

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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A NEWSPAPER NIGHT.

BANQUET OF THE MERCHANTS CLUB OF BOSTON.

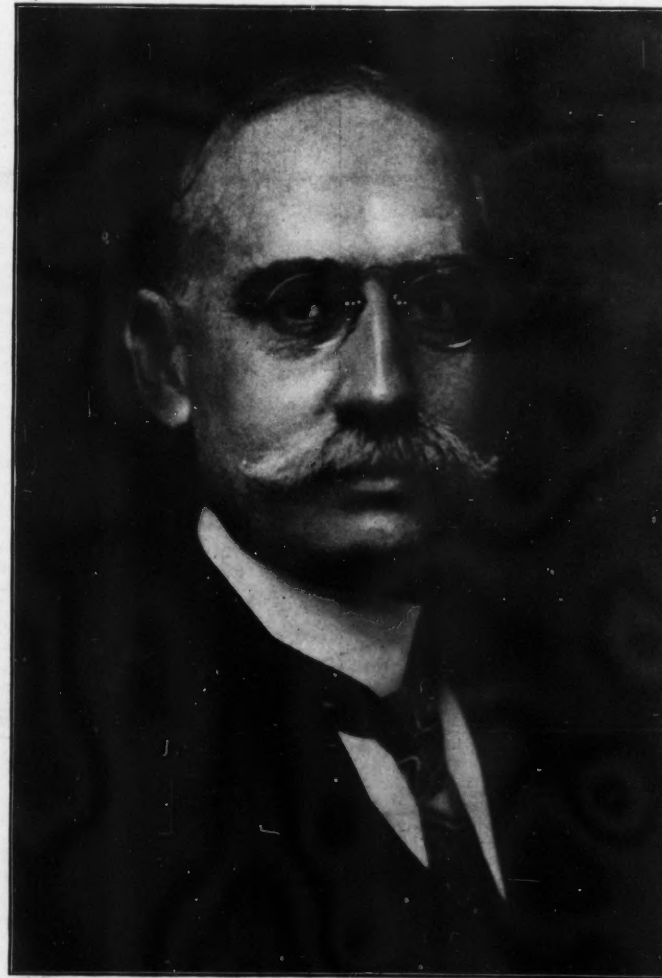
The Trust Idea in Publishing Discussed by Frank A. Munsey, Pointing Out the Great Benefits of Understanding Between Labor and Capital—Stephen O'Meara Spoke on the Associated Press—H. C. Clement Welcomed Munsey to the Boston Newspaper Field.

Newspapers and newspaper making formed the theme of the night at the banquet of the Boston Merchants' Club at the Algonquin Club last week. It was really a "newspaper night," for the presiding officer was Gen. Charles H. Taylor, of the Boston Globe, and president of the club, and all the speakers were men identified with New England journalism. Even in the menu consistent loyalty to the purpose of the gathering was observed, for when sorbet en surprise was brought to the tables the guests were treated to a gastronomic novelty. The sorbet was contained in a box, the cover of which was a design reproducing a miniature of Munsey's Magazine and the Chicago Daily News in combination, the guests invited for the evening being Mr. Munsey and Melville E. Stone, general manager of the Associated Press. Mr. Stone had been unexpectedly called to Europe, and his place at the speakers' table was taken by Stephen O'Meara, of the Journal, who is a director of the Associated Press.

Mr. O'Meara outlined the development of the Associated Press from the time when there were no European cables, and when a pony express from Halifax to New York brought the European papers, from which the papers of the metropolis culled the foreign news. After a time this association of newspapers sold this news to other newspapers whose fields did not interfere with their own. By and by these New York papers sold this news for more than it cost them and still had it for themselves. Then came the organization of the New York Associated Press, followed by the New England Associated Press, which included sixteen or seventeen of the more important New England newspapers. He then described the organization of the New York State Associated Press, the Western Associated Press, the Southern Associated Press and the Pacific Coast Associated Press.

These associations he described as a series of trusts. Against these was arrayed what was known as the United Press, which conducted its business so well that a dozen or fifteen years ago it absorbed the New York Associated Press. He then described the breaking away of the Western Associated Press from the United Press and its undertaking to cover the news of the world for itself. The Western association, instead of setting up a money-making scheme to distribute profits among its members, started an absolutely co-operative system, and it is on that plan that the Associated Press of to-day operates.

Gen. Taylor spoke of his early efforts in fighting the Associated Press with Mr. Stone. Frank A. Munsey outlined his ideas of the ideal newspaper. He recalled some of the early difficulties that



FREDERIC N. BASSETT.

(See Page 3)

MANAGER OF THE BOSTON OFFICE OF THE PUBLISHERS PRESS ASSOCIATION.

beset him in the magazine field; and, speaking of newspapers, discussed organized labor and organized capital; said that one had caused the development of the other and that either, without opposition, would be sure to become tyrannical. He thought that both, however, properly developed, would become great powers of good in this country. He also spoke a good word for the trusts, and advocated their improvement and control rather than that they should be checked altogether.

H. Clement of the Transcript delivered what the president termed "the benediction." In closing he welcomed Mr. Munsey to the Boston newspaper field, and expressed the hope that in the matter of the ideal newspaper he had outlined he would be able to live up to the prospectus.

A Wisconsin Paper Sold.

After prolonged negotiations the Marinette (Wis.) Daily Star has been sold to Edward W. LeRoy, assemblyman-elect and for nine years editor of the Marinette Daily Eagle, and W. B. Gregory, proprietor of a job printing establishment in Menominee, Mich. The new owners have taken charge. The paper will be Republican in politics.

AN UP-STATE MERGER.

Plattsburg Papers Combine—Ending a Political Fight of Long Standing.

The Plattsburg (N. Y.) Evening News and the Clinton County Republican were last Monday merged with the Plattsburg Morning Press and Plattsburg Weekly Sentinel, the company taking over the properties hereafter to be known as the Sentinel Publishing Co. One weekly will be issued as the Plattsburg Sentinel and Farmer. For the present both dailies will be continued. The officers of the new company are: President, Thomas F. Mannix; secretary, Alonzo T. Dominy; treasurer, Henry T. Kellogg; directors, Thomas S. Mannix, Alonzo T. Dominy, Henry T. Kellogg and John F. O'Brien. Mr. Mannix will be editor and manager of all publications. The two sets of papers merged were supporters of the followers of ex-Congressman John M. Weaver and Supreme Court Justice Alonzo Kellogg, respectively. By the combine the Republican factional fight in Clinton county is practically ended.

The Greensburg (Ind.) Daily News has been sold to James E. Caskey.

A SEMI-CENTENNIAL.

WASHINGTON STAR CELEBRATES ITS FIFTIETH BIRTHDAY.

Handsome Special Edition in Commemoration of the Event—The Newspaper's Palatial Home—Some of Those Who Have Been Instrumental in Building Up the Property and Now Engaged in Carrying On the Business—New Method in Reporting.

Just a half century has passed since the founding of the Washington Star, and on Dec. 16 that paper issued a handsome special edition commemorative of the event. The splendid supplement that accompanies the issue is given up to the history of the Star since its establishment, and the great progress which it has made in its fifty years' existence. On the first page appears the picture of the palatial home of the Star. This building was completed in the spring of 1899 under the direct supervision of Frank B. Noyes, proprietor of the Chicago Record-Herald, then business manager of the Star. The principal ideas in the appointments of this magnificent newspaper home were of his conception. On its walls are placed the seven lunette paintings by Frederick Dielman, representing symbolically the modern newspaper in its various departments, and constituting perhaps the most elegant decoration of any newspaper building in the world.

The present management of the paper took charge of the property in 1867. In that year, when the Evening Star was fifteen years old, it was purchased by Mr. Crosby S. Noyes, who has from that time been editor-in-chief; Mr. S. H. Kauffmann, who has been its publisher; Alexander R. Shepherd, George W. Adams, who was then the Washington correspondent of the New York World, and Clarence B. Baker, and in the following year the Evening Star Newspaper Company was incorporated by a special act of Congress. The connection of Messrs. Shepherd and Baker with the Evening Star was of short duration, their interests being purchased by the other three members of the company.

The following constitute the other heads of the Star's staff: Theodore W. Noyes, associate editor-in-chief; Rudolph Kauffmann, managing editor; Thomas C. Noyes, city editor; Victor Kauffmann, literary editor; J. Whit Herron, business manager; Fleming Newbold, assistant business manager; Beale R. Howard, secretary.

The special supplement was of particular interest to newspaper men, containing as it did a series of articles on the modern methods of obtaining news compared with those of fifty years ago, in that great center of news gathering, the national Capital.

W. W. Price writes on the news that emanates from the White House and compares the methods by which it is obtained now with those years ago. He says:

"The development of news gathering at the White House in the last fifty years has probably kept pace with the kindred works in all other fields which a daily paper must cover. It is a field in which

every reader of a paper is interested. Men want to know the position of the President of the United States on all important questions of the day.

"The women find nothing of greater interest than to read of the movements of the mistress of the White House, of the social plans, of the visitors who call upon the President's wife, of the occasional receptions, the children, and the domestic matters that are of such nature as to permit publication. Comparatively few editors handling news at the desks of great newspapers reject an item of any value relating to the White House or its occupants.

"This demand for detail—from both men and women—has been growing from year to year for many reasons. The country has grown immensely in fifty years, and the President's great power and duties have been consequently extended. For the office itself as well as for the men who occupy it, respect is deepening each day, and is being taught more thoroughly than ever before to the children who are coming up to citizenship.

"Fifty years ago newspaper reporters and correspondents went to the White House to see and talk with the President. The office of private secretary then was little more than that of an amanuensis. To-day it is a position of influence and power, and there are times when the secretary to the President is almost as hard to see as the President himself.

"Fifty years ago, therefore, the private secretary to the President was not a person of the importance to newspaper men he is now, and most of the reporters and correspondents of those days daily sought and obtained interviews with the President. Now, there were men whose personal relations were such as to admit them quickly to the chief executive, while others had to be content with obtaining their news supplies from senators or representatives or cabinet officers who had talked with the President. Newspaper men nowadays have access to the President, but they do not intrude upon his privacy, except in cases of absolute necessity. They usually get all the information that is to be had by talking with the secretary or an assistant. All newspaper men in Washington fully realize the immense amount of work devolving upon the President, and the fact that he has few spare minutes. When, however, they need to reach the fountain head of news he is accessible.

"President Roosevelt himself is most accessible to newspaper men who need to see him. He knows how to talk with them and leave to their honor and good judgment the handling of what he may say to them. He talks freely on occasions and upon matters not in shape for publication in the newspapers, but his confidence is appreciated by the recipient, and weeks or months pass before a word of what has been said by the chief executive gets in print. While it is pleasant to the newspaper reporter thus to have the confidence of the chief executive or of a cabinet officer or member of Congress, he frequently regrets that he is the custodian of facts that he is prevented from using, inasmuch as some other man who has not been placed in a similar position is often at liberty to write the story whenever he has secured it from a source that does not place the inhibition of confidence on him. Many good stories get out to the world through men who are not thus held in restraint of good faith, while the man possessing official confidence may have had complete knowledge of the facts weeks before."

After Jan. 1 the Homer (La.) Guardian-Journal and the Homer Clipper will be consolidated under the management of J. E. Hulse and J. W. Smith. It will be known as the Guardian-Journal.

GUATEMALAN EDITOR'S WOES.

Story of His Banishment Because of Attack on President of That Republic.

Because Sifontes, lawyer, journalist and citizen of Salvador, presumed to criticize President Cabrera of Guatemala, his newspaper plant and office were wrecked by government soldiers and the editor, after being marched for fifty miles in front of an armed escort, was placed on board the Kosmos liner Hermonthis at Ocos. The Hermonthis carried Sifontes and the story of his troubles to San Francisco.

Sifontes, who says he resided in Guatemala for more than ten years, published in San Marcos for the greater part of that time a newspaper, La Democracia by name.

San Marcos is thirty miles from the volcano of Santa Maria. While the latter was spreading ruin over one-half of Guatemala President Cabrera was celebrating at Guatemala City the feast of Minerva and refused to allow the volcano disaster to interfere with the festivities. Sifontes, in a scathing editorial, in which he compared Cabrera to Nero, denounced the President's conduct, and suggested that it would have been more becoming in the ruler of an impoverished republic, overtaken with sudden and awful disaster, to spend his surplus for the relief of the suffering rather than waste it at the shrine of Minerva.

A few days after the appearance of the editorial, on November 10, an army officer, accompanied by twenty-five soldiers, appeared at the office of La Democracia. They demolished the office, and Sifontes was taken to jail, where he was held in solitary confinement until November 29, when he was taken from his cell, marched to Ocos, and placed aboard the Hermonthis bound for San Francisco.

The editor will apply to the Salvadorean consul in that city for relief until he can secure funds to take him to Mexico, where he intends practicing law.

SUIT FOR RECEIVER.

Creditor of the Press Publishing Co., Dayton, O., Seeks to Recover.

Suit has been brought in the Common Pleas Court, of Dayton, O., for the appointment of a receiver for the Press Publishing Co., of that city, and for foreclosure and the sale of the plant. The plaintiff in the suit is Wayland P. Sunderland, a part owner of the paper, and he sets forth in the petition that he with others is surety on a note for \$9,000 which is now due and payable to the Winters National Bank.

The prayer of the petition is that the receiver may take charge of the plant of the company and sell it, and after the sale and the payment of all debts in their priority, an equitable division may be made to the stockholders.

The plaintiff, Wayland P. Sunderland, says that the defendant, the Press Publishing Co., of Dayton, Ohio, is a corporation duly incorporated and organized under the laws of the State of Ohio, that the said defendant is engaged in the business of editing and publishing a newspaper daily and weekly in the city of Dayton, and is owner of a large amount of personal property, consisting of machinery, presses, types, typesetting machines and other property for the proper carrying on of its business. That in the transaction of the business of the defendant and for the purpose of raising money necessary to conduct and operate said business, the plaintiff, Wayland P. Sunderland, became and is now, with others, surety for the said company in a large amount, which amount is now due and payable. Friction between the plaintiff and members of the company is said to have led to the action.

EDITORS AND POLITICS.

William Allen White's Remarks to Republican Editors of Missouri.

Speaking on politics before the Republican Editors' Association of Missouri, held recently at St. Joseph, William Allen White, the well-known author, and editor of the Emporia (Kan.) Gazette, said that the relations between the newspaper business and politics were so intimate that a discussion of politics would seem at least as felicitous as the mistake the foreman made when he justified a column by pulling out a local dash between an obituary notice and a pay local which read: "The hot weather is upon you; get your gasoline stove quick."

"Whether he likes politics or not," said Mr. White, "the editor must get into politics; otherwise he becomes a journalist and writes of things which he knows nothing about. It is easy to tell whether a man running a newspaper is an editor or a journalist. If there is a good deal of space in his paper devoted to politics the editor is a journalist; if not, he is an editor. For the essential difference between a journalist and an editor is that the less the journalist knows of a subject the more he writes about it, and the more an editor knows the less he writes.

"The difference between leaders and bosses is simple and easily distinguished. Your crowd follows leaders, the other controlled by bosses.

"When a man stays in politics for a long time in spite of newspaper abuse, in spite of slander and the malice of his enemies, he is staying on a virtue, and if he has vices, which is likely, as the man is human, he is staying in spite of them. One strong virtue makes a great man. All great men are normal men with ordinary faults and foibles and human weaknesses, plus some great virtue."

Awaited Pleasure of the Press.

All was ready in the House of Lords at 4 o'clock, for the debate on the Education bill, says the London Newspaper Owner, yet not a word was spoken. The House awaited the pleasure of the press. Silence fell upon the chamber, and a hundred peers and bishops, and some thirty peeresses turned to each other to fill in the time with smiling conversation. Every one looked at the reporters' gallery. Its condition explained the suspended animation of the House. It was empty. The practice of the peers is to meet at four o'clock, and to sit for half an hour doing nothing. Half-past four is the time fixed for the orders of the day, and the reporters rarely attend till that hour. But the House had arranged that the speeches should begin at four o'clock. It had, however, omitted to apprise the press gallery of this intention. Emissaries were sent in search of reporters. Two were found. As soon as they had taken their places in the gallery, Lord Londonderry rose.

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PAPERS THAT PAY

The Scripps-McRae League of Newspapers

The daily average guaranteed, sworn-to circulation for the year 1901:

The Cincinnati Post.....	139,048
The St. Louis Chronicle.....	51,968
The Cleveland Press.....	111,337
The Covington (Ky.) Post.....	12,625

Combined daily average circulation over 315,000 copies at a lower rate per thousand than is offered by any other list of newspapers in the country.

FOR RATES, ETC., ADDRESS

THE SCRIPPS-McRAE LEAGUE,

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

THE COLLEGE DAILIES.

FOURTEEN SUCH PUBLICATIONS IN THE UNITED STATES.

First Paper of the Kind Was Harvard Echo, Founded in 1879—The Columbia Spectator the Latest to Join the Ranks—Daily Has Grown in Favor in University Life Till Few Institutions Can Do Without It—How College Papers Are Run.

The Columbia Spectator, at the beginning of the present Christmas vacation, will have completed the first three months of its existence as a daily newspaper. Before becoming a daily it was a semi-weekly.

C. Le Roy Hendrickson, of the senior class, is the editor-in-chief, and George Henry Butler, Jr., of the same class, is the business manager.

Six of the leading editors of the board look after the mechanical management of the paper, one each night of the week. In addition, a selected editor reports each afternoon at the Spectator office at the university for the purpose of making out assignments and directing the general policy of the paper for the following day.

Two other universities joined Columbia in starting daily newspapers this fall. One of these was the University of Chicago, which is issuing the Daily Maroon, a brand new paper. The other is at Bloomington University, where a paper which had been issued as a weekly is now being brought out by its student editors every morning.

This makes fourteen colleges in the United States—and this means in the world, for college journalism is indigenous to this country—which now publish the news of their little worlds every day in the week except Sunday—and, on the whole, publish it well.

The first college daily was the Harvard Echo, which was started in 1879, and merged with the weekly Crimson later, under the latter's name. About the same time, at New Haven, the Yale Daily News was started.

New York State had the honor of having the next college daily, when in 1880, at Cornell, the Cornell Daily Sun rose above the horizon. Princeton came next with the Princetonian, a daily formed from a paper organized in 1876.

The fifth college daily was the Pennsylvaniaian, organized in 1884. For several years these were the only papers of their kind in the college world, but in 1891 the Brown Daily Herald was started in Brown University.

About this time the Western State colleges began to want something of the kind, also, and there has been a new daily started almost every year or two since. In fact, all the recent college dailies were started in the West until the appearance in daily form this year of the Columbia Spectator.

The Western papers of this class are as follows: At the University of California, the Californian; at Leland Stanford, Jr., University, the Palo Alto Daily; at the University of Minnesota, the Daily Minnesota; at the University of Wisconsin, the Daily Cardinal; at the University of Michigan, the U. of M. Daily; at the University of Chicago, the Daily Maroon; and the new daily at Indiana University.

The college daily newspaper has considerable influence in the world to which it caters. The editors are generally selected for their standing in the undergraduate body, and competition for

places on the board of management is often very strong.

At Cornell, in 1893, two Suns rose every morning for several weeks as the result of a hot fight between two factions among the editors, until one of them was permanently eclipsed by vote of the students. Again, in 1896-97, there was a controversy, which had to be decided by a mass meeting of a thousand students and an arbitration board.

At Harvard, about the same time, a rival daily called the News started to down the Crimson, but it soon went out of existence.

The student daily pays financially, and in most cases it pays very well. Not only are the profits large, but the controlling editors often get perquisites in the way of railway and theatre passes, and other tickets. Besides that, in many colleges an election to the post of editor-in-chief or business manager means a further election to a senior honorary society, or some other recognition of merit.

The Columbia Spectator is one of the old-time college papers, in spite of the newness of its present dress. Every old college man remembers the blue and white cover of the former weekly, before the time of the semi-weekly Spectator of recent years.

But the Spectator has a distinction beyond that of age. In far-back days, when the Harvard Lampoon, in 1876, was started as the first college humorous magazine, the Columbia Spectator was running a column of humorous matter of more or less originality. Shortly afterward, editors from the Lampoon and the Spectator combined to form the New York Life.

Paper Trade Conditions.

The Paper Mill's weekly review of the situation in the paper industry says: "There is much greater activity in the paper trade and industry than is usual in the closing weeks of a year. Usually there is at least a suspicion of dullness in the trade during the latter of December, because consumers usually put off until after the New Year has come the purchase of everything not required from day to day. This year, however, the demand for paper continues strong. The dealers have as much business as they can well manage, and such troubles as they have arise from inability to get paper to sell. Nearly all the mills are behind in their deliveries, and many of them have orders already booked that will require many weeks to fill. There is every indication that the present condition of prosperity will continue indefinitely."

Bangs and Major Pond.

Major Pond and John Kendrick Bangs were recently discussing a lecture on "The Evolution of the Humorist," which Mr. Bangs intended giving.

"What's the scope of the lecture?" asked the Major.

"Well," said Bangs, "it begins with Adam and Eve and comes down to the present day."

"Adam and Eve?" repeated the Major, facetiously. "Why, dear me, Bangs, can't you give them humor that antedates Eden?"

Mr. Bangs looked thoughtful.

"I might work in some of your jokes, Major," he suggested, hopefully.

New York City Printing Contract Awarded

New York's Board of City Record has awarded the contract for the printing of the City Record, the city's official paper, for the coming year to the Mail and Express Publishing Company, the lowest bidder. The amount will be about \$140,000.

The Nogales (Ariz.) Oasis has just celebrated its eighth birthday.

FREDERIC N. BASSETT,

Manager of the Boston Office of the Publishers Press Association.

Few men have had a more varied experience in telegraphic news service than has Frederic N. Bassett, manager of the Boston office of the Publishers Press. He was born in Connecticut, Jan. 22, 1853, and educated at the Episcopal Military Academy, Cheshire.

Mr. Bassett became connected with the telegraph business in its comparative infancy. In 1870 he took a position with the Western Union Telegraph Co. in New Haven, and two years later was transferred to New York, where he was associated with most of the pioneers in the business and with Walter P. Phillips, who selected them. He left the Western Union in 1875 to accept a position with the Associated Press in Washington, returning to New York the following year to take charge of the news desk of the association there. In 1880 he again went to Washington, this time as private secretary to Postmaster-General James. When the latter retired Mr. Bassett accepted the chief clerkship in the Post Office Department, and in 1883 was appointed Post Office Inspector. He was eager to go back to the news service, however, and returned to New York, where he was appointed eastern manager of the United Press by Walter P. Phillips, then general manager of that association.

When the United Press was dissolved and the Publishers Press was organized in 1897, Mr. Bassett was one of the men engaged by the new association. He was sent to Chicago in the spring of 1901, where he superintended the establishing of the association's office there. He was later transferred to Boston to look after the interests of the association in that section, and has since remained there.

CHANGES IN INTEREST.

Dan Frazier Thompson has sold his half interest in the Morgau County Democrat, published in Versailles, Mo., to Samuel Price.

The Manchester (O.) New Era has been purchased by the Republican Publishing Company and merged with the West Union (O.) Record.

The Hillsboro (N. D.) Times has been sold to a company of business men and the publication will be continued under the management of C. P. Struble, who has been in charge for some time.

The Star and Enterprise, published in Newville, Pa., has been purchased by Otto Block and Norman Brewster from R. H. Sollenberger, its former publisher.

R. M. Denholme, for some time circulation manager of the New Orleans Item, has become business manager of the New Orleans Daily News.

A New Printing Process.

Italian publishers and newspaper proprietors are seriously interesting themselves in a new process of printing,

RISKED A BEAT FOR MARCONI.

London Times Kept the Secret of His First Message Across the Atlantic.

Risking a "beat" on their Marconigram across the ocean, which had been in their possession since Dec. 16, the correspondents and directors of the London Times, to whom the message had been sent, held it up for nearly a week until a break in the apparatus could be repaired and then made a further delay until messages could be sent King Edward, of England, and King Victor Emanuel, of Italy.

The Times, however, preserved the secret, and it was through them that came the first public information of the birth of the Marconigram sent entirely across the ocean.

Sig. Marconi took his success, the result of several years of hard work, modestly enough. When told of the completion of the system and the receiving of a message at Glace Bay, he merely said:

"That's all right. I always said so, didn't I?"

M. ROCHEFORT'S SUB-EDITORS

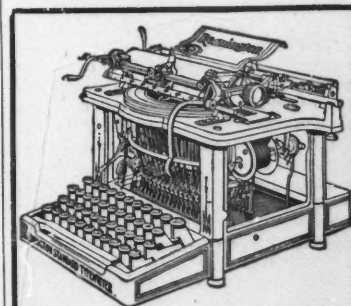
Defend Their Insubordination—Chief's Orders Infringed on Professional Dignity.

M. Henri Rochefort, of La Lanterne, is causing all kinds of discussion in journalistic Paris on account of his dismissal of a portion of his staff. When M. Rochefort's sub-editor, M. Daniel Clontier, died, the relatives decided to give him a religious funeral. M. Rochefort announced that the editorial staff of the Intransigent would not follow the coffin to the grave.

M. A. H. Montegut and M. Odolf Possien, however, attended the funeral, and M. Rochefort peremptorily dismissed them. M. M. Montegut and Possien reply that they were not consulted regarding the embargo, and that obedience to the tyrannical injunction was incompatible with their professional dignity.

M. Rochefort retorts that when he disagreed with the policy of the Figaro's editor the view of professional dignity caused him immediately to walk out, and he founded La Lanterne.

The New York Herald has crossed with the New York Staats-Zeitung on the Venezuelan question and a small wordy war has been in progress through their editorial columns.



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A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of the EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; in the Morton Bldg., 116 Nassau St., and at the corner of Fulton and Broadway; Park Row Bldg.; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bldg.; Cortlandt Street Ferry.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, DECEMBER 27, 1902.

ITS PROMINENT FEATURES.

Hamilton W. Mabie is quoted as saying in a recent lecture in Brooklyn: "It is the melancholy things that are sounded in newspapers, and not the harmonies. All of the best things in life are in the background." If there is any test that the newspaper man applies to what is brought to him for publication, says the Brooklyn Times, it is to determine what is unusual from what is ordinary. It is the unusual that he prints in prominent places. Under this head come both the melancholy and the harmonious. If the city appropriates great sums for new schools, the matter will be set forth prominently. If the appropriation is for a bigger prison, because criminals are increasing, that also is set forth. So the newspaper looks with impartiality upon both extremes in human affairs and judges them by a standard all its own.

It may be that more that is melancholy is unusual, and so the disagreeable and distressing may get the greater share of the space, but, at the same time, the newspapers devote much attention and energy to setting forth the harmonies of life. As an instance, an editorial page never advocates the melancholies, but, rather, it seeks to inspire its readers to a higher patriotism, to a manlier life and to a clearer understanding of things in general. The newspapers do their full share toward making the world optimistic.

POST-CHRISTMAS LERHARGY.

A writer in the Retailer and Advertiser gives the merchant the following good advice in the matter of advertising during the past Christmas dull season:

The period immediately following the Christmas holidays is usually one of the dullest seasons in the whole year for the retail trade. Buyers of all classes have been spending money freely, and many of them feel more disposed of retrenchment than to increasing their outlay.

The merchants themselves are to some extent responsible for this condition of affairs. They have had a busy, trying season, and have probably been overworked. What has more effect than all the rest is that they neglect their advertising, and, in some cases, withdraw it altogether for a time. This, to any one who fully appreciates the benefits that may be obtained by using printers' ink, appears to be suicidal; but the merchants who adopt such a course think they are justified by existing conditions. They will tell that there is no money in circulation, that people are supplied with all the goods they need, and that they will not come out to buy in stormy weather. And they will clinch these and similar arguments by saying that it is only wasting money to advertise when nobody wants to buy.

The merchant who has carefully studied the principles of advertising will take an entirely different view of the matter. He will argue that the chief use

of advertising is to induce people to buy who have no particular inclination to do so. He will hold that the time for him to sell the most is when his competitors are selling but little. Instead of neglecting his advertising he will give it more than the usual amount of attention, and instead of decreasing or withdrawing it, he will probably use more space than before. He will be well aware that the public will not buy his stock at that time unless he offers them sufficient inducement; but he will also recognize the fact that if some of his goods are not sold soon he will be forced to keep them on hand or dispose of them at a loss.

With these facts in view the wise merchant begins at once to plan his winter campaign. He has no intention of carrying his winter stock over, and he will not sell it at a loss if he can help it. He is willing to make reasonable concessions, and is ready to offer attractive inducements. He constructs his advertisements in a way that will convince the public that he is determined to sell. He may not make as much money as he does when trade is brisker, but he will turn into cash a lot of goods which he would otherwise have to hold at a loss; and he will keep in touch with his customers, and perhaps add a number to the list.

Rockefeller, Jr., and the Clipping.

A most agreeable newspaper man called on John D. Rockefeller to inquire about his connection with the National Board of Education. The magnate was not in town. Crossing the street, the journalist inquired for John D. Rockefeller, Jr. The butler, barring the way, asked the nature of his business, which being stated the flunkey withdrew, closing the door. Returning presently, he announced, "Mr. Rockefeller has nothing to say." Pleasantly persistent, the caller said: "Show him this clipping; possibly he might care to comment on it." "Mr. Rockefeller has nothing to say," reported the butler, coming back after a wait of ten minutes. "Where is the clipping?" asked the newspaper man. "Mr. Rockefeller has it." "Kindly tell Mr. Rockefeller that I must have the clipping." Butler, returning: "Mr. Rockefeller has nothing to say, but he will keep the clipping." With that he banged and chained the door. As the house was not Canfield's the newspaper man did not batter down doors and windows. John D., Jr., may use that clipping as a text for next Sunday's Sunday school class.—*New York Press*.

HISTORY IN NEWS.

T. P. O'Connor Before Liverpool Press Club Discusses Value of Contemporary Records to Future Chroniclers.

At the nineteenth annual dinner of the Liverpool Press Club, T. P. O'Connor, who has attracted so much attention with his new T. P.'s Weekly, delivered an interesting address in response to a toast on journalism. He said that he remembered journalism as a very high and dry thing, when it was an offense, not only against good style and good taste, but almost against morality, for a journalist to be picturesque and graphic in his description. Macaulay, in his great essays in the Edinburgh Review, tackled the glibbing ghost of literary dignity, and dared to make history interesting. The great historian wrote, "To make the past present, to bring the distant near, to place us in the society of a great man or on the eminence which overlooks the field of a mighty battle, to invest with the reality of human flesh and blood beings whom we are too much inclined to consider as personified qualities in an allegory, to call on our ancestors before us, with all their peculiarities of language, manners, and garb, to show us over their house, to seat us at their tables, to rummage their old-fashioned wardrobes, to explain the uses of their ponderous furniture—those parts of the duty which properly belong to the historian have been appropriated by the historical novelist. On the other hand, to extract the philosophy of history, to direct our judgment of events and men, to trace the connection of causes and effects, and to draw from the occurrences of former times general lessons of moral and political wisdom, has become the business of a distinct class of writers."

Mr. O'Connor said he would describe that as the function of journalism as well as of history. He remembered that on the 8th of December, 1837, nearly all the newspapers in the country gave verbatim reports of the first and famous speech of Disraeli in the House of Commons; but there was not a single word about the appearance, delivery, dress, or manners of the speakers. One column of London correspondence in regard to Shakespeare would be worth more to the world than all the wealth of Morgan and of all the Anglophile and predatory Americans. The press in his time had advanced in reality and veracity, and consequently it was more human than it used to be.

He agreed that the legal position of the press was fairly satisfactory. He was in favor of the freedom of the press, but not of that freedom being used to the detriment of individual character. Of course, editors were sometimes caught napping, and there was such a thing as a speculative solicitor who brought actions for the punishment of a piece of inadvocacy or for the boistering up of a suspicious character; but, in spite of these drawbacks, he would not by a hairsbreadth make it easier for a newspaper to destroy the character of an individual. The advance of the press marked the advance of civilization, and he had sometimes a vision of the time when by force of literature and journalism it might be regarded to be a greater achievement to find a remedy for a disease, as Major Ross had done, than to invent a new gun. He did not think that it was the legitimate duty of the press to usurp the functions of justice. On the whole, the press tended towards international amity and good will, and to break down the barriers of mutual ignorance and misunderstanding, which were the fruitful parents of war.

In proposing the toast of "Journalism," Justice Walton, Lord Mayor of Liverpool, said that the only claim he had to the honor of proposing the toast

was that some little time ago he had to fight a battle in the House of Lords which secured for the reporters the people's speeches. His only other relation with the press was that of a humble, but a very grateful, reader. He did not think that those who were outsiders were as conscientiously grateful as they ought to be to journalists; they did not know how grateful they ought to be for their newspapers until they had to do without them. What struck him mostly in connection with the modern development of newspapers was their volume and wonderful methods of distribution. He had not yet had to try a single newspaper case. He could not help thinking that the legal position of the press in this country was satisfactory. There was undoubtedly the greatest possible freedom of publication, and although every now and again there were very hard cases, as there must be also in the case of merchants and shipowners, it was not wrong to ask that that freedom should be exercised with a sense of responsibility. He was quite sure that journalists would be the last to question that doctrine. There might be abuses and instances in which newspapers committed the error of descending too low for the taste of their audience; but, putting such cases aside, everybody must recognize that the great work done by the journalists of this country was good, honest, real, genuine work; the activity, energy, and enterprise exhibited in providing the people promptly and accurately with the news of the world day by day were of the greatest importance; and, more than that, in discharging duties of a higher order they must recognize that the press, as a whole, rendered splendid service in endeavoring in a thoughtful spirit to guide, control, and create a good public opinion on local, national, and imperial affairs. Nobody that had known Liverpool and Lancashire as long as he had could have failed to observe the splendid example of work of that kind done in the city and county.

Tilden's Attitude Toward Cartoons.

A former close associate of Samuel Tilden tells the following story of the great man's attitude toward cartoons: "One day as I entered Mr. Tilden's library, at the time of the campaign for the Presidency, I found him poring over a most bitter cartoon attack upon him. I said: 'It is too bad—the cartoon assaults that are made upon political opponents.' He answered: 'It is not near as bad now as it has been in the past,' and, getting down a large volume of English prints, he turned to cartoons of the time of the elder and younger Pitts. One was in two parts, the first headed 'Pitt in Power' and the second 'Pitt Out of Power.' I could not help admitting that in the matter of decency at least the process of evolution had been at work among the cartoonists."

Dinner to His Newsboys.

Frederick P. Morris, president of the Long Island News Company, celebrated the thirty-third anniversary of his connection with the company Monday and in honor of the occasion he gave a dinner at night to 110 of his employees at his home in Flushing, L. I. He received telegrams of congratulation from President Roosevelt, President William H. Baldwin, Jr., of the Long Island Railroad, Jacob A. Riis, George H. Daniels, and others.

Mr. Morris started as a newsboy on the Long Island road in 1869. In 1876 he took charge of the business for the Union News Company and in 1881 bought it and organized the Long Island News Company, of which he has since been president.

PERSONALS.

Frank H. Richardson, editor of the Atlanta Journal, has almost recovered from his recent illness and hopes soon to be in the harness again.

Henry H. Mullen, of Emporium, Pa., editor of the Cameron County Press, who was the Republican candidate for the State Assembly, has announced that he will contest the election of his Democratic opponent, F. X. Blumle.

Stephen H. Shepherd, marine editor of the Bedford (Mass.) Standard, last week completed fifty years of continuous service on the paper.

Conrad Gehring has resigned the editorship of the Kutztown (Pa.) Patriot to accept a position in the printing office of his son, Charles Gehring, in New York city.

Col. John F. Hobbs, editor of the National Provisioner, will deliver an address before the National Live Stock Association at its coming convention in Kansas City, Jan. 13th to 16th.

One of the oldest active newspaper men in the United States is Col. R. B. Creecy, editor of the Elizabeth City (N. C.) Economist, who celebrated his ninety-ninth birthday on Dec. 19.

Will A. Page, former dramatic editor of the Washington Post, is now connected in business capacity with the theatrical company of Henry Miller.

John D. Spreckles, Jr., proprietor of the San Francisco Call, was married on Monday evening of last week to Miss Edith Huntington, grandniece of the late Collis P. Huntington. The ceremony was performed by Archbishop Riordan.

W. W. Hines, formerly connected with the Springfield (Mo.) Republican and correspondent for the Scripps-McRae League, is in New York and soon intends to enter newspaper work in this city. Mr. Hines is now writing for the McClure syndicate. He is well known along the Row and has many friends among the newspaper men of the metropolis.

TILLMAN AND THE REPORTER.

How He Furnished Data for a Line on Senator Depew.

Just before the closing of the last session of Congress, says the New York Times, Senator Benjamin R. Tillman was stopped in the corridor of the Capitol by a reporter, who informed the South Carolina Senator that the newspaper which the reporter represented was about to publish an article on the favorite authors and favorite recreations of the members of the Senate. Senator Tillman looked the reporter over quizzically, and after a moment's hesitation said:

"Every one in Washington knows my favorite recreation—having fun with McLaurin. My favorite book is 'If Christ Came to Congress.'"

The reporter thanked the Senator, and then asked if the latter could tell where Senator Depew might be found.

"Why," Senator Tillman replied, "Chauncey is in Europe. But," he added, with a look in which malice and humor struggled for the mastery, "I can give you the information you seek, for I know Senator Depew's habits and tastes thoroughly. His favorite recreation is playing pinoche and his favorite author is E. P. Roe."

"Can you tell me his favorite work?" "Certainly," was the reply, delivered in the blandest of tones. "Senator Depew's favorite work is 'The Opening of a Chestnut Burr.'"

MORE CHRISTMAS EDITIONS.

Some of Newspaper Specials to Celebrate Holiday Season That Deserve Mention.

The Trenton (N. J.) Times issues a handsome supplement devoted to the commercial interests of that great industrial city, in commemoration of the twentieth anniversary of the establishment of the paper. These descriptive sketches of Trenton's industries are not paid reading notices, as is too often the case with such supplements, but are gotten up with an idea of loyalty to the community from which the Times receives such hearty support. The advertising is properly classified as such and is wholly independent of the space devoted to the manufactories, a feature commendable in itself. On the first page appears the story of the founding of the Times, a description of its mechanical equipment, and its growth into one of the greatest of New Jersey newspaper properties. The attractive cover page of the supplement deserves a word of mention. It was designed by George Bradshaw, a student in the School of Industrial Arts, in Trenton, who won the first prize offered by the Times.

Several of the metropolitan papers issued their Christmas extras on Sunday last. The Pittsburg Press was one of these, and of all the holiday editions none surpassed it. Always in the habit of getting out wonderful Sunday editions, the Press last week outdid itself. Both in the amount of advertising and in reading matter it was a triumph in the publishers' art. The New York Telegraph issued a special Christmas number last Sunday full of pictorial features. The Tribune also devoted its Sunday supplement to Christmas, and a most entertaining one it was.

The New York Evening Telegram again this year donated its entire edition Christmas Day to the newsboys, and every Telegram they sold was that much clear profit for the urchins' Christmas. This is the second year the Telegram has donated papers on Christmas. Last year 155,700 copies were given away to the newsboys, and their patronage was generous. The scheme was conducive to so much happiness to these embryo captains that the Telegram decided to repeat the experiment.

The Olean (N. Y.) Herald's holiday number deserves mention on account of the amount of advertising it carries, along with other features that go to make up a successful special edition at this season of the year. Few of the papers of its size exceed the Herald in the quantity of display ads, and its make-up is such as to warrant the local merchants in choosing it as a medium; Messrs. Sibley & Ostrom, its publishers, are to be congratulated on their success.

The Christmas edition of the Journalist, edited by Allan Forman, appeared last Saturday. A large number of special stories by some of Mr. Forman's host of newspaper friends makes the edition doubly entertaining.

Few trade papers are read with the genuine interest that is bestowed upon the chatty columns of the Journalist.

That excellent trade paper, Fire and Water, New York, celebrates Christmas by issuing a number commemorating the twenty-fifth anniversary of its birth. As usual its typographical appearance is ideal. Its wealth of advertising, printed in colors, is a feature of the edition.

None of the cover designs is more attractive than that of the Salem (O.) Daily News. The ability of a paper of its

size to issue such a special number speaks for itself of the enterprise in its management.

The Fishkill (N. Y.) Daily Herald's special Christmas edition is another that is a credit to a paper of its size. The line of advertising that it carries in particular deserves mention.

The Springfield (Mass.) Republican issued its Christmas number last Sunday. This old established paper can always be depended upon for doing the proper thing at the proper time. Its illustrations and articles commemorative of the Christmas ceremonies are among the most appropriate to be found in any of the season's special numbers.

The Practical Printer, published by the Inland Type Foundry at St. Louis, gets out a neat little number in honor of the season.

The Wilkes-Barre (Pa.) Times, with its usual enterprise, issued a clever Christmas number last week, well filled with advertising and articles appropriate to the season.

The Marietta Leader is another Ohio paper that celebrated Christmas in a suitable manner. Its local news and crisp telegraphic matter is well distributed through its advertising, of which there is a generous amount.

Among the Christmas editions from Ohio that of the Columbus Citizen is noteworthy. The number is attractive both in its illustrations and in the make-up of the reading matter and advertising display.

Another Pennsylvania paper that does itself proud is the Scranton Truth. In no other is matter of quality and quantity, both of advertising and of reading matter, better arranged than in the Truth's Christmas number.

A GIFT TO BLOWITZ.

"Journalism Enlightening the World," Bestowed by Parisian Colleagues.

M. de Blowitz, who has represented the London Times at Paris since 1872, received last Saturday, on the occasion of his retirement, a massive silver statuette, the gift of his Parisian colleagues. The statuette represented "Journalism Enlightening the World." It is done by Carabin, the French sculptor, and is a splendid work of art. In accepting the testimonial the venerable journalist was so overcome with emotion that he barely restrained himself from shedding tears. In denying the impeachment that he had invented the interview, M. de Blowitz stated that the first interviewer was the serpent who interviewed our Mother Eve, causing the exile of our first parents from Paradise.

SITUATIONS WANTED.

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

City editor desires reportorial or other work in South or California. Address "Southwest" care of THE EDITOR AND PUBLISHER.

FOR SALE.

Two second-hand Duplex Linotypes. Good condition. Cash bargain. Address "MIRROR," Altoona, Pa.

HELP WANTED.

WANTED—Two first class job compositors; permanent; \$2.25 per day. MIRROR, Altoona, Pa.

R. R. Time Tables.

BALTIMORE & OHIO RAILROAD

Leave New York City.	South Ferry.	Liberty St.
Chicago, Pittsburg.....	12:10 a. m.	12:15 n. t.
Chicago, Columbus.....	12:55 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 a. t.	12:15 n. t.
Cincinnati, St. Louis.....	10:25 a. m.	10:30 a. m.
Cincinnati, St. Louis.....	8:55 p. m.	7:00 p. m.
Norfolk.....	12:55 p. m.	1:00 p. m.

ROYAL BLUE TRAINS.

Washington, Balto.....	18:25 a. m.	18:30 a. m.
Washington, Balto.....	10:25 a. m.	10:30 a. m.
Washington, Balto.....	11:25 a. m.	11:30 a. m.
Washington, Balto.....	2:55 p. m.	3:00 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 a. t.	12:15 n. t.

†Daily, except Sunday.

Offices: 113, 261, 434, 1300 Broadway, 6 Astor House, 25 Union Square W., 391 Grand street, N. Y.; 649 Fulton street, Brooklyn; Whitehall Terminal and Liberty street. Baggage checked from hotel or residence to destination.

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.Exposition Flyer.....	7:00 a. m.
7:54 a. m.Syracuse Local.....	6:23 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.Ruftand Express.....	7:00 p. m.
1:00 p. m.Southwestern Limited.....	6:00 p. m.
1:30 p. m.Chicago Limited.....	1:00 p. m.
2:30 p. m.Albany and Troy Flyer.....	11:10 a. m.
3:35 p. m.Albany Special.....	2:01 p. m.
4:00 p. m.Detroit & Chicago Special.....	10:00 a. m.
5:30 p. m.The Lake Shore Limited.....	6:30 p. m.
5:30 p. m.St. Louis Limited.....	2:55 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.....	7:25 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.....	7:25 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 Patent 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 138th St. Station, New York; 338 and 726 Fulton St. and 166 Broadway, E. D., Brooklyn. Telephone "900 38th Street" for New York Central Cab Service. Baggage checked from hotel or residence by Westcott Express Company.

More Ads

Of course you want more advertising in your paper, especially local advertising.

THE RETAILER & ADVERTISER, formerly BRAINS, can help you to get more and better advertising from your local merchants.

Drop us a line and we'll tell you all about it.

HAWKINS & CO.
150 NASSAU STREET NEW YORK

ESTABLISHED 1827.

THOMAS WILDES,

246 Water Street, N. Y.

STEREOTYPE, ELECTROTYPE, LINOTYPE, MONOTYPE AND BABBITT METALS.

A Successful Danish Paper.

The Danish newspaper, the Folksblad, at Perth Amboy, N. Y., has just celebrated its fifth anniversary by coming out with an eight-page edition. J. P. Holm, the editor of the weekly publication, is the Danish Vice Consul for New Jersey. Perth Amboy is a great center for Danish people, most of its influential men being Danish or of Danish descent.

The paper has a good circulation. A large number of copies go to the Western States, and some go to Europe each week.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The Cramer-Krasselt Co., advertising agents, Milwaukee, Wis., are sending full page copy for Wilbur Seed Meal Co., Western Malleable & Grey Iron Mfg. Co., Luther Bros. Co., and Septicide Mfg. Co. The business is going to agricultural and mail order papers.

The Bordeau Food Co. Battle Creek, Mich. is to place some extensive advertising the first of the year. The firm has offices in the Board of Trade Building, Chicago.

Union Bitters advertising is being placed by F. S. Amidon, Hartford, Conn. in papers of general circulation through New England.

Geo. Batten & Co. 38 Park Row, New York, are placing the advertising of the Chester Suspender Co. No. 70 Decatur street Boston.

A large advertising appropriation for the Vim Company Bicycle Tires is being extended through L. J. Lee & Co., Chicago.

Daily papers and magazines are receiving business direct from the Burnham Soluble Iodine Co., No. 11 Pemberton Square, Boston.

The Mahin Advertising Co., Chicago, is placing the Euk Medicine Co. business.

The Buchu Lithia Kidney Pill business is going out through the H. B. Humphrey agency, Boston.

The Green Mountain Remedy advertising is being placed by Pettingill & Co., Boston.

STAFF CHANGES.

Louis Brownlow, a former Nashville newspaper man, has taken a position with the Louisville Courier-Journal.

Grantland Riel, formerly connected with Nashville newspapers, has recently gone to the Atlanta Journal.

R. G. Sherwood, formerly manager of the Amboy (Ill.) News, has severed his connection with that paper and gone to Grand Rapids, Wis., where he has accepted a similar position.

W. A. Glasner, who has for some time been connected with the Springfield (S. D.) Times, has taken charge of the Tyndall (S. D.) Tribune, which has lately passed into new hands. It is said some important improvements are to be made in the plant soon.

Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Beaver Falls (Pa.) Tribune Printing Co., Red Wing (Minn.) Advertising Co., Red Wing (Minn.) Republican.

Besides the above, additions have been made to the following plants: New York city, Livingston, Middleditch Co.; Aberdeen (S. D.) News Printing Co., Paterson (N. J.) News Printing Co., Youngstown (O.) Telegram Co., Atlanta (Ga.) Journal Co., Milwaukee (Wis.) Journal Co., Hartford (Conn.) Manufacturing Co.; New York city, George H. Burnham Co.; Toledo (O.) Typesetting Co., Gloversville (N. Y.) Morning Herald Publishing Co., Brockton (Mass.) Enterprise Publishing Co., Bay City (Mich.) Tribune.

Press Club to Entertain.

Joseph Howard, Jr., president of the New York Press Club, has issued invitations to fellow members to a fraternal reunion in the club parlors on Wednesday, Dec. 31, between the hours of 3:30 and 7 P. M.

GOOD NAME THE GOAL.

Most Valuable Asset in Advertising—Factor Making Persistence Necessary.

In advertising, a good name is more to be desired than great riches. It is really the end of advertising. Over and over again the sages who write advice tell the business man that he must never let up on his publicity—that to be effective it must be continuous. Why? Simply because the effect of each ad, even in general campaigns, is a limited thing. Results may come from advertising a year after the ad was printed, but there is bound to be a time when the ad dies. The only thing that lives as the result of wise advertising, coupled with able, honest merchandising, is reputation—the good name.

It is the most valuable asset that an advertiser can acquire, the only asset that he can show for his expenditure after immediate returns are in. If the appropriation isn't translated into reputation it is largely wasted, save for the transitory returns. Reputation is the interest on publicity. It gives a basis for future operations. It is the thing of which much has been said lately—cumulative effect. Unless publicity has this cumulative effect it is as transitory as a tale that is told.

Each separate ad in every campaign must do its share toward spreading knowledge about the worth of the goods, if it is a general campaign, or about the store policy if it is a local retail campaign. There are no accurate statistics in the matter, but it is safe to state that rather more than half of all the successful publicity being printed to-day in magazines and dailies is directed solely to the creation of a good name for the house that pays the space bills.—*Printers' Ink.*

Louisville's Newspaper Artists.

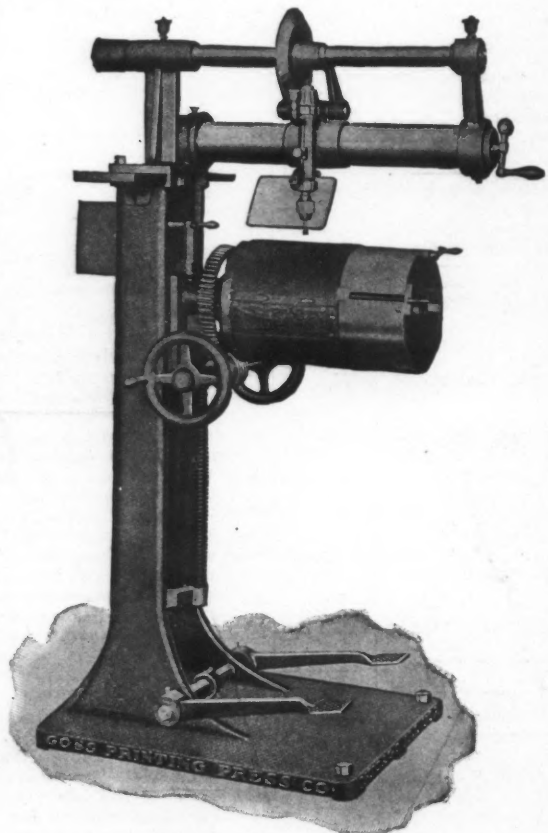
The Louisville Newspaper Artists' Association exhibit at the Galt House in that city last week was an unqualified success. Over \$1,000 was realized from sales on the opening day. Of the exhibitions of newspaper work which are becoming so popular in the larger cities, that at Louisville compared most favorably.

The collection embraced the efforts of F. W. Cawein, George O. Baker, C. N. Buck, George Kerr, Will Kerr, H. M. Kelly, P. A. Plaschke, Robert D. Carr, W. J. Porter, Robert M. Hoe, Harvey Peake, J. R. Wiubourn, A. H. Hetherington and George W. Curtis. It included poster work, pen and ink sketches, silhouettes, oil and water color effects.

Buffalo Artists' Exhibit.

The exhibition of newspaper art, held at Buffalo last week, was one of the most successful of the kind that has yet been attempted. Some 3,600 pictures were hung and every newspaper or magazine artist who has attained fame was represented at the exhibition by some of his best work. Every style of art was on exhibition, including water colors, oils, pen-and-ink sketches and wash drawings, the latter being the most prominent. One of the most interesting features of the exhibition was the reproduction of the entire series of the famous Happy Hooligau and the Alphonse and Gaston pictures by F. Opper, J. Swinnerton's popular Mount Ararat and Tiger series, Carl F. Schultz's (Bunny) series of Foxy Grandpa and Gene Carr's Lady Bountiful series, all published in the Hearst papers. Another feature was a lot of cartoons of the patrons of the show. The work was done by J. C. Fireman, of the New York Herald; H. E. Bassett, of Newark, and C. C. Phillips, of the Boston Post.

THE GOSS PERFECTED ROUTING MACHINE



It's the very latest, no belts, no straps, no tapes, works to perfection, driven entirely by friction. Built for direct connected motor or belt as may be ordered.

PATENTED AND BUILT BY

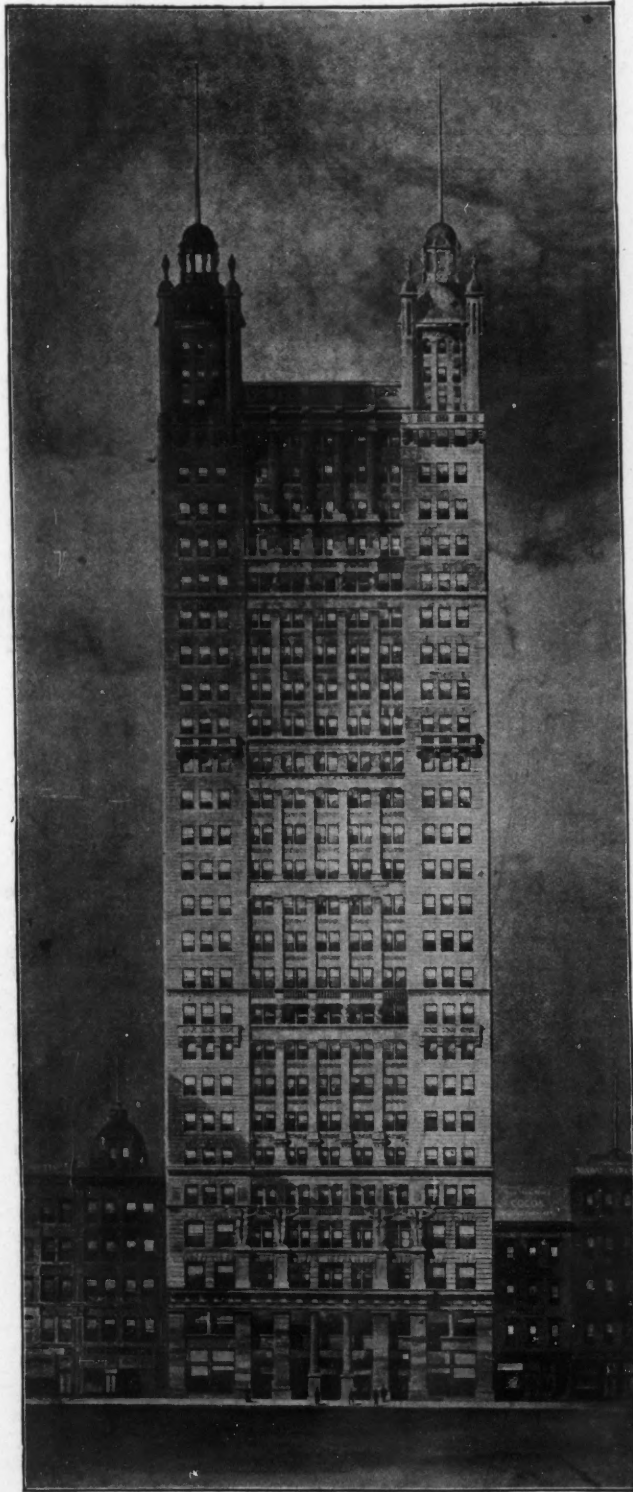
THE
GOSS PRINTING PRESS Co.

SIXTEENTH ST. AND ASHLAND AVE.,
CHICAGO, ILLS.

THE PUBLISHERS PRESS ASSOCIATION.

This is the
Highest Office
Building in the
World.

The quality
of the news
furnished
by the
PUBLISHERS
PRESS
ASSOCIATION
is on a par
with the building.



When you visit
New York don't
fail to visit this
great building.
Then look for
latch string which
is always out for
newspaper men
at the head-
quarters of the
PUBLISHERS
PRESS
ASSOCIATION

Home of the PUBLISHERS PRESS ASSOCIATION. Park Row Building, 13-21 Park Row,
Greatset Office Building and Press Association on Earth. New York,

A WRITER'S CAPACITY.

ALMOST INCREDIBLE AMOUNT OF COPY A STAR REPORTER CAN TURN OUT.

Words in a Year Might Count Into Millions—Most Rapid Workers Now Employ the Typewriter—Shorthand Little Used, Its Disadvantages Many—Remarkable Composure of the Scribe in Times of Excitement—A Love Story Composed Amid Gruesome Scenes.

It was after dinner on the city editor's night off and the man of municipal "beats" and three-alarm fires was growing reminiscent.

"Considering the interest of the average reader in all branches of things literary, it has always been a surprise to me how little is known of what might be called the 'mechanical end' of writing," he began. "For example, who are our champion writers, judging from the standpoint of numbers of words turned out in a given time? What is the limit of human capacity in bringing thought to paper? To what extent does practice facilitate quick writing? Under what pressure and under what adverse conditions are stories often written, and what is the effect of the strain on the human system when driven to the utmost in this line of work?"

"Ask almost any fairly well posted person who is the champion producer of words, and likely he'll tell you 'Marion Crawford,' who seems to have set himself a standard of two novels a year. Or Clyde Fitch, the playwright, some may say, relying on Mr. Fitch's ability to turn out a comedy or melodrama with every manhole cover blown off in New York's streets. But the champion of all writers, three or four times over, is the star reporter on almost any of the New York papers. Take the work of a star and it is no exaggeration to credit him with an average of two newspaper columns of reading matter a day. Days there will be when his story does not pan out and when he goes home with but a half column to his credit. But the next day, or the following one, will bring up the average—say 3,000 words, or, in appreciable measure, at least forty inches a day. That means during a week—for the star usually works seven days, taking a day off once a month or so—the man turns out 21,000 words, or a little more than twenty-three feet of matter. In a month of thirty days he produces 90,000 words, or 100 feet of newspaper literature. And figuring this by the year, he runs out 1,080,000 words to a length of 1,200 feet—in other words, the equivalent in number of words to twelve novels of the length of 'Soldiers of Fortune,' strung in a strip about two inches wide from Thirtieth to Thirty-sixth street, on Broadway.

FEW REPORTERS USE SHORTHAND.

"Vast figures, these, when you come to consider them, and naturally they suggest the limit of human capacity in recording thought. But there arises the thought whether your man writes by hand or by typewriter. No matter whether the star uses a machine or not it is necessary that he be a quick writer. Contrary to general impressions, the star reporters of to-day do not use shorthand except on rare occasions, if, indeed, they understand stenography at all. The exceptions are when a speech is to be taken verbatim, and even here the expert long-hand man will work as accurately, though with greater expenditure of labor, than his colleague who uses the pot-hooks. But there are two sides to re-

porting by shorthand ordinarily. In the first place a speaker, be he ever so trained, will rarely make a speech which is all 'meat' and worth reading. Unconsciously the shorthand man will take down all that is said, while invariably the longhand fellow will cull out what he wants on the spot, trusting to his notes and a trained memory to 'get there.'

"The other disadvantage to shorthand is that when a man reaches his office late and must dash off his story with one eye on the clock and the other on his work, and his mind on the concluding sentence, he has no time to translate pot hooks. His notes, on the other hand, suggest the entire thread of the story, and he can sit down to his machine and rattle away, turning out, if necessary, a column of matter in from twenty to twenty-five minutes, if he is very expert.

NECESSITY OF STRONG PHYSIQUE.

"The man who writes a column in twenty minutes must not imagine that he will turn out two in forty minutes. A man with strong physique, with a clear brain, with his story well in hand and expert at the typewriter will find that his ability to grind out newspaper literature at top speed decreases at almost arithmetical progression. If the first column takes twenty minutes, the second will take at least twenty-five minutes, the third thirty minutes, and so on up to seven columns for one night's work—an entire page of report—which was made during the first Molineux trial, and stands, I think, as a record.

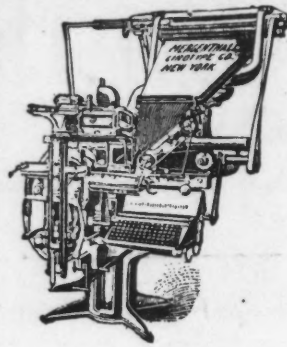
"As to writing by hand, of course the work is more laborious and more time consuming. Most New York reporters can turn out a column by hand within an hour. Many can turn out two columns in two hours but the fellows that can write four columns in four hours you can count on the fingers of one hand. You see, there is where the limit of human endurance comes in, a point which probably never occurred to you in connection with writing.

"It is the strain which requires that a reporter be clear, not only in the upper story, but as well physically. At that many of the men break down from time to time and disappear from the Row to build up again. Altogether pardonable when you come to consider that frequently a reporter works any where from twelve to fifteen hours, and even to eighteen and twenty hours a day—depending upon the size of the thing that has broken loose.

"RIGHT OFF THE REEL."

"Only through practice can a man gain that confidence in himself which enables him to sit down without getting rattled to dash off a story without ever seeing a line until it is in the paper next morning. I have known men to write under high pressure, trying to catch the last edition with an important story, when everybody in the shop seemed to be 'up in the air' except the man at the keys of the machine. I have seen a night city editor himself stand over a man like that and hurry and urge him along and clip off the copy as fast as it appeared over the roll of his typewriter; and still the writer sat calm and rattled on his machine to make your head swim without seeming to see the crazy man alongside.

"But there are other conditions, equally distressing, which the reporter must learn to face, and which he does face so often that from time to time he suffers his periodical breakdown. For instance, the men who followed Jerome through his campaign speeches had one of the hardest jobs on record. From place to place they followed the strenuous campaigner, riding in an especial automobile, trailing behind him through crowds at political meetings,



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writing while standing up, with elbows locked against squirming, cheering crowds, and picking words between applause and writing out their speeches while the brass bands droned noises preparatory to the next speaker.

"It's a lively game from end to end and one, I often thought, the public would be interested in if it could really look behind the scenes. I remember one time we printed a pretty, dainty love story turned out by a young man on our staff—probably the prettiest thing of its kind we ever had. Afterward I learned that it had been written while seated on a heap of pine coffins. It was this way: The writer had a story in mind, but had not been able to find time to write it until at the time of the North German Lloyd fire he was sent on board the sunken steamer Saale to report the recovery of bodies. Barring the gruesomeness of the job I don't suppose human mortal ever was more tickled at an 'assignment.' Out on the breezy river during the hot period of July, when the city sweltered, what more could a fellow want? So, between the acts, he picked out a heap of waiting coffins as the only clean thing to sit on aboard the fire-ridden hulk, and there he wrote his love story, which was reprinted in nearly a score of western papers."—*New York Commercial Advertiser.*

OBITUARY NOTES.

J. H. Hodder, editor of the Aurora (Ill.) Beacon, died Dec. 5. He was 68 years old.

Dr. Charles S. Burton, founder of the Battle Creek (Mich.) Journal and the Hastings (Mich.) Banner, died at his home in the latter city, on Dec. 5.

Charles B. Harton, formerly connected with San Francisco daily papers, and a newspaper man known all over the Coast, died at San Bernardino, Cal., Dec. 4, of consumption.

Albert S. Lightwater, of Columbus, O., who during the campaign of Sam Jones for governor edited a paper called the Coming Times, in the interests of socialism, died last week, aged 55 years.

NEW SOURCES OF REVENUE

Book With 700 Authors.

There is at present a work seeking a publisher which in one respect, at all events, is entirely unique. It is a history of the Boer War, and is written by 700 authors. Its origin was the personal narratives of a large proportion of the Boer prisoners at Ahmadnagar, each of whom wrote down his own experience. These were collated and edited by Commandant Bresler, of the Orange Free State Artillery. These accounts were subsequently amended by those of the prisoners at Umritsir, and it is claimed that the 700 authors between them have written authentic accounts of every important engagement of the war. Commandant Bresler is now in London seeking a publisher.

Dinner for Greenpoint Newsboys.

Victor Bourg held his fifth annual newsboys' dinner, at his hotel, corner Manhattan avenue and Calyer street, Greenpoint, Brooklyn, on Christmas Day. These feasts are an old custom with Mr Bourg and he has increased them in importance from year to year until now they are considered to rank in variety and size with many of the largest and best given in New York city.

Among the interesting features of the feast is a prize concert which takes place immediately after the dinner in which the performers are all newsboys, and for the best of which liberal prizes are given by Mr. Bourg. Newsboys come to these dinners from all over Brooklyn and Long Island City, and it is estimated that 500 were present when the doors of the banquet hall are thrown open.

Kate Douglas Wiggin Finds a Prize.

Mrs. George C. Riggs of New York, famous in literature as Kate Douglas Wiggin, has established a fund at Bowdoin College, to be known as the Hawthorne Prize. This prize of \$40 will go annually to the junior or senior who writes the best short story.

The Salem (N. Y.) Sun recently celebrated the fifteenth anniversary of its birth.

