorado Springs Gazette, which, as announced in last week's EDITOR AND PUBLISHER, was sold to the Telegraph of that city, is said to have brought \$100,000. The transfer took place on Oct. 10, when Col. George Nox McCain and his associates retired from the Gazette, and Clarence P. Dodge, owner of the Telegraph, assumed control.

No material change in the working force of the papers will be made. It is understood that the two papers will be printed from one plant, presumably that of the Gazette, and that the Sunday edition of the Telegraph will be discontinued. G. E. Wood, business manager of the Telegraph, will be general manager of both papers.

Col. McCain purchased the Gazette about a year ago from K. R. Babbitt and associates, who purchased it from I. N. Stevens. Col. McCain is a well-known Pennsylvania newspaper man. He will visit California and the coast, and return to his home, before making definite plans for the future.

A Harmsworth Visiting Canada.

V. G. Harmsworth, a brother of Sir Alfred Harmsworth, proprietor of the London Daily Mail and other publications, is making a tour of Canada. He will go as far west as Winnipeg, and will then visit the World's Fair at St. Louis. He is the youngest of seven brothers, all of whom are interested in the newspaper business, which Sir Alfred has built up.



FRANCIS ATWATER.

(See page 2.)

PRESIDENT OF THE MCRIDEN JOURNAL PUBLISHING COMPANY.

PUEBLO STAR-JOURNAL CHANGE.

Frank S. Hoag Buys Interest in Paper and Assumes Charge.

Frank S. Hoag, late of the Colorado Springs Telegraph, has purchased an interest in the Pueblo (Col.) Star-Journal, and assumed active charge of the paper as manager on Oct. 10. Mr. Hoag was for eight years connected in responsible positions with the Philadelphia Record. In 1901 he was associated for a time with the Pueblo Star-Journal, but left the paper to become business manager of the Colorado Springs Telegraph. Hume Lewis, who succeeded by Mr. Hoag, retains an interest in the Star-Journal, but relinquishes the active management of the paper.

J. Emerson Smith, who has been associate editor of the Star Journal, has been made managing editor of the paper. He was formerly city editor of the Denver News, and is known as one of the most able newspaper men in Colorado.

The Pueblo Star Journal is a live afternoon newspaper. It is Democratic in politics.

Newport Herald May Be Sold.

It is understood that negotiations are in progress which are likely to result in the purchase by the Providence Journal Company of the Newport Herald, which is edited by Horatio B. Wood. Mr. Dwyer, of the Journal, was in Newport last Wednesday to examine the plant with that object in view. The Herald was established in 1887 as the Newport Observer by Col. Frank G. Harris.

CLEVELAND WORLD SOLD.

John A. Blood, a Real Estate Dealer, Is the New Proprietor.

John A. Blood, a real estate dealer, has purchased the Cleveland World. The deal was closed last Wednesday, and possession was taken immediately.

B. F. Bower, for several years proprietor of the publication, has retired, and has made no plans for the future. C. H. Woolley, for two years business manager of the World, will continue in that capacity with the new management, and no changes will take place immediately in the personnel of the employees.

Mr. Blood will announce the political policy of the paper within a few days. He has stated that his support would go in the present campaign to Roosevelt and Fairbanks. Efforts have been made for several weeks to interest local capital in the paper, but Mr. Blood declares he is now the sole proprietor, and will personally supervise its publication.

New Sunday Journalism.

A new Sunday paper was started last week at Dayton, O. It is issued as a Dayton supplement of the Chicago American, and is distributed with each copy of the American that goes into Dayton territory. J. V. Wilkie is business manager of the enterprise, Maj. J. D. Hardesty is editor, and Clem Herckelrode is advertising solicitor.

Wireless Between London and Manchester

The De Forest wireless Telegraph Company has entered into a contract with the London Daily Mail to transmit by its system a daily news service between London and Manchester.

GUESSING CONTESTS.

APPEAL MADE TO PRESIDENT ROOSEVELT TO PUT A STOP TO THEM.

Petitioners Complain That They Foster Gambling Spirit—Those on Election Returns and World's Fair Receipts Most Popular—Attorneys General Have Held Them to Be Not Illegal But Supreme Courts Have Ruled Otherwise—On Account of Interests Involved No Action Likely Until After Exposition's Close.

Nearly one hundred of the representative business and professional men of Cincinnati have forwarded to President Roosevelt a protest against newspaper guessing contests, especially on the election. Extracts from the protest or petition follow:

"Being unalterably of the opinion that the schemes complained of herein stimulate the spirit of gambling, encourage breaches of trust, create profligacy and mendacity, and that they are as detrimental to public morality as any lottery ever devised, and being firmly of the opinion that they are in contravention of the United States statutes against lotteries and schemes for the distribution of money by chance, we respectfully petition you to cause such steps to be taken by the Department of Justice and by the Postoffice Department as may be proper and necessary to suppress the schemes of chance now being promoted through the use of the United States mails.

"We therefore respectfully petition that such an order be issued, and further call attention to the fact that prompt action on the part of the Government will inure to the benefit not only of the participants in these illegal schemes and to the general public, but to the promoters thereof as well."

A Washington special to the Publishers Press says:

"President Roosevelt is known to be in hearty accord with the officials of the Department of Justice and the Postoffice Department in their desire to prevent newspapers and other corporations from conducting guessing contests. In the opinion of leading religious and civic reform organizations that have recently complained to the President, these enterprises are being conducted on such a mammoth scale, and cover such a wide range of territory, that they threaten to become a national evil.

"The President's petitioners appeal to him to put a stop to all guessing schemes for prizes, whether conducted by individuals or by periodical publications.

"The most popular form of these contests is the offering of cash prizes by reputable newspapers to those who guess most nearly the total vote for President and the total attendance at the St. Louis Exposition.

"Under rulings of three Attorneys-General of the United States, Miller, Griggs and Knox, these contests have been decided to be those of skill and not chance. For this reason they have in effect been operated under the sanction of the Government.

"But since those rulings, opinions have been handed down by the Supreme Court of the United States and that of New York and other States deciding against the legality of similar contests.

"For this reason, the President is urging careful examination of precedents, with a view of having a new ruling by the Department of Justice that will

authorize the Postoffice Department to bar from the mails newspapers conducting guessing contests of any character. "It is probable, however, that in view of the great amount of money invested in these schemes by the public, and the hardships an adverse opinion would work, an opinion by the Department of Justice can with propriety be delayed until the close of the St. Louis Exposition on Dec. 1."

FRANCIS ATWATER NOMINATED.

Publisher of Meriden Journal a Democratic Candidate for State Senator.

Francis Atwater, president and publisher of the Meriden (Conn.) Daily Journal, has been nominated for State Senator by the Democrats of his district. As president of the Meriden Board of Trade, he has been active in having restored a great part of the train service which had been taken away from the city. This, with constant efforts to induce new industries to locate in Meriden, has made him very popular.

Mr. Atwater's career in newspaper work has been an interesting one. He early learned the printer's trade, and at the age of sixteen was made foreman of the Meriden Recorder. He founded the Windermere Weekly Forum at Wallingford, Conn., in 1879, and was its publisher until he was made assistant foreman of the Hartford Courant in 1880. Then he went to California and became manager of the Red Bluff (Cal.) Sentinel. Later he returned to Meriden and founded the Sunday News of that city.

Mr. Atwater founded the Meriden Daily Journal in 1886, and ever since has been president of the Journal Publishing Company. In 1898 he founded the Havana Journal, now the Havana Post, the first all-American paper in Cuba. He has since bought and sold the New Britain Daily News and the Waterbury Daily Republican. Mr. Atwater is also somewhat of an author, having written the histories of Plymouth and Kent, Conn., and the Atwater History and Genealogy.

Besides his newspaper, Mr. Atwater has numerous other business interests, and is president of the Meriden, Southington & Compounce Tramway Company. He is a member of the executive committee of the American National Red Cross. It was while in Cuba on Red Cross work that he saw the opportunity for starting a newspaper there. He embraced it and established the Havana Journal, which he published until he was able to dispose of it at an advantage. He is a member of the American Newspaper Publishers' Association, the National Typothetae, and a number of press associations.

THE POSTAL ESTIMATES.

Postmaster-General Wynne Takes Up Matter With President.

Postmaster-General Wynne at last Tuesday's meeting of the Cabinet took up with the President the estimates of appropriation for the Postoffice Department, which is \$183,748,495—an increase of \$12,902,496.

The following were the statistics submitted: The postal revenue for the year ended June 30 last was \$143,582,624. The estimated revenue for 1905 on the basis of 9 per cent. increase is \$156,505,060. The appropriation for 1905 is \$170,845,998—leaving a deficit for 1905 of \$14,340,938. The estimated revenue for 1906 is \$170,590,515; estimated expenditures, \$183,748,495, and estimated deficit, \$13,157,980.

The appropriation by Congress for the free delivery service for the current year is \$26,814,600, and the estimate of the appropriation needed for the same purpose during the next fiscal year is \$26,822,900.

FAITH OF AN ADVERTISER.

W. L. Douglas Will Use Newspapers in His Campaign for Governor.

William L. Douglas, of Brockton, Mass., the famous shoe manufacturer, who has been nominated as the Democratic candidate for Governor of Massachusetts, will try a novel campaign scheme. Instead of depending upon speakers and the usual methods of educating voters, Mr. Douglas will spend, it is said, thousands of dollars in newspaper advertising. Papers of both parties will be used, and the arguments for the Democratic side will be printed as paid matter, with a certainty that they will reach more voters than would be reached by campaign literature or speakers. Already the newspapers of Massachusetts have printed much that has been furnished and paid for by the Douglas campaign managers.

Advertising is the best means of reaching the people, in the opinion of Mr. Douglas, and in a political campaign he believes it is just as necessary as in business competition, in which he has been actively and successfully engaged for many years.

It is his intention, it is said, to spend thousands of dollars in advertising—not the kind that is ordinarily indulged in during a political war, but in advertising that will interest the voters, and which they will read. It is the purpose of Mr. Douglas, says his secretary, to conduct a clean campaign, without personalities, and rely upon the education of public opinion and personal appeals to the voters.

TEXAS NEWSPAPER CONGRESS.

Effort to Bring Editorial Bodies Together in Common Conference.

A movement is on foot to organize a general newspaper congress for the State of Texas, which is to be held at Brownwood next May. There are numerous newspaper organizations in the State with a membership of something like 600. Prominent newspaper men all over the State are working to bring these together in common conference and effect a permanent centralized organization.

The various newspaper associations are working to advance the interests of the State and the printing business, but their scattered efforts have heretofore been more or less ineffective. It is thought that the proposed organization will be able to get some favorable action on the libel law and other issues of that kind, of vital interest to all newspaper men, especially editors and proprietors.

To Publish Daily at Little Rock.

H. S. Miller, editor and proprietor of the News Sentinel at Argenta, Ark., a suburb of Little Rock, has purchased the equipment of the Little Rock Advertiser and will begin the publication of a daily paper in the Arkansas capital in the very near future. The Advertiser was the paper that suspended in July after a brief existence.

May Become a Daily.

The Gainesville (Fla.) Star has been sold to a stock company comprised of J. T. Percival, W. S. Oshorn, W. M. Pepper and E. L. Cushman. Mr. Oshorn, who is known as one of the most efficient newspaper men in Florida, will be the editor, and Mr. Cushman will be business manager. The paper will be enlarged and may later be made a daily.

Changes at Fremont, O.

The Fremont (O.) Evening Messenger has been sold to T. A. Dean, late of the Findlay Courier, who has assumed charge. F. W. Sheridan, who managed the Messenger, will start a new paper called the Fremont Republican. There is also talk of starting a new Democratic paper in that city.

NOW WITH TYMPALYN.

H. L. Bullen and C. S. Mills Given Responsible Positions With That Concern.

Henry L. Bullen, who has just left the F. Wesel Manufacturing Company, becomes manager of the Tynpalyn Company, of Boston, New York and Chicago, which controls a number of valuable printers' articles, and intends to go very extensively into the business of manu-



HENRY L. BULLEN.

facturing and supplying everything in the printing, stereotyping, electrotyping and photo-engraving line. Mr. Bullen is one of the best known men in the printing supply trade, not only in this country, but abroad, where he has traveled extensively.

Mr. Bullen has contributed very largely to the success of the enterprises with which he has been identified, and men of the trade predict that his record will be fully maintained in his new connection. The headquarters of the Tynpalyn Company are at 246 Summer street, Boston.

The New York office of the Tynpalyn Company is to be in charge of Charles S. Mills, who for the past eight years has been in charge of the sales department in New York of the F. Wesel Manufacturing Company. Mr. Mills learned the



CHARLES S. MILLS.

printing trade in his home town, Middletown, N. Y., and later joined the Wesel Company, with which he has since been associated. He has traveled extensively over the United States, and has made many friends in the trade who will be interested to know of his new connection.

Retires From Allentown Call.

Charles W. Weiser, for ten years editor and part owner of the Allentown (Pa.) Morning Call, has sold his interest in the paper to his partner, David Miller, and will quit newspaper work. His retirement is due to ill health.

TORONTO CONTEMPT CASE.

Decision in Favor of Globe—Its Comment on the Matter.

The Court of Appeal at Toronto, after a delay of five months, delivered judgment in the action for contempt of court, brought against the editor of the Toronto Globe by E. A. Dunlop, ex-M. P. for North Renfrew. The action was based on an editorial article published in the Globe of May last, commenting on Mr. Dunlop's certified election expense account, which amounted to upwards of \$7,000—the largest expenditure for election purposes ever certified to in the Province of Ontario. The judgment of the Court dismissed Mr. Dunlop's application for commitment for contempt. It held that no injustice was done to him either in the direction of prejudicing the trial judges or influencing possible witnesses, and that his certified bill of "legitimate" election expenses was "a legitimate subject of newspaper comment."

In speaking of the decision, the Globe says:

"The chief interest at stake in this case was the right of a newspaper to comment upon a subject of political interest which is made public by order of Parliament. Every candidate is bound to publish a statement of his election expenses. Why? That any unusual feature of that expenditure may be publicly discussed. What the Globe stood for in justifying its action, and what we still stand for, is the right of such discussion at the time the matter is of public interest, despite the fact that a petition against the election may have been entered and the question thus put technically "sub judice." The juggling and jockeying of politicians and political agents before the courts must not interfere with the abiding and supreme interests of the public. For those public interests, which are so seriously compromised in instances such as the North Renfrew election and its subsequent stage play, the Globe and every other responsible newspaper takes the firmest stand.

"In the present case we care for no consideration in view of 'later developments,' to which the Chief Justice refers. The theatrical performance before the trial judges, so justly censured by Mr. Justice Osler, is of a piece with the whole election situation in North Renfrew. The Liberal candidate certified to an expenditure of less than \$2,000, but now admits expenses of more than \$10,000. The Conservative candidate certified to upwards of \$7,000, but the actual expenditure by him or on his behalf, while not admitted, is currently reported as very greatly in excess of that amount. The whole situation is so discreditable, and was known to be so at the time the Globe commented upon it, that the sternest condemnation was the most just; and the whole of the proceedings in the trial, on both sides, were such, that, as Mr. Justice Osler stingingly remarked, 'contempt of court is not predicable of anything reflecting upon the parties to them.' 'Whether such stage play is damned or applauded by the public is,' as his Lordship says, 'no concern of a court of justice; but it is of the very highest concern to a responsible public journal. And, in the interest of political morality, the Globe, for itself and for every other responsible newspaper on both sides of politics, claims the right, in dealing with corrupt elections, partisan petitions and cross-petitions and sham election trials, to go 'dangerously near the line.'"

Salisbury Globe Becomes a Daily.

The Salisbury (N. C.) Globe, a weekly owned by H. B. Varner, of the Lexington (N. C.) Dispatch, is to become a daily paper, the change to be made within the next few weeks. The paper will be known as the Salisbury Evening Globe. Mr. Varner has associated with him Carl Hammer, a practical newspaper man, late of Schenectady, N. Y., who will be editor of the paper.

LINOTYPE COMPANY MEETS.

Report Shows Big Increase Over Previous Year—Old Officers Re-elected.

At the annual meeting of the stockholders of the Mergenthaler Linotype Company, New York, last Wednesday, the retiring board of directors was re-elected, and at a subsequent meeting the officers were elected to serve for the ensuing year.

The report of President Philip T. Dodge for the year ended Sept. 30, last shows: Net gain \$2,383,296—an increase of \$59,663 over the previous year; cash, investment bonds, bills receivable and open accounts \$3,562,382—an increase of \$1,578,980. The company during the year shipped 915 machines—an increase of ninety nine over last year, and sold 839 machines—an increase of 105, and received from rentals \$483,224.

Continuing, the report says:

"During the year a number of valuable patents and inventions have been acquired. An additional factory building demanded by the increase in business, has been completed, and is now in use. Interests and properties, which will be of substantial value in the future development of the company, and which will be fully disclosed hereafter, have been acquired. Three hundred and forty-five new offices have received machines during the year. There are in the United States 2,304 offices using linotype machines. There is a steadily increasing use of the machines in book and job offices and offices devoted to miscellaneous printing, and it is believed that additions and improvements, which are about to be put on the market, will greatly increase the demand for machines in these fields. An evidence of the perfection and general utility of the machines is found in the fact that they are used in 975 small offices, having only one machine each, and in 487 offices having two machines each. The double-machine machines are increasing in popularity and 348 are now in use, 127 in new offices, and the remainder in connection with plants already established. There have been erected and are now in operation in the Government Printing Office, Washington, forty-six machines used in the Record Room, Job Department and Congressional Library."

In concluding his report, President Dodge says:

"The company is without indebtedness of any kind, other than current bills. In general, the business is in good condition, and the outlook as to future business is satisfactory."

TYPE FOUNDERS REPORT.

Long Continued Labor Troubles Given as Cause of Decreased Earnings.

The annual report of the American Type Founders Company, made public last Monday, attributed a decrease of earnings to an extended strike, during which the foundries were partly and, in some cases, entirely closed. This commenced in October, 1903, and continued until January, 1904, the chief contention being on the question of a closed shop. The strike was concluded by the officers of the union directing their men to return to work on the best terms obtainable.

The earnings for the fiscal year were:

Earnings for the year.....	\$439,222.79
Less interest charges.....	92,274.30
Net earnings for the year.....	\$346,948.49
Cash dividends paid.....	271,434.75

Added to surplus account for the year.....\$75,513.74

Memphis Linotype Printing Company.

The Memphis Linotype Printing Company is a new concern at Memphis, Tenn., which will engage extensively in the job printing business. William H. Johnson is president of the company. A battery of linotype machines will be installed and work will begin at once.

SITUATION IN BURLINGTON.

Suspension of Evening Journal Leaves Gazette Alone in the Field.

Ansel S. Hard, who several months ago purchased the Burlington (Ia.) Evening Journal, has dropped the paper and left Burlington. It is understood that the Journal will no longer be published, and that the plant will be taken over by Messrs. Plumb, the former owners, under the mortgage given by Mr. Hard.

The suspension of the Journal leaves the Gazette the only English evening paper in Burlington. The Gazette is published by Thomas Stivers, who has made a big success of it. It claims a sworn daily average circulation for the past six months of 6,131, and guarantees a larger circulation in Burlington than all other papers combined. With the field all to itself, still further progress may be expected.

Great Classified Ad Scheme.

John H. Sinberg, manager of the classified advertising of the Philadelphia Record, has been doing some big things with his department. The Record has just issued a statement showing a gain of nearly 40,000 lines per month for the first nine months of this year over the same period of 1903, and a gain of 90,000 lines over the same period of two years ago. The total gain in nine months is given as 356,405 lines. The advertising has been developed very largely by Mr. Sinberg's plan of inserting in the paper little talks to advertisers, with an aim, not only to increase certain classifications, but to aid in getting results and to make constant patrons, rather than "one timers." The system has proved remarkably successful, and is worthy of study by every classified ad man.

President Writes for Newsboy's Magazine

President Roosevelt has written an article for the American Newsboy's Magazine, the first number of which will be published this fall, and has shown great sympathy in the movement to better the "newsies." The magazine is the conception of Col. O. O. Stealey, Washington correspondent of the Louisville Courier-Journal. It is to sell for ten cents a copy, and the newsboys will make seven cents on each sale, four cents being given to them in cash and three cents placed in the bank to their credit. Trustees are being appointed in the large cities of the United States for this purpose.

Maine Publishers Meet.

The quarterly meeting of the Maine Newspaper Publishers was held at Bangor on Oct. 13. A banquet at the Bangor House was followed by a business meeting with President J. Norwood Towle, of Bangor, in the chair. In the evening the members were entertained by Hon. J. P. Bass, of the Bangor Commercial. Those present were Oscar R. Wish, William H. Dow, George S. Rowell and Frank S. Morton, of Portland; H. C. Prince, of Waterville; C. F. Flynt, of Augusta; George W. Wood, of Lewiston, and J. P. Bass, M. Robert Harrigan, J. Norman Towie and W. B. Reed, of Bangor.

A Souvenir of Pittsburg.

A handsome souvenir of Pittsburg is published in honor of the second trade extension excursion of the Merchants' and Manufacturers' Association, of Pittsburg, which took place this week through Ohio. The book is from the Nicholson Press, of Pittsburg. On the back cover is an attractive advertisement of the Pittsburg Gazette, telling of its advantages as an advertising medium in Pittsburg and surrounding territory.

NEW TYPEWRITING RECORD.

Trenton Woman Averages 3,244 Words an Hour Without an Error.

Mrs. Margaret Cunningham, a stenographer in the office of the Supreme Court, at Trenton, N. J., recently wrote 21,089 words in six and one-half hours without making a single error or omission. The world's speed record is claimed for her on the performance.

The previous record was held by Miss Olive R. Cameron, of Tennessee, a stenographer in the Patent Office, who broke the record held by Miss Mary E. Pretty, of Philadelphia, by writing 23,000 words in seven and a half hours. Had Mrs. Cunningham worked an hour longer she would have written 24,333 words, 3,244 words per hour, against the 3,066 words written by Miss Cameron. Mrs. Cunningham was handicapped by having to make eight manifold copies.

NEW CORPORATIONS.

Independent Publishing Company, Chester, Pa. Capital, \$10,000.

United Advertising Agencies, New York. Capital, \$1,000. Directors: W. A. Magill, F. L. Perine, and W. W. Seeley, New York.

Traffic Publishing Company, Ogdensburg, N. Y. Capital, \$50,000. Directors: G. H. Phillips, Ogdensburg, and E. I. Burt and Clyde Colt, New York.

The E. R. L. Press Company, New York city. Capital, \$10,000. Directors: C. R. Hathaway, E. D. Lindsey and Alfred Wagstaff, New York city.

National Newspaper Association, New York city. Capital, \$10,000. Directors: Herbert Peterson, Queensborough; G. M. Rockliffe, New York city; P. T. Southern, Brooklyn.

Winnboro Printing Company, of Winnboro, Tex. Capital stock, \$4,000. Purpose, to do a general printing and publishing business. Incorporators: Xylander Carson, R. G. Andrews, T. C. Carlock, R. B. Howell, George D. Hurdle.

Northwest Texas Campmeeting Publishing Company, with principal office at Seymour, Tex. Capital stock, \$2,000. Purpose, the transaction of a general printing and publishing business. Incorporators: T. H. C. Peery, C. F. Johnson, B. F. Rupe.

Standard & Jerseyman Company, Salem, N. J., proprietors and publishers of newspapers, journals, magazines, etc. Capital, \$15,000. Incorporators: Sarah M. Chew, Camden, N. J.; William H. Chew, Joseph K. Chew, William H. Harris, D. Harris Smith, Martin P. Grey, William H. Carpenter, Salem, N. J.

New Trial in Libel Suit.

The Supreme Court, of Pennsylvania, in an opinion handed down at Pittsburg on Oct. 10, granted a new trial in the suit brought by Mrs. Lorrain P. Mix, who was awarded \$25,000 against the North American for libel. The woman's suit was based on the publication of an article relating to the death of Doctor Bull, Mrs. Mix's former husband. She sued for \$100,000. Among the many reasons assigned by the newspaper in support of its motion for a retrial was that the jury had been separated while in consultation, and had been guilty of misconduct.

L. B. TREHARNE DEAD.

Was Night City Editor of the New York Times for Almost Twelve Years.

Leonard B. Treharne, for twelve years a member of the staff of the New York Times, and its night city editor for most of that time, died last Monday at his home in New York, of kidney trouble following a severe attack of pneumonia, with which he was stricken six months ago. He suffered many relapses, but had rallied so well that only a few days ago he visited Park Row for an afternoon, and was congratulated by his colleagues on the prospects for his early and complete recovery.

Mr. Treharne was 45 years old, and the son of the late David and Jane R. Treharne, of Mauch Chunk, Pa., where his father was a steel manufacturer. He was graduated from the Lehigh University, and afterward undertook a course in medicine at the University of Pennsylvania. He then became a tutor at Harvard and began his newspaper career on the Boston Globe, being a member of the staff of that newspaper for about four years. He then went to Hartford, Conn., where he became city editor of the Hartford Times. After a few years he came to this city, where he worked for several years on the New York World, being editor of the metropolitan section. From the World he went to the Times, with which he was connected continuously until the time of his death. He leaves a wife, but no children.

LEADVILLE PAPERS SOLD.

H. C. Butler and J. M. Knight Buy Herald-Democrat and Evening Chronicle.

The Leadville (Col.) Herald-Democrat and the Evening Chronicle, which were owned by the late Jacob O. Heimberger have been sold to James M. Knight and Henry C. Butler.

Mr. Butler has been in charge of the business management of the papers since Mr. Heimberger's death. He has been with the property for twenty-four years.

Mr. Knight has been connected with the papers for the past fifteen years. He will now act as managing editor.

The papers will remain Republican, and there will be no change in policy or management. The price paid for the property is not made public, but the plant is known to be one of the best in Colorado.

CALIFORNIA DAILY

and weekly newspaper property is for sale as owner must have change of climate. One of the best business locations in State. Investment of \$15,000 necessary. Exceptional opportunity to locate advantageously on the coast. Proposition No. 58.

C. M. PALMER,
Newspaper Broker.

277 Broadway, New York. 115 Dearborn St., Chicago.

TYPEWRITER RIBBONS FLIMSIES CARBON PAPER

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THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17 21 PARK ROW, NEW YORK. TELEPHONE, 7615 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; H. J. Linkoff, 140 Nassau St.; John Manning, City Hall Park, foot of Brooklyn Bridge, and at the corner of Fulton and Broadway; Park Row Bld'g in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bld'g; Cortlandt Street Ferry.

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 Post Office.

NEW YORK, SATURDAY, OCTOBER 22, 1904.

POLITICAL ADVERTISING.

It is interesting to observe how extensively advertising is being used in carrying on the political campaigns this year. To mention only a few instances: The Republican National Committee has employed several pages in the November numbers of the leading magazines in explaining the advantages of its side of the controversy. A Newark paper comes to us with whole-page advertisements of the Republican rallies in New Jersey. And now comes the announcement that W. L. Douglas, Democratic nominee for Governor of Massachusetts, will depend almost entirely on advertising in conducting his campaign.

It goes to show, among other things, that the true value of advertising is coming to be better understood; that men are beginning to find the advertising pages are really read, and to know that a thing which is by nature an advertisement is better told under its proper label than under the thin guise of alleged news. In this connection, it is worth while to note that the World's Fair officials have discovered, all too late, that the proper place to advertise the Exposition would have been in the advertising columns, instead of hoping the people would devour the long, descriptive articles which were sent out for the charity of the newspapers in the belief that they were interesting news. That the readers like the advertisements there is little doubt; but that they like them properly labeled, so that they may know what they are getting, is certain. It is this fact that political campaigners are coming to recognize, and that many publishers are beginning to understand, when they insist that their papers shall be neutral in politics. It would seem that in the near future our newspapers will have the accent on the news, and that discussion for the sole advantage of one party or another will have to be done in the advertising columns, where it is most fitting.

NEWSPAPER VERSUS MAGAZINE.

Many who are familiar with the ins and outs of advertising believe the Republican National Committee has made a serious mistake in devoting its appropriation so exclusively to the magazines. While no one can deny that the magazine is a good medium, especially where there is a desire to reach a certain class, or where a particularly artistic display is necessary, still it must be admitted that its influence is extremely narrow, as compared to that of a newspaper of the same circulation. If, for instance, the campaign managers cared to reach the women, or a class of men of more or less

leisure, they could not do better than to employ the magazine as their medium. But the women have no vote, and the men readers of the magazines, as a class, are apt to have their political minds all made up, and are almost never open to conviction. The newspaper, on the other hand, goes to all these and all others besides. It is universal in its influence. It reaches all kinds and conditions of men, and it, therefore, affords the very sort of a medium the campaigner is after. Class counts for next to nothing in politics. If a man has something to sell, he may be interested in reaching wealthy buyers, or in getting before people who demand his particular product, but in politics one man's vote counts exactly as another's, no matter what his wealth, his social position or his spiritual enlightenment. Is the newspaper the medium to reach the men who are sought for in a political year? Those who are supposed to know (and we have talked to a goodly number) are inclined to believe it is.

Advertising in politics is a new thing. Even political managers may be pardoned for not knowing all about it. The time will no doubt come, when they will be as firm believers in the surpassing excellence of the newspaper as a medium as are other great advertisers. Indeed, it would not be very surprising, if yet in this campaign the newspapers received a liberal share of the political advertising that is going the rounds.

TECHNICAL JOURNALISM.

Speaking of the technical journalism of the future, the Mining Magazine, New York, has this to say:

"In the first place, it will be more truly scientific. The emphasis will be laid upon the results of investigation rather than upon finely spun theories—upon principles rather than hypotheses. For this class of work writers of the scholarly type, endowed with an investigating turn of mind and accustomed to accurate, systematic grouping of facts, will be in demand.

"At the same time, the technical journalism of the future will be practical in every sense of the word. It will keep in view the needs of the man in the field, as well as of the man behind the book. The superficial professional writers, who haunt every editorial office, should be relegated to the background, for every contribution of a practical nature should have years of experience back of it.

"The technical journal of the future will also be more literary. Practical information in any form may serve a useful purpose, but the busy man of to-day desires that even his technical literature shall be 'easy to read.'

"The attainment of this ideal of technical journalism, which shall be at once

scientific, practical and literary, involves radical changes in editorial and business management. No single man in the editorial chair, however gifted or experienced he may be, can meet in himself all the demands of the future. An editorial staff is called for, every member of which should be a specialist in his own department.

"Largely increased capital will also be necessary for the maintenance of such a staff, for the remuneration of high-grade contributors and for improvements in the mechanical appearance of the publication. But, when all the demands are met by writer, editor and publisher, the finished product will be worthy of the individual industry which it represents, and will strongly appeal to the pride of every man interested in its development."

THE printer or publisher who doesn't push his business, says the National Printer-Journalist, is likely to be pushed out of business.

THE World's Fair management ought to be forgiving, if the newspaper men say: "I told you so."

TALK of faith in advertising, how about the Democratic candidate for Governor of Massachusetts?

THE LAW OF LIBEL.

Sweeping Interpretation by New York Court of Appeals in Case of Professor Triggs Against the Sun.

A rather sweeping interpretation of the law of libel has been given by the New York Court of Appeals in the case of Professor Oscar Lovell Triggs against the New York Sun. This is a reversal of the judgment reached by the Appellate Division of the Supreme Court, in which it was held that the Sun had not gone beyond the bounds of legitimate criticism. But the decision rendered by Justice Martin of the Court of Appeals, and concurred in by Justice Parker, Bartlett, Vann, Cullen and Werner—all the members, indeed, except Justice O'Brien, who was absent—lays down a principle of wide scope:

"A written or printed statement or article," it is said, "published of or concerning another, which is false and tends to injure his reputation, and thereby expose him to public hatred, contempt, scorn, obloquy or shame, is libelous per se." This is obvious enough, says the Providence Journal in discussing the decision, because, if exposure to "public hatred, contempt, scorn, obloquy or shame" does not constitute a libel, nothing can. But, as applied to the case of Prof. Triggs, it makes even humorous raiillery libelous. "When a newspaper publication," the Court affirms, "ridicules the private life of an author, and represents him as a presumptuous literary freak, and is manifestly an attack upon his reputation or business, it is libelous per se, and cannot be justified on the ground that it is a jest."

Continuing the Providence Journal says:

"Thus a sense of humor in the critic becomes dangerous when the object of the criticism is devoid of it. Perhaps, it may not be considered libelous to observe that Prof. Triggs took the Sun too seriously, or that some of the opinions on literary and other subjects advanced by Prof. Triggs have been of a nature to arouse critical animadversion. The interest of the decision, however, is more than personal. It seems to place a decided limit to the freedom of criticism. The law of libel has always been necessarily difficult of interpretation. Strictly

speaking, probably every public man whose ideas or acts meet with opposition would find in the newspapers ample material for libel suits every day of his life. But, if Prof. Triggs's example were generally followed, free discussion would be practically at an end. Almost any statement derogatory to a man's good sense, even if it contains no imputation against his morals, may be regarded as 'an attack upon his reputation or business.' The statement, for instance, that Brown has written a silly novel comes within this category. It may be said, of course, that the Sun's treatment of Prof. Triggs presents an extreme case. Even so, the principle is the same. The decision of the Court of Appeals makes criticism dangerous business. Personal questions often enter into the critic's view, and what he conceives to be his duty to his readers may require outspoken personal comment. This is equally true in politics and in literature—in fact, in every legitimate sphere of criticism.

"In fact, whoever comes prominently before the public invites criticism, tacitly or formally. What can injure 'the reputation or business' of a dramatist, for example, more than the failure of his play? Yet, if it be a bad play the critic is bound to say so—to condemn it as ridiculous or as immoral, if it merits such condemnation. And the dramatist would be the first to object, if the critic refrained from mentioning him at all. There undoubtedly is a limit beyond which criticism is unfair; but the language of the Court seems to circumscribe it unduly. One thing is certain—that current criticism of every kind is far too apt to err on the side of leniency. For one shallow humbug exposed a dozen are listed upon the public by absurd praise. It is to be hoped that no law of libel will make the success of incompetence easier."

The Periodical Press of Italy.

The Italians, while one of the oldest races, says the Review of Reviews, form one of the newest nations on the continent of Europe. Their periodical press is, perhaps, the youngest, and Italy has no such modern periodical literature as we find in other countries. It is only thirty-four years since what is now the kingdom of Italy numbered many different small states and governments, and in most of these political liberty was very much restricted by absolutism. Political discussion especially was dangerous, and in Lombardy, which was then under Austrian rule, even historical writing was forbidden. The writing of philosophical works was absolutely prohibited under the Papal government up to 1871. Gradually periodicals began to appear, and to-day, while there is a free press, it is young and comparatively limited in number. Besides these conditions, the Italians seem naturally to take more to books than to periodicals. The educated people read literature in book form rather than articles in reviews, and the masses are not at all concerned with questions of politics. The higher classes read French books, and the common people read scarcely anything. The periodical literary press is not what might be called popular, and is patronized almost exclusively by the cultivated classes. It publishes literature and controversial matter of a scientific nature, which can interest only serious and studious people. By reason of this very seriousness of character, the Italian magazines are seldom illustrated.

A Good Special Edition.

One of the most attractive special editions seen in some time is that of the Frederick City (Md.) Citizen, issued on Oct. 15, and consisting of twenty-eight pages of interesting matter bearing on the history and industries of Frederick City. The edition was prepared by Albert E. Walker, of Elmhurst, New York city, who makes a specialty of such work. Mr. Walker has made quite a success in this line, and the Citizen speaks in the highest terms of his work.

PERSONALS.

Willis Sharpe Kilmer, proprietor of the Binghamton (N. Y.) Press, is on a vacation trip in Europe.

J. S. E. Pardee, editor of the Easton (Md.) Ledger, was married last week to Miss Mary Augusta Walls, of Crumpton, Md.

Lloyd C. Feighner, editor of the Litchfield (Mich.) Gazette, has been nominated for Congress by the Democrats of his district.

Thomas J. Duffy has been made city and news editor of the Scranton (Pa.) Tribune, following the recent changes in staff on that paper.

Ray Stannard Baker, associate editor of McClure's Magazine, is making a tour of the South investigating the cause of the recent lynchings.

Gilbert M. Hitchcock, editor of the Omaha World-Herald, is the Democratic candidate for Congress from the Second Congressional District of Nebraska.

S. J. Stockard, editor of the Cairo (Ill.) Bulletin, was recently married to Miss Bertha Vaughan, of Columbia, Tenn. Mr. Stockard was formerly editor of the Columbia Daily Herald.

Prof. W. Dickinson, for several years principal of Smith Academy at Hatfield, Mass., has left for New York, where he has received an appointment on the publishing staff of Scribner's Magazine.

Yates Snowden, for eighteen years a member of the editorial staff of the Charleston (S. C.) News and Courier, has given up journalism to take a course in history and political economy at Columbia University, after which he expects to engage in literary and educational work.

W. H. McCaw, who has just opened a news agency at Columbia, S. C., as correspondent of the Augusta Chronicle, Charlotte Observer and Charleston Evening Post and other papers, has for the past two years been on the local staff of the Columbia State.

Will H. Emmons, formerly a newspaper man of Dayton, O., but who has for the past year been on the editorial staff of the Rocky Mountain News, of Denver, has accepted the newly created position of advertising manager and press agent of the Colorado Midland Railway, which runs from Denver to Salt Lake City. Mr. Emmons will make Denver his headquarters.

BRIEF ITEMS OF NEWS.

John T. Britt, owner and editor of the Oxford (N. C.) Public Ledger, has just purchased a new press and will in the near future enlarge his weekly from a seven to an eight-column paper. Mr. Britt has conducted the Ledger for almost a quarter of a century. It is one of the best weekly properties in North Carolina.

The Wilkes-Barre Times is now the official city paper of Wilkes-Barre, Pa., having secured the city printing at ten cents a line minion. The Times for some time has claimed the largest paid circulation in Luzerne County.

G. E. Watford, proprietor and editor of the Lufkin (Tex.) Tribune, will shortly commence the erection of a commodious printing office, into which he will move his equipment and have everything under his own vine and fig tree.

The Davenport (Ia.) Democrat has just installed a new Hoe press to care for its increasing business. The first run on a stereotype press for the Democrat was made with last Sunday's issue.

OBITUARY NOTES.

George W. Rogers, the sketch artist who died last week at the Mountsides Hospital, Montclair, N. J., was a grandson of Thomas B. Rogers, the locomotive manufacturer, of Paterson. Mr. Rogers was connected with the old New York Recorder, and was for a time at the head of the art department of the New York Times. He was of a roving disposition, and with Allen Sangree, of New York, also an artist, he went to Africa. While there they made sketches for Forest and Stream. When the Boer war broke out they joined Col. Blake's forces and went to the front. It was while in Africa that Mr. Rogers's system became infected with the germs of tuberculosis, which caused his death. He was 40 years old.

Allen M. Gangewer, once editor of the Ohio State Journal, at Columbus, died last week at his home in Washington, aged 86 years. He was private secretary to Salmon P. Chase, and was made Deputy Third Auditor of the Treasury when Mr. Chase became Secretary of the Treasury.

Maj. John C. Corwin, who died recently at Jefferson City, Mo., founded the Kansas City Advertiser, the newspaper which was superseded by the Kansas City Times, and also established the Jefferson City Tribune.

George A. Alden, one of the owners of the New York Commercial, died last week in Boston. He was head of Grude A. Alden & Co., one of the leading crude rubber firms of the country.

Gen. John H. Rice, one of the best known newspaper men in the West, died last week at Fort Scott, Kan., aged 81 years. He was engaged in newspaper work for over fifty years.

Philip Robinson, one-time editor of the Manasquan (N. J.) Weekly, was found dead last week at the Pine Belt Manor Sanitarium at Egg Harbor, N. J. Death was due to old age.

The Rev. George Hughes, associate editor of the Christian Life, and for eight years editor of the Christian Standard, died last week at his home in South Orange, N. J.

Martin Heuer, advertising solicitor and writer for the Indiana Staats Zeitung, at Fort Wayne, is dead.

Edward Philip Massonneau Dead.

Edward Philip Massonneau, a well-known New York newspaper man, died on Thursday of last week at St. John's Hospital, Yonkers. Mr. Massonneau was operated on for appendicitis and was thought to be recovering, but peritonitis developed and was the cause of his death. He was 34 years old. He was educated at Andover College and began newspaper work at Kingston, N. Y., later working on the New York Herald. Since 1896 he had been engaged on the New York Telegram. He is survived by a widow and little daughter, who live at Tuckahoe, N. Y.

CENTRAL WEST

evening daily which in year ending May 1, 1904 did a business of \$21,000 with returns to owner for time and investment of \$6,000 and which in five months following May 1, 1904 (the dull months) did a business of \$9,940 with returns to owner of \$2,638 for time and investment is offered, owing to demand for owner's attention to other interests, at \$13,000; one-half cash. Proposition No 61.

C. M. PALMER, Newspaper Broker
277 Broadway, New York
115 Dearborn Street, Chicago

**FOR SALE
NEWSPAPER
PERFECTING PRESSES**

We occasionally receive in exchange for larger machines a press of our own manufacture that we can sell at a bargain. We now have to offer:

A SEXTUPLE MACHINE

Having an Hourly Capacity of:
48,000 4, 6, 8, 10 or 12 pages
24,000 14, 16, 18, 20, 22, 24 pages

**A DOUBLE SUPPLEMENT
MACHINE**

Capacity per Hour:
24,000 4, 6, 8, 10 or 12 pages
12,000 16, 20 or 24 pages

**A TWO-ROLL TWO-PLATE-
WIDE MACHINE**

Capacity per Hour:
20,000 4, 6 or 8 pages
10,000 10, 12 or 16 pages

These machines last longer and give better satisfaction than new presses of cheaper makes, and always have a much greater intrinsic value. We guarantee them in every respect.

We also have a number of late-made presses of other manufacture (one, two and three rolls), taken out to make room for our improved machines, and publishers contemplating increasing their facilities will find it to their advantage to communicate with us promptly. Further particulars and prices will be given on application to

R. HOE & CO.,
504-520 Grand Street,
New York City.

Newark Advertiser's Advance.

The Newark (N. J.) Daily Advertiser added a photo-engraving and art department just about a year ago, and since that time the demands of the newspaper and the outside trade have made it necessary to enlarge its facilities to double the original capacity. The Advertiser is the oldest daily in Newark. It has made rapid strides in the past year and has just issued an illustrated booklet telling of the advance.

**The Rathbun & Bird Co.,
PRINTERS'
OVERHAULED
MACHINERY**

Cylinder Presses Job Presses
Paper Cutters Folders Motors
Shafting, Etc.

We operate the largest, best equipped and most modern, exclusively printers' machine shop in Greater New York, and can guarantee to furnish a machinist who thoroughly understands your make of machine, ensuring intelligent and economical service.

Personal attention given to Consulting Engineering, Removals, Experimental and Construction Work.

The RATHBUN & BIRD CO.,
33-34 Gold Street, New York City.

SITUATIONS WANTED.

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

BUSINESS MANAGER

Wants change. Now general manager of the leading evening paper in field of 250,000. Has doubled advertising in cities of 100,000 to 300,000 population. Exceptionally successful record as business, advertising and circulation manager. Knows how to "cut" expenses, increase receipts. Salary \$2,500 to \$3,000. Address "CONFIDENTIAL," care THE EDITOR AND PUBLISHER.

POLITICAL CARTOONIST

desires position on enterprising paper. Can do general sketch work and has plenty of original ideas. Address "SKETCH," care THE EDITOR AND PUBLISHER.

COPY READER

with three years' experience on New York dailies, will be open to engagement (city only) Sept. 1. Unimpeachable references. Address "COPY READER," care THE EDITOR AND PUBLISHER.

CAPABLE MANAGER

will be open to offers from trade weeklies Sept. 1. Can also act as editor, if desired. Thoroughly versed, and with fine metropolitan record in all departments. Can take charge of plant if there is one in connection. Address "MANAGER," care THE EDITOR AND PUBLISHER.

NEWS OR CITY EDITOR.

Position as news editor or head of copy desk or as city editor in some Eastern city. Eight years' experience. "BOSTON," care THE EDITOR AND PUBLISHER.

BUSINESS AND ADVERTISING

Competent business and advertising manager of New England daily desires change of location. Can furnish best of recommendations regarding character and ability, 35 years of age, married. Exceptionally well qualified to handle agency and foreign business handled direct. Address for information, "N. E.," care THE EDITOR AND PUBLISHER.

POSITION AS STENOGRAPHER.

Thorough English scholar desires responsible position as private secretary, etc. Experienced in publishing line; thoroughly capable; neat, scholarly and rapid. (Remington). Preferably literary work. Address "M. B.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

ADVERTISING MANAGER.

An afternoon daily in Eastern city of 25,000 wants a man up-to-date in experience and with a record for success, who will develop local business to the limit of possibilities. Must be a high-grade man in every respect, and should have had some composing room training. Right salary for the right man. Address "EAST," care THE EDITOR AND PUBLISHER.

FOR SALE.

COX DUPLEX FOR SALE.

1 Angle Bar Cox Duplex Press as good as new; reason for selling, replacing with a new Hoe two-roll press DEMOCRAT PUBLISHING CO., Danville, Ill.

FOR ONE-HALF PRICE.

Weekly and job office in suburbs; 60,000 population; good plant; worth \$6,000; will sell for half. Address "J. T. McK.," care THE EDITOR AND PUBLISHER.

Hoe two revolution press. Prints sheets 36x48. All improvements; guaranteed to do first class job, book and newspaper work. Has 7-column folder attached. Price reasonable. "GREEN," care THE EDITOR AND PUBLISHER.

Six-column quarto Potter drum cylinder. Press in good running order. \$325 from quick buyer will be accepted. "COMMERCIAL," care THE EDITOR AND PUBLISHER.

WILLIAMS LLOYD MACHINERY COMPANY.

(Formerly Geo. E. Lloyd & Co., Est'd 1876)
373 Dearborn St., Chicago.
Plants for Electrotyping and Photo-Engraving complete in every detail.
N. Y. Agent: **THE TYPALYN CO.,**
CHARLES S. MILLS, Manager,
SPECIALTY: Iron Equipment for Composing Rooms.

THE LOVEJOY CO., Established 1858

ELECTROTYPERS

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

N. W. Ayer & Son, Philadelphia, are now sending out some copy for the American Tobacco Company.

The American Advertising Agency, 79 North Washington street, Boston, is asking rates in Ohio dailies.

Smith, Arrison & Co., advertising agents, Mutual Life Building, Philadelphia, are sending out some advertising for the Mutual Cotton Company.

The A. R. Elliott Advertising Agency, 99 West Broadway, New York, is asking for rates on 8,000 lines in papers in the Middle West and on the Pacific Coast.

The M. C. Weil Advertising Agency, Potter Building, New York, is placing a line of advertising for the Hotel Normandie in exchange for room and board.

J. A. Richards, advertising agent, Temple Court Building, New York, is placing the advertising for Tetley's Tea. New England papers only are being used.

The Lester H. Greene Company, Montpelier, Vt., which formerly placed its advertising through Pettingill & Co., of Boston, is now sending out contracts direct.

The Spiro Soap Company, Philadelphia, is placing some advertising in Pennsylvania papers through Foley & Hornberger, advertising agents, Philadelphia.

The Munson Steamship Line is sending out a line of copy to a selected list of dailies through the Frank Presbrey Agency, 7 West Twenty-ninth street, New York.

N. W. Ayer & Son, Philadelphia, are sending out a line of advertising for the Curtis Publishing Company, Philadelphia, in New York State papers. About 10,000 lines are being used.

Victor H. Hmbrecht, advertising agent, Drexel Building, Philadelphia, is placing some classified advertising in nearby papers in reference to a real estate proposition at Atlantic City.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out some copy for the Phelps Publishing Company, Springfield, Mass., to advertise Good Housekeeping, in a selected list of dailies.

The Bentz American Advertising Agency, 7 West Twenty-ninth street, New York, is asking for rates for the Union Pacific Railway advertising. Fifty lines 100 times to be used before June 30, 1905. Quite a number of other agencies are asking for rates on this business.

The management of the Hotel Empire, Sixty-third street and Broadway, New York, is offering advertising to out-of-town publishers for rooms at the hotel. The propositions, however, are tied up with so many conditions that the publishers will probably find it difficult to carry out the contract. There are numerous other hotels in New York who will exchange room and board without so many conditions.

Sphinx Club Date Changed.

The date for the second dinner of the Sphinx Club this season is set for Wednesday, Nov. 9, instead of Tuesday, Nov. 8, as previously announced. The last named date is Election Day. Seymour Eaton, publisher of the Booklovers' Magazine, Philadelphia, will address the members on the subject "Advertising Is News."

TWO NEW CHICAGO AGENCIES.

Organized After the Failure of the Banning and Cornwall Concerns.

Two new advertising agencies have been organized in Chicago, following the failure of the Banning and Cornwall agencies of that city.

The Franklin Advertising Agency has been formed by S. T. A. Loftus, a Chicago jeweler, and Arthur J. Gantier and J. J. Jones, late of the defunct Banning Agency. It will take over as much as possible of the business formerly handled by the Cornwall Agency.

The Pick Advertising Agency is asking recognition. The principals are R. A. Pick and Charles S. Frank, formerly of the Cornwall Agency.

Memphis News Beats Its Record.

The Memphis Morning News broke all its previous records with its issue of Sunday Oct. 9, when it carried 110 columns of display advertising, every leading advertiser in Memphis being represented. Its highest previous record was 103 columns. The News, less than three years old, has made a phenomenal success. It now claims a circulation exceeding 23,500.

Morse Institutes Proceedings.

A petition in bankruptcy has been filed against Sesinger, Beals & Co., a corporation, dealers in stocks, bonds and unlisted securities, by the Lyman D. Morse Advertising Agency, a creditor for \$977 for advertising. The corporation has given up business, it is said, on account of dissensions among those interested in it.

Drake Agency Incorporated.

The Drake Advertising Agency, with offices at 124 Sampson street, San Francisco, has been incorporated for \$50,000. The incorporators are E. T. Drake, president, and L. Drake, vice-president and secretary. They are sons of the late E. C. Drake, who founded the agency in 1878.

Ad Men Form Parker Club.

The advertising men of New York city are organizing a Parker and Davis Club as one of the ramifications of the business interests being organized by the Business Men's Parker and Davis Association. All advertising men desirous of joining the club are requested to write to David E. Friend at 156 Broadway.

ADVERTISING NOTES.

J. Hampton Moore, secretary of the Selah Patterson Agency, New York, has been re-elected president of the National League of Republican Clubs. Mr. Moore was formerly connected with the Philadelphia Public Ledger, and attracted considerable attention at the time of the Johnstown flood on account of the excellent manner in which he covered that story for his paper.

Heber C. Goddard, for the past six years a member of the advertising staff of the Chicago Journal, has resigned to become Western representative of Motor. His office is in the Security Building, Chicago.

Phil A. Conne, secretary and treasurer of Saks & Co., New York, was given a dinner the other evening at the Waldorf-Astoria by a number of his friends. Louis Wiley, of the New York Times, presided.

Guy S. Osborn a well-known advertising man of Chicago, has been made Western representative of the Chicago Journal.

J. C. Bull, formerly of Scribner's Magazine, has been made New England representative of Everybody's Magazine.

THEY ARE WISER NOW.

World's Fair Officials See Mistake of Not Employing Legitimate Advertising.

Walter B. Stevens, secretary of the St. Louis Exposition, in his address before the recent convention of the International Advertising Association, paid a high tribute to the excellence of newspaper advertising, and practically admitted that the World's Fair had not been the success it would have been if the proper kind of publicity had been employed. Mr. Stevens said:

"The Exposition is in its last weeks, and as one connected with it, I am compelled to say, like the man who was kicked by the Missouri Mule, 'I don't look as pretty as I did, but I know a whole lot more.' I have a deep respect for the profession which you represent. Members of your association came to the Exposition Company before the Fair was opened and gave your ideas as to the best way to reach the American people. We listened but did not adopt. As time passed we have felt more and more the wisdom of what your representatives told us. My only regret in meeting you to-day is that this meeting was not held in June, that the Exposition might have had the full benefit of your discussions and wisdom.

"I do not know that I can pay you higher tribute than to say that the people read the newspapers for information, and that this information does not necessarily influence them. It is the advertising columns of the papers that wield this powerful influence.

"We are glad to have you here, though you came late, and to emphasize, I shall repeat that I can see that the Exposition would have been a greater success had legitimate advertising methods been applied in giving it publicity."

UNITED DRUG COMPANY.

New Rexall Remedy Announced at Annual Meeting—Advertising Plans.

The second annual meeting of the United Drug Company was held at Boston on Sept. 27 and 28. The gathering, composed of the leading retail druggists of America, was even more enthusiastic than the one reported in these columns a year ago. The announcement that the Rexall chemists had succeeded in producing in "Americianitis Elixir" a new remedy for nervous prostration and all nervous troubles, was met with enthusiasm by the stockholders. During the meeting about \$105,000 of this and other Rexall remedies were subscribed for.

One or two changes were made in the management of the company. L. K. Liggett, of Boston, who had been secretary and general manager since the company was formed, was made president, and C. J. Jaynes, of Boston, succeeds him as secretary. The Ben B. Hampton Company, New York, is placing the Rexall advertising, although it is not unlikely that within a few months arrangements will be made by the United Drug Company to handle the account direct.

Sorosio Advertising Company.

The Sorosio Advertising Company of Lynn, Mass., has been incorporated with a capital of \$1,000. The officers and directors are: Walter S. Little, president; Wilbert D. Farnham, treasurer and clerk, and George E. Noyes, all of Lynn.

TO USE THE MAGAZINES.

Republican National Committee Engages Space for Campaign Advertising.

Something almost entirely new in advertising was introduced a few weeks ago when the Republican National Committee decided to engage several pages in the November numbers of the leading magazines for campaign purposes. The advertising was all prepared and placed by the Frank Presbrey Agency, New York. As originally put before the committee, the list included about forty mediums, but this number was subsequently cut down to twenty-seven, to fit the appropriation which was agreed upon for magazine publicity.

While this is the first time magazines have been used on an extended scale for any campaign publicity, the idea is not wholly new. The first instance of the use of a magazine for this purpose seems to have been the page which the Ladies' Home Journal carried in 1892. At the time of McKinley's nomination in 1900 the Delineator submitted a plan to Mark Hanna, which had his approval, but which was delayed until too late to carry it out. This year the Delineator submitted a similar plan to Mr. Coolidge, who had charge of the publicity bureau of the Republican National Committee. The committee approved the plan and later on incorporated the Delineator as one of the list which was submitted on an entirely independent basis by the Frank Presbrey Agency.

The Presbrey Agency deserves great credit for the way it has executed the order for the advertising. As there was very little time to spare between the date on which the contract was closed and the time when the copy was required for some of the magazines, the Presbrey Company prepared and executed the first two or three pages which were required for the magazines that closed earliest. The remainder of the copy was prepared by the committee, and was submitted to the Frank Presbrey Company for proper execution. In two weeks' time, practically every magazine on the list was supplied with copy and cuts in time to secure the approval of the committee and to show revised proofs. The committee has expressed entire satisfaction with the manner in which the Frank Presbrey Company handled the contract in so short a time.

A Gift for Starke.

M. Lee Starke, of New York, who has just recently retired from the special agency field to associate himself with the Paul E. Derrick Agency, was presented last Monday with a handsome silver service as the gift of the Baltimore News, Washington Star, Indianapolis News, Montreal Star, and Minneapolis Journal, the five papers which he formerly represented. Louis M. Duvall, manager of the Baltimore News, and Fleming Newbold, assistant general manager of the Washington Star, made the presentation. Mr. Starke was completely taken by surprise, but recovered sufficiently to reply to Mr. Duvall's remarks with a graceful speech. A handsome Morocco leather and silk-bound book, containing testimonials of esteem and regret for his resignation, was also presented to Mr. Starke.

The Ithaca (N. Y.) News is to build an annex to its printing office.

THE SCRIPPS-McRAE LEAGUE

Own and Control the

Cincinnati Post.....	154,000	Cleveland Press.....	139,000
St. Louis Chronicle.....	55,000	Covington (Ky.) Post.....	12,000
Toledo Times and News.....	51,000	Akron (O.) Press.....	9,000
Columbus (O.) Citizen.....	24,000		

AT LESS THAN A TENTH OF A CENT PER THOUSAND PER LINE.

D. J. RANDALL, Tribune Bldg., N. Y. I. S. WALLIS, Boyce Bldg., Chicago.

METHODS IN SCOTLAND

Should Serve as Horrible Examples to Delinquents Who Have Not Yet Got the Advertising Habit.

"Newspapers in Scotland," said E. A. Pettingill, the well known Memphis ad writer, to a reporter for the News of that city, "are good newspapers as far as they go, but there are too few of them, and they are unappreciated by the advertising public."

Mr. Pettingill has just returned from a trip abroad and spent considerable time in Scotland.

"Why, there are plenty of cities in Scotland of 50,000 to 80,000 population that do not possess as much as a single daily newspaper," continued Mr. Pettingill. "And even weekly newspapers are found only in towns of 5,000 and upward. Don't the people read over there? Why, certainly they do, but a newspaper that is sold for one cent or two cents cannot be operated at a profit unless the circulation runs up into six figures, because the advertising patronage is so small that the real profit has to be made out of the circulation, and there is not much of a profit in that, even considering the low scale of wages paid to printers, reporters, etc."

"How are the papers sold? Principally by newsstands and newsboys. Take Glasgow, for example. The entire west coast of Scotland is supplied with papers in this way. Cities like Paisley, Clydebank, Greenock, Rothesay, etc., all large towns, the size of Chattanooga or larger, have no local dailies at all. Then, too, by this system the papers have no fixed circulation, since the public buys any paper and every paper as it pleases. The country people, as a rule, do not take daily papers at all."

"What is the cause of the farmers not taking daily papers? Aren't they prosperous? They are very prosperous and make more money than American farmers do with equal acreage. The reason goes back to the postal regulations. Newspapers have to pay four cents a pound postage and then the minimum is one cent a paper, making it really cost then about eight cents a pound. The papers accordingly charge double and in the case of the halfpenny (one cent) papers more than double the newsstand price. That makes a good morning newspaper cost about \$2 a year or more, \$9.72 in our money, or, counting its purchasing value, about equivalent to \$13 in our money. Thirteen dollars looks big to any farmer anywhere. Even the weekly newspapers cost, when sent by mail, about six shillings, or the purchasing equivalent of \$2 in this country."

"Are the Scotch up to snuff on advertising? Not really up to date; no. It is partly the fault of the newspapers, partly the fault of the merchants, and partly lies in the prejudices of the people themselves. Take the papers, for instance. They do not get out and hustle for business; don't take the time to explain to advertisers how and why it pays to use newspaper space. That's one reason. Another lies in the customary make-up of the paper. You see, they put classified, railway, and other agate-line ads on the front page. Then the second, back page and inside back page are almost solidly devoted to advertising. The regular reader, therefore, sheds this outside sheet of four pages without looking at it at all. Under the circumstances what results can the advertiser hope for? Then, if he can't get results, how can the papers expect him to go on paying out his money?"

"What all the merchants that they don't insist on positions, etc., so as to get results? Simply that the high-class merchants think it is undignified to push themselves before the public, and are, moreover, afraid that their customers will think them a 'cheap' store. So they eschew newspaper advertising, pay out fortunes on expensive catalogues and dress their salesmen up in black frock coats. These firms grow and succeed,

but it takes a lifetime or two to get established.

"Are the people susceptible of good advertising? Yes, sir; as much so as here. The trouble is that the mercantile classes haven't even scratched at the possibilities. There are thousands of ignorant merchants here who should post up on advertising, but all of them over there are in the awkward squad."

"How are the newspapers there on news? Good. They carry about the same news as our papers do here. Their local reporting, however, lacks vim, and the display headlines are as much too small as some of our papers are too large. The editorials, however, are strong and command public attention and confidence."

"Are there any display advertisements as we know them? Yes; a few, mostly used by British branches of American firms. They pay extra for this style of advertisement and then have to pay still more extra for positions on the real news pages where the reader is bound to see them. These few display ads are well written and well displayed; but they are still unusual. Most of the advertisements even of the large dry goods establishments are still set in small type like our real estate and classified want ads."

The News reporter would have liked to get in a few more questions, but Mr. Pettingill said he was altogether too busy writing ads for live advertisers to talk longer about dead ones.

SCRIBES PLAY GOLF.

New England Newspaper Men Defeat New Yorkers in Second Annual Match.

The second annual match between the Newspaper Golf Association of New England and New York was played on the links of the Wollaston Golf Club, near Boston, last Monday, and won by the New England players by a score of 4 to 2. The contest this year was for a cup presented by President John I. Taylor, of the Boston American Baseball team. The cup will remain the property of the winners.

In connection with the team match, an invitation medal handicap was also held. R. W. Boorum, of New York, won the gross prize with a score of 83, while George A. Sargent, of Boston, captured the net prize with a score of 76. The visiting players were entertained in the evening by the New England Association. The result of the team match was:

NEW ENGLAND.		NEW YORK.	
F. E. Sands.....	1	W. R. Harris.....	0
F. Cracknell.....	0	R. W. Boorum.....	1
W. U. Swan.....	0	Jason Rogers.....	1
J. O. O'Connell.....	1	J. J. Worrell.....	0
S. L. Shirley.....	1	H. L. Fitzpatrick.....	0
George H. Sargent.....	1	A. L. Rankin.....	0
Total.....	4	Total.....	2

A Compliment From the Sun.

For a six-months-old newspaper the Binghamton Press is an uncommonly full-grown product. We speak from observation, without knowing anything of the personality that has so quickly made it one of the notable papers of the United States in independence, vigor, news interest and most of the other respectable journalistic qualities.—*New York Sun.*

Fire at Rome, Ga.

A fire, which started in a stable at the rear of the Rome (Ga.) Daily Herald's office one night last week, spread to the printing plant and crippled the presses. The Herald on the following day issued from the plant of the Rome Tribune. The damage to the printing plant amounted to about \$2,000, which was fully covered by insurance.

Alaska Cable Completed.

The Postal Telegraph-Cable Company has announced the completion of the cable between Sitka and Valdez, and that business will now be accepted for the many points in Alaska at greatly reduced rates, via Seattle.

CHANGES IN INTEREST.

The Gainesville (Fla.) Star has been sold to W. L. Hill.

The Raymond (Miss.) Gazette has been sold to D. B. Bell.

F. K. Lyman has bought the Lewisville (Ark.) News.

The Canal Fulton (O.) Signal has been sold to James Hoover.

A. C. Girard, a practical newspaper man, has purchased the Hoquiam (Wash.) Sawyer.

The Unionist and the Wage Earner, two labor papers of Mobile, Ala., have been consolidated.

The Ellisville (Miss.) News has been sold to a stock company, and Henry Hilbun has become its editor.

The plant of the Sherman (Tex.) Courier has been sold at an advertised sale to Mrs. Eva Rucker for \$2,600.

J. F. Thompson has purchased the Crawfordville (Ia.) Imprint, and will change its name to the Crawfordville Courier.

F. C. Thompson, late part-owner of the McKinney (Tex.) Daily Courier, has purchased the Plano (Tex.) Star Courier, and has assumed charge.

NEW PUBLICATIONS.

H. F. Aney will start a new paper at Underwood, Ia.

The Holden (Mo.) Progress is a new paper. It is published by Dew Bros.

The Farmington (Wash.) New Era is a new paper edited by Frank T. Shepard.

The Wallis (Tex.) Graphophone is a new paper. George B. Lang, is the editor.

The San Augustine (Tex.) Reporter has just recently made its appearance. It is edited by Carlos E. Campana.

The Rushville (Ind.) Independent has just made its appearance, making eight newspapers published in that city.

The Pythian Period Company, of Nashville, Tenn., has been chartered by Frank M. Searight and others, for the purpose of publishing a Pythian newspaper.

The Worker's Defense, the new labor paper at Coal Dale, Pa., has just made its appearance. It is owned by 200 men, each of whom has subscribed for \$10 worth of stock.

A Booklet From Collier's.

Conde Nast, advertising manager of Collier's Weekly, has put out an attractive booklet entitled "The Way of the Wind." It contains the series of letters which he recently sent out apprising advertisers of the exceptional value they were offered in the recent increase in Collier's circulation, which is now said to have reached 528,000 copies. The letters in the book are addressed to Charles H. Fuller, as president of the Association of American Advertising Agents, and are issued in response to frequent requests for the entire series in compact form.

American Nut Journal.

The Trade Journal, which has been published at Petersburg, Va., will be moved to Norfolk, and its name will be changed to the American Nut Journal. It will be devoted to the interests of those engaged in raising peanuts and other edible nuts and the products thereof.

Allentown Chronicle Plans Special.

The Allentown (Pa.) Chronicle is planning a mammoth industrial souvenir number, which will appear about Dec. 1. Dan Packard, a well-known newspaper writer, has been engaged to get up the edition.

SCOTT & CO.'S BUSINESS.

Big Force at Work Erecting Their Presses and Printing Machinery.

Some idea of the extensive business being done by Walter Scott & Co., manufacturers of printing machinery, at Plainfield, N. J., may be formed by reference to the number of employes doing work for them in erecting new machines outside: George H. Bedford is now erecting a large web press and other machinery for a newspaper in Havana, Cuba. Enrico Gonzales is setting up a large high-speed lithographic press at Buenos Ayres, Argentine Republic, South America. James G. Sheehan is at Lima, Peru, South America, erecting a large newspaper printing and folding machine.

Harry Schaeffer is in Moline, Ill., erecting a large newspaper printing and folding machine. J. A. Compton is erecting one lithographic and four book machines in Chicago. George A. Bicknell is at Knoxville, Tenn., superintending the erection of a large newspaper printing and folding machine and other machinery. Joseph A. Neill is erecting a newspaper web printing and folding machine in Philadelphia. James T. Hibbits is erecting three book machines in one office in Cleveland. Henry W. Walther is setting up three book machines in St. Louis. Louis L. Lomer is at Mexico City, Mex., superintending the erection of one of several book and lithographic machines sold to the Mexican Government.

To Boom Circulation.

The Crowell Publishing Company, Springfield, O., is sending out propositions to newspapers, submitting a plan to increase their circulation. The company offers to sell subscriptions to its semi-monthly, Farm and Fireside, for fifteen cents a year net, the subscriptions to be given free by the newspapers to all their new subscribers and all delinquents who pay up arrears. In addition, the Crowell Publishing Company agrees to send sample copies of Farm and Fireside to the entire subscription list of the papers accepting the offer.

Uncle Sam Offers a Job.

The United States Civil Service Commission announces that an examination will be held on Oct. 26 and 27 for the position of editorial clerk (male) in the Division of Publications, Department of Agriculture. The salary is \$1,400 per annum, and the age limit, 20 years or over. Persons desiring to compete should at once apply either to the United States Civil Service Commission, Washington, D. C., or to the secretary, Board Civil Service Examiners, Postoffice, San Francisco, for application form 1312, which should be filed with the Commission at Washington.

WOULD NOT BE WITHOUT IT.

Tallahul Lodge, Ga., Oct. 10, 1904.
J. B. Shale, Esq., President.
THE EDITOR AND PUBLISHER,
New York city.

My Dear Sir:—I am in receipt of your favor of the 4th inst. notifying me of the expiration of my subscription, and, therefore, beg to inclose herewith \$1 to renew the same, as I find your journal of estimable value and would not be without it. Very truly yours,

LOUIS B. MAGID,
Editor of Silk, Tallulah Lodge, Ga.

Contempt Order Discharged.

In the United States District Court at Trenton, N. J., Judge Lanning has discharged the order in the equity suit of the Encyclopedia Britannica Company against the American Newspaper Association and the Werner Company. The order asked that the defendants show cause why they should not be attached for contempt of court in failing to obey an injunction.

CLUBS AND ASSOCIATIONS.

The fall meeting of the Vermont Press Association was held recently at St. Johnsbury. Editor Walter, of the St. Johnsbury Republican, welcomed the visitors, and President Harry E. Parker, of the Bradford Opinion responded. L. F. Chapin, Boston manager of the American Press Association, spoke to the editors on the use of plate matter and the handling of foreign advertising. Editor Chase, of the Lyndon Union, opened the discussion on "Town correspondents," which furnished the principal topic of debate. "The making of an attractive weekly" was the title of a paper by Editor Stone, of the St. Johnsbury Caledonian, followed by reminiscences of Florida journalism by Editor Hildreth, of the Newport Express. The closing paper was by Editor Belknap, of the Belknap Falls Times on "What legislation the Vermont Press should strive to get this fall."

One of the strongest organizations of newspaper women in the country is the Woman's Press Club, of Des Moines. It was organized in 1896, and has fifty-four members, forty-one of whom live within the State of Iowa. The October meeting of the club was recently held at Cedar Falls, where the members were special guests of Mrs. D. N. Hurd. Among the speakers were Mrs. Johnson, of the Des Moines News, Mrs. Hardin, of the Ames Times, and Mrs. Frederick Weitz, of Des Moines. The club numbers among its members several veterans in the harness. Mrs. L. F. Andrews, of Des Moines, the pioneer newspaper woman of Iowa, dates her beginnings in journalism as far back as 1868, when she was voted a seat in the House of Representatives, and was known as "Hon. Mrs. Andrews."

The Select Country Weeklies of New York, at a meeting held recently in Syracuse, elected the following officers: President, Jeremiah Coughlan, Watertown Herald; vice-president, Fay C. Parsons, Cortland Democrat; secretary, Leslie C. Sutton, Massena Observer; treasurer, Will O. Green, Fairport Mail; business manager, Levi A. Cass. Board of directors, Levi A. Cass, Western New Yorker; George E. Marcellus, Leroy Gazette; J. E. Darrow, Chatham Courier; Leslie C. Sutton, Massena Observer; Harry Hall, Catskill Recorder, and Will O. Green, Fairport Mail.

At a meeting of the executive committee of the Texas Press Association held recently at Dallas it was decided that the next meeting of the association shall be held at Brownwood on May 11 and 12, 1905. The plan of appointing a legislative committee to be composed of one or two men from each press association in Texas was discussed. S. J. Thomas, Comanche, president; J. H. Lowery, Haney Grove, vice-president; T. B. Lusk, Italy, secretary; C. F. Lehman, Hallettsville, treasurer, were the officers present.

The Toronto Press Club has resumed its fortnightly meetings. At the first meeting of the season Dr. Sheard addressed the members on the relation of the medical profession to the press. Marc Sauvelle of Le Canada, Montreal, was also a guest of the club, and spoke briefly. An interesting letter from Goldwin Smith relative to the ethics of journalism was read and highly appreciated.

Col. Clarence B. Douglas, of the Muskogee Phoenix, president of the Oklahoma-Indian Territory Republican Press Association, has called a meeting of that organization to be held in Guthrie on Nov. 21, when the statehood campaign will be instituted for the ensuing session of Congress.

The members of the Buffalo Press Club were entertained at a smoker one day last week by President Henry Altman in the rooms in the Coal & Iron Exchange.

PROGRESSIVE NEWSPAPERS

which have begun taking telegraphic and cable news since Jan. 1, 1904, from the

PUBLISHERS PRESS, Park Row Bldg., New York:

Alexandria, La.....	TOWN TALK.
Anniston, Ala.....	STAR.
Asbury Park, N. J.....	SUNDAY PRESS.
Asheville, N. C.....	NEWS.
Baltimore, Md.....	HERALD.
Binghamton, N. Y.....	PRESS.
Boston, Mass.....	HEARST'S AMERICAN.
Boston, Mass.....	FINANCIAL NEWS.
Bristol, Va.....	COURIER.
Charleston, W. Va.....	GAZETTE.
Charlotte, N. C.....	CHRONICLE.
Charlottesville, Va.....	PROGRESS.
Clinton, Ia.....	AGE.
Columbia, S. C.....	RECORD.
Concord, N. C.....	TRIBUNE.
Connellsville, Pa.....	NEWS.
Connellsville, Pa.....	COURIER.
Cordele, Ga.....	NEWS.
Danville, Ill.....	PRESS.
Du Bois, Pa.....	COURIER.
El Paso, Texas.....	HERALD.
Fairmont, W. Va.....	WEST VIRGINIAN.
Greensboro, N. C.....	RECORD.
Greenville, S. C.....	HERALD.
Harrisburg, Pa.....	COURIER.
Houston, Tex.....	CHRONICLE.
Huntington, W. Va.....	DISPATCH.
Indiana, Pa.....	GAZETTE.
Indianapolis, Ind.....	STAR.
Jacksonville, Fla.....	METROPOLIS.
Jamestown, N. Y.....	HERALD.
Lynchburg, Va.....	ADVANCE.
Morgantown, W. Va.....	CHRONICLE.
Meridian, Miss.....	STAR.
Muncie, Ind.....	STAR.
Newberry, S. C.....	TELEGRAM.
New York.....	JEWISH DAILY NEWS.
Niagara Falls, N. Y.....	GAZETTE.
Oneonta, N. Y.....	STAR.
Portsmouth, Va.....	STAR.
Raleigh, N. C.....	TIMES.
Roanoke, Va.....	PRESS.
Roanoke, Va.....	WORLD.
Rome, Ga.....	HERALD.
Salamanca, N. Y.....	NEWS.
Salisbury, N. C.....	SUN.
Seranton, Pa.....	RECORD.
Sisterville, W. Va.....	OIL REVIEW.
Staunton, Va.....	DISPATCH.
St. Louis, Mo.....	WORLD.
Spartanburg, S. C.....	JOURNAL.
Sumter, S. C.....	ITEM.
Tampa, Fla.....	HERALD.
Tampa, Fla.....	TIMES.
Terre Haute, Ind.....	STAR.
Uniontown, Pa.....	GENIUS ON LIBERTY.
Washington, Pa.....	OBSERVER.
Wilson, N. C.....	TIMES.
Wilmington, Del.....	JOURNAL.
Wilmington, N. C.....	DISPATCH.
Winston-Salem, N. C.....	SENTINEL.

Isn't it about UP TO YOU?

Write or wire for rates.

