

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS

VOL. 2, No. 3.

NEW YORK, JULY 12, 1902.

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"NAPA."

THE GAME OF WAR.

SECRETARY OF NAVY TAKES THE NEWSPAPERS INTO COMING NAVAL MANEUVERS.

A Test of Wit Between Army and Navy and the Press—No Newspaper Men to Be Allowed on Board Ships—Correspondents Must Hustle for News as They Did in Spanish War—A Battle Royal Between Big Press Associations.

Secretary Moody, of the Navy Department, begins his administration with a general order of vital importance to the newspapers of the country. The Navy Department is now preparing the first grand imitation of real war, the strategic maneuvers of a big fleet in the neighborhood of New York, to take place in August in conjunction with an army corps to be assembled on land. It will be in the nature of a game with ships of war for chessmen. The game will undoubtedly be watched with interest by the public—through the newspapers. And there's the rub.

The Secretary believes the regulations for concealing or censoring news should be the same as if the guns were to be loaded with real shot and shell. He wants the maneuvers to be as much like actual warfare as possible. He recognizes the fact that the press is of great moment in actual war, and he proposes to let the press into the game on a war footing. In other words, the newspaper men assigned to cover the maneuvers will not be given cushioned chairs and long telescopes, and placed comfortably on the poop decks, where they can write thrilling stuff under nice white awnings, with a wireless telegraph operator or a bunch of carrier pigeons handy. The newspaper men will not be allowed on the ships. They will have to hustle in tugs and yachts and catboats and canoes, as they did in Cuban waters during the Spanish war.

All the army and navy officers who will participate will be ordered to give no advance information to any newspaper man about plans for strategical movements. If there are any important leaks, the naval authorities believe they can find out enough about the manner in which the news was obtained to provide against such occurrences in actual war times.

The regulation will create havoc in many big newspaper offices. It is clearly realized that the job of covering the big game will not entail merely the expense of sending out a yachting expert. Many papers have not yet recovered from the expenses incurred in the Spanish war and some were utterly ruined. They will be chary of giving carte blanche books to correspondents. In any event, the big press associations will fully cover the affair, no matter what the cost. It will be a battle royal between the Associated Press and the Publishers Press and Scripps-McRae Press Association.

Massachusetts Daily Quits.

The Haverhill (Mass.) Daily Press suspended after the issue of July 9.

The Clarksburg (W. Va.) Morning Kicker, has been changed to the Daily Morning Gazette.



CHARLES H. BOYNTON.

(See Page 5.)

SUPERINTENDENT OF THE EASTERN DIVISION OF THE ASSOCIATED PRESS.

EDITOR FOR G. A. R. COMMANDER.

John McElroy, of the Washington, (D. C.) National Tribune, a Candidate.

Col. John McElroy, managing editor of the National Tribune, the official organ of the G. A. R., published at Washington, D. C., is a candidate for commander-in-chief of the G. A. R. to succeed Gen. Eli Torrance, the present head of the organization. The Department of the Potomac is making a strong canvass for Col. McElroy. Besides urging his election as a tribute to his military record, the Potomac veterans are using a strong argument to show the advantage of locating G. A. R. headquarters at the national capital in constant touch with Congress, the President and the Pension Commissioner. At present headquarters are in Minnesota.

New York World Financial Edition.

The New York Evening World has begun the issue of a "Wall street extra" which gets to the street at about the same time as the financial editions of the Sun and the Evening Post. Besides the latest market reports, the edition prints a column of clever tips and other stuff dealing with the personalities of the big men in Wall street.

UP TOWN IN NEW YORK.

Rumor That the New York Times Will Move From Park Row.

It is rumored that the new flatiron building which is to be erected on the famous Longacre triangle at the intersection of Broadway and Seventh avenue, New York, will be partly occupied by a morning newspaper. With the exception of the New York Herald, practically the entire press of Manhattan is located in the Park Row section, three and a half miles south of Longacre Square. It is further rumored that the New York Times will move up town, though there is no authority for the statement.

STRIKE REPORTERS GONE HOME.

They Were on the Scene for Six Weeks and Got Little News.

The majority of the newspaper representatives who have been "covering" the coal strike at Wilkes-Barre, Pa., have returned to their home offices. Thomas T. Allen, of the Philadelphia Press; Mrs. T. D. Symonds, of the Philadelphia Inquirer; M. E. Pew, of the Publishers' Press; J. H. Reiting, of the Associated Press; and Frederic R. Jones, of the New York Press, are the only ones left. From a news standpoint the strike is a great disappointment.

THE NATIONAL AMATEUR PRESS ASSOCIATION AT NEW YORK, JULY 4.

The Noblest Fad of the Times—Publishing Papers "Just for Fun"—Wealthy Business and Professional Men Strive for Honors in the Association—Anthony Wills, of Brooklyn, Elected President. Milwaukee or Denver Next Year.

The N. A. P. A., pronounced in the vernacular "Napa" and formally known as its National Amateur Press Association, held the annual convention in New York on July 3 and 4. There were present at the opening about fifty men and women from all parts of the country. A glance at the assemblage would have quickly told the editor or reporter who hustles for a living with his pencil that the word "amateur" had lost its old significance in this case. There were no "kids" present. In fact, the new "amateur journalism" seems to be the noblest fad in the United States to-day. The members of this association are mature men and women of brains and leisure who publish papers because they love the work. They do it "just for the fun of the thing." Some are business men, some are college professors, and all are "good fellows." Of course they make no money from their publications. They don't need money. They are the envy of all professional editors who know them.

The organization is evidently prosperous. There were 145 applications for membership on the table at the first day's session. An active member is supposed to publish at least one number of an amateur paper every year or contribute one article. The annual dues are \$1. Rank carries heavy obligations; each officer must issue not less than six numbers of his paper in a year. He must create issues and topics of his own, for the amateur press does not encroach on the professional field.

There was a hot contest for president between John Leary Peltret, a New York business man who edits the "Jersey Lightning," and Anthony Wills, a young Brooklyn lawyer who edits "Hesperides and Ours." A great mass of dodger literature was distributed extolling one man or denouncing the other. The Peltret literature accused Wills of having a "flamboyant style" and of being a "radical." One of the anti-Wills dodgers had a scarehead "Read this before you vote. Another campaign lie nailed!" But the Wills organs struck back. Peltret was called a "has been" and a "snob." It was shown that Wills had published 262,000 words in his paper last year, while Peltret published only 13,680. It was the "young bloods" against the "old timers" and the former, represented by Wills, won. The following officers were elected on July 4: President, Anthony E. Wills, of New York; first vice-president, Foster Gilroy, of Pennsylvania; second vice-president, Miss E. M. Johnson, of Massachusetts; recording secretary, Frank A. Kendall, of Wisconsin; corresponding secretary, Frank J. Kerns, of Massachusetts; official editor, George A. Alderman, of South Carolina; historian, Nelson G. Morton, of Mass.

NARA
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chusetts; treasurer, Franklin G. Wedge, of Connecticut; executive judges, John T. Nixon, of Iowa; Miss Nellie B. Woodzell, of Virginia, and Charles R. Burger, of Colorado.

Milwaukee and Denver were rivals for the next convention.

PRINTER WAS A LAWYER.

Embezzled \$300 From a Woman Editor.

Tracked Through Three States.

Charles L. Waller, alias J. R. Looney, a printer, was arrested in the composing room of the Lexington (Ind.) Argus on July 3, charged with having embezzled \$300 from Mrs. Mollie Henson, who publishes a paper at Mill Shoals, Ill. Mrs. Henson had bought some new machinery and Waller had been hired to set it up. He persuaded Mrs. Henson to give him the money to pay for the stuff and he disappeared immediately. A. T. Spivy, editor of the Shawneetown (Ill.) News Gleaner and a friend of Mrs. Henson, tracked Waller from town to town through Illinois, Indiana and Kentucky. Waller is a lawyer as well as printer. He used to practice at Fairfield and Cairo, Ill.

Another Suit Against P. M. General.

J. Mervin Togelsanger, of Philadelphia, publisher of "New Ideas," a monthly, filed suit in the Supreme Court of the District of Columbia, on July 8, to restrain the Postmaster General from refusing to accept the publication at second-class rates. The paper was excluded on the ground that its literary standard was not high enough.

ANSWERS.

In this column questions relating to newspapers, newspaper publishing and the craft generally will be cheerfully answered to the best of the editor's ability. Correspondents will please write briefly and address letters to "Answers Ed," care of this paper.

Will you kindly inform me what pay reporters on daily papers receive in New York? F. B. T. Denver.

All the way from \$15 to \$60 or \$70 a week. The average is probably about \$25. The best men work on space and the average space man makes much more than the average salaried man, though his bills vary materially.

Please inform me the space rates paid by the daily papers in New York city. Ambitious, Lexington, N. C.

Column rates are: Herald, \$8; World, \$7.50; Sun, \$8; Tribune, \$6; Journal, \$7.50; Press, \$5; Times, \$6; the evening papers pay a practically uniform rate of \$5 a column. The average column is about 1,500 words; that of the Herald and Tribune requiring the largest number and that of the Press probably the smallest.

Is there a newspaper published on Nantucket Island, Massachusetts?

G. M., Toronto, Canada. The Inquirer and Mirror, weekly, Roland B. Hussey, editor.

Is there a rating book published dealing with advertising agencies exclusively, or in other words an "Advertising Agency Bradstreet?" E. M. S., Poughkeepsie, N. Y.

Do not know of any for sale to the public. The American Newspaper Publishers Association, including in its membership the publishers of about 200 of the best known papers in the country, maintains a bureau of information largely for the purpose of supplying to its members data regarding the character of advertisers and advertising agencies. The officers of this association are: President, Charles A. Taylor, Jr., Boston Globe; vice-president, A. A. McCormick, Chicago Record-Herald; secretary, W. C. Bryant, Brooklyn Times; treasurer, Edward P. Call, New York Evening Post. Address all communications to the secretary at 322 Potter Building, New York city.

The Chicago Record-Herald swears to an average daily circulation for the month of June of 160,347.

THAT CAPE MAY TRIP.

The Pennsylvania Railway Made a Hit With 300 Newspaper Men.

The annual outing given by the Pennsylvania Railroad Company to the newspaper men of Washington, Baltimore and Philadelphia came off as scheduled. A party of 300 men and a number of wives were carried by the railroad company to the big Hotel Stockton at Cape May. The hotel was given to them and they had and held it continuously during the last four days of June.

General Passenger Agent Wood, of the Pennsylvania, and his assistant, George W. Boyd, were in personal charge. One of the party wrote as follows to THE EDITOR AND PUBLISHER:

"Money was counterfeited down there, and the best of everything was not good enough in the minds of the officials of the road. There were entertainments of various kinds, a beautiful hop on Saturday evening, a concert on Sunday evening, sailing, fishing, driving, bathing and everything else that goes to make up the round of gaiety at a seashore resort, and tendered coin was waved aside with scorn by all who supplied the amusement. Every guest was furnished with a handsome souvenir pin in the shape of a red enamelled keystone with the initial letters of the road in gold, and this pin was an open sesame everywhere. There was not a thing lacking during the entire excursion to make it perfect, and the solicitude of the Pennsylvania for the comfort and happiness of its guests was unsurpassable. It was a trip that will be long remembered by those whose good fortune it was to be the guests of the great road."

Iowa Papers Consolidate.

The Algona (Ia.) Republican and the Algona Upper Des Moines have consolidated. Both are weeklies. The Upper Des Moines was established in 1865 and the Republican in 1872. Messrs. Starr and Haggard, owners of the Republican, will run the consolidation.

Big Price for Weekly.

The Crowley (La.) Daily and Weekly Signal passed from L. S. Scott into a stock company on July 1. The officers and directors of the new corporation are Myron Abbott, president; W. E. Ell's, vice-president; L. S. Scott, secretary; T. J. Tolo, treasurer; W. W. Duson, A. Koplan, J. Frankel, P. B. Lang and John A. McAyl. The consideration in the deal was \$30,000, and without an exception is the largest price ever paid for a country newspaper in the Southern states. Mr. Scott retains an interest.

Editor Called to New York Church.

Rev. John A. Marquis, editor of the Presbyterian Banner of Western Pennsylvania at Pittsburg, has been tendered a call to the assistant pastorate of the Fifth Avenue Presbyterian Church, of New York.

Albany Argus Gets State Printing.

The Albany (N. Y.) Argus Company was awarded the contract for the legislative printing of the State of New York for the coming year on July 2. The bid was \$101,000.

About Iowa Papers.

George E. Roberts, Director of the Mint and new owner of the Iowa State Register, assumed control of the paper on June 30. Harry Ingham, of Algona, Ia., has been placed in editorial charge. It is said the Register will be consolidated with the Des Moines Leader.

The Nashville (Tenn.) has a neat pamphlet showing circulation and ad rates. The sworn statement for May shows an average of 12,193 copies circulated.

R. R. Time Tables.

NEW YORK CENTRAL & HUDSON RIVER RAILROAD.

THE FOUR-TRACK TRUNK LINE.

Trains arrive and depart from Grand Central Station, Forty-Second St., New York, as follows: Leave New York. Arrive New York. 3:15 a. m. Mall and Paper Train. 7:00 a. m. 8:00 a. m. Syracuse Local. 7:25 p. m. 8:30 a. m. Empire State Express. 10:00 p. m. 8:45 a. m. Fast Mail. 10:00 a. m. 10:30 a. m. Day Express. 7:00 p. m. 11:30 a. m. Rutland Express. 7:00 p. m. 1:00 p. m. Southwestern Limited. 6:00 p. m. 2:00 p. m. N. Y. and Chicago Special. 1:30 p. m. 3:30 p. m. Albany and Troy Flyer. 11:10 a. m. 3:35 p. m. Albany Special. 2:00 p. m. 4:00 p. m. Detroit Special. 10:00 a. m. 5:30 p. m. The Lake Shore Limited. 6:30 p. m. 5:30 p. m. St. Louis Limited. 2:45 p. m. 6:00 p. m. Western Express. 8:45 p. m. 6:25 p. m. Montreal Express. 7:30 a. m. 7:30 p. m. Adirondack & Montreal Ex. 8:55 a. m. 8:00 p. m. Buffalo Special. 7:27 a. m. 9:20 p. m. S. W. Special. 7:50 a. m. 9:30 p. m. Pacific Express. 5:30 a. m. 11:30 p. m. Northern New York Express. 7:37 a. m. 12:10 a. m. Midnight Express. 5:30 a. m. *Daily, except Sunday. †Daily, except Monday. Pullman cars on all through trains. Trains illuminated with Pintsch light. Ticket offices at 113, 261, 415 and 1216 Broadway, 25 Union Sq. W., 275 Columbus Ave., 133 W. 125th St., Grand Central Station, 125th St. Station and 232 1/2 St. Station, New York; 338 and 726 Fulton St. and 106 Broadway, E. D. Brooklyn. Telephone "900 38th Street" for New York Central Cab Service. Baggage checked from hotel or residence by Westcott Express Company.

BALTIMORE & OHIO RAILROAD

Leave New York City. South Ferry. Liberty St. Chicago, Pittsburg. 12:10 n. t. 12:15 n. t. Chicago, Columbus. 11:55 p. m. 1:00 p. m. Pittsburg, Cleveland. 3:35 p. m. 3:40 p. m. Pittsburg Limited. 6:55 p. m. 7:00 p. m. Cincinnati, St. Louis. 12:10 n. t. 12:15 n. t. Cincinnati, St. Louis. 10:25 a. m. 10:30 a. m. Cincinnati, St. Louis. 6:55 p. m. 7:00 p. m. Norfolk. 12:55 p. m. *1:00 p. m.

ROYAL BLUE TRAINS.

Washington, Balto. 8:25 a. m. 8:30 a. m. Washington, Balto. 10:25 a. m. 10:30 a. m. Washington, Balto. 11:25 a. m. 11:30 a. m. Washington, Balto. 12:55 p. m. 1:00 p. m. Royal Limited. 3:35 p. m. 3:40 p. m. Washington, Balto. 4:55 p. m. 5:00 p. m. Washington, Balto. 6:55 p. m. 7:00 p. m. Washington, Balto. 12:10 n. t. 12:15 n. t. *Daily, except Sunday.

Offices: 113, 261, 414, 1300 Broadway, 6 Astor House, 25 Union Square W., 391 Grand street, N. Y.; 845 Fulton street, Brooklyn; Whitehall Terminal and Liberty street. Baggage checked from hotel or residence to destination.

BOSTON.

Special to THE EDITOR AND PUBLISHER.

Boston, Mass., July 9, 1902. Harry H. Holmes, who went to London some time ago to attend the coronation ceremonies in the interest of the Herald, returned home last Saturday.

Lieutenant C. H. Hillman, the Medford correspondent of the Herald, and Lieutenant John C. Kerison, the Herald's bicycle editor, will go into camp at Lakeville this week with the Second Brigade, M. V. M.

Miss Margaret E. White, daughter of William White, publisher of the Mansfield News, and Frederick E. Simpson, a prominent young man of St. Johns, N. B., were married in the Congregational Church at Mansfield last Tuesday night by the Rev. William F. MacNair.

William Hopkins, who, as "Bud Brier," writes the "Under the Rose" column in the Globe, started on Monday on his annual two weeks' vacation. During his absence the "Under the Rose" department of the Globe has been suspended.

The Herald made good headway this week in starting its men off on their vacations, the names of the half dozen who drew lucky numbers in the vacation lottery being E. W. Shumway, James W. McCoy, C. W. Towne, F. H. Hackett, Peter Sullivan and T. P. Sheehan, all of the reportorial force. The first five named are now away trying to find the summer which, up to July 8, to Boston had been lost, and the latter leaves for Philadelphia the last of the week for "rest and recuperation." Lucky dogs.

OVER 315,000 Sworn to daily circulation for 31 1/2 CENTS PER LINE. The Scripps-McRae League of Newspapers. Sworn daily average for 1901. Cincinnati Post. 139,048 St. Louis Chronicle. 51,968 Covington Ky., Post. 12,625 Cleveland Press. 111,337 For Rates, etc. Address The Scripps McRae League, D. J. Randall, I. S. Wallis, Tribune Bldg., Hartford Bldg., New York, Chicago.

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THE NEW YORKERS.

REPRESENTATIVE NEWSPAPER MEN ORGANIZE THE "SARATOGA LIMITED CLUB."

The Annual "Toot" in Charge of the President, Uncle George Daniels, of the New York Central Railroad—Fifty Members Took the Trip on the New Central Flyer—Poet Lampton Writes a Prose "Yawp" About the Affair.

By William J. Lampton.
FOR THE EDITOR AND PUBLISHER.

Those of the readers of Fame who know Mr. George H. Daniels, G. P. A. of



This is a Tableau vivant of the Secretary and the Official Poet. Both are Kentuckians, in part, but the Secretary seems to have gotten away from the state before reaching the normal length. They are wearing their hats because they have shaved their brain-pans up through their hair, and they cannot expose their thinkers to the open air.



The President of the Saratoga Limited Club Giving an imitation of the President of The Sphinx Club having his picture taken.

The N. G. C. and H. R. R. R., as the modest and diffident president of the

Sphinx Club, ought to see him once as the president of the Saratoga Limited Club, which is composed entirely of millionaires yet to be, and trust magnates as far as their tailors and boarding house keepers will permit. It meets annually on the first Saratoga Limited train to the famous Spa—this is a German word for Springs and sounds well to the unsophisticated ear—for the season and is continued at the United States, Grand Union and American-Adelphi hotels at Saratoga, and on the train returning to New York City. Its time of meeting is from 1:50 p. m. Saturday until 10:30 Monday morning, and the

Texas Burdick, the village of Saratoga, the U. S., the G. U. and the A. A. hotels, the Springs, the lake, and the scenery—also the club. They are all his at present, and the utter futility of kicking against such Caesarism is fully apparent to all thinking persons, particularly the club, for none other could be genuine unless stamped G. H. D.

Mr. Louis Nomiddlename Wiley, of the New York Times, which is not yellow because it is read—this being one of Mr. Wiley's well known witticisms—was elected secretary. The president asked for nominations, the names of candidates to be sent up on slips of



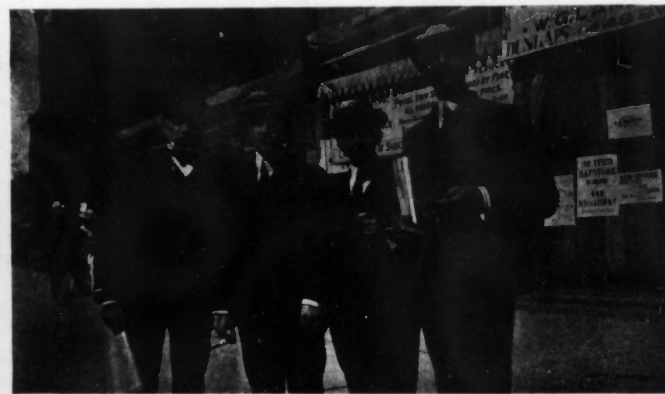
A chiaro-oscuro effect composed of Mr. Pidgeon, of the Press; Mr. Bridgman, of the Standard-Union; Mr. LeBaron of the Four Track News, and Mr. Strathman, of the Journal. This picture is not as clear as it should be owing to the intense brilliancy of the subject affecting the lens of the camera.

members live in finer style and at less expense during those brief moments than during any other portion of their natural lives.

The Fourth Annual Toot took place this year, 1902, from June 21st to 3rd, and was characterized by the usual ceremonies, with wet and dry informalities on the side. Its formal meeting for the transaction of business, election of officers and so forth occurred Saturday evening at the Grand Union Hotel and

paper. Only one slip was handed in. This was from Mr. Wiley and the candidate he named was duly elected. Thus do we see how high the Sic semperturanis flies in the club. Even the always charitably disposed president characterized Mr. Wiley's secretarial report, read before the nominations were made, as "scandalous;" yet he was re-elected.

Mr. Charles Waitingformoney Price was elected treasurer. He made a report that sounded like thirty cents, but no



A view of Mr. Fleming, of the Commercial-Advertiser; Mr. Parks, of the Telegram; Mr. Laluz, Private Secretary to the President, and Mr. Rogers, of Harpers, with a portion of the burned district as a background. This is hot stuff.

resulted as usual, that is in the election of the same old officers who have held it in thrall ever since its inception.

Mr. George Holdonforever Daniels was elected president. It is needless to say that he will continue to be so elected until somebody else owns the New York Central Railroad, the right of way from New York City to Saratoga, the Delaware and Hudson Railroad, through its able General Passenger Agent, Joel

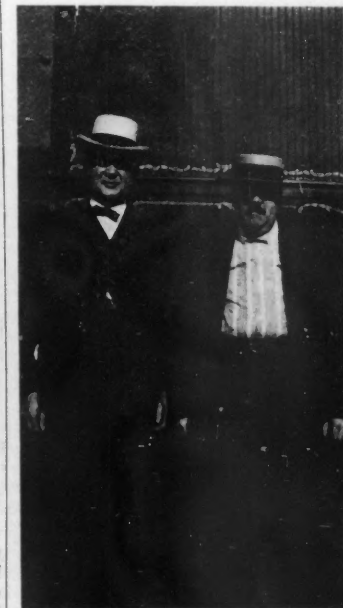
money was forthcoming, and when his name was put in nomination by himself or some other prejudiced person, the president made a few remarks and called for the vote. Like a clap of thunder from a blue sky not a single voice responded and Mr. Price stood as one transfixed. He thought he was fixed by some other way, but he wasn't. Following this unexpected state of affairs, the president made another speech on

the subject, called for another vote, and Mr. Price was unanimously re-elected. Here again do we see the power of the president in swaying the minds of people as he will. It may be added here that Mr. Price is made treasurer, not because of merit, but, owing to the fact that as members will not pay their dues—see treasurer's report, folio 16, page 45678—something must be done to enable the club always to have the price in case it is called on.

Mr. Royal Kicker Munkittrick should have been elected club historian, and Mr. W. Jeremiah Lampton should have been elected official poet, but they were entirely overlooked in the rush and escaped odium. Mr. Munkittrick, who is a poet,



This is a picture of the Secretary trying to make the Treasurer disgorge the funds of the Club. You see they have on the gloves. This was taken at Ben Riley's and the Treasurer sees a thirty-five cent highball waiting for him on the piazza.



Judge Babcock, of the Rider and Driver, and Historian Munkittrick holding up a New York Central train. They do not know they are having their pictures taken.

is club historian because he is not a historinn, and Mr. Lampton, who is a
(Continued on Page 5.)

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ADVERTISING RATES.

Display Advertisements, \$1.50 per inch; Reading Notices, 25 cents an ngate line; Small Advertisements under classified headings, such as Situations Wanted, Help Wanted, Correspondents, Instruction, &c., 50 cents for four lines or less.

Entered as Second Class Matter in the New York Post Office.

NEW YORK, SATURDAY, JULY 12, 1902.

CABLE NEWS AND OTHER THINGS.

Among the essayists and speakers on political economy who at this time are analyzing the causative forces which have made the United States a world power, are there any who have carefully measured the influence of American newspapers? Probably the popular historian who will write the record of these times, and more especially the record of the past five years, will fill his pages with stories of physical events. There will come learned men who will, on the other hand, make much didactic literature on the topic "Evolution of the Nation." These two classes of historians have written about all the historical pieces in the present libraries of the world. There are no text books in history that assign to the press of any nation any considerable part in an evolution or a revolution. Will the American press be considered as a distinct force and will it be given its rightful title by the historians of the future?

Measured by direct results, was it greater to win the Battle of Manila Bay than to herald the tidings of victory to one hundred millions of people within twenty-four hours after the last shot was fired?

Let us see about another matter.

The public demands a lot of cable news in the make-up of every American daily paper in these days. Aside from the present extraordinary interest in the King of England and English governmental affairs, there has been a great increase of interest in all things relating to life and lands in the foreign grand divisions of the globe.

The two great American agencies for the collection and distribution of foreign news are the Associated Press and the Publishers' Press and Scripps-McRae Telegraph Association. Speaking on this subject, Charles H. Boynton, superintendent of the Eastern division of the Associated Press, said to THE EDITOR AND PUBLISHER this week:

"Just now, our clients are taking 500 words of cable news for every fifty words they formerly ordered. It is undoubtedly true that Americans show an immense increase of interest in international affairs compared with conditions of five years ago. I attribute this first of all to the material prosperity of the United States and its natural consequence, viz.—the preponderance of American business interests in the marts of the world. Secondly, Americans nowadays travel everywhere. You will find them in every clime of the earth. Naturally, a man or woman who has been abroad even once, will always after read cable news with close and intelligent interest."

J. B. Shale, president of the Publishers Press Association, speaking on the same subject, said:

"The primary cause of the tremendous

increase of interest spown by the American public in cable news lies, of course, in the prosperity of the nation, bringing us in commercial touch with all foreign nations. But the proximate cause I attribute to the enterprise of American newspaper publishers, who have furnished the incentive and the backing to the news gathering associations in planning and perfecting the facilities for collecting and transmitting foreign news. I do not admit that the present demand for cable news is a spontaneous growth among the masses in this country. Whatever certain essayists may say about deterioration of the modern newspaper, I believe the newspapers of to-day fulfill the functions of educators more thoroughly than at any time in the world's history. The American public demands cable news because American newspapers have educated the public taste in that direction. And so it is and so it will be in other evolutions of public taste. The editors do and will lead."

THE MARBLE YARD CURE.

Colonel Emmett D. Eaton, Washington correspondent of the New Orleans Daily States during the past fifteen years, recently quit journalism and went to work as a sculptor in a marble yard at Cumberland, Md. Among the plastic aggregation of correspondents at Washington, Colonel Eaton is said to have won the gold medal for versatility.

Some of them—not many, have broken into ways of accumulating wealth outside of journalism. Some—not many, have successfully wrestled with fortune in other fields. Perry Heath, of the Omaha Bee, and George Ranzer, of the New York Herald, are a pair of isolates in the latter division. P. C. De Graw broke away about five years ago to superintend the selling of graphophones in Philadelphia, but he has gone back to Washington. There is nothing extant showing that any Washington correspondent ever before took up the hammer and chisel in a marble yard.

Colonel Eaton went to Cuba as correspondent for the New York Herald in 1852. He caught yellow fever and became an immune. He is not a "colonel by courtesy." He raised the Eighth Louisiana Heavy Artillery and pointed its guns against the Yankees in many a battle in the Civil War. He was taught stone cutting as a fine art when a boy, but the newspaper life fascinated him. He says he has tried to break away from it many a time. He is now coming seventy years of age.

So they are watching him from Washington. Those who have tried to quit are laying even bets that the Colonel will be back before next year smoking the dear old stuff about "Faces in and Around the Capitol."

But the marble yard cure for journalism is likely to have possibilities.

SIGNED STORIES.

"The Observer" Says That It Is to the Advantage of the Newspapers and the Reporters to Have Leading Articles Signed.

Were there any way of proving it I would wager that the intellectual reader of the large daily would be interested in seeing the names of the writers of the more important stories signed to the stories.

The same intellectual reader would probably not buy a novel without knowing who wrote it—neither would the publisher issue it without the name of the author being prominently proclaimed—and the reader is almost always informed who wrote the articles in his favorite magazine as well as in the illustrated weekly he regularly buys.

This intellectual reader is undoubtedly as loyal and as much attached to the daily paper of his choice as he is to his weekly or monthly—probably much more so, because he sees it thirty times a month instead of four times or only once during a month.

I think the reader interested in ship news who reads the New York World would be gratified to know my friend Southworth writes it, and I think the readers of the New York Sun who appreciate the subtle humor of the East side stories that appear in that paper would be much more interested in them if the name of the writer, Joe Goodwin, followed them.

Sporting writers and political writers frequently sign their names to their own department stuff. Occasionally when a big event happens and an alleged big man, usually an editor, is sent to cover it his name is signed to the story—but this occurs only occasionally and not often enough to allow the reader to get acquainted with the writings of the writer.

On the other hand, artists almost always sign their names to their pictures and I think these names are rarely noticed by the average lay reader. It is a fact that when a story is illustrated the picture or pictures are really an adjunct to the story and are therefore secondary in importance.

It is a fact that nearly all the newspaper writers who afterward acquired fame, and more or less fortune, by their books, are those whose names were signed to their newspaper stuff.

It seems to me only fair to allow the writers to sign their newspaper stuff, but I am not trying to argue on these lines.

I think it a good business policy for a daily paper to have the signature of the writers follow all local news stories of size and importance.

Readers are loyal to their favorite daily. There is a certain bond of attachment and friendship between a paper and its readers, and if the leading stories were signed by the members of the city staff who wrote them I think this bond would be much strengthened.

I think inconsideration is steadily increasing in the average daily newspaper editor.

Frequently a reporter who interviews a man that treats him courteously not only misquotes him when he writes the story but also caricatures him severely, and the copy reader adds the finishing touches when he writes the head. This is done under orders, of course, but it seems poor journalism, yet it appears to pay, for the dailies that indulge most freely in this form have the largest circulations.

Speaking of big circulations, why is it that—in New York, at least—the papers

with the small circulations have more loyal readers than those whose circulations are many times larger?

It is a fact that cannot be denied, but the explanation is difficult.

People won't patronize a store or an individual they don't like, but they will regularly buy a newspaper they detest. Why is it? THE OBSERVER.

BY OTHER EDITORS.

The experiment introduced in the Onondaga Academy (Syracuse, N. Y.) of taking the Herald as a text book for teaching lessons in what we may call the art of intelligent newspaper reading, is worthy of attention. In its higher utility, the press is a daily register of contemporary history—the only history that multitudes of people read. It is also a cheap and convenient text book of science, for it records great scientific discoveries and explains, in nontechnical language, their bearing and meaning. It is a practical guide to the study of geography, for, with the telegraph as its servant, the entire globe is embraced in its field of operation; and in a single week it "connects" its readers, to use a telephonic phrase, with a coronation in Madrid, a revolution in Hayti, a prodigious catastrophe in Martinique, the visit of a French President to a Russian Czar, and the attempted assassination of an Austrian Emperor. To the business man it is invaluable, for without it he would be sadly ignorant of the latest developments in industry, trade and finance, which mark this as the age of commercial wonders. In teaching the pupils in his charge to treat the newspaper as an aid and stimulant in their daily studies, Principal Bailey has set an excellent example, we think, to other instructors.—Syracuse (N. Y.) Herald.

WOMEN IN NEWSPAPER SHOPS.

Through necessity she has, within the past twenty-five years, forced her way tearfully but resolutely through almost every avenue that leads to self-support and independence, but for no other stronghold has she fought more strenuously nor with greater success than for a place in the newspaper field. There was no place for her in this particular field a few years ago, even her fugitive contributions offered in fear and trembling were not needed nor wanted, but gradually she has become necessary to the newspaper, until to-day there are few papers or magazines printed in this country that do not carry out between the folds of every issue the work of some woman. Her presence was first resented, then tolerated, noticed and encouraged, until now she is a fixture; she has come to stay, not because she will stay, but because she has made herself necessary; there is a demand for her work, her influence and her fine capabilities.—Marie Alice Philips, in the *Alkabeth*.

The ordinary trade paper is a wonderfully specialized thing. It takes advantage of the special knowledge of its subscribers to take all the "short cuts" that offer in discussing its branch of trade. A journal devoted to groceries, in beginning an article on oranges, remarks "a very strong feeling" in the trade, "some lines of extra California navels" bring the highest price of the season. "The market is being well supplied with pines" might reasonably be taken to refer to the dealings in pineapples; but one would have to read the headlines to find out why confectioners "are taking hold of Bahamas freely." That "some selected marks of Havanans are very fine" must be read of pineapples, too. "Extra fancy jumbo bunches" is perfectly understood by the banana buyer, and the berry dealer knows who the "squeezers" are. These are merely inoffensive extract manufacturers. A "Ben Davis," of course, is a very fine apple; every grocer knows it. But who besides the grocer would know the meaning of this sentence: "The best marks of Florida stock brought \$2@3 per carrier"? It was under the heading "Peaches." Illuminating and brief is the verdict on Florida melons—they "are said to cut fairly well." So, every specialty has its language.—New York Evening Post.

PERSONALS.

L. M. Antisdale, editor of the Rochester (N. Y.) Herald, was in New York this week.

George W. Ochs, publisher of the Philadelphia Times, arrived from Europe on the steamer Kaiser Wilhelm der Grosse, July 7.

Henry Russell, editor and publisher of the Spring Valley (Minn.) Vidette, is in Texas looking over available settling lands for his subscribers.

William L. Campbell, of the Bardwell (Ky.) News, and Mrs. Laura J. Fuller, of Washington, Ind., were married at the bride's home on June 30.

J. H. Smythe, recently appointed Southern correspondent of the Associated Press, to succeed J. N. Heiskell, has taken up the work at Louisville, Ky.

George Fullwider, a newspaper man of Eldorado, Kas., has gone to Stockholm, Sweden, to attend the world's convention of Good Templars.

Col. John R. Burke, managing editor of the Augusta (Ga.) Evening Herald, rested on Sullivan's Island, Charleston, S. C., with his family last week.

Major E. J. Hale, editor of the Fayetteville (Va.) Observer, is a favorite in the race for the Democratic nomination for Congress in the Sixth Virginia district.

Clarence Fitzgibbons, of the Newark (N. J.) News, sailed for Havana on July 5. He will take kodak pictures and write special stories for his paper during three weeks.

H. B. Morehead, editor of the Morgantown (Ky.) Republican, has announced himself a candidate for the Republican nomination for Congress in the Third district of Kentucky.

Ira Cole, editor of the Forsyth (Mont.) Times and a well-known newspaper man of the state, was married to Miss Inez Young, of Fort Morgan, Col., at the bride's home on June 27.

Miss Isabel Fraser, the talented newspaper writer of San Francisco, celebrated the Fourth in Washington, D. C. She wants Congress to establish a national conservatory of music and art.

Wells Hawks, the popular theatrical manager of Baltimore, Md., who recently resigned to join Charles Frohman's staff in New York, was given a farewell banquet by the Baltimore newspaper men on July 5.

W. E. Barnes, editor of the St. Louis (Mo.) Lumberman and the Age of Steel, was in New Orleans last week. In an interview he asserted the outlook for the lumber trade was very bright. He said: "The development of the lumber industry depends on the development of the country and the extension of the railroads."

STAFF CHANGES.

W. H. Chase has resigned the city editorship of the North Adams (Mass.) Transcript to take a place as traveling man for the O. C. A. Swing Company, of New York. N. Henry Arnold, the Fitchburg correspondent of the Worcester (Mass.) Telegram, succeeds to the desk.

W. H. Evans, of Bridgeton, N. J., graduate of the South Jersey Institute and a noted athlete, has been appointed Sunday supplement editor of the Philadelphia North American.

Editor's Fine House Burned.

The mansion at Vineville, Ga., occupied by Editor C. R. Pendleton, of the Macon Telegraph, was destroyed by fire on June 29. Loss \$13,000.

CHARLES H. BOYNTON, SUPT.

Went to Paris for the Associated Press and Married a Russian Beauty.

Charles H. Boynton, whose portrait is shown on the first page of this issue, is one of the youngest American newspaper men in the "higher division." He developed a taste for newspaper work while a student at Lehigh University and contributed regularly to the college paper. After graduating, he joined the Washington staff of the Cincinnati Commercial-Gazette. Later he went to Frank Hatton on the Washington Post and still later to the Washington Star. When the Associated Press established the Washington bureau Mr. Boynton was placed in charge and remained at that post until he was detached to establish the Paris bureau for the A. P. He lived in Paris for a year and a half.

While at the French capital an international incident of tremendous import to him occurred—yet he did not put it on the wire. He met the Russian beauty, Miss Maroussia Dmitrenko, of Odessa. And they were married on August 29 of last year.

Mr. Boynton was promoted to the Eastern Division of the Associated Press about a year ago. The Eastern Division includes the territory east of Ohio and north of Washington. Since he was placed in charge, the entire supervision of the cable service has been intrusted to this division.

Mr. Boynton denies that his personality had anything to do with the change in the cable supervision, but it is well known that his European experience fitted him for the cable supervision—at least the A. P. directors thought so.

He has been closely associated with the steady development of the A. P. service within the year. He is popular everywhere—for this, his fine tact and ingenuous, sunshiny manner are responsible even more than his intellectual force and strong discretion. He is thirty-four years of age.

EDITORIAL ASSOCIATIONS.

The following officers were elected at the annual convention of the North Carolina Press Association: President, W. F. Marshall, Gastonia Gazette; first vice-president, M. L. Shipman, Hendersonville Hustler; second vice-president, Rev. J. O. Atkinson, Elon College Christian Sun; third vice-president, J. J. Farris, High Point Enterprise; secretary and treasurer, J. B. Sherrill, Concord Times; historian, C. H. Poe, Raleigh Progressive Farmer; orator, Archibald Johnson, Thomasville Charity and Children; poet J. R. Swann, Marshall Madison County Record; executive committee, H. A. London, Pittsboro Record; Thad R. Manning, Henderson Gold Leaf; J. J. Farris, High Point Enterprise; R. A. Deal, Wilkesboro Chronicle; H. B. Varner, Lexington Dispatch.

The Missouri Press Association will hold its annual summer meeting at Kansas City on July 23 and 24. After the meeting an excursion train will take the editors to the show places of Colorado. The following is the executive committee in charge: E. P. Caruthers, Kennett; T. T. Wilson, Tarkio; J. M. Sozey, Palmyra; R. M. White, Mexico, and William L. Thomas, St. Louis.

Anarchist Grossman Was Not Editor.

Marcus Schnitzer, publisher of the Austro Hungarian Gazette, denies that Rudolph Grossman, the man arrested at Paterson, N. J., charged with inciting riots, was the "editor" of the Gazette. "We hired him at times," said Mr. Schnitzer, "to read the foreign exchanges and compile brief items, but he was no more the editor than the office boy was."

THE NEW YORKERS.

(Continued from Page 3.)

historian, is official poet because he is not a poet. Dreams, the reader will remember, go by contraries, and the Saratoga Limited Club is a dream, and no mistake. However, Mr. Munkittrick and Mr. Lampton are officers of the club all right, because their offices are not elective, being theirs by divine right.

An executive committee was supposed to be named by the president, but when Mr. Parks, of the Telegram, in order to make a record, declined to hold an office, Mr. Burton, of the World; Mr. Seavey, of the Sun; Mr. Fleming, of the Commercial Advertiser; Mr. Strathman, of the American and Journal; Mr. Pidgeon, of the Press; Mr. Bridgman, of the Standard-Union; Mr. Rogers, of Harper's; Judge Babcock, of the Rider and Driver, and a



United we stand; Divided we Fall, being an allegorical picture of Mr. Seavey, of the Sun, and Mr. Burton, of the World. Mr. Seavey has a pair of glasses in his hand; he has been looking in the Sun to see if it's so. You can only see Mr. Burton's clothes in the picture; you could hear them in the original. They were his newest summer things.

few other possibilities scented danger and threw up their hands. If there is any ex-com. I do not know it personally. I do not think I would give it away if I did.

Incidentally I may add that Mr. Munkittrick, of the committee on foreign relations, was so scared at the thought of having to do a stunt before a large and enthusiastic audience that he disappeared, taking his report with him. It was generally surmised that he had gone to foreign parts to see his relations. Those desiring to see the brilliant and witty things that they would have heard if he had not lost his nerve may do so by purchasing copies of Judge, of which he is the editor. For sale at all newsstands, price 10 cents.

A delightful speech of witty welcome to the club was made by President Knapp, of the village, and the freedom of the city was handed over to the members. They did the best they could with it afterwards.

Quite a number of ladies attended the meeting and their bright smiles haunt us still. This wouldn't be much of a world if there weren't any women in it, would it?

During the solemn and sacred scenes of a Saratoga Sunday I brought forth my camera and at various points of interest,

by much persuading and pleading, I gained the consent of a number of gentlemen to stay in one place long enough to get a shot at them. Those of the club whose pictures do not appear in this collection were too modest to be coaxed or cajoled or coerced into this form of publicity. It was not because they were not as handsome as those who did, as was rumored at the time.

These pictures, duly labeled, appear throughout this article, being distributed in places where they will do the most good in relieving the tedium of what might be called desiccated details. They are fully captioned so that the beholder may make no mistakes.

I might conclude this tale with a poem, because whatever Mr. Daniels does is a fit subject for the poet's pen, but as stated elsewhere I am a historian and not a poet, and Munkittrick is still missing.

I tried to get a picture of Mr. Burdick, but missed it; not because he was too modest, but because he was so busy telling fish stories, just back from the tarpon fields of Texas, that, like the biggest fish he caught, he got away. And Burdick's picture would have been a bird, it "shore" would.

The club, men and women, is of the opinion that while Col. Woolley, of the Grand Union, and Dr. Perry, of the "States," have bigger hotels, Col. Farnham, of the American, is the best looking man in the whole shooting match. And Farnham is as smooth as velvet.

I was going to say something about the S. G. L. Club being a delightful advertisement, but I won't. It was delightful, all right, but it wasn't an advertisement at all. Ask any member of the club if it was. It was simply an outpouring of the gigantic generosity of George Daniels, and the resolutions of respect, &c., passed on the train coming back will corroborate what I have said. See next issue of the Four Track News, George H. Daniels, editor. Now is the time to subscribe.

I can say though, without fear of successful contradiction, that the fourth annual meet of the Saratoga Limited Club was the best of the lot and every member of the club is looking forward to the fifth with a yearn which can only be satisfied in the usual way. Mr. Daniels started this thing, and now he doesn't dare to quit, being a man of peace and not an inciter to incendiary and seditious proceedings, as would surely follow any attempted curtailment of the privileges enjoyed by the club.

P. S.—The club is a strictly temperance organization, and when a Saratogian suggested that, as they had been able in that enterprising village to get any kind of water out of the ground that could be called for, they would be glad to have a Highball Spring spouting next June, the suggestion was firmly but respectfully rejected.

N. B.—May the president of the Sphinx Club live forever, because if he does the president of the Saratoga Limited Club will be able to look out for the creature comforts of his constituents, at least once a year, for a good long time.

HELP WANTED.

WANTED—Experienced and forceful Democratic writer. Address "B. N." care THE EDITOR AND PUBLISHER.

WANTED—Young man of some reportorial experience for work on suburban weekly; must know news, have business ability and be willing to work; living salary and generous commission to right man; state experience. "Seaside," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED.

Four agate lines will be published one time free under this classification. 25 cents for each additional line.

An energetic young married man wants position as city editor on small, live daily. Good references. Address "Permanent" care THE EDITOR AND PUBLISHER.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

"The Fourth of July knocked business—that's all." The agency people all say so. In New York, at least, plain signs indicate an extraordinary dullness, attributed by some to the reaction that followed the fireworks of last week. Here and there a straw indicates that military academies and other schools are about to open up. They usually advertise in July and August for their fall terms.

The Dr. A. S. Johnson Medicine Company, of Battle Creek, Mich., is a new advertiser.

Remington Brothers are making some contracts for Vorwerks Collar Stiffening in magazines.

The Dr. Howard Company, of Binghamton, N. Y., is planning a New York state campaign.

Ben B. Hampton, of New York, is placing some additional copy for New York and Virginia Copper Co.

Southern papers seem to be getting new advertising from the Dearborn Desk Company, of Birmingham, Ala.

The Enterprise Co-operative Investment Company, 511 North Garrison avenue, St. Louis, Mo., is asking for rates in the middle West.

The Dr. R. H. Kline Co., Ltd., is doing some advertising in a list of dailies and weeklies through Remington Brothers, New York Life Building, New York.

The Missouri Military Academy is the first of the schools to place business. N. W. Ayer & Sons, of Philadelphia, are putting some matter in Western papers.

David S. Brown & Co., manufacturers of soaps and perfumery at Fifty first street and Twelfth avenue, New York, are reported to be arranging a campaign in eastern papers tributary to New York.

The United Wine and Trading Company, Greenwich and Lighthouse streets, New York, continues to place stuff regularly in metropolitan papers with sport features. It is reported the company is getting ready for a national advertising campaign.

Linotypes Shipped.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Hammond (Ind.) News, Monterey (Mex.) News Publishing Co. (2). Besides the above, additions have been made to linotype plants in the offices of Portland (Ore.), Torrey & Schlegel; Philadelphia (Pa.), Fahnestock Printing Co.; Boston (Mass.) Library Bureau, St. Louis (Mo.), Little & Becker Printing Co.

The Monroe (Mich.) Democrat, a semi-weekly, has gone back to the once a week class.

SECOND-CLASS MAIL FIGHT.

Publishers Win Again in Preliminary Trial Against Postmaster General.

The decision last week by Judge Hagner, of the Supreme Court of the District of Columbia, continuing the injunctions against the postmaster general granted on the application of publishers last April, leaves the question of what constitutes a newspaper within the meaning of the second-class mail regulations of the Postoffice Department, still in abeyance. It was claimed by the postal authorities that certain publications which had been going through the mails, some of them for twenty-five years, are only advertising schemes thinly disguised as newspapers. Postmaster General Smith, in July, 1901, issued an order naming thirteen papers to be struck from the pound rate list. The following publishers, whose papers were barred, enjoined the postmaster general last April: Duane E. Fox and R. W. Haynes, counsel for the Popular Fashions Company, of New York; William H. Gannett, publisher, Me.; George W. Willis Publishing Company, New York; the Sawyer Publishing Company, Waterville, Me.; and Lane's List, Augusta, Me. Pending a final decision, these publishers will be allowed the second-class rates as formerly.

CHANGES IN INTEREST.

Frank H. Campbell has sold the Pawtuxet Valley (R. I.) Times to Daniel E. Sullivan and C. M. Inman.

W. Stanley Child, of New York, has purchased the Oneida (N. Y.) Dispatch from George W. and Harry Owen.

Will Moffett, of the Nashville (Tenn.) American, has purchased the Lebanon (Tenn.) Banner and assumed charge.

The Winona (Minn.) Daily Independent, evening, has changed hands and commenced as a morning paper on June 28. The new owners are: F. J. Rucker, business manager; R. M. Olson, editor; A. Wilson, foreman. The policy is Democratic independent.

Puzzlers Elect Officers.

At the annual convention of the Eastern Puzzlers' League in Philadelphia on July 4 the following officers were elected: President, "Justa Parson," Rev. George W. Gassner, of Philadelphia; vice-presidents, "Balmar," Frank W. Coons, of Baltimore, and "Manor Hall," John W. Schlobohm, of Yonkers, N. Y.; recording secretary, "Arty Fishel," T. G. Meyer, of Philadelphia; corresponding secretary, "Saw," Lewis C. Truckenbrodt, of New York; official editor, D. C. Ver, George B. King, of Philadelphia; treasurer, "Jason," James J. Bradley, of New York.

The West Point (Va.) Daily State Republican, was launched July 1. P. W. Edwards is the editor.

THE COUNTRY WEEKLY

THE BEST WAY TO GET A LARGE CIRCULATION AND RETAIN IT.

H. B. Varnum, a Successful North Carolina Publisher, Tells How It Is Done.

Prints Two Inches of Description and Half a Column of Names in Covering a Big Social Function—Country Correspondence Better Than Henry Watterson Editorials.

At the recent annual convention of the North Carolina Press Association, Henry B. Varnum, editor and publisher of the Lexington Dispatch, one of the most prosperous weeklies in the South, delivered an address on "How Can a Country Weekly Best Secure and Retain a Large Circulation?" Mr. Varnum is State Commissioner of the Bureau of Labor and Printing and a recognized authority on newspaper affairs of the South. He said in part:

"I purchased the Dispatch May 4, 1896, and never had any newspaper experience with the exception of being a country correspondent, and my only training for the work was that I had been on the road for a number of years as a missionary selling fruit trees.

"From the very beginning I gave special attention to the local and personal columns of the paper and mentioned every week practically every person who came to town or who left town, either on business or pleasure. I attended every school commencement in my territory, shook hands with the people, solicited their subscriptions and gave a pleasing write-up of the occasion, always mentioning as many names as possible.

PRINT NAMES OF PEOPLE.

"Another fact—I have always deemed it of more interest to my readers to give, say two inches, space to a description of a big social affair, followed by a half column of names of those present, than to have devoted the half column to a description of the affair and only used a few lines in stating that a large crowd was present.

"It was in July, 1896, that the Dispatch moved into a larger building and changed to an all-home print paper. This inspired the confidence of the people and they began to rally to its support.

MANY CORRESPONDENTS.

"To secure and maintain a large circulation a country weekly must print all the local news that is fit to print in the territory in which it expects to circulate. To do this I secured a correspondent at all the towns and villages in my field, requiring them to write weekly letters, giving all the news of their respective neighborhoods. While this correspondence is not written in the style of a Henry Watterson, it does more to secure and retain subscriptions to a country weekly than would columns of editorials from our greatest writers.

"Editorially, the Dispatch has endeavored to preach the true doctrine of Democracy every week in the year, but at the same time it has not entered into personal abuse and quarrels with our friends, the enemy, but has always treated them with fairness and due consideration. This course has been approved by the Democracy and has won the respect of the opposition.

"As a circulation builder, premiums are good; but to retain that circulation is something else. The best premium that can be given to a subscriber is a good newspaper.

\$50 BUGGIES FOR PREMIUMS.

"I have never given away but one kind of premium and this has proven so

successful that so far I have no cause to change to anything else. I refer to my plan of giving away a \$50 buggy to one subscriber out of each thousand. The plan is this: I purchase a \$50 buggy and then issue one thousand cards numbered consecutively from one to one thousand. The manufacturers of the buggy write some number between one and a thousand, place said number in a sealed envelope, send it to my local bank, and there it is deposited. The number written on the card is unknown to the bank officials, or to me or any of my force. Every new or old subscriber who pays one dollar on subscription receives a numbered card entitling him to a chance on the buggy. If the subscriber pays two dollars he receives two cards, i. e., two chances at the buggy, and so on. After the one thousand numbered cards are all given out the envelope at the bank is opened, the number learned and the party who holds the card having on it the number which corresponds with the one withdrawn from the bank is awarded the buggy.

"I have given away a number of these buggies to the entire satisfaction of my subscribers, and I consider this the best circulation premium offered. The gambling instinct of the American people is yet so strong that the best of them will invest a dollar with the hope of winning \$50, especially when they get a good paper worth a dollar to 'boot.' The scheme has also caused hundreds of my subscribers to pay as much as \$3 to \$5 back dues in order to get chances at the buggy, when, in all probability, if it had not been for that offer they would never have paid a cent on those old accounts.

"It has also resulted and has been the means of my securing large numbers of new subscribers, and has made permanent friends of men who had never heard of, or at least did not care anything about the paper.

SUBSCRIPTION SOLICITORS.

"With a good paper and with the best schemes that can be devised to secure and retain a large circulation, I might truthfully say that the best and quickest way is to secure a good subscription solicitor to canvass the territory you propose to cover and see the people personally, and urge them to subscribe. I have a young man who does nothing else but impress the people of my territory 'that if they don't read the Dispatch they don't get the news.' He attends the courts and school commencements in Davidson and adjoining counties, and when not engaged at this he takes a horse and buggy and goes out in the rural districts and canvasses from house to house, and does valuable 'missionary' work which pays dividends to us both.

PICTURES OF LEADING MEN.

"To secure and retain a large circulation your paper must be attractive, typographically and otherwise. Your paper must show signs of progress and enterprise, and I know of no better, cheaper or more profitable way than to use a better grade of paper, ink, presses and machinery.

"Last, but by no means least, illustrate your paper by using coarse screen half tones or line cuts of local people, buildings, factories, schools, churches, etc. These cuts can be purchased cheap and always used profitably to yourself and pleasingly to your patrons. I have used cuts of quite a number of leading men in my section and they almost invariably order fifty or a hundred, and sometimes two hundred copies of the Dispatch, which they send out to their friends. This pleases their friends and often causes them to become permanent subscribers to the Dispatch. This is profitable advertising to the paper and money in our pockets."

SUBSCRIPTION BLANK.

1902.

TO THE EDITOR AND PUBLISHER,
19 PARK ROW, NEW YORK:

Please enter my name as a subscriber to THE EDITOR AND PUBLISHER, for which enclosed please find \$1.00 for one year's subscription.

NAME.....

ADDRESS.....

PUBLISHERS' CENSUS.

SUMMARY OF THE BULLETIN ISSUED BY WASHINGTON BUREAU.

Enormous Increase in Printing and Publishing Since 1890—Circulation of Dailies and Monthlies Doubled in Ten Years. Evening Papers Increasing Faster Than Morning Dailies—Tables of Vital Statistics Showing Condition of the Industry.

Advance sheets of the Census Bulletin on Printing and Publishing have been received. The report was prepared by William S. Rossiter, expert special agent.

It includes much interesting statistical matter in the form of tables and analyses. The statistics are divided and placed under the heads "Newspapers and Periodicals," and "Book and Job Printing." The compilers say it is difficult to make an absolutely correct division under these heads, for in large cities the newspaper plants are used entirely for getting out newspapers, while in cities of less than 20,000 population the newspaper office is the job office and the accounts of the two industries are interwoven.

The following table is a complete summary of the main statistics for the year 1900, covering the United States:

FEW NEWSPAPER COMBINATIONS.

Of all newspaper and periodical es-

tablishments 63.3 per cent were owned by individuals, 19.7 per cent in partnership, and only 17.0 per cent by corporations, indicating that combinations of any consequence are unlikely in this industry.

The total number of wage earners increased only 10 per cent, but the value of products earned by them increased 24 per cent. There was a much greater relative increase among women than men, suggesting that competition may have led to a less expensive form of labor.

ADVERTISING AND SUBSCRIPTIONS.

Of the total value of products, advertising formed 43 per cent, subscriptions and sales 85.8 per cent, and book and job printing, including miscellaneous

of the total circulation reported. In circulation of daily newspapers all states and territories showed a decided increase. In circulation of weekly publications the Southern South Atlantic group showed a decrease, but all other groups of states and territories showed a moderate increase. In circulation of monthly publications a decrease was shown in the Southern South Atlantic and the Western South Central groups; elsewhere in the United States the increase was very large.

HOW THE STATES RANK.

New York, Pennsylvania, Illinois and Ohio rank in aggregate circulation as they do in population. Strange to say, Maine ranks fifth in aggregate of all classes. Massachusetts is fifth in dailies, weeklies and monthlies, while Texas, the seventh state in population ranks nineteenth in dailies, thirteenth in weeklies and thirty-second in monthlies.

PRESS ASSOCIATIONS.

One of the striking things indicated in the report is the total disappearance of a number of so-called "press associations." At present the associations that gather the news of the world solely for distribution among the newspapers of the United States and Canada number but two—The Associated Press, and the Publishers Press and Scripps-McRae Telegraph Association. There is also the Laffan News Bureau, which the bulletin describes as "simply the news gathering department of the New York Sun." It maintains leased wires like the two big associations. Newspaper editors may obtain the full report by writing to Hon. William R. Merriam, Director of the Census.

WASHINGTON.

Special to THE EDITOR AND PUBLISHER.

Washington, D. C., July 9, 1902.

Henry Hall, of the Pittsburg Times bureau, is taking his vacation on a ranch in Dakota. He expects to be gone until September 1.

R. E. Elward, who has been looking after the interests of the Milwaukee Free Press the past winter, has returned to the home office.

John Miller is back on the news editor's desk of the Evening Times after a brief illness.

Angus Early, of the Publishers Press and Scripps-McRae Association, is out again after a brief but severe attack of cholera.

H. C. Bursley, now that Congress has adjourned, is doing telegraphic stunts on the Evening Times.

R. O. Bailey is doing special work for the Evening Star and New York Herald. He did the House for the Star during the session.

Hi Fargo, of the Post, and L. F. Ter Bush, of the News, the "ham and eggs brothers," have returned to Chicago, to remain during the recess.

There is quite a bunch of Washington boys at Oyster Bay, J. K. Stauffer is there for the Times, W. W. Prie for the Star, Bob Hazard for the Publishers' Press and Scripps-McRae, Elmer Paine for the Associated Press and Walter Clark for the New York Sun.

Georgia Editors for Governor.

Colonel John J. Estell, editor of the Savannah (Ga.) Morning News, and Colonel Dupont Guerry, editor of the Macon (Ga.) Georgian, were candidates for Governor at the recent Democratic state convention. Joseph M. Terrill was nominated.

The Palo Alto (Cal.) Times and the Palo Alto Press, heretofore weeklies, both changed to morning dailies on July 1. The rivalry between them is intense.

STATISTICS RELATING TO DAILY PUBLICATIONS OF NEWSPAPERS AND PERIODICALS: IN 25 CITIES, 1900.

CITIES.	Population of cities.	DAILY PAPERS.				Aggregate circulation per issue.	Number of inhabitants to each copy per issue.	Rank of cities according to increasing number of inhabitants to each copy per issue.
		Total.	Morning.	Evening.				
New York, N. Y.	3,437,202	58	29	29	2,732,089	1.26	8	
Chicago, Ill.	1,698,575	37	16	21	1,099,555	1.54	17	
Philadelphia, Pa.	1,293,697	21	10	11	1,008,732	1.28	10	
St. Louis, Mo.	575,238	13	7	6	373,030	1.54	17	
Boston, Mass.	569,892	16	8	8	761,039	0.74	3	
Baltimore, Md.	508,957	9	6	3	232,252	2.19	27	
Cleveland, Ohio.	381,768	11	3	8	258,473	1.48	14	
Buffalo, N. Y.	352,387	12	3	9	217,989	1.62	18	
San Francisco, Cal.	342,782	23	15	8	304,185	1.14	6	
Cincinnati, Ohio.	325,902	13	7	6	516,708	0.63	1	
Pittsburg, Pa.	321,616	11	7	4	421,741	0.76	4	
New Orleans, La.	297,104	9	5	4	95,300	2.98	39	
Detroit, Mich.	285,704	8	3	5	207,110	1.38	11	
Milwaukee, Wis.	285,315	11	4	7	132,805	2.15	25	
Washington, D. C.	278,718	8	3	5	100,848	2.76	38	
Newark, N. J.	246,070	3	1	2	71,882	3.43	40	
Jersey City, N. J.	206,433	2	2	2	19,580	10.54	43	
Louisville, Ky.	204,731	9	5	3	136,950	1.49	15	
Minneapolis, Minn.	202,718	9	6	3	137,906	1.47	13	
Providence, R. I.	175,597	3	1	2	76,000	2.31	31	
Indianapolis, Ind.	169,164	9	4	5	135,698	1.25	7	
Kansas City, Mo.	163,752	9	4	5	226,252	0.72	2	
St. Paul, Minn.	163,065	7	2	5	114,446	1.42	12	
Rochester, N. Y.	162,698	7	2	5	88,489	1.84	21	
Denver, Colo.	138,759	7	2	5	104,485	1.28	19	

SUMMARY BY CLASSES: OF PRINTING AND PUBLISHING, 1900.

CLASSES.	Number of establishments.	Capital.	SALARIED OFFICIALS, CLERKS, ETC.		WAGE-EARNERS.		Miscellaneous expenses.	Cost of materials used.	Value of products.
			Number.	Salaries.	Average number.	Total wages.			
Total	22,312	\$292,517,972	337,799	\$36,090,719	162,992	\$84,249,954	\$55,897,529	\$86,856,990	\$347,055,050
Newspapers and periodicals	15,305	192,443,708	27,579	27,015,791	94,004	50,333,051	38,544,642	50,214,904	222,983,569
Book and job	6,920	97,759,398	9,906	8,830,413	67,610	33,541,701	16,690,190	36,191,712	121,799,693
Music	87	2,313,966	314	244,515	778	375,202	665,697	449,674	2,272,385

Classified according to period of issue and character of publication, 1880 to 1890, with per cent of increase for each decade:

	NUMBER OF PUBLICATIONS REPORTING			PER CENT OF INCREASE.	
	1900	1890	1880	1890 to 1900	1880 to 1890
Total	18,226	14,901	11,314	22.3	31.7
Period of issue:					
Daily	2,226	1,610	971	38.3	65.8
Triweekly	62	34	73	82.4	53.4
Semiweekly	637	194	133	228.3	45.9
Weekly	12,979	10,814	8,633	20.0	25.3
Monthly	1,817	1,734	1,167	4.8	48.6
Quarterly	237	225	116	5.3	94.0
All other classes	268	290	221	7.6	31.2

Aggregate circulation per issue of daily, weekly, and monthly publications, and circulation per 1,000 inhabitants, 1880 to 1900.

PERIOD OF ISSUE.	AGGREGATE CIRCULATION PER ISSUE.			CIRCULATION PER 1,000 INHABITANTS.		
	1900	1890	1880	1900	1890	1880
Daily	15,102,156	8,387,188	3,566,395	199	133	71
Weekly	39,852,052	28,954,515	16,206,830	524	400	324
Monthly	39,519,897	19,624,038	8,139,881	520	312	162

products, 21.2 per cent. The proportion of subscriptions and sales steadily declined from 1880, while the proportion which advertising formed steadily increased until it was over half.

One and one-quarter billion pounds of paper were used during the census year. Of this amount 77.6 per cent was consumed for newspapers, 16.4 per cent for books and periodicals, and 6 per cent for job printing, but the proportionate cost was 58.7 per cent, 24 per cent, and 16.6 per cent, respectively.

EVENING PAPERS INCREASE.

Daily evening newspapers increased more rapidly than daily morning papers. In 1890 there were two evening papers to every morning paper; in 1900 the proportion was about one to three.

The proportion of inhabitants to each weekly was far more uniform than the proportion to each daily, ranging in the former case from 2,016 for Nevada to 20,407 for Rhode Island; in the latter from 4,704 for Nevada to 191,474 for South Carolina.

WHERE PAPERS ARE READ.

Of all the minor geographic divisions, the Southern North Atlantic—New York, New Jersey and Pennsylvania—show the most striking advance in the proportion

LOOK SEE HOW WE GROW!

The following papers commenced taking service from the Publishers Press Association during the first six months of 1902:

- Atlanta, Ga.....Sunday Journal
- Atlantic City, N. J.....Daily Union
- Burlington, Vt.....Morning Free Press
- Bradford, Pa.....Sunday Herald
- Cripple Creek, Col.....Morning Press
- Columbus, O.....Sunday Press
- Des Moines, Ia.....Sunday News
- Fairmount, Va.....Evening Review
- Fort Worth, Tex.....Morning Register
- Haverhill, Mass.....Evening Press
- Kansas City, Mo.....Sunday World
- Long Branch, N. J.....Evening Record
- Lowell, Mass.....Evening L'Etoile
- Marietta, O.....Morning Leader
- Memphis, Tenn.....Morning News
- Omaha, Neb.....Sunday News
- Richmond, Va.....Morning Telegram
- Roanoke, Va.....Evening News
- Syracuse, N. Y.....Evening Telegram
- St. Louis, Mo.....Morning World
- Schenectady, N. Y.....Evening Star
- Seattle, Wash.....Sunday Times
- San Francisco, Cal.....Sunday Bulletin
- Winona, Minn.....Morning Independent
- Winchester, Va.....Evening News-Item
- Wheeling, W. Va. Evening Deutsche Zeitung

We hope to secure a larger number during the last six months.



FOR FULL PARTICULARS ADDRESS

Publishers Press,

Park Row Building, New York.

OBITUARY NOTES.

Cecil Hastings, a well-known Brooklyn, N. Y., newspaper man, died of heart disease on July 5. For several years he had charge of the Brooklyn office of the New York Herald. He was recently employed by the Press.

James N. Davis, night editor of the Galveston (Tex.) News, was drowned while bathing in the gulf on July 4. Two others were swept out to death by the undertow with him. He was thirty-six years old and leaves a widow and three children.

Wharton S. Peacock, a well-known newspaper editor, of Marysville, O., fell from a Panhandle train and was instantly killed on July 5.

Carl B. Willey, assistant advertising manager of the Portland (Me.) Evening Express, died in a hospital on July 2. He was twenty-eight years old.

James Henry Masten, a brother-in-law of President Arthur and at one time proprietor of several newspapers in New York state, died July 7. He retired from active newspaper work fifteen years ago.

Alvin Day, senior editor of the Wyoming (Pa.) Democrat, died at his home in Tunkhannock, Pa., on June 27, aged 73 years. He was a postmaster under President Buchanan and established the Wilkes-Barre (Pa.) North Branch Democrat in the early '60s.

Cartoonist Nast an Officeholder.

Thomas Nast, cartoonist, who has been appointed consul-general at Guayaquil, Ecuador, sailed for South America on the steamer Orizaba, July 1. He said he would refuse to be made a general and command an army of South American revolutionists.

Town Topics Advertising Manager.

Louis B. De Venau has resigned his post with Harper & Bros. to become advertising manager of Town Topics. He has been with Harpers for twenty years.

INCORPORATIONS.

The Audit Publishing Company, of Trenton, N. J. Capital, \$200,000.

Appeal Printing Company, I. T. Capital, \$10,000. F. F. Fox is president, A. C. Owens, secretary, and F. M. Fox, treasurer.

Record Reporter Publishing Company, of Norfolk, Va. Capital, \$3,000. B. G. Smith, president; W. R. Roberts, secretary-treasurer.

Union Publishing Company, Tyndall, Ia. Capital, \$10,000. Incorporators: John F. McQueen, James W. McQueen and John F. Kountz.

Young Men's Home Publishing Company, New York. Capital, \$25,000. Directors: C. L. Vandoren, J. H. Becker, A. H. Gilbert, New York.

Men's Outfitter, New York (publishing business). Capital, \$25,000. Directors: C. G. Hulphers, Brooklyn; W. J. Bowman, Paterson; J. P. Nolan, New York.

National Nurseryman Publishing Company, of Rochester, N. Y. Capital stock, \$10,000. Directors: Charles L. Yates and Ralph T. Ocott, of Rochester, and Thomas B. Meehan, of Philadelphia.

BRIEF ITEMS OF NEWS.

The Xenia (O.) Gazette has changed form to an eight page, six column paper. A new press has been put in.

The Newark (N. J.) Daily News swears to an average circulation of 49,621 for the first six months of the year.

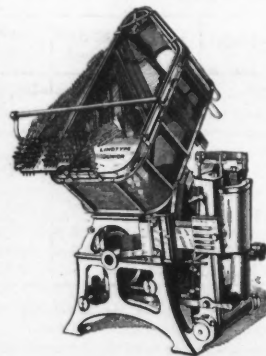
The Newburgh (N. Y.) Daily News recently moved into a new four story building. The paper has been changed from four to eight pages.

The Topeka (Kan.) Daily Herald celebrated its first anniversary on July 1. The paper is a robust yearling. It covers the evening field for the Republican party and the people at the Kansas state capital. A sworn statement shows the average circulation for July, 1901, was 4,062, and for June, 1902, was 6,035.

The Price of Peace

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