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BETWEEN THE QUOTES

FEW WASHINGTON OFFICIALS WILLING THUS TO APPEAR IN PRINT.

Peculiar Code of Etiquette That Applies to the Interview at the National Capital. Attitude of Various Cabinet Members Toward Newspaper Men—President Roosevelt's Frank Dealing With the Correspondents—How "Uncle Joe" Cannon Regards the Rule—Confidence as Safeguard to Secrecy.

Written for THE EDITOR AND PUBLISHER by Gilson Gardner.

In the Nation's Capital there is a peculiar code of etiquette applying to the interview. Public men stand in certain known relations to quotation marks. Sometimes they go between them. Generally they don't. Never, by the code, are they quoted without being put upon notice, and deliberately choosing that medium of appeal to the public.

Rule one of this unwritten law is that the President of the United States is never quoted. Some people thought a short time ago that rule two would be that members of the Cabinet are never to be asked about public affairs. But that was a mistake. The President's letter directing members of this Cabinet to refrain from making public matters discussed in the weekly executive sessions was misunderstood. It has since been explained that the President desires that newspaper correspondents shall feel free at all times to go to Cabinet officers for information, and that the latter shall be at liberty always to talk to them as freely as they have in the past. Only matters of executive policy which are still under discussion and are properly to be regarded as secret, are to be withheld from the interviewer.

Until Theodore Roosevelt became President it was the fixed custom that there should be no direct dealings between the President and the representatives of the press. Not only was the President never quoted; but he never was interviewed. His views were to be obtained only at second hand, through Senators, members of the House of Representatives, and by means of an occasional "official" or "semi-official" outgiving by the Secretary to the President. These, supplementing the annual messages to Congress and the occasional public speeches, were all the public might know of the opinions of the Chief Executive.

President Roosevelt inaugurated a new policy in dealing with the press. He decided to see correspondents and to talk with them. In the beginning of his administration he was almost compelled to adopt this policy in self defense. His friends were few, and his enemies, especially in Congress, were legion. If he had depended, as McKinley depended, on prominent Senators to voice his attitude on public questions he would never have been free from misrepresentation. He was quick to see this and met it in his usual way. Calling to his aid one or two newspaper correspondents whom he had known for years, he learned from

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WILLIAM H. SEIF. (See page 1.)
PRESIDENT AND MANAGER OF THE PITTSBURG TIMES.

RULING IN LIBEL CASE.

Matter of Proof of Reference to Plaintiff in Offending Article.

The motion to take off the compulsory non-suit in the case of John J. O'Donnell against the Wilkes-Barre (Pa.) Times was denied in an opinion by Judge Ferris last week. O'Donnell brought suit for libel, claiming that in an account of the arrest of two men for murder there was a reflection on his reputation as an officer.

In sustaining the action taken at the trial of the case Judge Ferris says in part:

"There is nothing in the publication to show that these words were published of or concerning the plaintiff or any other ascertained or ascertainable person. Nor was any evidence produced or offered to be produced tending to show that the article pointed to the plaintiff other than the offer to prove by the testimony of Alderman Masterson that such was his opinion. This was properly held to be inadmissible."

The Uniontown (Pa.) News Standard will begin the publication of a morning edition about April 5 and will call it the Morning News.

BUYS GRAND RAPIDS HERALD.

William Alden Smith Purchases Interest of Ralph H. Booth.

Congressman William Alden Smith has purchased the interest of Ralph H. Booth in the Grand Rapids (Mich.) Herald and issued a statement in which he promises fair treatment to all, having "no favorites to reward and no enemies to punish" Mr. Smith has been a stockholder in the Herald for several years.

W. H. Stewart, who has been managing editor under Mr. Booth, will be succeeded by L. G. Stuart, formerly managing editor and an editorial writer on the paper for a number of years.

Elmira Advertiser Sold.

The Elmira (N. Y.) Advertiser has been sold by William Alden to John B. Beman, who has for some time been business manager of the paper. Congressman J. S. Fassett is said to be backing Mr. Beman.

Texas Paper to Publish Daily.

The Temple (Tex.) Times will begin the publication of a daily edition on April 1 in connection with the weekly Temple Wheeler, of Dallas, and formerly of Beaumont, will be actively connected with the new paper.

BALTIMORE HERALD.

PAPER LAST MONDAY PASSED INTO THE HANDS OF RECEIVERS.

Action Follows Bill of Complaint Filed by Wesley M. Oler and is Taken for the Best Interest of the Newspaper. Lynn R. Meekins and Henry R. Head, Who Were Appointed, Give Bond and Will Continue Its Publication—Property Estimated to Be Worth \$500,000, With Liabilities of Something Over \$230,000.

The Herald Publishing Company of Baltimore went into the hands of receivers last Monday, and this action, instead of being of a harmful nature, is said by those best informed to be greatly to the advantage of the newspaper. It has lifted a great deal of the pessimism and uneasiness that has been hanging over the paper for some time, and it is thought will increase the value of the property and prove of lasting benefit. Those in Baltimore who are in a position to know confidently predict a successful outcome.

Following is a statement made by the receivers on Monday:

"To-day in the United States Court for the district of Maryland Judge Thomas J. Morris appointed Lynn R. Meekins and Henry H. Head receivers of the Herald Publishing Company.

"This action was considered expedient because of certain pressing indebtedness, a larger part of which was contracted some years ago and BEFORE THE HERALD WAS PUBLISHED AS AN EVENING PAPER. Since Mr. Meekins was elected president of the company last January, the Herald has gone ahead markedly, but the pressure of the old liabilities has made it impossible to develop the paper along the lines Mr. Meekins felt essential to the attainment of its greatest usefulness and success. The new proceedings leave Mr. Meekins in charge of the publication of the paper. The present action, although unquestionably unfortunate for the old stockholders of the paper, will, there is every reason to believe, prove of great advantage to the Evening and Sunday Herald, considered as newspapers and as mediums for advertising."

The Herald's own account of the appointment of receivers follows:

"Wesley M. Oler, who for the last two years has been a resident of Westchester county, New York, filed a bill of complaint in the United States Circuit Court and Judge Morris signed an order naming Lynn R. Meekins, president and general manager of the company, and Henry H. Head, receivers.

"After making the formal statements as to citizenship and residence the bill states that the Herald Publishing Company is directly indebted to Mr. Oler for \$61,866.37 and that in addition Mr. Oler has indorsed negotiable paper for the company to the amount of \$108,311.36, making a total amount which the company owes him, or for which he had become liable as an indorser, of \$170,188.73.

"The bill says that \$15,750 of the total for which the Herald Publishing Company is directly liable to Mr. Oler is represented by eleven demand promissory notes, for the payment of which demand has been made, and alleges that payment was refused because the defend-

ant company had no money with which to meet the obligations.

"It is further alleged that among the notes indorsed is one held by the National Union Bank, dated February 13, 1906, for \$6,000; that the bank called on the Herald Publishing Company to pay the sum, and that Mr. Oler demanded that the company should pay, and that payment was refused because of lack of funds.

"The bill states that the liabilities will exceed \$230,000 and that the open accounts not represented by promissory notes will aggregate over \$12,000. It is also alleged that the defendant company has not been able to pay promissory notes which have matured in the last thirty days, and that Mr. Oler, hoping legal proceedings might be unnecessary, had lent money to the Herald and that the bonded indebtedness to him had been steadily increasing. He adds that he is no longer willing for it to continue to increase.

"The bill says that the company owns no real estate except two or more lots in distant parts of the country taken in exchange for advertising and which the complainant believes to be of comparatively small value. The newspaper itself, the bill continues, is an asset of great value, and the good will, reputation and prestige are of great pecuniary as well as other worth. The company is a member of the Publishers Press Association and has other franchises of great worth, although it would be difficult to compute in dollars and cents the value of these assets.

TO CONTINUE PUBLICATION.

"In addition to the assets mentioned there are a few thousand dollars of collectible accounts receivable, office furniture and fixtures, and its large and well-equipped newspaper plant, with presses, linotypes, stereotyping apparatus and all other equipment that goes to make up a great modern daily newspaper. It is pointed out that the plant is of great value, but cannot be easily converted into money, and cannot be converted at all without depriving the respondent of all means of carrying on business and thereby destroying the value of the paper's good will, reputation, prestige and franchises.

"The bill then charges that the Herald Publishing Company is insolvent in the sense that it is unable to pay its debts as they become due and asserts that the only way to realize on the plant is to sell it as a going concern. If it is otherwise sold, the bill continues, all assets except the plant and machinery, will be utterly destroyed and that the plant can only be sold in separate lots as second-hand machines (the purchasers of which would be compelled to remove them to another location) and would have to be sold under such conditions as to bring only a small proportion of what they are really worth.

AUTHORITY TO BORROW FUNDS.

"Mr. Oler says that in addition to being a creditor he is also a large stockholder in the Herald Publishing Company, and says that receivers should be appointed to take possession of the property, continue the publication of the newspaper and proceed with all convenient and salutary speed to sell the property as one entire going concern. He asks that the receivers be authorized to borrow such limited amounts as they may show to the court is necessary for the continuance of the newspaper, and that the money borrowed shall become the first lien on the property of the company.

"The bill was filed by John C. Rose in behalf of Mr. Oler and all other creditors who might desire to join in.

"The Herald Publishing Company filed an answer through its attorney, Morris A. Soper, admitting the facts alleged in the bill, and adding thereto a statement that the newspaper is thoroughly organized and equipped, having on its staff men of ability and character, some of whom have been loyal and efficient for many years, and who are still warmly and enthusiastically attached to the paper. It also has a large circulation

and an extensive advertising patronage. ORGANIZATION WORTH \$500,000.

"The answer claims that it would cost any newspaper, not started, to acquire such a plant, organization, circulation and advertising patronage not less than half a million dollars. It adds that the present president and general manager took charge of the business of the concern on Jan. 20, 1906, and that he reports the prospects for increased business and a larger circulation as excellent.

"Judge Morris signed the order naming Messrs. Meekins and Head as receivers, requiring a bond of \$75,000 each, which was furnished by the Fidelity and Deposit Company. The order also directed the continuance of the publication of the paper. Upon petition of the receivers John C. Rose was appointed counsel to them."

JOHNSTOWN JOURNAL FIRE.

Plant Guttled, But Paper Secures New Quarters and Publishes as Usual.

The three-story Wild Building which housed the Johnstown (Pa.) Journal, was destroyed in the \$600,000 fire in that city last Wednesday and the Journal plant was completely wrecked. When the fire broke out it was not thought it would reach the Journal, but when it started on the building it spread so rapidly that there was not much done toward saving property. All papers of value, books, files, etc., however, were carried out of the building to a place of safety.

The Journal immediately made arrangements to put in readiness its new quarters, into which it intended to move in two weeks, and on Thursday was publishing its regular daily edition as usual. The Evening Tribune placed its plant temporarily at the disposal of the Journal.

The report that G. N. Santamore, telegraph operator of the Publishers Press, had lost his life in the fire, was untrue. John A. James, a reporter for the Journal, who was a member of one of the fire companies, was badly burned about the head and face. The loss to the Journal and the building will amount to about \$125,000.

BINGHAMTON CLUB'S DINNER.

Notable Gathering of Prominent Politicians at Its Annual Feast.

The Binghamton (N. Y.) Press Club last Monday night held the most notable dinner in its history. It had as guests of honor James T. Rogers, M. Linn Bruce, Edgar T. Brackett, Benjamin B. Odell, Jr., George M. Palmer, Edwin A. Merritt, all prominent in State politics of New York. The guests were received by the officers of the club, President Hiram Goldsmith, Secretary William R. Keyes, and J. P. E. Clark, Giles H. Dickinson Z. A. Stegmuller and G. W. Beardsley. Those at the head table besides the guests were: G. Tracy Rogers; George Edward Graham, well-known as a former Albany correspondent; Col. F. E. Boothby, of Portland, Me., and the ex-presidents of the club, Alex W. Seymour of Albany, G. W. Beardsley, of the Binghamton Herald.

The banquet hall was handsomely decorated. There was an elaborate and characteristic menu and songs and skits aimed at those invited to participate in the feast. Most of the guests of honor spoke, and spoke principally of politics. The dinner was a great success and reflected much credit on the club as an entertainer.

Pomeroy Burton Managing Editor.

Pomeroy Burton, who has been with the Hearst papers since he left the New York World some months ago, has just been made managing editor of the New York Journal to succeed Emory Foster.

BROOKLYN LIBEL CASE.

Newspaper Gets Favorable Verdict in Suit Brought by Police Captain.

A verdict for the defendant was rendered by a jury in the Supreme Court last Saturday in the action for \$25,000 damages for alleged libel which was brought against a Brooklyn newspaper by Police Captain William Kulpe.

The alleged libelous article was printed on March 1, 1903, while Capt. Kulpe was in charge of the Coney Island Precinct, and while not mentioning him by name, did so by implication, in the statements made regarding the prevailing conditions existing at the seaside resort. The suit was based on an article published in that paper in which it was declared that the placing of Inspector Druhan in charge of the inspection district in which Coney Island is would give respectable people reason to believe that something might be done toward curbing the disorderly element that was rampant there. The alleged libelous article was headed: "Coney Island Has Hope in Inspector Druhan." The significance in this was in the fact that certain raids had been made by the inspector over the heads of police captains in his district, and on March 1, 1903, he was transferred to the inspection district which embraced the Coney Island Precinct. Capt. Kulpe based his suit on this article, alleging that while he was not directly named, the plain inference was meant that he was delinquent in his duties.

The defendant entered a demurrer to the complaint, on the ground that no specific charge had been made against the Captain and no malice shown, but claimed justification. The demurrer was overruled by the Supreme Court, and the finding was sustained by the Appellate Division, and the case then went to trial.

O'BRIEN GOES TO BOSTON.

Resigns as Correspondent to Take Position in Transcript Home Office.

Robert Lincoln O'Brien, who has been for nearly eleven years the Washington correspondent of the Boston Evening Transcript, has resigned to take a position in the home office of the Transcript. It is understood that he is to become managing editor of the paper. He will be succeeded in Washington by James F. Williams, Jr., who has for several years been connected with the Associated Press, and assigned to the Navy Department and Diplomatic Corps.

Mr. O'Brien is among the best known of the Washington newspaper correspondents. He went to Washington in 1893 as the personal secretary of President Cleveland, but two years later resigned his position at the White House to return to newspaper work. He is a member of the Cosmos and Gridiron Clubs, the Washington Literary Society, and the Washington Economic Society. The Economic Society was founded by him in conjunction with Charles A. Conant, now treasurer of the Morton Trust Company, of New York, who was then a Washington correspondent.

Press Club Trouble Ends.

The trouble among members of the New York Press Club over moving the quarters to 120 Nassau street has all been settled and a dinner was given at the old rooms last Saturday night to smooth the thing over. April 1 is the date set for moving.

Waltham News Changes Hands.

The Waltham (N. Y.) Evening News, owned by the Eaton Brothers, has been sold to Charles A. and Charles W. Pierce, recently proprietors of the Northampton Herald, who will take possession April 1.

"BUSTER BROWN" INJUNCTION.

Hearst Papers and Outcault Restrained From Using That Title on Comics.

A preliminary injunction restraining the Star Company, which publishes the New York American and Journal from further use of the words "Buster Brown" as the heading of a comic section in its Sunday paper, was issued last Monday by Judge Lacombe, of the United States Supreme Court. This is the first step in litigation between the New York Herald and the Hearst newspapers over the famous comic "Buster Brown," which was originally the creation of the artist R. F. Outcault. The injunction is held to apply to the title only.

Contentions of the Herald, which were completely sustained by Judge Lacombe, were that the American should be restrained from infringement of the trade mark "Buster Brown," which is the uncontented property of the Herald. No claim made concerned any style of illustration, and the claim of the Herald was confined to the use of the words "Buster Brown." The decision of the Court is based on the established fact that the Herald was the first to adopt and use the words "Buster Brown" as a trade mark. Whether or not the original draughtsman who made the "Buster Brown" pictures continued to make them is decided to be immaterial.

In deciding against the suit of Outcault and the Star Company, who sought an injunction to prevent the Herald from manufacturing or selling comic sections containing pictures like those formerly made by Outcault for the Herald and using the title "Buster Brown" in connection with such pictures, Judge Lacombe said:

"The pictures which complainant (Outcault) for several years drew and sold to the Herald were by it copyrighted and published. The contention of the complainant is that it is unfair competition in trade for any one else to draw and offer for sale any other pictures in which, although the scenes and incidents are different, some of the characters are imitations of those which appeared in the earlier pictures which complainant sold to defendant (the Herald).

"In other words, that deponent, although he never copyrighted them and did not require any right to the title in connection with newspaper publication, has nevertheless some common law title to individual figures therein displayed which he can maintain to the exclusion of others who depict them in other scenes and situations. It is sufficient to say that no authority is cited supporting this proposition, which seems entirely novel and does not commend itself as sound. The motion is denied."

METCALFE BARRED AGAIN.

Dramatic Editor of Life Intimates Misuse of Symbols of Freedom.

The management of the Liberty Theatre refused, last Monday night to admit James S. Metcalfe, the dramatic critic of Life, to the first performance of "Lincoln," in which Benjamin Chapin began his New York engagement. J. W. Mayer, manager of the house, met Mr. Metcalfe at the door and told the critic that he could not pass in, but that the money for his tickets would be refunded at the office.

On his way out of the lobby, Mr. Metcalfe said to a reporter:

"Here am I, an American critic, refused admission to an American play, entitled 'Lincoln,' at the Liberty Theatre by a manager named Abraham Lincoln Erlanger."

The bill introduced at Albany which makes it a misdemeanor for any theatre to exclude from admission any one without just cause or excuse was last Tuesday advanced to a third reading in the Assembly.

BETWEEN THE QUOTES

(Continued from page 1.)

them what members of the Washington corps could be relied upon not to abuse his confidence, and these he took pains to see, individually, or in small groups, at intervals sufficiently frequent to keep them posted on matters of public interest.

In his talks with these newspaper men the President is perfectly frank. Matters of pending legislation, his personal policies and ideas, the attitude of certain members of Congress are discussed freely. Diplomatic matters are touched upon with a freedom which would doubtless shock the graduates of the old world school of diplomacy. If the matter is one which is still in process of gestation, and is to be kept out of the dispatches, a word from the President is more effective than a world of silence. If a question touches a matter which it is not his privilege to reveal even in confidence, he says so frankly. No correspondent is ever asked to write anything; no correspondent is ever asked to present a matter in any particular light; no correspondent is ever asked to submit any of his "copy" for correction or censoring; no correspondent is asked even to send clippings of matter written as a result of the White House conferences. The newspaper men go from these conferences with a feeling that they have had an opportunity to correct any misapprehensions, to clear up doubtful points, and to obtain a clear and well defined idea of the President's plans and policies covering weeks, and it may be months to come. A man who could fail to understand the administration attitude, or who could go wrong on news which evolved this equation, would be either stupid or malicious. So far as I have been able to discover, and I think I should have heard if there were any such case, the President never has had occasion to complain of the abuse of the confidence which he has reposed in the Washington correspondents.

President Roosevelt is also more accessible than his predecessors through his secretaries. If an emergency arises and a question comes up involving doubt as to the attitude or proposed action of the President, the doubt may be expeditiously presented to him through his secretary and an answer returned forthwith. The office of Secretary to the President, which under the Cleveland and McKinley administrations had grown to be one of considerable importance, carrying with it much of the Chief Executive's delegated powers, and requiring the exercise of a large discretion, has naturally been minimized by Roosevelt's strong personality and by his avid ability to gather all details into his own hands. It has, in fact, been reduced practically to that of clerk and messenger. There is no possibility for the development of a Daniel Manning in the Roosevelt regime. Cortelyou had developed before Roosevelt came, and the only thing that saved him was the promotion which had been decreed for him before McKinley died.

It is because President Roosevelt has dealt liberally and frankly with the representatives of the press that he is very impatient of newspaper misrepresentation. Once or twice surprise has been occasioned by the rather drastic measures which the President has taken in heading off what other presidents would have probably ignored as foolish and harmless canards. His action is less surprising when one knows how easy he has made it for the correspondent to possess himself of the truth, and when one knows, in addition, how correct, on the whole, are the dispatches which go out from the National Capital.

It may not be out of order to remark here that the cordial relations which President Roosevelt has established with the Washington correspondents have proved to be an element of considerable political strength in the few occasions when he has needed friends. When the first efforts to defeat him for a second term took the form of an insidious propaganda of distrust, sent out by certain

financial interests centering in Wall Street, the Washington dispatches were the first to reveal the conspiracy. The correspondent's personal belief in the sincerity and honesty of Theodore Roosevelt was not easily shaken; and, in the end, it is the sincere personal conviction of the correspondent which speaks in his dispatches.

The extent to which members of the Cabinet submit to direct interview—that is go between quotation marks—is determined largely by the personal equation. The late Secretary of State John Hay was like President Roosevelt in the freedom with which he talked to correspondents; but he seldom or never was quoted. Former Secretary of the Treasury Lyman J. Gage was one of the freest talkers in public life. It may be said that he became a public man by becoming the newspaper reporter's never-failing source of an interview. In Chicago, when he was president of the First National Bank, he could always berelied upon when the reporter went forth in quest of the "prominent citizen." For comment on civic virtue, reform or finance, Mr. Gage was always willing; and the newspapers loved him for it. When he came to Washington it was necessary to moderate the frequency of his direct interviews; but his door was always open, and he was almost daily willing to "stand for it."

Secretary Shaw has been a country banker and politician too long to shy at the quotes. He is almost as communicative as his predecessor, but is not so versatile or so interesting in the subject matter of his talks. With Secretary Cortelyou it has become a habit to avoid quotation. He acquired it when dealing with the press at the White House; and he now has the unique distinction of being the only chairman of any political committee who has gone through an entire campaign without submitting to an interview. His relations with the correspondents are, in spite of this, intimate and cordial. He is regarded as a fairly good source of news, and he has the particular merit that he never misleads. Secretary Root inclined to deal with the press at arm's length. He is practically never quoted, and he prefers to see the correspondents in a body, and when under the fire of interrogation is a bit like the recalcitrant witness. He will tell the truth; but he will tell no more than required. Secretary Taft is chatty and confidential. His manner is winning, and if he declines to be quoted he does so with an appearance of regret that elicits all the sympathy of him that is denied. Secretary Wilson is the correspondents' delight. He will talk on plant-breeding, politics, crops or the rings of Saturn, at any time and to any length; and the correspondents would like to believe that it is due to this commendable practise that he has the longest term of service of any member of the Cabinet. Attorney General Moody is a willing talker, but is hampered by the fact that he is the Government's lawyer and prosecutor. He is obliged to be discreet about the business of his office. But when in Congress Mr. Moody always maintained close relations with the correspondents. The same is true in a less degree of Secretary Metcalf of the Department of Commerce and Labor. Secretary Hitchcock, who is a most excellent official, always has been more or less hampered in his public work by an inability to establish very cordial relations with the press. His trouble seems to be a constitutional timidity which appears as suspicion. Of late years, however, he is improving.

It is one of the incidents to the dignity of the Speakership of the House of Representatives that the incumbent is not quoted. Thomas B. Reed set the precedent. News of the office comes through his secretary and the confidential talks which may be had as occasion demands. To a man like "Uncle Joe" Cannon this restriction upon his freedom of speech is rather a nuisance, and he has been known to violate the unwritten law with incidental blasphemies. Members of the House are always quotable; but it is the generally understood etiquette that a member's conversation is private

unless otherwise noted. Generally the distinction is left to the good judgment of the correspondent.

Members of the Senate affect a little more dignity in the matter of the interview. As a general rule a senator is not interviewed. He prefers that his views be set forth by the correspondent in the third person. It may not be so forceful, but it is less committal. On occasion, however, the Senator is glad to talk directly to his constituency, and makes use of the "quotes" with freedom. Some senators have a fixed policy of never being interviewed. The late Senator Quay had such a policy, and Vice-President Fairbanks is equally averse to quoted speech. Unlike Quay, who was surly and defiant, the Indiana statesman is inevitably urbane and excessively courteous in his refusal to talk. Quay had a few confidants; Fairbanks has none.

One of the most effective methods for suppressing news is to tell it to the correspondents in confidence. But the latter soon learn that there are members whose confidences must be avoided, and they are as diligent in dodging these as they are in pursuing others. As a general rule the correspondent prints about a tenth of what he is told. The rest goes to the account of "confidence."

THE PRINTED FLOOD.

Effort of Congress to Check That Which Spills From Government Printery.

Senator Platt last Tuesday called up and got the approval of the Senate to two measures sent over from the House to prevent unnecessary printing of public documents. The abrogation of the rule that the full number of documents must be printed, whether required or not, will in itself result in a saving estimated at \$100,000 annually.

The plague of public documents and its remedy occupied colloquially the anxious attention of the House on Monday. The calling up by Representative Charles B. Landis, chairman of the Committee on Printing, of his joint resolution to prevent unnecessary printing and to correct evils in the distribution of public documents, brought from all parts of the Chamber appeals for protection from the flood that flows from the Government Printing Office.

Victor Murdock, of Kansas, was concerned about one form of annoyance. "Have you ever seen a hydrographic report?" he asked Mr. Landis.

"I never did," answered Mr. Landis, "and I hope I never may."

"They come all the time," explained Mr. Murdock, "and they are so full of polysyllables that they sound like a foreign language. No man not a post-graduate of seventeen scientific schools can tell whether they are talking about icebergs or orange blossoms, and I don't want 'em bothering me any more."

That brought out Mr. Cooper, of Wisconsin. "Somebody has been busy lately," he said with bitterness, "sending me three-volume sets of a heavy, hulky document which I can understand how he should want to get rid of. The last set came only last Saturday. It treats of the triacic cephalopod genera of America, whatever that is. Is there no protection?"

"There are now stored," said Mr. Landis, "in the basement of the Capitol, in the old street car barn, in the Government Printing Office, and in two warehouses more than 9,500 tons of obsolete documents. At twenty tons to a car it would make a train two and a half miles long to haul them away from Washington. We have either got to have relief of some sort or hire more warehouses to store the undisposed-of surplus. We paid \$14,000 last year for the rental of the storage rooms."

The resolution was passed unanimously.

WILLIAM H. SEIF.

Manager of the Pittsburg Times Through Twenty Years of Growth.

William H. Seif, whose portrait appears on the first page of this issue, has been connected with the Pittsburg Times since 1884, when he became its treasurer and business manager. In 1896 he was elected president and manager of the Times, which position he now holds. Under his direction he has seen the paper grow from the comparatively small proposition, with a circulation of barely 7,000 when he took charge, into the present strong property, with a circulation claimed to be 70,000 copies daily.

William Henry Seif was born in Ross, Allegheny county, Pa., in 1859. He was educated in the public schools and at Duff's College. His first introduction to the newspaper business was through a small advertising agency in Pittsburg where he remained four years, during which time he obtained the rudiments of his newspaper training. In 1880 he became cashier of the Pittsburg Dispatch and in this position he also remained four years.

It was in 1884 that the late Senator Christopher L. Magee, who had recently become the owner of the Pittsburg Times, induced Mr. Seif to accept the office of treasurer and business manager of that paper. The Times was then a very small proposition, occupying inconspicuous quarters on Liberty street and having a circulation of about 7,000.

In 1885 the price of the paper was reduced to one cent, and the Times became the pioneer penny paper of Pittsburg. It sprang into immediate popularity with all classes and its circulation increased by rapid bounds. This popularity the Times has always been successful in holding and it now claims to print 70,000 copies daily, as against the 7,000 of 1884.

In 1896 the Times erected the handsome eight story stone structure which it now occupies and which takes rank with the finest newspaper buildings in the country. Six floors of this building are devoted to offices and in the remaining portions has been established a newspaper plant which is considered by experts, both here and abroad to be a model of modern efficiency and economy. Besides being president of the Times Mr. Seif is connected with a number of financial institutions of Pittsburg, being a director of the Colonial Trust Company, the Bank of Pittsburg, N. A., the Guarantee Title & Trust Company and the Pittsburg Life & Trust Company. He was elected a member of the board of managers of the Western Pennsylvania Hospital in 1899, and of the Allegheny Work House in 1900.

From 1894 to 1900 Mr. Seif was a member of the executive committee of the American Newspaper Publishers' Association, and at the annual meeting of that organization in New York last month he was again elected to that committee.

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ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, MARCH 31, 1906.

INDEPENDENCE IN CANADA.

Last week we had something to say of the decadence of party organs and the growing independence of the press. This tendency on the part of the newspapers to indulge in the free expression of opinion in regard to politics, and especially in regard to what might almost be called the politics of their own party, is noted in Canada as well as in the United States. The Toronto Globe of March 22 refers to the subject and says:

"It is an interesting and hopeful sign of the times that among party newspapers and also among party leaders there is growing a truer and more enlightened sentiment as to the attitude and function of party journalism. The thick-and-thin, mole-eyed party organ, owned and controlled by party politicians for party ends, is passing. In its place there has come the intelligent and responsible public newspaper, reporting all the news fairly, interpreting facts and movements independently, and offering reasoned leadership in matters of opinion.

"The most astute and capable political leaders on both sides recognize the worth of responsible and independent party journalism. There is never any trouble with real leaders or with politicians of size and aptitudes. Complaint, if it comes at all, comes from those to whom the next election is the Deluge against which it concerns them to provide an arc of safety. To the newspapers the next election is merely an incident, one out of many, over which they cannot get excited.

"It follows, of course, that for the newspaper that will not allow itself to become a mere party organ, the mouthpiece of the nearest and loudest politician, the responsibilities are increased and the difficulties are multiplied. The easiest possible role is to dance when someone pipes, and to lament when someone mourns. To take a line different from that laid down by the recognized and respected party leaders and in opposition to a considerable body of the politicians is a responsibility which no well-balanced newspaper would take without just cause and due deliberation. But it is a responsibility which, on occasion, must be taken if a newspaper would serve the highest interests of the public or discharge the truest functions of journalism. And in the strain and pressure of practical politics any party newspaper with the intelligence and courage to accept that responsibility is at times the best friend to the party and to its straight-going leaders."

BEGINNING AT HOME.

A New York clergyman who has been prominent in the crusade against the drink evil recently resolved to forego the occasional glass which he had been accustomed to indulge in, because he found the only form of temperance that

could do the intemperate any good was the total abstinence kind, and he knew that he had no business preaching a thing that he did not practice. This minister probably has a large number of persons who are directly influenced by him, but where he has hundreds of such the newspaper has thousands. How much more then should the editor, who in large measure is mentor for the multitude, have a care as to his private life. If he is to lay down the moral laws for others, it is important that he first be true to himself. It is even likely that the influence of the newspaper would be increased if the editor were better known, so that readers could not only hold him responsible for transgressions, but could on occasion take satisfaction in the thought that they were reading the words of a man who by his life knew what he was talking about. Probably everyone who came under the influence of the minister mentioned has greater faith in his work since learning of his determination to renounce that which he knows to be bad.

The newspapers are indulging in a good deal of denunciation just now. They cry out against graft, against those who swear falsely in the courts, against officials that betray their trust, and it behooves them, if they want to keep the faith of their readers, constantly to lop off these evils and to make sure that they themselves are wholly honest, and wholly true and worthy of the great trust that has been reposed in them.

A CORRECTION.

In its issue of Dec. 16 last THE EDITOR AND PUBLISHER published an article to the effect that Messrs. Greene, Hows and Clark, who had been chosen to represent the press at the execution of Mrs. Rogers at Windsor, Vt., on Dec. 8 had been approached and sworn to secrecy, which resulted in the suppression of the sensational features of the execution. THE EDITOR AND PUBLISHER also took occasion to criticize their action editorially. When copies of THE EDITOR AND PUBLISHER reached these gentlemen, they at once filed a protest claiming that the article was incorrect, and that the editorial was unjust. Their protest resulted in a careful investigation by the management of THE EDITOR AND PUBLISHER, which shows that there is no evidence to prove that the gentlemen were approached or sworn to secrecy. The investigation does show that there was an agreement between the three gentlemen as to how they should report the execution, but that the agreement was the result of a suggestion by one of their own number, and they claim was in their

opinion for the best interests of all concerned. They deny that the execution was "bungled" to the extent that secondary means were necessary whereby the woman was strangled, as was reported by a part of the press, and say that they felt it to be their duty, in view of the sensational color that had been given the case for some time, to make their report of the hanging a bare recital of the essential facts that caused the woman's death. While we do not acquiesce in their opinion relative to the agreement, we do believe that the article did them an injustice. This editorial is not prompted by any threat upon the part of the gentlemen, they having stated in their first letter to us that they had no desire or intention of appealing to the law, but it is the result of a desire upon our part to do these gentlemen justice.

POOR JUDGMENT IN PRINTING.

The New York Times in commenting on the effort to curtail the amount of needless printing by the Government has this to say:

"Now that several Congressmen have rebelled against the burden placed upon them by the quality and the quantity of the books, pamphlets, and documents turned out by the Government Printing Office, it may be that at last such reforms may be instituted as will make that great establishment something like as useful to the public as it ought to be. For a time much longer than anybody can remember, there has been a general impression that this printing office was conducted as an end, rather than as a means—that much of the work done in it was to some, if not to a large extent devised merely to give employment to a force unnecessarily large, using machines and methods intentionally kept far behind the times. Of late years many of these abuses have been remedied in whole or in part, but it is still common knowledge that much is printed in the office for which there is little or no demand, and jokes are as frequent as ever on the difficulty of getting people to take even as a gift the vast quantities of printed matter turned out at such cost to the Government. Many of these jokes, like some of the complaints made on the floor of the House this week, have no better foundation than simple ignorance. It is far from proof that a book is valueless because it contains many words which a Representative finds hard to pronounce and impossible to understand. Mr. Landis might well have refrained from criticizing the language of hydrographic reports, and if Mr. Cooper has as little interest in, as knowledge of, the triassic cephalopods, it is no more to his credit than it is to his blame, and he should not have been as sure as he seemed to be that everybody would sympathize with his derision of the book he mentioned. Most of the faults and the extravagances of the Government Printing Office can be laid at the door of Congress itself. Its members have interfered far too much with work about which they had no knowledge, and too often their motives have not been of the best. The Government sins not only by printing too much of some things, but by printing too little of others, or by refusing to print them at all. What is needed is a better, or perhaps a freer, judgment at the head of the bureau, and a clear realization that it is not conducted to make jobs or work for employees of any grade.

Emerson P. Harris, broker in periodicals, delivered an address at the West Side Y. M. C. A. of New York, last Wednesday night on "Trade Journalism."

IN UNHAPPY RUSSIA.

Press Freedom an Indian Gift, and Editors Suffer Who Took It.

Alexis Alexievitch Souvorin, editor and proprietor of the Molva (formerly the Russ) of St. Petersburg, who is sentenced to one year's imprisonment in the fortress of St. Peter and St. Paul, was one of the Russian correspondents sent to the Peace Conference at Portsmouth. He was sentenced on Jan. 20 last for "publishing proclamations and statements designed to instigate riot, sedition and armed revolt and tending to cause the bankruptcy of the State."

The heavy sentence created a great sensation at the time, and efforts were at once begun to secure a reduction of it. As M. Souvorin is a noble, his sentence was subject to review by the Czar, but since the appeal failed to move the Czar to clemency, nothing further can be done to save him from the penalty.

A cable dispatch to the New York World says of the case:

"The conviction of Mr. Souvorin is but another evidence of the arbitrary treatment accorded to all Russians who have the courage to speak their minds concerning the Government. He merely took Count Witte at his word. The Prime Minister had explained to the editor that the rather ambiguous wording of the Proclamation of Freedom issued by the Czar on Oct. 20, 1905, meant that the press was perfectly free.

"On the strength of this interpretation of the document Mr. Souvorin printed in the Russ a revolutionary proclamation, including the manifesto of the Workmen's Council, which declared that the Government had declared civil war on the proletariat and saying that the challenge must be accepted.

"In putting this 'seditious' matter before his readers Mr. Souvorin neither approved nor condemned it, but he afterward explained that he considered it of great interest, in fact importance, to the general public.

"Almost immediately he was arrested, and then it was that Count Witte suddenly changed his tune as to the meaning of the proclamation. He asserted that his interpretation as given to Souvorin was correct, but that the promises of liberty made in the document were not yet laws and therefore not in force at the time of the publication in the Russ.

"The infliction means almost to a certainty that the noted editor will fall a victim of tuberculosis or some other equally fatal malady in the dark fortress, for it reeks with the germs of disease. Few men condemned to remain there a year or more ever escape without impaired health.

"Mr. Souvorin is the eldest son of the editor of the Novoe Vremya, probably the most influential newspaper in St. Petersburg.

"Up to the time when the Czar refused to extend any clemency to the prisoner the latter's friends were hopeful that the term might be shortened or even suspended.

"His wife is prostrated over his conviction and sentence. She has not been permitted to see him since his arrest."

A cable dispatch from St. Petersburg says the Novosti has been permanently suppressed for violating the press laws and that M. Natovitch, the editor, has been sentenced to a year's imprisonment in a fortress.

OF PRACTICAL VALUE.

Louisville, Ky., March 5, 1906.
THE EDITOR AND PUBLISHER,
Park Row Building, New York.

Gentlemen:—In response to your favor of the 3d inst., advising me of the expiration of my subscription to THE EDITOR AND PUBLISHER, permit me to advise that your publication is found of practical value and I hasten to enclose herewith, \$1 for renewal of another year's subscription. Very truly yours,

J. W. Brown,
Business Manager of Louisville Herald.

PERSONALS.

R. W. Lillard has left the Atlanta Constitution to become news editor of the Macon (Ga.) Telegraph.

H. M. Pindell, proprietor of the Peoria Journal, is spending several weeks in California.

Ray Long, managing editor of the Cincinnati Post, has been spending a brief vacation at New Orleans.

Earnest East, formerly of the Springfield (Ill.) State Journal staff, has taken a position on the local force of the Peoria Journal.

Edgar A. Brown has retired from the management of the Batesville (Ark.) Daily Guard, and will engage in the newspaper business elsewhere.

Harry Millar, who in point of service is probably the oldest newspaper man in Cincinnati, has been appointed to a desirable position in the health department of that city.

Joseph Chuck, a promising young writer on the staff of Chief Sporting Editor Joseph Nolan, of the Cincinnati Enquirer, has been obliged to resign on account of failing health.

John W. Colton, formerly on the Worcester (Mass.) Telegram, but more recently with Hearst's Boston American as a desk man, has accepted a position with the Springfield Union.

William Frisch, managing editor of the Baltimore American, who has been ill for several weeks at the Union Protestant Infirmary in that city, left the institution last Saturday.

Charles S. Mitchell, formerly editor and publisher of the Fairmont (Minn.) News, has sold his interest and accepted an editorial position with the Duluth News-Tribune, succeeding Miss Mary MacFadden.

James Henry Rice, Jr., formerly editor of the Carolina Field, of Georgetown, S. C., is arranging to establish an industrial weekly, to be printed on the presses of the Evening Post, in Charleston, S. C.

Walter Edward Duncan, editor of the Rome (Ga.) Daily Herald, will establish a monthly magazine called "Between the Horns," which will be devoted to the doings of the Benevolent Protective Order of Elks.

News from California tells of the recovery, slowly but surely, of W. B. Chamberlain, managing editor of the Minneapolis Journal, whose position, during his absence, is being filled by F. A. Frieblis, city editor.

Miss Tison Page, for several years society editor of the Memphis Morning News and the Memphis News-Scimitar, has resigned and gone to Berlin, where she will study music with a view to entering grand opera.

Jesse W. Pierce, until recently with the Terre Haute (Ind.) Star, has accepted a position on the Worcester (Mass.) Telegram. Mr. Pierce is a native of Indiana, and this is his first work in the Eastern newspaper field.

W. A. Carpenter, a well-known New York and St. Louis newspaper man, more recently connected with the staff of the Memphis News Scimitar, was recently left a goodly-sized legacy, by an uncle residing at Atlanta, N. Y., and has temporarily retired from active work.

Joseph T. Mannix, for many years one of the best known and most popular newspaper men of Minneapolis, now a member of the Minnesota Legislature,

has been made chairman of the State commission to have charge of the semi-centennial celebration of the admission of Minnesota to the Union, in 1908.

Ed H. Anthony, who won his spurs on the Cincinnati Enquirer and later served acceptably on the other papers of that city, has undertaken a publication enterprise of his own since stepping down and out of office at the City Hall with the old political party. He is now editor and publisher of a periodical called the Meddler.

Harry T. Quinn, managing editor of the Memphis News-Scimitar and formerly with the New York office of the Publishers Press, has resigned and intends to leave for California at an early date. He is succeeded by James B. Hopkins, formerly of the New York World. Mr. Quinn's resignation was voluntary and much regret was expressed by the management over his departure.

John Vallette has assumed the general management of the Attleboro (Mass.) Evening Sun, succeeding Virgil Blackinton, who has taken a position with the Providence (R. I.) Journal. Mr. Blackinton was one of the original members of the Attleboro paper's staff. Later he went to the Providence Journal. About five years ago he returned to Attleboro to take charge of the Sun. He now goes back to his second love, the Journal. Mr. Vallette, who succeeds him on the Sun, has been associated with the paper for about a year.

John Talman, who for some time was managing editor of the St. Paul Pioneer Press, has for nearly a year been giving his entire time to newspaper correspondence, both wire and mail, from St. Paul, and he is one of the few who have devoted themselves exclusively to the work with success. Before taking up correspondence as a specialty, he served on the Rochester Democrat and Chronicle, Rochester Post Express, the old Rochester Sunday Tribune, Albany Argus, St. Paul Pioneer Press, St. Paul Globe and Minneapolis Journal.

W. H. Davis, of Sterling, Ill., who was formerly assistant editor of the Philadelphia Press, has just returned home after a two months' tour of the South, during which he sent daily letters to the Sterling Standard and Gazette, the Lancaster (Pa.) Daily New Era, and the Lutheran Observer of Philadelphia. After leaving the Philadelphia Press Mr. Davis was for a time editor of the Lancaster New Era, and since severing his connection with these papers in an official capacity, he has been their regular correspondent. He has traveled extensively and is a lecturer of note. This was his second tour of the South.

Will H. Brill, the young St. Paul newspaper man who represented the Scripps-McRae League and Reuter's Agency in the Russo-Japanese war, with the Japanese army in Manchuria, has returned to St. Paul after an absence of two years. After the conclusion of peace he traveled extensively in China, India and other countries of the Far East. Mr. Brill did excellent work as a war correspondent. He is spending a few weeks with his parents at St. Anthony's Park, a St. Paul suburb. He has made no definite plans for the future, having closed his contract with the Reuters Agency about six months ago.

William Dixon, formerly reporter for the New York World at police headquarters, who has lately been doing City Hall for the Evening World, has returned to headquarters and has been assigned to cover the news in the building for his paper. Max Fischel, who relieved Mr. Dixon when the latter was transferred to

City Hall a few months ago, continues as general police reporter for the World. Before going to the World Mr. Fischel had served the New York Sun for eighteen years. He is dean of the police headquarters corps. William Mason, who has been copy boy for the World at headquarters, has been made a reporter for that paper at Jefferson Market police court.

BRIEF ITEMS OF NEWS.

Work on the Minneapolis Daily News Building is progressing fast, and it is expected that it will be ready for occupancy by May 1.

Hearst's Weekly Examiner for Farm and Home will begin publication in Chicago on April 19. It will be a thirty-two page tabloid. Clement Yore will have charge of the advertising.

Robert Bremner, editor of the Passaic (N. J.) Daily Herald, has incorporated the paper for \$50,000. There will be no change in the management or policy of the paper.

Charles H. May, business manager of the Peoria Herald-Transcript, has started a weekly farm department, printing every Friday two full pages of farm and rural news on a pink supplement.

The Galveston (Tex.) Tribune recently issued a souvenir edition, illustrated with half-tones of the business buildings and containing a complete history of the city and a description of its advantages and importance as a seaport.

The Peoria Newsboys' Association has passed resolutions thanking the Chicago American and the Peoria Journal for assistance in forming the newsboys' union. A Hitchcock is president of the association, and R. F. Ernst secretary-treasurer.

La Voce del Popolo, the Italian daily of San Francisco, claims that of all dailies in the foreign language it has the largest circulation throughout the Western States, Mexico and British Columbia. E. J. Cevaco is now manager and proprietor of the paper.

SITUATIONS WANTED.

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

CORRESPONDENT.

Journalist, thoroughly alive to the doings at the Capitol, desires to act as special correspondent for several good weeklies or semi-weeklies. Will give personal attention to happenings of special interest to your section. Rate, \$1 per column. Address "BOX 59," Washington, D. C.

A POSITION BY

experienced bookkeeper in South. Graduate Pennsylvania College, Diploma. Good correspondent and typewriter. Very best references. Address "BOX 43," Langley, S. C.

A CAPABLE EDITOR,

sixteen years' experience, seeks engagement. Small city daily preferred. H. W. PALMER, 75 Van Buren street, Passaic, N. J.

Experienced, active journalist, thoroughly familiar with trade conditions, desires to correspond for a first class trade paper from Chicago and to cover adjacent territory. Address "D. B.," care THE EDITOR AND PUBLISHER.

CAN FURNISH UNEXCEPTIONAL references showing that I know how to fill the desks of managing, news or general editor of any paper. I am after a permanent place where ability counts. Would like afternoon paper in town of about 50,000, where a well-equipped man can advance with the results he accomplishes. Address "G. H. M.," care THE EDITOR AND PUBLISHER.

CARTOONIST.

Boost your circulation and advertising by local cartoons and illustrations. I draw striking cartoons full of humor and originality. I know how to please the readers. Position in West or South preferred. Salary moderate. Address "ILLUSTRATE," care THE EDITOR AND PUBLISHER.

TRADE JOURNAL CORRESPONDENT, thoroughly familiar with the trades in the entire Pittsburgh district, desires to correspond for a few more first-class trade papers. Address "GEORGE D. STEELE," 1068 Western avenue, Allegheny, Pa.

FOR SALE.

GOSS CLIPPER FOUR AND EIGHT page stereotype web press for sale, in good condition. Length of page 23 1/2 inches, 6 or 7 columns to page. Speed 10,000 per hour, folded to quarter page size. Can deliver quickly. WALTER SCOTT & CO., Plainfield, N. J.

FOR SALE—PARTY WITH RECORD of success, to take management and interest in Southern publishing business, with class and local papers; city of 7,000. Snap for right man, with \$10,000 to \$15,000, to secure controlling interest. "DIXIE," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTIONS delivered prepaid, 75c 6 or more, 50c each Cash with order. All newspaper screens; service day and night. Write for circulars. References furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 515, Philadelphia, Pa.

SHORT STORIES WANTED. They must be realistic and like those we publish, which are distinctly different from the stories in the ordinary magazine. Save postage by reading a copy before submitting. 10c from all dealers or the publisher. YOUNG'S MAGAZINE, Dept. 45, New York City.

BUSINESS OPPORTUNITIES.

ANY PROPOSITION

you wish sold to the newspapers will be undertaken by the best known and most successful salesman. Never fails to make sales if proposition has merit. "SUCCESSFUL," care THE EDITOR AND PUBLISHER.

HELP WANTED.

MANAGER FOR SOUTHERN OFFICE with local publications and class Journal; also doing large job business; city of 7,000. Must have a past record of success in similar position. Prefer party able to make some investment. Address "SOUTH," care THE EDITOR AND PUBLISHER.

WANTED—TO KNOW THE whereabouts of "Noddies" Fagan, street sale promoter, or any other good man in this line. Address "JOURNAL," Johnstown, Pa.

NEWS PHOTOGRAPHS

WHICH FOCUS FACTS. We have 15,000 subjects in stock and agents all over the world. Text supplied. WE BUY interesting photographs. Send for our daily bulletin of news subjects. **GEORGE GRANTHAM BAIN,** 15 PARK ROW, NEW YORK.

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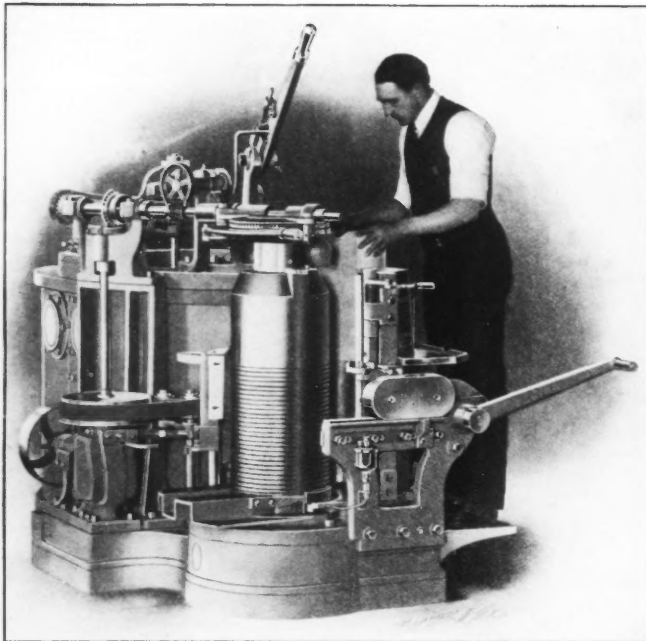
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THE LOVEJOY CO., Established 1853

ELECTROTYPERS

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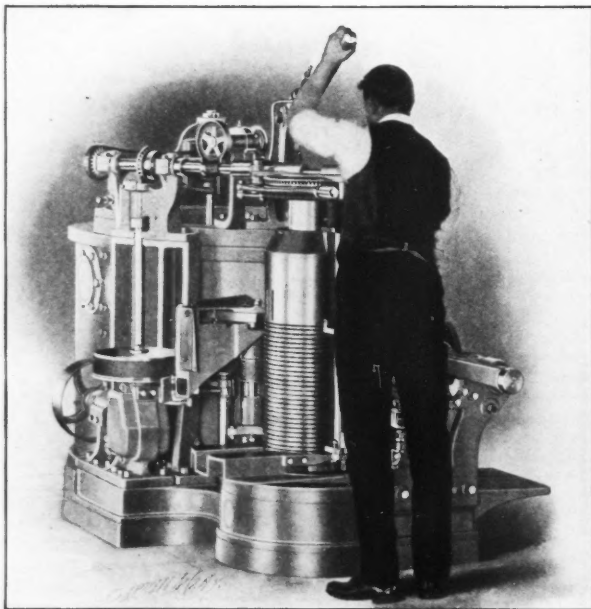
444-446 Pearl Street, New York.



To insert the Matrix is but the work of an instant.

SINCE the general adoption of the Autoplate machine by the dailies of the larger cities, many requests have reached us from papers of lesser magnitude for a rapid stereotyping apparatus suitable to their needs.

So urgent has been this demand that during the past two years Mr. Henry A. Wise Wood has unremittingly devoted himself to a solution of the difficulties involved, and at last has produced a remarkable device which we have the pleasure of presenting to the public as THE



To make the Cast, a single stroke of the pump lever is sufficient.

The Junior

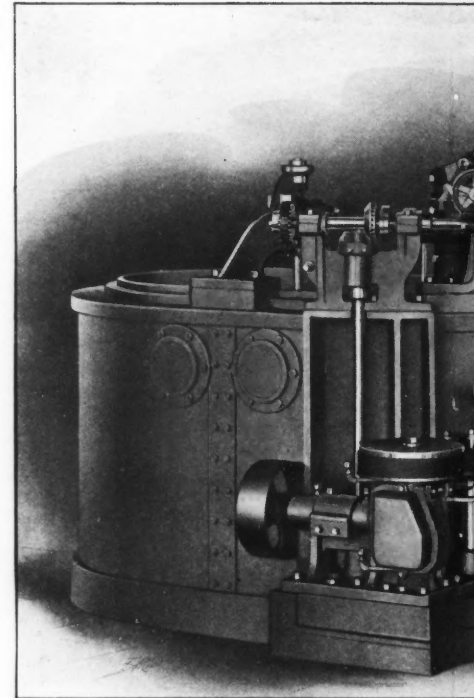
A New, Simple and Very Swift Curved Stereotype Printing

JUNIOR AUTOPLATE, especially designed by H.

It is now universally recognized that the day of hand type-setting has passed, and that mechanical stereotyping is taking its place, that the

As the need which we have sought to satisfy is an economically workable, device, care has been taken within such a moderate price as shall bring the investment within the reach of every newspaper.

Indeed, in this as well as in those other respects



The Junior Auto

pally because of the latter—Mr. Wood has succeeded from the beginning of his work it seemed at all possible to re

As the foregoing indicates, the principal goals in view; and by the use of this form of the Autoplate a substantial reduction in the cost of working even to the point of time, an improvement in the quality of work and space which need be given up to stereotyping.

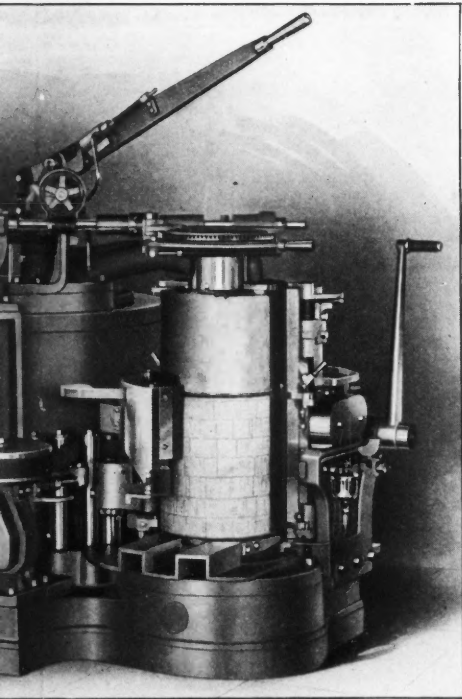
Thus, while it is not so highly organized as is the volume of work required of that machine by the market, the Junior Autoplate is a far-reaching improvement.

THE CAMPBELL COMPANY

Junior Autoplate

Swift Device for the Making of Printing Plates for Newspapers.

by him to meet the requirements of such offices. The era of hand stereotyping is destined to pass—as already seen in the case of the large newspaper; and so rapidly that ere long in a city a hand box will be a rarity. The Junior Autoplate is an expensive, as well as a simple and easy to operate device, designed to keep it in the line of the inestimable advantages of mechanical stereotyping—labor-saving and simplicity—and princi-



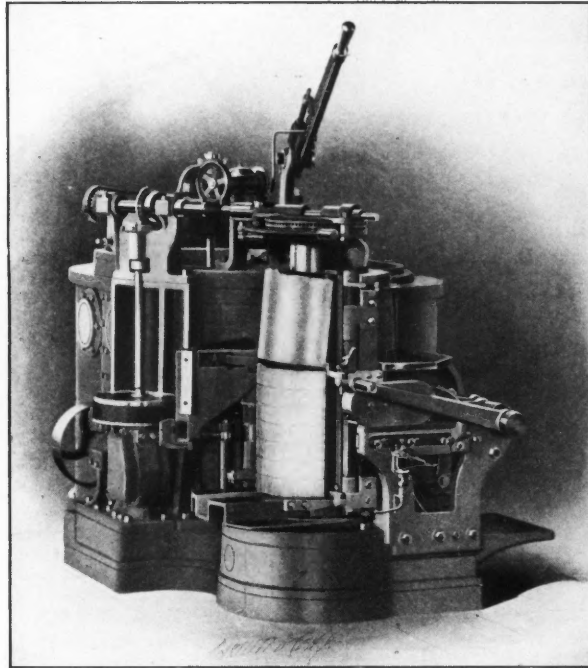
Junior Autoplate.

ceeded in going far beyond the point which at the time was thought to be unreach-

goals of newspaper economy have clearly been held. The Junior Autoplate congeries of inventions there should result in the smallest stereotype rooms; a great saving of work done, and a lessening of the amount of floor

as is the Autoplate itself—nor fitted to the monster dailies of larger cities—no dependence upon the hand method of stereotyping.

COMPANY, NO. 1 MADISON STREET, NEW YORK



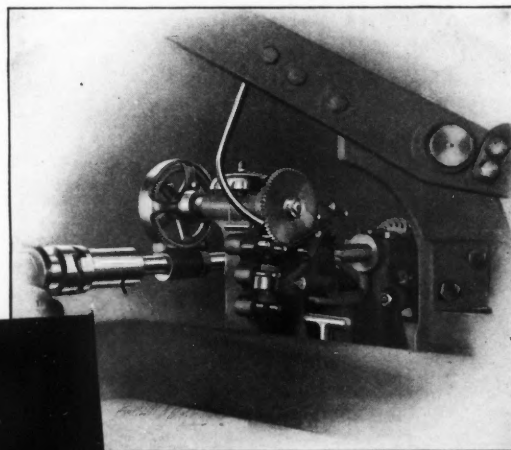
Trimmed and ejected the Cast is ready for the final operation of shaving. The casting chamber having been recharged, a second Plate meanwhile is in the process of cooling.

making, however it may be practiced.

This at once becomes apparent when it is known that by means of the Junior Autoplate three plates a minute may be sent to the pressroom, whereas, to attain this rate of production with the most modern pump-fed hand boxes and their accompanying outfit of tail-cutters, shavers, and blocks, it would require AT LEAST three times as many men.

PRICES

- A Single Equipment, consisting of a Junior Autoplate and its melting furnace - - - \$7,500
- A Double Equipment, consisting of two Junior Autoplates having a melting furnace common to both 14,000



When the bell is moved from the casting chamber, this bell automatically announces the fact.

WEST VIRGINIA ACTIVITY.

Factional Differences Among Republicans Cause Newspaper Changes.

There is strong talk of starting another morning paper at Parkersburg, W. Va., in opposition to the Dispatch-News. A number of influential Republicans in sympathy with the present State administration feel the need of an organ coinciding with their views. It is understood that they have engaged several newspaper men to start the paper and that the first number will appear about May 1.

George C. McIntosh, the well-known editor and politician of Fayetteville, W. Va., has with associates purchased the Charleston (W. Va.) Daily Mail and the Charleston Morning News and will assume charge of the property on April 1. It is said the papers will be conducted in the interest of the faction known as "insurgent" Republicans.

There is also understood to be a movement to start an administration Republican paper at Charleston if the two Republican papers there bear out the suspicions created by the McIntosh purchase.

A syndicate composed of the leading and some of the most wealthy Republicans of the Eastern Panhandle section of West Virginia, have formed a joint stock company, with a capital of \$10,000, and purchased the Eastern Panhandle newspaper property of Shepherdstown from Col. W. I. Boone.

Change in Palo Alto Times.

H. W. Simkins last week sold the Palo Alto (Cal.) Times to S. W. Charles for \$12,000 and has quit active newspaper work. The Times was recently consolidated with the Palo Alto, a weekly which was owned by Mr. Charles, and the combined papers were reorganized into a new daily and a weekly. The additional duties of the editorial department were more than Mr. Simkins cared to continue, and he took advantage of Mr. Charles's offer to retire to the simple life.

Whitelaw Reid to Preside.

Whitelaw Reid, American Ambassador to England will preside at the forty-third anniversary dinner of the Newspaper Press Fund at London on Saturday, May 19. The occasion is looked forward to with added interest by the craft on the other side on account of the fact that Mr. Reid is himself a journalist and has for many years been editor and proprietor of the New York Tribune.

Iowa Paper's Semi-Centennial.

The Iowa Falls (Ia.) Sentinel was a half-century old last week. It was established at Eldora on March 22, 1856, and is the oldest paper in Central Iowa. The paper always has been of the staunch Republican faith. It now occupies a home of its own in a handsome brick block built last year. S. B. Stonsbrook is the present editor.

Volks Zeitung Leases New Quarters.

The Socialistic Co-operative Publishing Company, publishers of the New Yorker Volks Zeitung and other periodicals, has leased the eight-story building at 15 Spruce street, New York, as a home for its publications. The lease is for a period of ten years at an aggregate rental of about \$80,000.

Kingston Freeman Celebrates.

The Kingston (N. Y.) Daily Freeman celebrated its thirty-fifth anniversary last Saturday night by a banquet tendered its fifty employes by Jay E. Klock the owner and editor. The Freeman is the successor of the Ulster County Whig, founded in 1834 by John G. Wallace.

AN ADVERTISING CREED.

American Magazine's Statement of Its Policy—Its Striking Cover for May.

The American Magazine makes this very clear cut statement of its advertising creed:

"The American Magazine applies a single honest standard to everything that appears between its covers. In our articles exclusive of fiction, of course, we publish no statement which we do not believe to be a fact. In our advertising pages we print no statement which we do not believe to be an honest one, published for an honest purpose. This con-



fidence every reader must share. If any reasonable doubt occurs to a reader concerning any statement in the text pages of the magazine, let him notify the editor. If he has any reasonable complaint concerning an advertisement let him notify the advertising manager. In either case, our investigation will be prompt and thorough. We stand behind everything we publish."

The May number of the magazine will have a striking cover which furnishes a good example of the value of a cover design to advertise a special feature. The ferocious looking pirate holding down the massive brass-bound chest labelled in big letters "The Mystery" draws attention to the alluring title of the new novel by Stuart Edward White and Samuel Hopkins Adams, which begins in this number. Covers of this kind make readers.

Twenty-Five Years' Ownership.

Louis G. Lamade, editor and proprietor of the Altoona (Pa.) Volksfuere, last week celebrated the twenty-fifth anniversary of his ownership of the paper. The Volksfuere was started on March 28, 1878 by Harry Slep, one of the proprietors of the Altoona Mirror. Mr. Slep sold it to Mr. Lamade in March, 1881. It was then a four-page paper. Now it consists of twelve pages and is one of the best German papers in Pennsylvania.

New Yorkers Charter Canadian Sportsmen

The Canadian Sportsmen Publishing Company, of Montreal, was incorporated last Saturday with a capital of \$50,000. James E. Sullivan is president, James N. Carrington, assistant secretary, J. J. Doyle, superintendent and William Brown, treasurer, all of New York city.

York Press Club Officers.

The York (Pa.) Press Club last elected the following officers: President, Charles McIlhenny; vice-president, W. Shettle; secretary, Edison B. Hamson; treasurer, B. I. Susong. The annual banquet of the club will be held about April 1.

BALTIMORE EDITOR DEAD.

Norval E. Foard, of the Sun, Succumbs to Pneumonia—His Interesting Career.

Norval E. Foard, of the editorial staff of the Baltimore Sun, and one of the best known newspaper men of that city, died last Monday of pneumonia which followed an attack of the gripe a couple of weeks ago. Mr. Foard was born in Alexandria, Va., in 1837, and received his education at St. John's Academy, Charleston, S. C. In 1857 he took a position on the editorial staff of the Baltimore Republican, which was the afternoon successor of Artist. He was afterwards associated with the Exchange, and in 1860 he accepted a position on the staff of the Baltimore American. In 1865 he went with the Sun, with which paper he has been connected ever since. Mr. Foard sent the first dispatch from Charleston, S. C., on the bombardment of Fort Sumter, having been sent to that city as a correspondent. He was a member of the Maryland Commission of the Charleston Exposition.

During the Civil War he was in charge of the Confederate engraving and printing bureau in Richmond. On the Sun he held at various times the positions of city editor, editor of Maryland news and special correspondent, his contributions showing a wide range of information and instinctive grasp of subjects. His descriptive articles about the havoc wrought in Charleston, S. C., by the earthquake were among the most interesting sent out from there.

Sacramento Bee's Block Book System.

For some fifteen years the Sacramento (Cal.) Bee has pursued a plan, originated by itself, of regularly compiling data from which its "Subscription Block Books" are prepared. In these books a page is devoted to each block of the city, and thereon, in diagram shape, is indicated, for each house in the block, its position, street number, name of occupant, and the particular local newspapers regularly delivered by carrier. The system is maintained partly for the use of the Bee's own circulation department and partly for the valuable information it furnishes advertisers as to the quantitative and qualitative analysis of Sacramento newspaper circulations. From the segregations made from the 1903 Block Books, together with similarly compiled information from outside towns in its field, the Bee now claims a circulation of 11,135. It also says that it goes into 75 per cent. of all the homes in Sacramento that receive a local paper. In addition to its Sacramento and mail circulation the Bee maintains a carrier system in ninety-two towns of Superior California.

Altoona Times Improvements.

The Altoona (Pa.) Times has let the contract for its new four-story building and work will begin at once. It is hoped to have the building ready for occupancy by June 1. The Times last week ordered a modern high-speed perfecting press of the Potter Press Manufacturing Company, Plainfield, N. J., which is to be

TO HONOR JEFFERSON'S MEMORY.

Democratic Editors of Missouri Plan Big Meeting for April 13.

Charles W. Knapp, of the St. Louis Republic; C. J. Golden, Nodaway Forum; John A. Knott, Hannibal Journal; William Hirth, Columbia Statesman; Henry F. Childers, Troy Free Press; Jewell Mayes, Richmond Missourian; Theodore Fisher, Farmington Times, and H. S. Sturgis, Neosho Times, are among the editors invited to address the Democratic State Press Association of Missouri which meets on April 13 at Kansas City to celebrate Jefferson Day.

Five hundred invitations have been issued for the banquet to be held in the evening, at which Joseph W. Baily, United States Senator from Texas; John Johnson, Governor of Minnesota; William J. Stone, United States Senator from Missouri; Charles A. Tower, Representative in Congress from New York city, and Joseph W. Folk, Governor of Missouri, will be the speakers.

Texas Afternoon Editors Meet.

The Texas Afternoon Press Association at a recent meeting in Houston elected the following officers for the ensuing year: President, Marcellus E. Foster, Houston Chronicle; vice-president, E. J. Kiest, Dallas Times-Herald; secretary, C. H. McMaster, of the Galveston Tribunes. Mr. Foster, Mr. Kiest and T. B. Johnson, of the San Antonio Daily Light, E. A. Thompson, of the Denison Herald, and S. H. McGary, of the Beaumont Journal, were elected directors. The next quarterly meeting will be held at Dallas some time in June.

Minneapolis Tribune Staff Changes.

Several changes have recently been made in the staff of the Minneapolis Tribune. G. E. Wilson recently took charge of the night city desk, formerly occupied by John A. Arnold, who is now assistant city editor of the Minneapolis Journal. Ralph H. Mitchell, former telegraph editor of the Morning Tribune, is now assisting on the local city desk, and F. A. Wilson, of the reportorial staff, succeeds Mr. Mitchell on the night telegraph desk.

HIGHLY ESTEEMED.

Jamestown, N. Y., March 7, 1906.
THE EDITOR AND PUBLISHER,
Park Row Building, New York.
Gentlemen:—I enclose herewith three (\$3) dollars to extend my subscription to your highly esteemed publication from January, 1904, to January, 1907, with apologies for my carelessness in not earlier remitting. Very truly yours,
F. P. HALL,
President and General Manager of the Jamestown Journal.

A Minnesota Consolidation.

Messrs. Whiting and Luers, publishers respectively of the Owatonna (Minn.) Journal and Herald, have consolidated interests, and the new paper will be known as the Journal-Herald.

Complete Hoe Stereotype
Fit For Sale Cheap

Louisville Herald has for at a reasonable figure Hoe ing box, shaver, trimmer, ace for coal or gas, with pot and a stand or two.

Address
BUSINESS MANAGER,
The Herald, Louisville, Ky.

PAPER FAMINE TALK.

Scarcity of Pulp Wood in Middle West May Raise Prices.

A press dispatch from Appleton, Wis., says:

"Paper manufacturers of the Fox and Wisconsin river valleys unanimously declare that never before in the history of paper making in the Middle West have they faced so serious a condition in the matter of raw material as at the present time.

"Scarcely a half dozen of the twenty-three mills in these two valleys have a supply of pulp wood sufficient to keep the mills in operation during the coming summer. Not only is wood scarce, but the price is constantly advancing.

"This may mean that an excuse is being sought to carry out the threat made when the Supreme Court decided against the Paper Trust—that the price would go to five cents."

A correspondent of the Paper Mill quotes an Appleton manufacturer as saying:

"If we Westerners have a scarcity of subjects on which to base our prayers, it might be well to add to the list that of asking that the East be deprived of rain during the coming spring and summer. If ever there was a time of embarrassment in the Middle West, it is now. The paper maker is facing about everything there is in the line of adverse conditions. If the weather man would consign a dry season to the East so that most of the water power steams would fail to fulfil their province, it might make the impending burden a little easier for the Middle Western man to carry.

"Water, wood, prices and business are the principal factors dominant in Western paper business at present, and not the least of these is the wood question. For the life of me, I cannot see how Wisconsin mills are going to continue operation throughout the summer with the present visible supply of pulp wood. There are not more than two and possibly only one mill in the valley here that have a supply sufficient to keep them in operation until next season. The wood question, I repeat, just now is the most serious problem that Wisconsin paper makers have to face. I predict that nearly every paper mill in Wisconsin will have to shut down some time during the summer for want of raw material.

"As for water during the coming spring and summer, I see a very discouraging outlook. There is no snow on the ground now and there has been but a comparatively small amount during the entire winter. Unless we get a large amount of snow or rain during the spring season, I can see how water power in this section of the State will give out two months earlier than usual. Usually at this time of the year there is at least a foot and frequently two feet of snow on the ground, but now there is none and we will have to depend entirely upon spring rains for water power.

"Business is little if any better now than it has been for the last few weeks. There are slight signs in some corners of improvement in trade, but nothing that warrants the statement that business is good. Some of the mills have about all they can do, but for the most part I believe there is no particular rush.

"Prices—everybody knows what they are; far below what they ought to be and possibly considerably less than what they will be a short time hence. There is no question in my mind but that prices will go skyward within the near future. It is beyond reason that they should remain where they are much longer, for the reason that manufacturers cannot stand it much longer. They are now making print paper at just about cost—at any rate, an unreasonably small margin of profit. This condition, in the face of the scarcity of raw material and the constant increase in the price of that material, cannot endure much longer."

W. C. Smith, Jefferson, Ga., wants addresses of manufacturers of small embossing presses and dies.

DON C. SEITZ SPEAKS.

Tells a Brooklyn Congregation of the Purposes of Newspapers.

Don C. Seitz, of the New York World, delivered an address before the members of the Church of Good Tidings in Brooklyn last Sunday night. He spoke of public franchises, the church and the newspapers, and of the latter he said:

"The daily newspapers are all Universalists and they are all Democrats. The newspaper is viewed as a money-making enterprise and it must be. Yet, I doubt if there is anything in the world, aside from a church, that has in its inception less of the intention of money-making than a newspaper. Every newspaper that ever amounted to anything started with another purpose than making money. Some of them started to voice the sentiments of some particular man, but it was always the rights of man that claimed their chief ambition. Where you find a free press you find a free people, and where you find a despotic press is checked in its utterance. It was only thirty years ago that the stamp tax was taken off newspapers in England, and only within the last ten years have they had popular newspapers and large circulations. In this country the newspapers have been pre-eminent since the Revolutionary War.

"There is a certain fiery spirit engendered in a newspaper office. Behind the rich proprietor or corporation you will find a small army of people, very able and very intelligent, working for a common purpose—the betterment of their paper. They are very self-sacrificing, getting out to the front for the people, and yet staying unknown behind their pens."

Cyrus Curtis Buys Building Site.

Cyrus H. K. Curtis, president of the Curtis Publishing Company, Philadelphia, last week took title from Theodore H. Mead for the sum of \$175,000 to the property at the southwest corner of Sanson and Swanwick streets in that city. One of the present occupants of the property is the Keystone Type Foundry. It is also reported that Mr. Curtis has purchased all the ground from the northwest corner of Swanwick and Walnut streets to 623 Walnut street inclusive, and that a large office building will occupy the site. Milligan & Webber are architects for the new building.

Newspaper Woman Insane.

Maude Woode Henry, formerly a Toledo newspaper woman, was adjudged insane last week and taken to the Toledo State Hospital. She was found unconscious on a train some weeks ago while on her way to New Orleans, where she was going on a literary commission. It was later found that her reason was affected, and she was taken back to her home in Toledo to be cared for.

Installs Cox Duplex.

The Owensboro (Ky.) Inquirer, published by W. Q. Adams, has recently installed a Cox Duplex press. This is the third type of press the Inquirer has been forced to install in as many years in order to care for its increasing circulation.

Gorky Coming to America.

A cable dispatch from Berlin last Monday said that Maxim Gorky, the Russian novelist and radical leader, was about to leave for America. Gorky took up his abode at Glion, Switzerland, near Geneva, after leaving Berlin.

New Company at Middletown, N. Y.

The Mercury Publishing Company of Middletown, N. Y., was incorporated last week with capital of \$40,000. The directors are: Esther, Cornelius and A. B. Macardell and Albert E. Nickerson, all of Middletown.

NATHAN S. COHEN DEAD.

Publisher of Das Morgen Journal Was Brought Up on Park Row.

Nathan Solomon Cohen, publisher of Das Morgen Journal, died last Monday at his home in New York after three weeks' illness of typhoid fever.

Mr. Cohen was born in New York forty-six years ago, and was educated in the public schools. As a boy he evinced a great liking for newspaper work, and began by carrying copy for his father, the late Solomon Nathan Cohen, who was on the staff of the Staats-Zeitung for forty years. In 1881 he became a reporter at Police Headquarters for the Star. Later he was employed on the Herald and the World, and was night editor of the old Morning Journal in the last days of the Pulitzer ownership. He then became advertising manager of the Journal, and about ten years ago took charge of Das Morgen Journal as publisher.

At that time the sheet was being published by Mr. Hearst at a heavy loss, and he had about determined to dispose of it. Mr. Cohen, however, prevailed on him to retain the paper, promising to make it pay. This he did in two years.

Mr. Cohen was well known and popular. He was a member of the Hardware, Sphinx and German Press Clubs.

Old Ohio Editor Dead.

Isaac J. Allen, once well known in legal and literary circles, and from 1861 to 1865 editor-in-chief of the Ohio State Journal, died last Sunday night in Morristown, N. J., where he had lived since his retirement from business. He was 93 years old. President Lincoln sent him to Hongkong as United States Consul. At that time the commercial relations between this country and China were strained and Mr. Allen did much to straighten out the tangle. For the last fifteen years he had not been engaged in active business, but for his own amusement he had done much literary work. He was a member of the Ohio Society of New York and at its last banquet at the Waldorf-Astoria was a prominent figure.

Steinkopf, the Appolinaris Man, Dead.

A cable dispatch from London last Sunday announced the death of Edward Steinkopf, former proprietor of the St. James's Gazette, in his sixty-ninth year. In conjunction with the late George Smith he founded the Appolinaris business in 1874, which he sold in 1897 to Frederick Gordon, for nearly £2,000,000. Mr. Steinkopf bought the St. James's Gazette from Hucks Gibbs eight years after it was founded. He sold it in 1903, and it was soon after amalgamated with the London Evening Standard.

OBITUARY NOTES.

John Miller, a well-known Toronto newspaper man, died a few days ago at Calgary, Alberta, after an illness of two years. Mr. Miller was once a reporter on the Toronto Mail and later on the Toronto News.

Charles G. Holland, for many years connected with the Associated Press, died at his home in New York last Monday of Bright's disease. Mr. Holland was about 60 years of age and was a native of Washington, D. C.

Managing Editor of Lafayette Courier.

W. B. Foley, formerly city editor of the Indianapolis Sentinel, last week assumed editorial control of the Lafayette (Ind.) Daily Courier. Since the suspension of the Sentinel he has been acting as telegraph editor of the Pittsburg Post. He was formerly State editor of the Sentinel, and he has held various other positions on Indianapolis newspapers.

A LUSTY YOUNGSTER.

Appreciation of the Remarkable Growth of The Publishers Press.

The bulletin of the Publishers' Commercial Union for March 22 contained the following reference to the Publishers Press:

"The achievements of the Publishers' Press Association during the nine years it has been in existence are something remarkable. This young giant, as it might well be termed, although only nine years old, has made wonderful progress in the collection and dissemination of news. Not only has it secured a very good percentage of the patronage in this and foreign countries, but it has raised the standard of this particular line of work to a point far above what it was when the association entered the field. Its motto has been accuracy, brevity and promptness, and the successful manner in which it has adhered to this motto is testified to by hundreds of newspapers publishing the report it furnishes. That to succeed has been a difficult proposition to one unfamiliar with the editorial end of a newspaper for a moment disputes, as it has been necessary not only to build up a clientele, but to do it against great odds. Notwithstanding this fact, the association has made rapid strides and is now recognized as one of the two great press associations of the world. Every step of the journey from the day the association was launched until the present time has been taken with the greatest possible care, and strictly in keeping with good business principles. We have watched the progress of this association since it occupied one room in the Sun Building. It now occupies nine rooms, or the entire third floor front of the Park Row Building, as its main office, with offices in every leading city of this country, and with correspondents in every town and hamlet where news develops. It also has foreign offices in London, Paris and Berlin, with correspondents at every important capital and city in Europe. It is the aim of the management of the Publishers' Press to make it one of the greatest, if not the greatest press association in the world, and if the past is any criterion for the future, their aim should be realized."

BRIEF ITEMS OF NEWS.

The Vineland (N. J.) Evening News has suspended publication. It was established in September, 1905.

John Cook, business manager of the New York Evening Mail, is back at his desk after several weeks' illness following an operation for appendicitis. Mr. Cook's recovery is a source of gratification to his many friends.

Joseph Bryan, president and publisher of the Richmond (Va.) Times-Dispatch, has accepted the invitation of the lecture committee of Richmond College to speak at that institution on the subject of "Journalism."

The Columbus (O.) Dispatch claims to have printed 445,320 lines of commercial advertising in February, which it says is a gain of 13,220 lines over the same month last year. It also claims to have printed 1,599 more want ads last month than in February 1905.

Howard Blakeslee, of the New York office of the Associated Press, was married last week at Detroit, his former home. Mr. and Mrs. Blakeslee took a honeymoon trip through Southern Canada and Maine, stopping in Toronto, Montreal and Portland.

The Minneapolis Journal sends out a striking card giving its circulation and advertising records for February. The Journal claims a daily average circulation during that month of 68,865; Sunday average 58,287. It claims 1,687 columns of advertising, daily and Sunday, for the month.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

Andrew Cone, Tribune Building, New York, is sending out some orders for the DeForest Wireless Telegraph Company.

Louis Army, 41 Park Row, New York, is putting out some advertising for the Marconi Wireless Telegraph Company.

N. W. Ayer & Son, Philadelphia, are placing orders for the Stein-Bloch Clothing advertising.

The J. Walter Thompson Company, Twenty-third street, New York, is putting out new orders for the Tarrent's Seltzer advertising.

The C. K. Arnold Agency, Philadelphia, is about to make up the list of daily papers for the A. B. Kirschbaum & Co. clothing advertising.

The Ben B. Hampton Agency, 7 West Twenty-second street, New York, will place the advertising for the National Cigar Store Stands Company in 900 cities. They will use on an average of two dailies to a city. There will also be a large line of new Crema Cigar copy go out shortly to daily papers having contracts.

M. B. Wilson, Flatiron Building, New York, is using Western dailies for the Madam Yale advertising in towns where goods are on sale.

The C. K. Arnold Agency, Philadelphia, is still sending out classified advertising generally for the National Silverware Company.

Lord & Thomas, New York are placing 2,000 line contracts for Dr. D. A. Williams, East Hampton, Conn.

E. Vreeland, advertising agent, 319 Broadway, New York, is putting out some extra orders for Bath-a-sweet advertising in a number of dailies in towns where the goods are on sale.

The St. Cloud Pharmacy, 125 North Eighth street, Philadelphia, is adding new papers to its list for the Dr. La Franco advertising. The contract calls for one inch e. o. d. for one year.

The McDonald Olmsted Company, Buffalo, N. Y., is now making up a list of daily papers for the advertising of Acker's English Remedies.

The Berkshire Medicine Company, Chatham, N. Y., is placing orders and asking for rates for the Berkshire Bear Weed advertising.

George McCracken, 24 East Twenty-first street, New York, is placing the advertising of the Standard Ozone Company, Wellsville, N. Y.

The C. F. Wyckoff Company, Ithaca, N. Y., is placing contracts for the advertising of Shinola Shoe Polish.

The Ben B. Hampton Agency, 7 West Twenty-second street, New York, is placing some advertising for Munsey's Magazine.

The George B. Van Cleve Company, Temple Court, New York, will place the contracts for the Butterick Publishing Company, New York.

The C. K. Arnold Agency, Philadelphia, is putting out large copy to Pennsylvania papers for the Atlantic City Estate Company to advertise Pinehurst.

The George P. Rowell Agency, 12 Spruce street, New York, is making renewals for the Alfred Benjamin Clothing advertising.

Dauchy & Co., Murray street, New York, are making renewals for Parker's Hair Balsam advertising.

ADVERTISING NOTES.

The Bates Advertising Company, William street, New York, will remove to 15 Spruce street.

D'Arcy O'Connor has resigned as advertising manager of the New York Evening World to become the advertising manager of Hearst's Boston American.

Fred Owen, Temple Court, New York, announces that the New York office of Comfort will be moved to the eleventh floor of the Flatiron Building.

C. F. Siedel, business manager of the Pittsburg Times, was in New York this week on business connected with that paper.

William Stewart, of the World's Dispensary, Buffalo, N. Y., is in New York making contracts for that concern. Mr. Stewart is stopping at the Earlington Hotel.

N. W. Ayer & Son, Philadelphia, are sending out extension orders for Cluett, Peabody & Co. The papers that did not carry the shirt advertising before are now running it.

The New York Times claims to have published 5,953,322 agate lines of advertising in 1905, an increase of more than 725,000 lines over the preceding year.

William Boreodi has been succeeded as editor of the National Advertiser by T. B. Eiker, who was formerly editor of the paper. Frank Fellows, formerly with the Bates Advertising Company, William street, New York, will be Mr. Eiker's assistant.

The Danville (Ill.) Commercial-News printed in a recent issue seven pages of advertising for a single firm, which is a remarkable achievement, to say the least, for a paper in a city the size of Danville. The Commercial-News issues a detailed statement of circulation for 1904, sworn to by John H. Harrison, treasurer of the publishing corporation, giving the daily average for the year as 8,579.

A Good Circular.

If you are bound to use circulars, use good ones. The Indianapolis News has just put out one that is out of the ordinary and calculated to attract attention. It is printed on tinted paper. The catch line, "The Great Hoosier Daily," sets off the first fold, then comes an account of the phenomenal growth of Indianapolis as a city, then the circulation and advertising record of the News, next its history and a description of its equipment, and finally a comparison of the advertising of the News with that of other leading dailies. On the last fold is an attractive half-tone of the News Building. The News claims a daily net paid average circulation for 1905 of 71,028. It gives its daily average number of columns of advertising carried in 1905 as 71.90 as compared with 63.25 columns in 1904. For a concise presentation of the merits of a newspaper this latest circular of the Indianapolis News might well serve as a model.

A Live Advertising Club.

The Peoria Adz Club has finished its first year of existence with a most successful showing. During the twelve months of its life it has given seven dinners, two of which were for members only. All of them have been well attended, and the club has done much to stimulate interest in the advertising business in local circles. The club is open to advertisers and those interested in advertising, and now has more than one hundred members.

Y. M. C. A. COURSE CLOSES.

Was So Successful That It Will Be Repeated Next Winter.

The first course of lectures ever given in New York on the general subject of advertising was concluded at the Twenty-Third street branch of the Y. M. C. A. last Monday evening. The course, which was under the direction of Frank L. Blanchard, opened on Oct. 2 with an address by Ben B. Hampton, of the Hampton Agency, on "The Advertising Business as a Career for Young Men." Twelve of the lectures were delivered by Mr. Blanchard, the others being given by Arthur Brisbane, editor of the Evening Journal; George M. Perry, advertising manager of the Siegel-Cooper Co., W. A. Lydiatt and R. E. Lermonde, of the Ben B. Hampton Company; William Borsodi, editor of the National Advertiser; J. D. McManus, editor of the Billboard; Manley M. Gillam, advertising counsel of the New York Herald; Edward Payson Call, publisher of the New York Commercial; Emerson P. Harris, trade paper specialist, M. L. Wilson, of the N. W. Ayer & Son Agency, Philadelphia, and W. Ward Damon, the well-known special agent.

The course was well attended. The lectures, which covered the general field of advertising were supplemented by practical class work. The course was so successful that another will be given next fall beginning Oct. 1. The members of the class will have a dinner together at the Hotel Hungaria in Union Square next Monday evening.

Shannon Putson the Oakland Herald.

R. J. Shannon, special newspaper representative, 150 Nassau street, New York, has just added the Oakland (Cal.) Herald to his list of papers. Mr. Shannon will have entire control of the advertising of this paper in the East. The Herald has rapidly come to the front under the present management and now guarantees over 10,900 circulation.

IT BRINGS RESULTS, TOO.

Syracuse, N. Y., March 27, 1906. THE EDITOR AND PUBLISHER,

Park Row Building, New York.
Dear Sirs:—We put an advertisement in THE EDITOR AND PUBLISHER inquiring for a man for our paper. We got ten answers in the next mail. Enough said.
THE SYRACUSE JOURNAL.

James Rascovar Sails.

James Rascovar, president of the New York News Bureau and of the advertising agency of Albert Frank & Co., sailed for Europe last week on the Hamburg-American liner Prince Adalbert. He will remain abroad for three or four months, combining business with pleasure.

Warner H. Bell, formerly of Altoona (Pa.) Gazette, and later with the Philadelphia North American, has joined the staff of the New York Journal.

The Baptist Echo at Jacksonville, Tex., has been sold to a stock company. Rev. J. M. Newburn is the new editor and W. W. Vaughn is business manager.

A. S. Hardy, proprietor of the Galnesville (Ga.) News has begun the erection of a new building, where his plant will be installed as soon as the building is completed.

Hon. George D. Perkins, editor of the Sioux City (Ia.) Journal, will deliver the address at the commencement exercises of the Keokuk Medical College of Physicians and Surgeons in May.

G. H. Tronsdale, for seven years editor of the Monroe (La.) Daily Star, and Mrs. C. H. Tronsdale, society editor, have severed their connection with that paper and have accepted like positions with the Monroe News.

NEW CORPORATIONS.

Afnant Publishing Company, New York, real estate, publish books, magazines, etc. Capital, \$100,000. Incorporators: Rea Bennett, 50 Morningside avenue; Arthur C. Camp, 202 West One Hundred and Third street, both of New York; Cornelius A. Cole, Demarest, N. J.

Anker Printing Company, Holyoke, Mass., printing, etc. Capital, \$10,000. President, William Parfitt; treasurer, Everett E. Warren, both of Holyoke.

The Cecil Whig Publishing Company has been incorporated at Elkton, Md., by George A. Blake, Robert C. Thackery, L. M. Haines, Frank E. Williams, of Cecil County, and Peter E. Tome, of Baltimore city. Capital, \$6,000. The company will publish the Cecil Whig.

Commercial Printing Company, Lynchburg, Va., incorporated with an authorized capital stock of \$25,000. O. B. Barker is president; C. B. Fuqua, vice-president and treasurer, and E. L. Jones, secretary.

Ritter Printing and Publishing Company, Philadelphia, to print and publish magazines, etc. Capital, \$25,000.

The People Publishing Company, Fitzgerald, Ga., publishers of the Daily People and the Weekly People, has been incorporated with \$10,000 capital by A. H. Jones, E. H. Jones and C. B. Lee.

NEW PUBLICATIONS.

The first issue of the Palo Alto (Cal.) Tribune, a new Republican weekly, appeared last week. The paper is an eight-page, six-column journal, edited by J. Hall Henry, a Santa Clara valley newspaper man.

The Shasta County Democratic Register is a new weekly paper at Redding, Cal., published by J. N. Isaacs and F. H. Robertson.

James S. Hair is starting a paper at Moran, Tex., to be called the Tribune.

The Christopher (Ill.) News has just been started by Charles W. Burke.

The New State Tribune, a weekly Democratic paper, has just been launched at Muskogee, I. T. It is edited by C. N. Haskell and Charles A. Looney. Seth K. Gordon is business manager.

J. D. and R. D. Laney of Paradise, Tex., are arranging to start a new paper at Newark, Tex.

St. Louis Advertising Men's New Quarters.

The St. Louis Advertising Men's League has moved into new quarters at the northwest corner of Seventh and Pine streets in that city, where a housewarming took place one night last week with a special program of speaking and music. The speakers were Charles W. Nugent, F. G. Whittaker, Eugene Batten, Fred Z. Saloman and Julian McLaughlan. The house committee consists of A. S. Pyke, chairman; John H. Phillips, W. E. Campbell and F. L. Osborne.

The Newspaper of Iowa The Des Moines Capital

an evening paper with 40,000 circulation guaranteed.

You cannot cover the field without it.

Rate Five Cents Per Line Flat

Eugene Van Zandt, Mgr.
New York Office, 166 World Bldg.

THREE SCORE AND TEN

Interesting History of the Philadelphia Public Ledger, a Proud Old Newspaper That Has Been First in Many Things.

The Philadelphia Public Ledger was seventy years old last Sunday, and the anniversary was made the occasion for recounting some of the paper's very interesting history.

The Public Ledger was the first successful penny paper published in Philadelphia. It was started on March 25, 1836, by three plucky and enterprising young printers, whose capital consisted principally in their personal repute and their skill as craftsmen. This experiment by William M. Swain, Arunah S. Abell and Azariah H. Simmons was decidedly hazardous. Penny papers had indeed, been tried in Philadelphia; in fact, the first penny newspaper in the United States was the Cent, which had a very short life there, in 1830, and all the attempts, excepting the Daily Transcript, which began publication about a month before the Public Ledger, had ended disastrously.

Mr. Swain had had some experience on the penny press in New York. When the New York Sun was started he not only could not be induced to join the enterprise, but almost discouraged Mr. Day from issuing the first number. The paper did not flourish, and it passed into the hands of Mr. Beach. Then Mr. Swain was induced to become foreman of the Sun's composing room. For this responsible position he received \$12 a week. Early in 1836, having become disgusted with the lack of appreciation on the part of his employer, for whom he had overtasked himself until he fell ill, Mr. Swain left the Sun and induced two fellow compositors, Messrs. Abell and Simmons, to join him and the trio went to Philadelphia with little more capital than an ambitious conception for a newspaper and the necessary energy and courage to give the idea form.

The three young compositors engaged Russell Jarvis as chief editor, which is to say that he was responsible for the editorials which appeared in the columns of the tiny sheet. Jarvis was a native of Massachusetts and had received his journalistic training on the United States Telegraph, of Washington, the organ of Jackson's administration. He was well known in New York, where he lived. Jarvis, in some remarkable manner managed to write editorials for the Public Ledger for fifteen years, although he lived in the distant city during that time. As in those days William M. Swain was the master spirit of the Public Ledger and actually exercised editorial supervision and control, the fact that the leading editorial—usually only an essay upon some general topic—was not written in its office did not count against it.

The Public Ledger was the first paper in Philadelphia which set out to print the news, particularly local news, the day it happened, and it was no doubt with pride that it informed its readers that it had "secured the services of a police reporter and collector of news, and it is hoped that their exertions will impart to its columns additional interest." It was printed on the presses of the National Gazette, which, being a newspaper of the old school, was not compelled to go to press late, because it had no news to print; so its edition was leisurely worked off early in the day in order that the Public Ledger could have its press to print its hot news.

FOUNDING OF BALTIMORE SUN.

Determination and enterprise won the

fight. At the end of the first year all doubts as to the credit of the young proprietors were removed. On May 17, 1837, they carried their idea of the cheap press to Baltimore, where they established the Sun, announcing, as they had in their prospectus of the Public Ledger, that the paper would "be continued for one year at least." The control of the Baltimore Sun still remains in the family of Mr. Abell.

With the Baltimore Sun to share in the expensive collection of news the Public Ledger became more and more enterprising. An innovation at its start, it never ceased to be among the first to adopt the newest mechanical devices for producing a newspaper, and the most approved organization of the various forces for gathering the news of the world.

Just a year after it was started the Public Ledger bought a steam press and moved into quarters of its own. Just prior to the removal the Daily Transcript was purchased and consolidated with the Public Ledger, and William L. Drane, its proprietor, took charge of the press work and remained with the paper until his death in 1881.

GETTING THE NEWS.

During the excitement over the Oregon question, the Public Ledger, with the New York newspapers and the Baltimore Sun, organized a pony express between Halifax and Portland, Me., to speed the news from the vessels arriving at Halifax from England. From Portland the news was carried by railroad to New York, Philadelphia and Baltimore.

The Public Ledger's proprietors, showing appreciation of the value of the news from England in those days when it was feared that war would result over Oregon, joined in a combination of progressive Eastern papers, which chartered the pilot boat *Romer* and sent it to Liverpool to bring back the latest news.

The pony express was first established by Mr. Abell between Baltimore and Washington. The value of this expensive service was demonstrated when the Public Ledger was able to anticipate all its contemporaries by announcing the fate of the fiscal bank bill in 1841, and, the same year, was able to give the first news of the death of President Harrison.

More elaborate than these early pony expresses was the great system of messengers and horses which the Public Ledger and the Baltimore Sun established for their news service during the Mexican War. War correspondence at that time was practically unknown, for the reason that no quick means of communication existed, and the telegraph was hardly out of its experimental state. However, Mr. Abell undertook to establish a news service which was to bring the narrative of events in the field directly into the news rooms of the Public Ledger and the Sun.

Connecting with ships at New Orleans, where the news from the seat of war first entered the United States, a pony express stretched across the continent from the Gulf to Baltimore. There were sixty "blooded horses" used in the express, and as this service always was thirty hours ahead of the mails the Post-office officials interposed as many difficulties as they could. From the news gathered by this enterprise the War Department at Washington first learned of what was doing at the seat of war. The expresses consumed about six days between New Orleans and Baltimore, and cost more than \$1,000 a month, a sum of considerably more magnitude in 1846 than in 1898, when the war services of the Public Ledger and the other news-

papers in the combination cost more than that amount each day.

There was also established a "pigeon express," which on one occasion brought to Baltimore a synopsis of the President's message immediately after its delivery.

Every new method of transmitting news was availed of by Swain, Abell & Simmons. The firm became interested in the magnetic telegraph, and later in the Atlantic cable. The first presidential message ever transmitted by telegraph was sent to the Baltimore Sun on May 10, 1846, and published next day. The first news dispatch which ever came over the short-lived Atlantic cable of 1858 is said to have been sent exclusively to the Public Ledger and the Sun.

The Public Ledger claims to have installed the first type-revolving Hoe cylinder press to be used by any newspaper in this country.

Mr. Swain also gave attention to the manufacture of printing paper and the first white printing paper made from straw was used by the Public Ledger. Even with the improvements in paper making, the price of white paper reached an extravagant figure during the Civil War. From nine cents a pound it went up to 26¢ cents, and, although the Public Ledger comprised only four pages, the cent received for it did not pay for the white paper in it. Mr. Swain, having been identified with the penny press, in which he had been a pioneer, was loath to raise the price, although the cost of everything had increased. He was obstinate, and he lost \$100,000 before he was willing to listen to an offer to purchase his newspaper.

On Dec. 3, 1864, the Public Ledger passed into the hands of George W. Childs and Francis A. Anthony J. and Joseph W. Drexel, Mr. Childs taking Mr. Swain's place at the helm as editor and publisher. The success of the Public Ledger under Mr. Childs is too well known to need recounting.

NEW INVENTIONS.

Until 1865 it had been customary to print the Public Ledger from the type itself, but in that year Mr. Childs sent to the London Times and secured through the kind offices of Mr. Walter a first class stereotyper, and the Public Ledger began to be printed from metal plates cast from the type, a practise now universal. At that time the papers were folded by a separate machine after they were printed on the press, and it occurred to Henry A. Rowan, who was superintendent of machinery, that a folding machine might be attached to a rotary press.

It is said that the Hoes did not believe the thing possible. Mr. Childs, however, told Mr. Rowan to "go ahead." The experiments cost more than \$6,000, but the Public Ledger soon had presses that would accomplish more than any printing machines then in existence. They not only printed the paper, but folded it

before delivering the sheet. At the present time the presses of every daily paper in the cities of the world use an adaptation of the folding apparatus first attached to one of the Public Ledger's rotaries.

Mr. Childs, who died in February, 1894, was succeeded by George W. Childs Drexel as editor and publisher, Mr. Drexel having been chosen both by Mr. Childs and A. J. Drexel, his father, as Mr. Child's successor.

In 1902 the Public Ledger absorbed the Philadelphia Times; the price was restored to the figure at which it was fixed in 1836, one cent; moreover a Sunday edition was issued, the price of which was two cents. In that year George W. Childs Drexel was succeeded in the management by the Public Ledger Company with Adolph S. Ochs, of the New York Times, president, and George W. Ochs, vice-president and general manager. On the death, in 1904, of L. Clarke Davis, who had been editor-in-chief of the paper since 1893, Dr. A. C. Lamhdin was appointed editor-in-chief and Dr. William Bayard Hale managing editor.

CLUBS AND ASSOCIATIONS.

Marshall P. Wilder was the guest of honor the other evening at a reception given by the San Francisco Press Club. John McNaught, managing editor of the San Francisco Call, and president of the club, was the sire of the jinks. Wilder told some of his best stories in his own inimitable vein and proved himself truly a prince of entertainers. After the jinks there was an informal reception.

A temporary organization of the Sonoma County Press Association of California was effected at a meeting held last week at Petaluma by the election of F. W. Cooke, of the Healdsburg Trihuue, as president, and Frank Snow, of the Petaluma Poultry Journal, secretary. The committee on permanent organization will report at a meeting to be held in Santa Rosa on April 5.

WANTS IT TO CONTINUE.

Hamilton, O., March 5, 1906.

THE EDITOR AND PUBLISHER,

Park Row Building, New York.

Gentlemen:—I am enclosing herewith postoffice money order for \$1 to cover another year's subscription to your most excellent publication.

Kindly acknowledge receipt of same and continue the paper.

Yours truly,

HOMER GARD,

President Hamilton Evening Democrat.

Middletown Newsboys Strike.

One hundred newsboys selling Sunday papers in Middletown, N. Y., struck last Sunday demanding half a cent more on each paper. Thousands went without their papers to aid the boys. Ex-Alderman W. H. Townsend is backing the boys in their fight.

TELEPHONE 4945 JOHN.

WALTER B. DAVIS

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CHARLES B. COOKE,
President.

A. R. HOLDERBY, Jr.
Manager.

The Evening Journal

RICHMOND, VIRGINIA.

MARCH 26, 1906.

MR. J. B. SHALE,
PREST. PUBLISHERS PRESS ASSOCIATION,
NEW YORK, N. Y.

DEAR SIR:

THE CONTRACT WHICH WE HAVE JUST MADE WITH YOU FOR A RENEWAL OF OUR CONTRACT FOR A TERM OF YEARS IS EVIDENCE THAT WE ARE PLEASED WITH THE PUBLISHERS PRESS REPORT.

WE HAVE USED THE REPORT FOR ABOUT TEN MONTHS AND HAVE BEEN ABUNDANTLY SATISFIED. IT HAS COVERED THE NEWS OF THE WORLD FOR US FULLY AND PROMPTLY. WE BELIEVE THAT IT IS THE BEST AFTERNOON SERVICE EVER PRINTED IN RICHMOND.

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