## The Daily

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## A MODEL PHILANTHROPHIST.

W. Childs and his Wonderful Business Career

PRILADELPHIA, March 27 .- "In all after one man .- Lowell Citizen. this country I don't believe there is a man who has done more for his struggling fellow-creatures than that handsome little gentleman walking along there," said a well-known mem-Boston Post. ber of the Philadelphia Club this morning, as he stood on the steps of the Continental Hotel and pointed to

a distinguished looking passer-by, who was slowly walking down Chestnus street, chatting pleasantly with a companion at his side. "That man is George W. Child, the

owner of the Ledger, and the man with him is A. J. Drexel," continued the speaker. Every day, rain or shine, winter or

summer, these two men who have done more for Philadelphia than any others in it; are seen walking down to their es and to and from luncheon. The history of the Ledger is a won-derful illustration of what plack and brains will do. Mr. Childs, who was already then, a successful book pub-lisher, paid \$150,000 for the paper. In the very first year he cleared \$160,000. He raised the price from one to two cents and went into a grand advertising campaign. The paper, for instance, had no dry-goods advertisements, and Mr. Childs worked so indefatigably that he soon

had all of the best houses in the city. He went to his office early in the morning and stayed until midnight. Every advertisement was re-written by him, and his skill and indement by him, and his skill and judgment put them into such a readable form that they were looked for and read with as much avidity as local news items. His brain seem to create con-tinually new forms of advertising. While in Naples he noticed the sales of little establishments, and the idea occurred to him of establishing a "good will and fixtures" column in his pa-per, which has proven one of the marvellously successful features of the Ledger. Every little detail in the advertising department was looked after with such care that the Ledger was soon obliged to increase its rates and condense its matter. Mr. Childs

is undoubtedly one of the greatest for the philosopher's stone?" inquired geniuses for newspaper business that one Cottage-hill school teacher of

this has gone to his bosom friend, see; lend me your piece of chewing Mr. Anthony Drexel, who was inter-gum."-Oil City Derrick.

Mr. Anthony Drevel, who was inter-ested with him in the purchase of the paper. As the two men never do any-thing in what they are not both in-terested, it is Mr. Childs greatest pleasure and joy that Mr. Drevel reaps during his lifetime a part of the reward for the staunch and noble triendship with which the great bunk-er stood always at his side. er stood always at his side.

ones that don't require so many men The young ladies who wear engage to attend them and are less expen-

Alleged Wit. It is said that in the isle of Jersey there are ten women to one man. In Massachusetts there are ten women

The Indianapolis Times says that Jeff Davis is a traitor still. All right except the last word. He keeps talk-ing treason.—New York Commercial Advertiser. The man who was hugged by a gri

rly remarked, on being rescued, that he had never had such a tremendous pressure brought to bear upon him before.-Burlington Free Press.

A contemporary heads a column of Washington items . "naval intelli-gence," but as they say nothing about \$10,000,000 being wanted to repair a \$10,000 vessel they can't be very trust-worthy.-New York Graphic.

Newspaper men, like poets, are borm not made. If nature had indrift into journalism in spite of all obstacles. He may have been edueated as a lawyer, a clergyman, a doc-tor or a backwoodsman, but he will be certain to nibble at journalism until he gets caught. - Detroit Free Press.

A genius: "And so you are engaged to Mr. Fledpoodle?" said Edith to her dear friend Marie. "Yes," said Marie, enthusiastically, "and he is a perfect gem of a man." "Is he if haven physician lawyer, physician, or merchant? What is his business?" Oh, he's not doing anything now, but he blows on the harmonican beautifully."-Chat-tanooga People's Paper.

Mr. Gladstone's eldest son, who has been called good, dull and common-place," is beginning to show the strong qualities of his father and will be made a lord. The smart Alecks of the world have always had to stand back for its "good, dull and commonplace" boys when once the latter commenced to move. -N. Y. Commercial Advertiser.

Why is Neptune like a man looking ever lived. Last year the *Ledger* paid over \$400,000 profits, and Mr. Childs has already drawn \$5,000,000 in cash out of the paper. A liberal portion of

stood always at his side. "Why don't you get rid of your big esses and use smaller but faster gal oath, you know."—*Chaltanooga People's Paper*.

ment rings are the only ones sive?" a New York journalist, who card gloves at present.-The active manufacturer of dentists' tools is the only man who can do toothings at "Why, my dear sir, how would all the men whom I now employ get a living if I did?" replied Mr. Childs, while his benevolent face beamed with Granite State is 200 years old. Yes, we have heard our granny state that before. Chicago-Sun. Manager-"I think you ought to be Willing to take less next season." Gerster "An vy so?" Manager--"You know you have a baby, and a cause she has no baby, you know." Gerster-"Oh! is dat it? "Vell, I "He is our man and we are bound Mr. Childs is married to a most to run him for the office," remarked a dence at Twenty second and Wainut streets, and at Wootton with a queen-ly grace, and will long be remem-bered by the many distinguished guests who have enjoyed her hospi-talities. Her thousand benefactions have made her name almost as well-known among the ladies of this city as her husband's is among the men. "Who can you find capable of com-"Who can you find capable of com-"The Fitzjoy family were sitting in the calible cited area the Leffort". The Fitzjoy family were sitting in the firelight quietly awaiting the ap-proach of dark. "Lemuel," said Mrs. Fitzjoy. "I think we shall need a new At my death I hope to have an opportunity to repay in some degree the kindness of my more than friend, A. J. Drexel. When I was young and few knew me he came forward the kindness of my more than friend, A. J. Drexel. When I was young and few knew me he came forward and offered to put money into my pa-per and to interfere in no way with it Our friendship has been more than that of brothers ever since. It has be new laid, there has got to be a new drain put in, the house must be re-painted outside, a new division fence must be built, the chimney must be been my preserve on his investment every year, but his kindness I can never repay. His son is imbued with my ideas of newspaper work, and I shall have my paper to him." Mr. Ohilds is the only newspaper proprietor in the world who actually sneourages the establishment of new nepers. His magnificent offices, filled sponse from the paternal couple. Hartford Post.

SUCCESSORS TO

REFAIL DEALERS IN

House to Let.



1

and German-American

was inspecting the building, asked Mr. Childs once.

kindness.

It is just so in everything. Mr. Childs always looks after the welfare of his men with the same interest that he does after his own. No man who obtains a position on the Ledger, no matter in what causaity, need ever lose it if he attends to his work. He has made all of his employes who have been with him any length of time rich. His financial editor, Mr. Joel Cook, who is the correspondent of the London Times from this city, has a magnificent suit of apartments, handsome horses and carriages and can draw his check at a very short can draw his check at a very short notice for from \$200,000 to \$300,000.

charming and accomplished lady, who citizen. "On what grounds do you resides over his magnificent resi-take him up?" queried an old poli-tician. "On the ground that he can

ducting such a paper as the *Ledger* after your death, Mr. Childs!" asked an intimate friend one day.

that of brothers ever since. It has been my pleasure to pay him a hand-some revenue on his investment every

by people from all over the world, and each lady who calls is presented with a dainty little cup and saucer of the purest china. Mr. Anthony J. Drexel, the bosom triend of Mr. Childs, is considered

the richest man in Pennsylvania, his consitial being larger than that of all the banks of Philadelphia combined. He is the head of the great banking frm bearing his name, which has branch houses in New York, London and Paris. Both he and Mr. Childs spend about \$50,000 a year each in unostentatious charity.

Mr. Frank Devine, 347 First Aven-ne, New York, States, that he was af-GENERAL flicted with acute rheumatism and was cured by St. Jacobs Oil, the Great German Bemedy.

Have Wistar's balsam of wild cherry lways at hand. It cures coughs, colds, ronchitis, whooping cough, croup, in-incense, consumption, and all throat and and complaints. 30 cents and \$1 a bot-INQUIRE AT STONE & DAVIDSON'S.

