

## AUTHORSHIP THAT PAYS

New York the Center of One Kind of Writing.

### DIVIDED INTO CLASSES

Most of the Country Looks to Literature and Art in That City to Supply Its Advertising Matter—Even Fame Is to Be Had in the Calling, Though It Is Limited.

There is one branch of literature that book writers and poets mention in tones of mild irony. It pays rather better than either poetry or book writing, so its followers easily put up with the scorn.

That is the business of writing advertisements. It has made this city its principal headquarters and the result is that half or three quarters of the advertising done throughout the United States is undertaken in New York, says the New York Sun.

There are 135 advertising agencies of all sizes in the city. They employ about 500 artists and 1,000 copy writers. The largest of these agencies have staffs numbering from ten to fifteen writers and from four to ten artists.

The most successful advertising agencies are those which place the advertisements in newspapers, magazines and trade papers throughout the country. The greatest of these places annually about \$2,000,000 worth of business. Such concerns enjoy profits in excess of advertising firms devoted only to preparing advertisements and giving advice to manufacturers.

If a manufacturer in Kansas City, say, has a new piano or a new soap to put upon the market he gets into communication with New York. He knows that if his product is to have the sale he hopes the advertising to make it sell must be written by a New York copy writer. In the West, which is any place the other side of Buffalo, the word "advertising" has come to be synonymous with New York.

There is some reason for this. When a young man, or an old one, for that matter, develops any sort of ability as a writer of advertising he comes to New York, because here he can sell his talents at the highest market price. The same thing is true of artists.

Many of them work two or three days a week and thus insure the rent money. During the free days they draw covers for the magazines, or illustrate books, or follow any one of the hundred other occupations so dear to the heart of the true artist—and so unprofitable. Many of them do piecework, such as drawing catalogue covers for \$25 each, making designs to illustrate an eloquent shoe booklet or picture with painful accuracy the advantages of a new corset.

About half the street car advertising used in the United States, Canada, Mexico and the Philippines is written in New York. It is illustrated here and not a little is actually printed in this city. The remainder is done by merchants and advertising companies in the cities in which the cars operate.

Managers in this business receive from \$200 to \$400 a week. They are the men who have complete charge of campaigns for the untold advertiser and each of them holds his job by virtue of past achievements. In many instances these men own their agencies and derive greater profits than the salaried managers.

Good copy writers receive from \$50 to \$75 a week and the cream of the writing crowd—they are few—draw from \$100 to \$200 a week. These are the hard thinkers. They are gifted enough to sell palm leaf fans in Iceland merely by jotting down a few well chosen remarks under a striking picture of the fan.

The ordinary pallid copy writer starts in at \$25 a week and sometimes gets to \$50 if he can break himself of the habit of saying that something or other is the best in its line.

Artists rank a trifle lower than writers. A poor artist can find plenty of advertising jobs at \$18 or \$20 a week. A poor copy writer cannot possibly be worth less than \$25. If he is there's sorrow in his family when his company finds it out, and the want columns have a new reader.

Advertising writers are divided into several classes. Technical men write about the insides of locomotives, gas engines, dynamos, purifiers, air brakes, injectors and so on. They are generally mechanical engineers who couldn't make a go in their regular business and so drifted into literature. They are very necessary, because the average copy writer couldn't tell the flywheel of an engine from a barn door.

**Long Range Whistle.**  
A Birmingham firm which makes a specialty of hand whistles has a metallic design reputed to "carry" a distance of two miles, which has recently been adopted by the police force in many of the large towns.

**Density of Bombay.**  
Bombay claims the greatest density of population in the world, and the claim is only disputed by Agra, also in India. Bombay has 760 persons an acre in certain areas.

The weight of telegraph wires is sometimes increased 100 per cent. by the weight of the ice.

## SOME CRIMINAL CORNER CURLS

Virtues of Aromatic Fuel for the Relief of Ailments.

The latest panacea is to be found in the chimney corner. Physicians are recommending aromatic woods and fragrant peat, says the London Express, which when thrown on the fire, send up a healing smoke.

Picture postcards of peat can be sent to a friend suffering from asthma. The postcard is read and burnt, and the sufferer draws up his chair beside the grate to inhale the medicinal odor.

Aromatic fire lighters, cut trellis fashion, are steeped in turpentine and their warm glow and balmy fumes relieve a gasping bronchial patient.

Fire revivers are an antiseptic and will keep away influenza. They are in the shape of small bricks and will revive a dying fire and perfume the whole house.

Pine logs send out a tonic vapor, oak and elm are stimulating, sandalwood will relieve a nervous headache.

Tiny blocks of wood, steeped in eucalyptus oil, are recommended for a bad cold. Lavender water pellets or eau de cologne globules, sizzling merrily on the hob, will freshen up the overtired visitor, while a few drops of attar of violets on a hot shovel will cure insomnia and produce refreshing sleep.

A teaspoon of ammonia added to a saucenpan of boiling water will relieve a fainting patient. It has even been suggested by a well known specialist that a tablespoonful of tea thrown in the kettle and inhaled, will benefit the weary housewife far more than if she sipped her favorite beverage.

A nerve specialist who was consulted on the new cure said: "There is no doubt that there should be a more intimate knowledge of the need for healthy inhalations. Not only flowers or jars of potpourri should be used to scent a room, but scented logs should be thrown on the grate instead of the usual fagots. Perfume in any form, is a stimulant, a narcotic or a sedative, as the case may be, but no perfume is so healing and subtle in its effect as that which rises warm and balmy from the fire. A little scent, sprinkled on a block of wood will save a woman from many an acute attack of neuralgia or congested headache."

## Boar Hunt in France.

Around the old Norman capital there are five great forest tracts. They contain game of various sorts, deer, and sometimes one hears rumors of bears, but whether this be true or not there are certainly some wild boars in the forest of Louviers. A bear hunt is one of the prettiest, most picturesque sights in France, with its quaint dresses, its weird music, its remnants of Old World ceremonial. The cries of "voilet" and "vlaut," continuously heard during the hunt, are corruptions of "voila ce l'est," "le voila labaut."

The servants are called by different names bearing some reference to the sport and they are all gorgeously dressed, especially the hornblower. The music of the horn plays an important part, for the different strains indicate what the hunted beast is doing. Whether he has taken to the open, whether he has gone to the water, when he is at bay, all is shown by the horns. The "halali tenants" is played when he tosses some of the hounds and runs off again; the second half of the "halali" shows that the boar is slain, and if he is a "solitaire," a huge fellow who lives alone, his death is honored with the "royale fanfare."

Sometimes, when the beast attacks the hounds, the gentlemen dismount and prick him with their spears to create a diversion. Then he will leave the dogs and rush at the hunters and there is a general "sauve qui peut," for it is no joke to be wounded by the tusks of a wild boar.

## What Agriculture Offers.

No other occupation offers so rich rewards, all things considered, as agriculture offers to those who are willing to train themselves for it earnestly and intelligently as they would train themselves for law or medicine. If a boy will put the same amount of time and study into his training for agriculture that he would put into his training for law or medicine, he will in the great majority of cases make more money, enjoy greater freedom, better health, and develop stronger character.

## Carrying Out His Belief.

For many years the Earl of Tankerville has preached Christianity, and now he has given practical proof of the sincerity of his convictions. For the purpose of mitigating local distress his lordship has reopened the lead mines on his estate at Skilbach, Shropshire, and has offered the men all the profits, while he contents himself with taking the royalty and a small percentage on the outlay on machinery.

## Tug's Work Compared.

One tug on the Mississippi river can take, in six days, from St. Louis to New Orleans, barges carrying 10,000 tons of grain, which would require seventy railway trains of fifteen cars each. Tugs in the Suez canal tow a vessel from sea to sea in forty-four hours.

## Profitable Industry.

South Africa has a new and profitable industry—the manufacturing of soap from olive and banana skins. It realizes from \$100 to \$167 a ton in London.

## ETHICS OF GOOD DRESSING.

As Regards Income and Age—The Livery of Years.

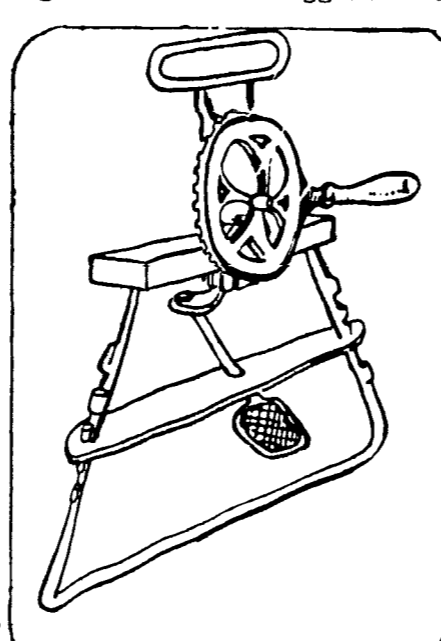
A gentleman never by any chance leaves her style of dressing open to the wonder of how she managed to afford it, says The Beauty Book. She leaves that wonder to a class of women with whom she has little, indeed, in common.

And a gentleman is never dilly as to hope by her style of dressing to belie her age any more than her income. There are many women now called "fashionable" who dress themselves at 60 as they would at 25, but they are not elegant women, however much they may pay for their clothes or for their steam yachts.

A gentleman dresses girlishly in her girlhood, and young matronly in her matronhood, and keeps on thus, wearing the livery of her years with a sweet dignity that makes the foolish pretense of the grandmother in a lingerie hat almost hideous.

## Time Saving Egg-Beater.

Obviously the object of all mechanical egg-beaters is to imitate the movement of the hand in beating up the egg. So far no mechanical power has been devised which equals the hand beating. In these so-called egg-beaters the paddles, instead of beating the egg, generally revolve in a circular path, which stirs but does not beat the egg. The nearest approach to hand beating is shown in an egg-beater il-



## Paddle Moves Back and Forth

Illustrated herewith, the invention of a Wisconsin man. In this apparatus the beater does not revolve, but is operated back and forth, obtaining both the efficiency of the hand beater and the rapidity of the machine beater. It is held in one hand and operated by the other, accomplishing the efficient beating of the egg in a very short space of time.

## Age of Oysters.

When a fortnight old the oyster is not much larger than the head of a pin. At the end of four years' growth it is fit for market. Oysters live to the age of twelve to fifteen years.

## Elephants as Nurses.

Elephants often take the place of nurses in Asia. The children are lifted on the elephant's back with his trunk, he then goes a short distance from the village, places them on the ground and guards them.

## COOKS VAUDEVILLE

All Next Week

## The Great Ettinge

The world's most famous impersonator of women

## Junie McCree and Company

in "The Man From Denver"

## Frank Bush

Famous dialect comedian and story-teller

And a great big bill of star acts.

Matinees daily, 10, 20, 25c. Box seats 35c

Nights, 15, 25, 35, 50c. Box seats 75c

## Baker Theatre

Dramas, Specialties,

Beginning Monday afternoon

March 25th

Continuous performance

## "A Daughter of the South"

Between acts all week

Illustrated Songs,

Moving Pictures,

Matinees, Monday, Wednesday,

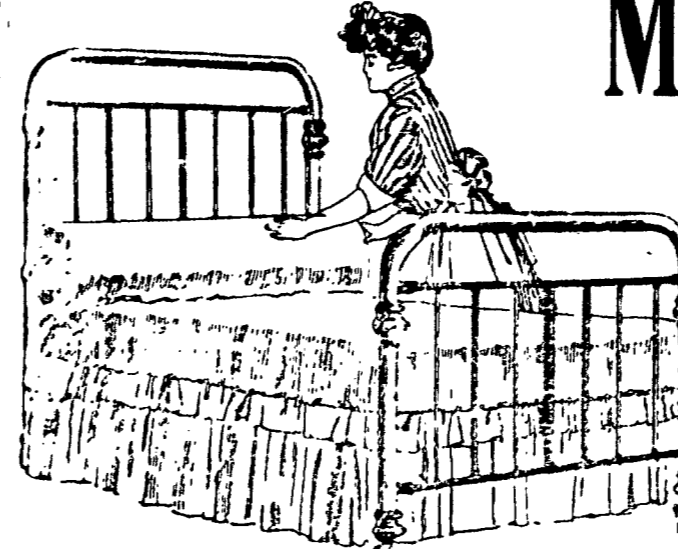
Friday, Saturday 10 & 20 Cents

Evenings—10, 30 and 80 cents

Bell telephone only used in

Baker Theatre

# ANNUAL SPRING SALE OF METAL BEDS



One-third of your life time is spent in bed. Every bed room, therefore, should be clean and airy, cheerful and inviting—conducive to perfect rest. The bed especially must be sanitary and comfortable. All this is suggested and furnished by brass and iron beds.

We have an extensive line we wish you to see. As an inducement we have marked them at a figure that will surely interest you. We know we can match your idea of a suitable bed at a reasonable price. Let us show you.

## Four Specially Attractive Offerings:

White or green enamel, substantial, the greatest value \$1.98 White or green enamel, swell end, brass mountings, spindles, rails, \$6.50 bed at \$5.00

Vernis Martin finish, brass mounts, rails and spindles, strong, neat and tasty, extra good bargain at \$8.25 Full brass, with 1 1/2 inch posts, heavy flat mounts, plain and substantial, nothing better made for \$19.75

<b>White or Green Enamel</b> Brass mounts, curved brass top rails, 6 brass spindles, \$7.00 Continuous-posts, scroll center, long brass spindles, \$8.25 Brass scrolls and spindles, strong and handsome \$11.25 Brass scrolls and spindles, curved rails, ornamental filling, good \$15 value	<b>Combination Enamel</b> Black posts and rails, brass trimming, unique pattern, \$11.25 White and green, brass figures in head and post, guaranteed, always sold at \$14 - \$12.00 <b>Vernis Martin Finish</b> Brass spindles, ornamental scroll filling, rich looking, \$13. Continuous posts, 14 long brass spindles, brass husks, neat and tasty, a genuine bargain, \$19.75	<b>Full Brass</b> Heavy 2-inch posts, swell foot end, bright and satin finish, a \$30 bed \$25.00 Continuous 2-inch posts, heavy flat mounting, combination finish, worth, \$40 - \$33.75 Round 2-inch continuous posts, bow end, heavy brass husks fully guaranteed \$47.25 Square 2-inch posts, square fillers, plain design, the richest and handsomest made \$59.75
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All Prices Marked In Plain Figures

## I. J. FISHER FURNITURE CO.

Everything for the Home. 116-118 STATE STREET.

Mr. I. J. Fisher, formerly of the firm of Weis & Fisher, has severed all connections with that company and can be found only at above address.

All Goods Promptly Delivered

## FRANK THOMAS' East Side Smoke House

201 Main Street E.

We are now in possession of the premises at 201 Main Street East, where the same general lines and the same business principles that have made the original Smoke House, 4 State Street, so necessary, will obtain.

This East Side location became necessary because of the ever-growing demands my business. The smokers of Rochester will find it a convenience.

As to the quality of my goods little need be said.

## FRANK THOMAS,

Smoke Houses,

4 State St. 201 Main St., E.

<b>A Proof of Growth.</b> Leading Japanese merchants and capitalists have established a marine insurance company with a cash capital of \$2,500,000, to be increased to \$5,000,000. This is to take advantage of the increase of Japanese merchant tonnage from 160,000 to 1,000,000 since the war.	<b>Berlin's Suburbs.</b> If Berlin annexed all its suburbs, after the fashion of Paris, it would be the second city in size in Europe.	<b>A Queen's Headdress.</b> A queen of ancient Egypt wore over the light blue head covering fashionable for her sex an elaborate headdress in place of a crown. This was made in the form of some symbolic animal, or else it bore a symbol—a bird, the heads of serpents, or the horns of oxen.
<b>An Unusual Bass Viol.</b> A wonderfully large double-bass viola has been made and is intended for use in a Chicago orchestra. It is fourteen feet high and its body about seven feet. The top part of the body is three feet four inches across, the lower part five feet.	<b>Our Lack of Courtesy.</b> Owen Owen, dry goods man, who does a large business in Liverpool, tells in the Draper's Record of what he saw on a recent visit to the United States. He speaks with wonder of the many attractions and conveniences American dry goods men furnish for their customers, but remarks: "One hardly ever hears the phrase 'Thank you' in an American shop. Without being actually rude the assistants seem to lack some of the polish which is expected from them in this country."	<b>London's Boy Actors.</b> It is astonishing to the foreigner to find so many boy and girl actors on the London stage. It is a rule, not an exception, that a child appears in a play, says the Stockholm Dagbladet.