

# THE EDITOR AND PUBLISHER

## A JOURNAL FOR NEWSPAPER MAKERS.



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### QUESTION OF ETHICS.

**ERVIN WARDMAN, EDITOR OF NEW YORK PRESS, REFUSES TO BETRAY CONFIDENCES.**

Summoned Before the State Legislature to Divulge Source of Information for Article Intimating Boodle, He Says the Tenets of His Profession Will Not Allow Him to Do So—John A. Hennessy, Managing Editor, Refuses to Obey Summons and Gives His Reasons.

Ervin Wardman, editor of the New York Press, whose summons to appear before the State Legislature at Albany has been the subject of so much comment, was discharged from further attendance last Wednesday, after the leaders of the Legislature had failed to find any legal ground on which they could punish him for refusing to answer questions put to him. The case has been dropped and no further efforts will be made to take Mr. Wardman, or John A. Hennessy, managing editor, or other members of the Press staff to Albany.

When Mr. Wardman was summoned before the State Legislature at Albany last week to tell what he knew about the article printed in the Press intimating that "boodle" and other influences were at work in behalf of Judge Warren B. Hooker, he declined to tell the source of his information. Mr. Wardman contended that it would be contrary to all ethics of the journalistic profession for him to reveal the source of his information, and remarked that it was not the custom of his profession to betray confidences.

"We get a great deal of information, as every member of this body knows, no doubt," said Mr. Wardman, "from our reads in the body and our friends in other places, and the ethics of that stand is very rigid in my profession. We don't betray confidences even when the refusal to do so would entail great hardships on us."

"Do you regard, Mr. Wardman," said Senator Brackett, who was conducting the examination, "that breaking of standards of ethics to which you refer a greater offense than to permit the Legislature to rest under the imputation charged in this article?"

"In my profession it is considered to be beyond the pale for any man to violate a confidence given to him when it is understood by him that he accepts that information in confidence. Though he may use the matter to govern his actions, he must not betray the man who gives it to him. I think every member of this body is aware of that fact, because a great many of the members of this body converse with newspaper men confidentially with the certainty that they will not be dragged into a matter that they do not wish to be. I consider that to answer that question would degrade me, would dishonor me."

"You decline to do it?"

"Yes, sir."

Mr. Wardman by a vote of 96 to 23 was ordered to answer, but he still declined to do so.

When asked if he would endeavor to ascertain who had written the story Mr.

(Continued on page 4.)



FREDERIC L. COLVER.

PRESIDENT OF THE COLVER PUBLISHING HOUSE.

### AMERICAN MAGAZINE.

**THAT NAME ADOPTED FOR THE OLD-ESTABLISHED LESLIE'S MONTHLY.**

Follows Change in Title of Publishing Company to the Colver Publishing House—Growth of Circulation as Result of Advertising—Career of Frederic L. Colver, Present Head of Concern—Interesting Personality of Frank Leslie, Founder of the Publication.

After thirty years of existence as Leslie's Monthly, the name of that periodical will be changed with the September number to the American Illustrated Magazine. This announcement follows closely that of the change in the name of the Frank Leslie Publishing House, which has endured for half a century, to the Colver Publishing House. For some time it has been the impression of the young men who are at the head of this rapidly growing magazine that since it had gotten so far away from anything represented by the name of Leslie, it was best to adopt a title more in keeping with the character and progress of the publication.

The publishing company takes its name from Frederic L. Colver, its president, who has risen to be publisher of the magazine from the ranks of those whose training has been confined almost entirely to the advertising field. Mr. Colver was made advertising manager of the Leslie publications in May, 1889, and at the end of six years took a lease of the Frank Leslie Publishing House and its publications from Mrs. Frank Leslie, then its sole owner. The tide was setting strongly toward the ten-cent magazine in 1898, when Mr. Colver organized the Frank Leslie Publishing House into a stock company, and with Mrs. Frank Leslie divided the ownership equally.

Frank Leslie's Popular Monthly grew rapidly in circulation and public favor. Mr. Colver was then treasurer and manager, but in 1899 the company elected him president, and in 1901 he purchased a controlling interest in the Leslie House.

About this time Eliery Sedgwick, of Boston, became editor of the magazine, and from the fall of 1901 Leslie's Magazine has been vigorously pushed and its steady betterment in literature and illustrations has been the subject of much comment. The publishers state that the national circulation of the magazine has reached the 300,000 mark, and that it frequently surpasses these figures.

#### RESULT OF ADVERTISING.

Fully one-half of this circulation is said to consist of paid-in-advance subscriptions, and it was built up largely through a liberal and well-planned campaign of advertising. During the fall and winter of 1901-02 between \$70,000 and \$80,000 was expended principally in newspapers and magazines, and this, the publishers say, produced a net increase of 72,500 in the monthly paid-for circulation. Generous appropriations have since been made from year to year, in consequence of which a very gratifying growth in circulation has resulted.

The management of the Colver Publishing House, while strenuously advising advertising to others as the most

### MORE CLEVELAND CHANGES.

**Charles A. Otis, Jr., Merges Evening Plain Dealer With the World-News.**

The evening edition of the Cleveland Plain Dealer was sold last Saturday to Charles A. Otis, Jr., owner of the Cleveland World-News, and last Monday the two papers were combined. This, with other consolidations that have taken place, leaves Cleveland with practically only two papers in the evening field and two in the morning.

Mr. Otis bought the Evening World last December. A little later he purchased the Cleveland Leader and combined the News and Herald, the evening edition of that paper, with the World.

About a month ago Mr. Otis sold the Leader to Medill McCormick, general manager of the Chicago Tribune. Mr. McCormick has now engaged Harry S. Thalheimer, who has been Eastern representative of the Chicago Tribune, to be general manager of the Cleveland Leader. Harrison Parker, who recently resigned as advertising manager of the Philadelphia North American to join the staff of the Chicago Tribune will now have charge of both the local and foreign advertising of the Tribune. Mr. McCormick intends to spend the greater part of his time in Chicago, making weekly trips to Cleveland, and supervising the management of both properties.

### WESTERN WRITERS MEET.

**Twentieth Anniversary Convention of Indiana Authors and Their Neighbors.**

The twentieth annual session of the Western Writers' Association was held last week at Winona Lake, Ind. There was an anniversary program at which the president, Charles Eugene Banks, of Chicago, and a number of the ex-presidents were speakers.

Among the other prominent literary people on the program were the following:

Prof. James Wickersham, of the Indiana State Normal; Douglass Malloch, the "Lumberman's" poet; Bryon Williams, editor of the Western Publisher and author of "Down Country Lanes;" Seymour Stedman, Chicago; S. M. Reynolds, Terre Haute; Duncan Smith; author of the "Hit and Miss" column in the Chicago Daily News; W. D. Nesbit, author of the "Linotype" column in the Chicago Tribune; Susan Giaspell, the well-known magazine contributor; Max Ehrman, the author of "Breaking Home Ties;" Gene Stratton Porter, the Indiana bird woman and author of "The Cardinal."

A special train from Chicago brought the Chicago Press Club, the Woman's Press League and the Illinois Press Association.



direct and positive method of business building, has taken its own medicine most liberally, especially since 1901, and the result is a solidly built, successful publishing property.

#### EDITORIAL POLICY.

The policy of the American Magazine is aptly stated by the editor as follows: "Of the 'exposure' business, the ripping the cover off everything that smells rotten, we want no part or parcel. It's good in its way and sets people to thinking, but pulling down is an easier job than building up, and it's the builder's job we prefer to do. The magazine will be constructive then, and the tools it uses for construction are the personalities of the men who are accomplishing things. Business is the men in it, so is politics, so is the nation. It is the men and women behind every movement that explains it. The American Magazine will show what personality means in American accomplishment. And the American Magazine will cling fast to the magazine ideal. It won't be a review, or a textbook on business conditions, or a rehash of the Sunday papers, but a magazine intended to bring encouragement, knowledge and enjoyment into every family."

#### SKETCH OF F. L. COLVER.

Frederic L. Colver, president and general manager of the American Illustrated Magazine, is of New England Puritan ancestry and was born in Milwaukee in 1863. After a public school education in Brooklyn, he started his business life in 1879 as a clerk in a big warehouse and shipping firm, and then began printing and publishing the Philomathean Review, an amateur paper, in April, 1881. This was broadened in its scope and made the Brooklyn Magazine in 1884. As an occupation for his spare moments, Mr. Colver was publishing a number of theatre programs to help out the financial side of things. The magazine in its last year contained, besides general literary material, Sunday morning sermons of Henry Ward Beecher and T. DeWitt Talmage, Brooklyn's famous preachers of a generation ago. It is an interesting fact that the last issue of the Brooklyn Magazine contained the last sermon preached by Mr. Beecher.

During this period Mr. Colver was running a newspaper syndicate business with Mr. Bok, now the editor of the Ladies' Home Journal. It is interesting to note in this connection that in the early days of newspaper syndicate articles and stories, when the idea was young and the plan a popular one, five men of tender age were making out a living on the simultaneous publication idea, and that all five of these men have since risen to first rank in the field of publishing. They were Mr. Colver and Mr. Bok, S. S. McClure, now the editor and principal owner of McClure's Magazine; Irving Bacheller, the well-known author of "Eben Holden;" and Frank N. Doubleday, now the publisher of the World's Work, Country Life in America and the Garden Magazine.

Mr. Colver tells an interesting story of Henry Ward Beecher in connection with this syndicate work which shows the strong dislike the great preacher had to all financial and business matters. It was in the fall of 1886, when Mr. Colver was publishing the Brooklyn Magazine, and the method of newspapers in syndicating special articles was in high favor. Mr. Colver, who had known Beecher for many years, was strongly urging him to write a series of weekly articles on current events, and had offered the big preacher \$100 for each article of a newspaper column in length. Beecher heard all the young man's reasons patiently, and then with his characteristic humor said: "Now my son, you cannot make such articles go; I think the newspapers consider me a squeezed lemon already. I wouldn't want to see you fall on my account, and besides you know I hate to be tied down to regular work." Mrs. Beecher, who was sitting in a corner of the famous Beecher study in the Brooklyn home, said: "Henry, why don't you let the young man try his plan? He has studied it all out." To this, Beecher replied: "Well mother, you can settle the matter, but he must do the business with you. I don't care to be bound to

to write something every week and I don't like to take the boy's money." And so it was settled for the persistent and tactful Colver, and thereafter Mrs. Beecher was the go-between and obtained the copy each week, and the checks were paid to her, whether for pin money or not, Mr. Colver never inquired.

The American Magazine succeeded the Brooklyn and Mr. Colver was the business and advertising manager. Its owners, however, knew more about oil and yachts than about making a magazine, and soon tired of their venture into the uncertain sea of periodical literature. The magazine was allowed to die in 1888. In the meantime, early in the year 1888, Mr. Colver became a partner with Edward T. Bromfield, under the name of Bromfield, Colver & Co., advertising agents and publishers, and remained in this connection until he became advertising manager of the Leslie publications in May 1889.

It has been the constant aim of Mr. Colver to bring to his aid in the conduct of what is now the American Illustrated Magazine young men of ability and enterprise. In this endeavor he has been very successful, and to the personnel and esprit de corps of the management, he ascribes much of the success of the magazine. Mr. Colver, who has accomplished a great work practically without capital, has often said: "If I cannot have the money to run this business, give me young men with brains." A glance at the magazine manifests the unity of purpose which runs through the whole office. Every man knows his work, and seems to love to do it.

Elery Sedgwick is the editor; William Morrow, treasurer and associate editor; Charles D. Spalding, vice president; Robert Cade Wilson, secretary; Metz B. Hayes, assistant secretary, and Julius G. Sommer, art manager.

#### FOUNDER OF THE MAGAZINE.

Now that the name of Leslie's is to be changed, it is appropriate to call attention to the vigorous personality of the magazine's founder. Frank Leslie, whose real name was Henry Carter, may fairly be called the founder of illustrated journalism in this country. He was an Englishman by birth, the son of a manufacturing haberdasher of a straight laced type. Old Carter's business methods did not jibe with the idea of a son of his trifling away his time drawing pictures, so when young Henry's first sketches were published in the London Punch, they were signed by the pseudonym, Frank Leslie.

When the young artist broke loose altogether from business and came to America, he engaged in illustrated journalism under his new name. After a year's struggle, success began to come and it was not many years before he had a full dozen of money making publications, all bearing his name, which rapidly became synonymous with illustrated popular journalism. Illustrations he absolutely insisted upon and never in his career published a magazine that was not filled with pictures such as the great mass of people might appreciate.

The war completed Leslie's fortune. His illustrated newspaper had immense vogue and he had no less than twelve (an immense number in those days) correspondents and artists at the front. The only means of reproduction in those days was from wood and to expedite the engraving of a big picture, Frank Leslie invented the clever device of dividing the block into twelve squares, giving one to each engraver and subsequently screwing them together, thus doing in one day the work upon which his rivals were slaving for a fortnight.

The most considerable of Frank Leslie's publications was Frank Leslie's Popular Monthly started in 1876, which, after his death in 1880, was published by his widow and subsequently sold to the present owners, under whose management it has been issued under the title of Leslie's Monthly Magazine.

#### New Tennessee Daily.

The weekly paper published at Union City, Tenn., by Dee Sandburg, has been changed into a daily. It will be a morning paper.

## OYSTER BAY IS QUIET.

### News Situation at Summer Capital Reminds Correspondents of Campaign Times Last Year

Special to THE EDITOR AND PUBLISHER.

Oyster Bay, N. Y., July 20, 1905.

Unless the news field perks up considerably in the near future, the summer colony of correspondents may be compelled to form themselves into an Association for the Manufacture of Stories. It was never deadlier here, not even in the we-shudder-to-remember days of last summer when George B. Cortleyou, chairman of the Republican National Committee, sat on the news lid and suppressed even the most innocent of incidents to the financial pain of the space men and the great chagrin of the writers for salary and glory.

Such has been the dearth of tellable news that upon several evenings the night men have failed to gather even a line. Last Monday evening the disconsolate writers, at the telegraph office, held a council of war, and came to the unanimous conclusion that life was not worth living. "Here is the message that I am going to send to my office, said Warn, of the Times, passing around a sheet with the following inscribed upon its yellow face:

"City Editor:  
"My friend Mr. Warn wishes me to assure you that there isn't a line in town to-night. Lewis Jarvis."

"Here's what I'm going to send" said Hazard, of the Publishers Press:

"I'm ashamed to look the telegraph operator in the face this evening. Nothing in sight."

"And this is mine" said Paine of the Associated Press:

"Nothing doing."

Forman, of the Sun, and Carter, of the Herald, are engaged upon a melodrama dealing, with the Russian-Japanese war. "Tell me about it, old man," said one of the colony to Forman, "I have written unsuccessful plays myself.

"Ah, but this is not going to be an unsuccessful play, let me tell you," exclaimed the Sun man with some heat, "we have an absolutely new idea to work upon."

"So had I in every play and opera I ever wrote," replied the other, "what is the unique theme?"

"Oh that would be telling," said Forman, "You just wait and see."

Carter and Forman are not the only distinguished dramatists that the Oyster Bay contingent can boast of. There was Finley Fauley, of the Evening Journal, who was a sojourner here for three years. He wrote "After Midnight," which was produced not once, but hundreds of times last winter to the huge delight of the patrons of the yellow drama houses. "But we are going to have 'After Midnight' skinned to death," remarked Carter.

Elmer Paine, of the Associated Press, has won a hot school fight since coming down to Oyster Bay. The Commissioners of the District of Columbia were preparing to make a transfer of principals from one high school to another, which would, in Paine's opinion, work greatly to the disadvantage of the school in which two of his children are studying. He took up the matter with the President and the latter hinted to Mr. Loeb that a letter addressed to Commissioner MacFarland might avert the pedagogic catastrophe. It "sure did," and the transfer of principals did not take place.

Since things have been so dull Elmer Paine has become a great trout fisherman. Under the guidance of Dr. Hall, who knows every fin in every stream for

miles around, he has sallied forth at 4 a. m. each Sabbath morning. Until last Sunday these Waltons have had excellent luck, but upon this occasion they did not get a fish.

"Guess you didn't spit on the hook," said Hamilton, of the Evening Sun. "If you don't spit on the hook just right, you know, you might just as well fish in a bucket, like Simple Simon."

"Young man, I was spitting on fish hooks before you spat at your ma," replied Paine, severely. "You can't tell me anything about how to fish. It was the blam'd hot weather that drove the fish to the bottom. We might have had sense enough to stay at home with the thermometer in the nineties."

Bill Hoster, of the American, was recalled last Saturday, and thus far no one has come down to look after Mr. Hearst's interests. Hoster will probably be sent to Portsmouth to help the penitentiaries arrange the terms of peace.

#### Coolidge to Be Comptroller.

It is reported from Washington that President Roosevelt will appoint Louis A. Coolidge, formerly Washington correspondent of the New York Globe and Boston Journal, to succeed William Ridgely, of Illinois, as Comptroller of the Currency, when Mr. Ridgely's term expires in the autumn of 1906. Mr. Coolidge was for several years a newspaper correspondent until last year, when he was appointed assistant secretary of the Republican National Committee, with headquarters in New York during the political campaign. He is a native of Massachusetts, a graduate of Harvard College, and enjoys the warm friendship of Senator Henry Cabot Lodge, as well as that of President Roosevelt and many other public men.

#### Lanston Typesetting Machine Report.

The Keep Commission, which is investigating the methods used in the Government Printing Office at Washington, will have ready its report on the purchase of seventy-two Lanston typesetting machines for the office by Aug. 1. Nearly all of the investigators will be out of town after that date until some time in September, when the general inquiry into the business methods of all the departments will be resumed.

#### More Trouble for Trust, Perhaps.

Judge Quarles, of the Federal Court, announced last week that a special United States Grand Jury will be summoned in September to meet in Milwaukee. Judge Quarles refused to make known the matters the Grand Jury is especially summoned to investigate, but it is said it will devote itself to an inquiry into the affairs of the General Paper Company, the so-called Paper Trust.

#### Big Delegations to League Meeting.

Two hundred delegates to the fifteenth annual convention of the International League of Press Clubs, which opened in Detroit last Tuesday, arrived from Buffalo on the steamer Western States. Another big delegation from the West arrived Tuesday evening. Denver is making a strong fight for next year's convention.

#### One Cent Damages.

In the suit for \$50,000 damages brought against the Commercial Publishing Company of Memphis by N. C. Perkins for an alleged libelous article published in the Memphis Commercial Appeal, the jury brought in a verdict of one cent for the plaintiff. The verdict did not assess the costs of the case.

#### Sam Small Leaves Brunswick Journal.

Rev. Sam Small has resigned as editor of the Brunswick (Ga.) Journal to engage in business elsewhere. For the present Austin Holcomb, who has been city editor, will edit the paper.

**DRAMATIST'S SUCCESS.**

**How Paul Armstrong, Author of "The Heir to the Hoorah" and Former Newspaper Man, Won as a Playwright After Many Reverses.**

Paul Armstrong, was born in April, 1869, on a farm in Western Missouri located definitely in a township by the name of Kidder. He explained his choice of a birthplace—"I was born there to get the instinct."

A little later, when he was old enough to ride sitting up, his parents moved him to Michigan and made him go to school. One night in Bay City, when he was fourteen years old, they let him go to the theatre and see Gillette's play, "The Private Secretary." He made mental notes of the situations. Two days after he had finished a three-act comedy, which was produced by the Church Society of Bay City and S. K. O. signs hung out for a week.

But he was ambitious, so he went steamboating on the Great Lakes at sixteen. At twenty-one he was a captain with the Missouri instinct stronger than ever. He landed at Chicago in 1892 and wrote a piece for the Chicago Tribune—"The Loss of the Steamboat Chicora," a sensation. It gave him a standing and a steady job as a newspaper man. He went to the staff of the Buffalo Express in '95 and to the Buffalo Courier a little later. In '96 he went to the press bureau of the National Republican Committee at Chicago. His pamphlet, "The Passing of the Schooner," a statement of the truth about Mark Hanna and the sailors of the lakes, was circulated by millions. About this time he wrote his first real play—"Just a Day Dream." He wanted to be sure. He sent it to Joseph Jefferson and asked—"Do you think I have it in me?"

Mr. Jefferson invited him to breakfast the next day and told him—"Your play is good. Go to New York. You have the instinct of the playwright. You may starve, sleep in the parks, but you will win if you keep on."

He came. His was the old story of the Western man who butts in to New York. He does not openly admit that he slept in the parks; he has been suspected.

He worked for the McClure Syndicate. He asserts—"I am the champion of the world at unavailable magazine writing. I have written a thousand stories and never had but two accepted."

He got a place with the New York Journal writing general sports in '98. He knew the prize fighting game as he knew politics, horses, ships, love, religion. He signed his stuff "Right Cross" and the pseudonym became a feature of the paper. But always the stage was calling him. In '99 "Just a Day Dream" was produced in Boston; it was a success. He resigned from the Journal.

He went to London and there married Miss Rella Abell, of Kansas City, who was then studying art under Whistler and MacMonie, the sculptor. He came back and tried to place his "Day Dream." Every manager in New York laughed at him.

In 1900 and 1901 he did monologues, press agent stuff, vaudeville, politics, to make a living. He was associated with the Republican County Committee in the first Seth Low campaign. The next year he was instrumental in beating Perry Belmont for Congress and electing Montague Lessler.

In 1902 he wrote "Ann La Mont" and produced it himself at Washington. It was a success, but still the New York managers laughed at him. He only screwed his jaw-tighter.

He wrote, as a pot boiler, a farce, "The Superstition of Sue," which was produced at the Savoy Theatre in New York in April, 1904, and received the hardest



**PAUL ARMSTRONG.**  
AUTHOR OF "THE HEIR TO THE HOORAH."

hammering from the critics in the history of the modern drama. "Well," they said, "he ought to quit now." Some friends sympathized and said—"You know we can't all win!" He didn't quit.

"The Heir to the Hoorah" was written in 1903 and sold to Kirk La Shelle, who transferred it to Klaw & Erlanger. They were about to put it on when the Iriquois Theatre burned in Chicago. They tried to get rid of it. They peddled it everywhere. Every manager and every star in New York refused it. Finally La Shelle, for a financial consideration, agreed to produce it and it was put on at the Hudson Theatre on the night of April 10 of this year. It is running yet, one of the great successes of the year.

And now Paul Armstrong needs a secretary to take care of his mail. When he walks down Broadway they hurry across the street to shake hands with him. Arthur Byron is to star in "Just a Day Dream" this fall and Florence Roberts begins her annual tour in October at Salt Lake City as the star in "Ann La Mont."

An intense personality, picturesque and fascinating, with the eyes and hands and manner of the artist, yet it is the spirit of the fighter that goes out from him—the man who is never whipped, until death. That is Paul Armstrong. He is 36 years old. P. R. D.

**New California Daily Starts.**  
The Shasta Daily Courier at Redding, Cal., began publication on July 4. It is an afternoon paper consisting of four six-column pages. Lloyd Carter is one of the proprietors.

**THE TOWN TOPICS CASE.**

**Sensational Developments in the Investigation of Society Souvenir Books.**

Charles H. Ahle, the solicitor for the Society Editors' Association, who was arrested last week and held for the Grand Jury on a charge of extortion brought by Edwin M. Post, was released last Monday on \$3,500 bail furnished by Martin Engle. Mr. Post charged that Ahle had threatened to print a story about him in Town Topics unless he subscribed \$500 for a book to be called "America's Smart Set."

District Attorney Jerome is determined upon having a rigid investigation made of the connection Town Topics has with the case. When he demanded the books of the Town Topics Publishing Company, Justice Deuel, who is interested in that company, said that he had no authority to turn over the books in the absence of Col. William d'Alton Mann, editor-in-chief and principal owner of Town Topics, who is on his way home from Europe. Rather than face an investigation by the Grand Jury, however, the officers of Town Topics decided to turn over the books of that publication as well as those of "Fads and Fancies," a \$1,500 souvenir volume which the company started to get out two years ago, but which has never appeared. Assistant District Attorney Krotel, who has charge of the case, began to examine the books last Tuesday, but when he came to a certain page concerning the disbursements to Justice Deuel his examination was blocked and the books were taken away.

Moses L. Wooster, who got the subscriptions for the Town Topics book and then started the Society Editors' Association, told the reporters on Tuesday that the lowest sum paid for "Fads and Fancies" was \$1,500. He said as high as \$10,000 was subscribed for the book, and that Mrs. Collis P. Huntington had put up that amount. It has been explained that some editions were more magnificently bound than others. It has been estimated that at least \$200,000 was subscribed for "Fads and Fancies."

Mr. Wooster said that Charles Stokes Wayne, who is managing editor of Town Topics, had resigned as editor and chief of the Society Editors' Association, but that he would continue to edit "America's Smart Set." It has taken a year to get out one chapter of "America's Smart Set," and twenty chapters are to be issued.

It seems that the Society Editor's Association and Town Topics have no monopoly of the business of issuing expensive souvenir volumes. Last Wednesday it was learned that the District Attorney was investigating the methods of the Social Editors' Society, which has offices at 349 Fifth avenue, not many blocks from the Society Editors' Association, though it is not intimated that the two concerns are in any way related.

The Social Editors' Society has promised to produce "America's Foremost Families" at a stipulated price of \$500 a copy. Robert C. Criswell and Robert A. Irving are prime movers in the Social Editors' Society. Criswell and Irving are also two of the directors in the New Yorker. Criswell, who is editor of the New Yorker, is now awaiting trial in Special Sessions on a charge of libel made by Congressman Joseph L. Rhinock, of Kentucky. The basis of the libel charge is an article in the New Yorker commenting on the recent visit of Miss Alice Roosevelt to Cincinnati.

Criswell was summoned to the District Attorney's office Wednesday afternoon. Mr. Krotel would not say what he questioned Criswell on.

**UNCLE SAM'S TRADE MAGAZINE**

**Change in Daily Consular Reports Under Direction of Maj. Carson.**

The Consular Reports published by the Bureau of Manufactures of the Department of Commerce and Labor at Washington has developed into a regular trade magazine. There are now 5,000 subscribers to this publication, and the subscription list is constantly growing. Nearly all the subscribers are business men, though the reports originally were published for newspaper use.

Maj. John M. Carson, chief of the bureau, who formerly was a newspaper man, has turned the old "advance sheets" as they were called, into magazine form. The scope has been broadened and the publication is no longer confined to Consular Reports.

The magazine is entitled, by Secretary Metcalf's order, "Daily Consular and Trade Reports," and is to be a magazine of commercial information derived from all sources. The first number, which was issued last Monday contains in addition to Consular reports, information from special agents of the department, private investigators and newspaper writers.

An editorial page has been established, a new head design adopted and the magazine is to be printed on both sides of the paper, except for the few copies sent to newspapers. By this arrangement the Government saves 1,500 reams of paper a year, while making a more attractive publication.



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Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jones & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; H. J. Linkoff, 149 Nassau St.; John Manning, City Hall Park, foot of Brooklyn Bridge, and at the corner of Fulton and Broadway; Park Row Bld'g; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bld'g; 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 Postoffice.

NEW YORK, SATURDAY, JULY 22, 1905.

### PASSING OF A PREJUDICE.

An advertising agent was remarking the other day about the prejudice that exists in some quarters against the general agency business. He was placing an account throughout the State of Iowa, he said, and realizing that a certain paper was necessary to cover the field adequately, he wrote the publisher for rates. When he did not receive a reply in a reasonable length of time, he wrote another letter inclosing a stamped return envelope. Three of these letters were sent without bringing an answer, and then the agent framed up just as courteous a letter as he could, asking as a special favor an explanation as to why his previous letters had been ignored. The publisher replied to this appeal, but in doing so he said he was breaking a pledge made three years before, that he would never again pay the slightest attention to mail from an advertising agent. His experience with this business, he said, had been such as to convince him that it was not worth the bother.

The agent then wrote another letter explaining that the account he was placing was of the highest class and that cash would accompany the order. The publisher finally consented to take it, but only on condition that there was to be no kicking after it had appeared.

This publisher, who got his experience with the general agency business a number of years ago, was not without ground for the stand he was taking. If he would follow the field closely to-day, however, he would probably find that a wondrous change has been wrought. Not that there are no bad practises now existing in the business. It is full of them still. Some agents still pound rates and many publishers still permit them to be pounded. But they are becoming fewer every day and the business is becoming more logical. If the conditions in the advertising field to-day were compared with those of a dozen years ago, the contrast would be so great, we think, that even our Iowa publisher would decide that there is considerable business going out through agents that is worth any paper's while. If he would look over the field carefully he would find a number of agents who are doing business on business principles, whose relations with publishers are harmonious and friendly and cordial, and whose dealings are as much calculated to command respect as are those in any other line of trade.

### NEWSPAPERS AND LEGISLATORS.

Speaking of the little New York Press and the State Legislature at Albany controversy between the Brooklyn Eagle

says:

"Mr. Ervin Wardman is editor of the

New York Press. As such he is to a certain degree responsible for the news and comment published in that paper. The Legislature summoned Mr. Wardman to Albany to tell where he got information which the Press printed concerning the attitude of some legislators toward Justice Hooker. Mr. Wardman went to Albany but refused to comply with the other demand made upon him. He holds that the disclosures required of him would be a distinct and unpardonable violation of newspaper ethics. The case is perfectly plain. As editor of the Press Mr. Wardman is legally liable for the statements made by his paper if any of those statements injuriously affect any member of the Legislature the aggrieved party can obtain redress through an action for libel. Those members of the Legislature who are not affected by what Mr. Wardman published need not be too solicitous about the good fame and name of those who are. Mr. Wardman is not bound to reveal the sources of his news. The sources themselves might object. They may have good reason, perhaps, to desire concealment. That is their lookout. The lookout of the Press is to guarantee to its readers the accuracy of the news it circulates and to assume full responsibility for that which may asperse character. The lookout of the legislators at Albany is to let the Press attend to its own business. It is able to take the consequences when it transgresses the law against libel."

### Visitors at Buffalo.

Among the newspaper men who visited Buffalo during the convention of the Elks were: Wiley L. Morgan, managing editor of the Knoxville (Tenn.) Sentinel, exalted ruler of No. 160, B. P. O. E.; Hugo E. Dick, Anzeiger und Post, Lawrence, Mass.; Bob Jacobs, Youngstown (O.) Vindicator; S. A. Winternitz, New-castle (Pa.) Herald; Charles J. Cruise, editor and publisher of the Kentuck Elk, Louisville, Ky.; W. H. Hamilton, McKeesport (Pa.) Times. The Buffalo Press Club maintained a headquarters for the visiting newspaper men, and contributed to their entertainment.

### Loving Cup for C. H. Wooley.

C. H. Wooley, who has resigned as business manager of the Cleveland World-News to engage in business for himself in Cincinnati, was presented with a handsome loving cup last week by the World-News employees as a token of their esteem. Alfred Henriques made the presentation speech, and D. C. Frame delivered the cup. Mr. Wooley made a fitting response.

### CRESCENT CITY APPRECIATION.

THE EDITOR AND PUBLISHER,  
21 Park Row,  
New York City.

Gentlemen:—Inclosed please find check for \$1 in payment of subscription to your excellent paper for one year.

Yours truly,

NEW ORLEANS ITEM,  
R. M. Denholme, Publisher.

## QUESTION OF ETHICS.

(Continued from page 1.)

Wardman replied:

"If you direct me to ask my managing editor or anybody else who wrote these articles, of course I shall do it immediately without any hesitation. I can't promise that he will answer me."

Mr. Wardman was directed to command his managing editor, John A. Hennessy, who was in charge when the story was printed, to reveal the author. When the legislature met again Mr. Wardman was asked if he had demanded from Mr. Hennessy the name of the author of the article.

"I have," was the calm response.

"What was his answer?" was asked.

"He told me he wouldn't tell me or any one else," was the reply.

The examiner then attempted to force the witness to confess that he had advised Mr. Hennessy not to tell, but he failed completely in this.

Senator Raines called the attention of Mr. Wardman to the fact that he was liable to punishment for contempt in refusing to answer questions and he was excused until Monday night.

It was then that the real sensation was to have been sprung. Those conducting the investigation had quietly subpoenaed Mr. Hennessy to appear before the Legislature and tell who wrote the article in question, but when Mr. Hennessy's name was called on Monday night he did not respond. Instead, the clerk of the Assembly read the following letter from Mr. Hennessy, in which he said the Legislature had no authority to compel him to attend:

"To the Joint Session of the Senate and Assembly of the State of New York:

"The undersigned having been served with a subpoena to appear before you at the Capitol, in the city of Albany, on the 17th day of July, A. D. 1905, at 8:30 o'clock p. m. of that day, and there to be examined as a witness and to testify to the truth as to the contents and origin of a certain article published in the New York Press Wednesday morning, July 12, 1905, and appearing in column 1, page 1, of said issue of said newspaper and headed, 'Big Lobby for Justice Hooker; Scandal is Thick in Albany,' and directing me to bring with me and produce at that time, before said Senate and Assembly in joint session, all original manuscripts of said article, any and all copies thereof, any and all telegrams, letters, papers or other documents in any manner relating to said article, or the contents and origin thereof, and which may pertain to or be required in investigation of the said subject hereof, respectfully objects and protests against the jurisdiction assumed by you in issuing such subpoena and requiring my attendance and the production of said papers, upon the following grounds:

"First—That said joint session is organized only for the purpose of hearing the proofs and determining whether a certain Justice of the Supreme Court shall be removed from his office, and the subject matter stated in said subpoena is not material to such inquiry or involved therein, and therefore the said joint session is without authority to inquire into the matter referred to in said subpoena, or to require my attendance as a witness thereto (see People ex rel. McDonald vs. Keeler, 99 N. Y., 463-485).

"Second—That the power of investigation is given only to each house in respect of matters upon which it is authorized to legislate, and the said joint session not having such power nor this extraordinary session having any present authority to so legislate, it is without power to investigate.

"Third—That neither house of the Legislature as now convened nor any of the members of said houses at the time of the publication of the article here referred to or at the time of the issuing of said subpoena had any legislative capacity until required by the Governor's direction. On the contrary, the said houses were exercising a special authority

not requiring the action of the Governor thereon, aside from which each of them was without power to act.

"Lastly—The State Constitution provides (Art. 4, Sec. 4): 'He (the Governor) shall have power to convene the Legislature or Senate only on extraordinary occasions. At extraordinary sessions no subject shall be acted upon except such as the Governor may recommend for consideration.' The subject referred to in your subpoena has no relation to the subject recommended for your consideration by the Governor and as a consequence you are prohibited by the Constitution from acting in respect thereto.

Respectfully,  
"JOHN A. HENNESSY,  
Managing Editor, New York Press."  
July 17, 1905.

Earlier in the proceedings a member had urged that the editor of the Newburg News, which declared it to be the duty of the Orange county representatives to vote for Justice Hooker's acquittal, be summoned before the bar of the House as guilty of contempt. This resolution was suppressed.

### Editor of Brooklyn Life.

F. M. Munroe, editor of Brooklyn Life, has recently bought a farm near Cold Springs, Long Island, where in future, with the aid of carriages, electric light and ram water supply, according to the Brooklyn Eagle's literary interviewer, he intends to lead the simple life. He belongs to a family circle singularly enclosed in the park of literature. Himself married to a daughter of Samuel Bowles, the famous editor of the Springfield Republican, one of his sisters married Herbert Putnam, Librarian of Congress, another married the son of Harriet Beecher Stowe, and his brother, the well-known author, Kirk Munroe, married a daughter of Amelia Barr.

Brooklyn Life is the magnet for artists. There are few of New York's well-known black-and-white men who have not at one time or another drawn for this magazine; and though they spread their wings to the wilds of Manhattan, they periodically come back, for on the second floor of the Eagle Building, "Private Entrance," they know that it is cash down and no questions asked.

### Holman Day's New Book.

Holman F. Day, of Auburn, Me., a retired newspaper man, and now the Pine Tree State's favorite author, is busy at his summer home, Long Pond, upon his new novel, which is to be published soon by one of the leading American publishers. The story will deal with Maine types in characteristic scenes and settings with plenty of local color. The opening chapters of this novel were written in New York after Mr. Day returned from the gathering of authors at Lakewood, N. J. These chapters were taken by the publishers and were immediately put in print—an unusual honor to be paid to an author.

### Reject Donations to Reporters.

The lower branch of the General Assembly of Connecticut has rejected a resolution donating \$1,500 to the five newspaper reporters who were assigned by their several papers to cover the legislative proceedings. The State Senate donated \$3,900 to the thirteen reporters who followed the proceedings of that branch of the Legislature. For just what service this money was meant as a compensation is not made clear.

### Inland Daily Publishers Meet.

The Inland Press Association, which is composed of the publishers of 100 daily newspapers in Illinois, Iowa, Wisconsin, Michigan, Indiana and Kentucky, met at the Chicago Press Club rooms last week. The principal business was the letting of the contract for paper for the entire membership, consuming 400 car loads of paper a year.

**PERSONALS.**

Robert Wooley, of the Review of Reviews, is in Galveston, Tex., to write up that city for his magazine.

John Fralick, Chicago, the Western manager of the N. M. Sheffield Agency, was in New York this week.

William A. Clifford, of the advertising staff of the Cleveland Press, is spending two week's in New York on his vacation.

Frank Wheeler, formerly circulation manager of the Milwaukee Sentinel, is now with the circulation department of the New York Globe.

John Jamieson, managing editor of the Western British-American and the Canadian-American, published in Chicago, is on a tour of Eastern Canada.

Lester Jones, advertising manager of the Chicago Journal, was in New York, this week visiting the prominent general advertisers in the East in the interest of his paper.

D. J. Randall, manager of the Scripps-McRae League's Eastern office, is on a business trip to Cleveland, Buffalo and Toronto, Can.

W. D. Ward, manager of the Pacific Penny Papers' foreign advertising, is on a two week's trip in the West covering that territory.

M. Alcide Ebray, the newly appointed Consul-General of France, to New York, was for a long time foreign editor of the Paris Journal des Debats.

Verne E. Joy, who has been advertising manager of the Pueblo (Col.) Chieftain, has been made advertising manager of the Colorado Springs Gazette.

Miss Marion Brazier, society editor of the Boston Journal, will represent the Massachusetts D. A. R. at the exercises at Annapolis when Paul Jones is finally buried.

Louis I. Bennett, formerly connected with the Bridgeport (Conn.) Post and Bridgeport Standard, has been made local editor of the Washington (N. J.) Tidings.

Jacques Cohen, formerly in charge of the circulation in Milwaukee of Hearst's Chicago papers, is now in the circulation department of the New York American and Journal.

Clifton L. Sherman, magazine editor of the Hartford Courant, will address the Vermont Press Association, which meets for its mid-summer session on July 21 at Brattleboro.

J. L. Dobell, until lately managing editor of the Helena (Mont.) Independent, has been made managing editor of the Butte Miner, succeeding A. B. Keith, who has resigned on account of poor health.

John M. Hertel, formerly advertising manager of the St. Louis Chronicle and more recently on the new Star Chronicle, has resigned from that paper and accepted a position as advertising manager of the Memphis News Scimitar.

Frank D. Carruthers, assistant business manager of the New York World, sailed this week for Europe. He will be away for about a month and all expenses will be paid by Mr. Pulitzer as a reward for efficient service.

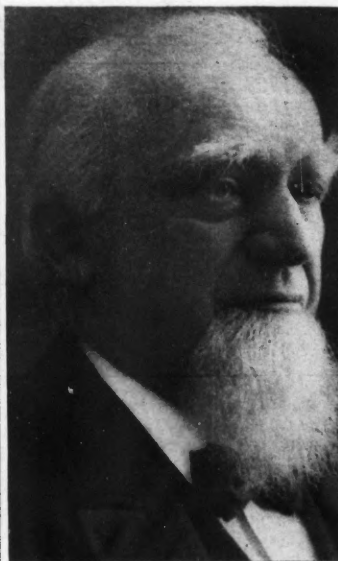
Burr McIntosh is accompanying Secretary Taft's party to the Philippines as official photographer. He goes as the representative of a score of Eastern newspapers, and carries with him a half dozen cameras and a whole cart-load of films.

**DEATH OF HIRAM YOUNG.**

President of the Dispatch Publishing Company of York, Pa.

Hiram Young, president of the Dispatch Publishing Company of York, Pa., and editor-in-chief of the York Dispatch and the York Daily, died last week, aged 75 years.

Mr. Young was born in Lebanon county, Pennsylvania. He went to Philadelphia as a young man and took a position with the publishing firm of Uriah Hunt & Sons, and later with J. B. Lippincott & Co. After having learned the details of the publishing business he went to Lancaster, Pa., where he engaged in a publishing business which was very successful. Desiring to embark in business for himself Mr. Young sold his interests in Lancaster and in 1860 moved to York, where he had since re-



THE LATE HIRAM YOUNG.

sid. Soon after going to York he helped to establish the Democrat, a Republican paper, and a little later he began the publication of the True Democrat, which under his direction became one of the most influential weekly papers ever published in Pennsylvania. The York Dispatch was founded in 1876 and has since been in Mr. Young's control. In 1904 the York Daily was purchased by the Dispatch Publishing Company, which was organized by Mr. Young and his four sons, Edward, Charles, William and John. The same year the well-equipped printing plant, from which the papers are issued, was built. All four of Mr. Young's sons are actively engaged in conducting the newspaper properties.

Mr. Young was prominent in Republican politics in Pennsylvania and was also president of the Pennsylvania State Agricultural Society.

**Edwin Tracey Greaves Dead.**

Edwin Tracey Greaves, a New York newspaper worker and brother of Arthur Greaves, city editor of the New York Times, died last Monday at the Harlem Hospital. He was born in 1859 in Wales, and did his first newspaper work on the Hartford Times, of which paper he afterward was city editor. About 1885 he came to New York to the staff of the New York Times, and secured for his paper the first story of the cannibalism practised in the Greely arctic expedition. From the Times Mr. Greaves went to the World as night editor. He was also for a time London correspondent of that paper. He was recently the Sunday editor of the Times.

**OBITUARY NOTES.**

Adrian Moysten Jones, night editor of the San Francisco Call, who died recently, was one of the best known newspaper men in the West. He was a friend of Walt Whitman, and published at the request of the "Gray Poet," a set of the latter's memoirs, which attracted attention in the literary world. Joaquin Miller, the "Poet of the Sierras," was another of his patrons.

Robert M. Moorman, of Somerville, Tenn., one of the best known and most popular of Southern newspaper men, and for several years past Washington correspondent of the Atlanta News, Memphis Commercial Appeal and Nashville American, died last week at Atlanta, where he had been on a visit for several days.

Mrs. Kate M. Cleary, the Chicago poetess and writer whose work has appeared in various newspapers, dropped dead last Monday in her room in the Monarch Hotel, Chicago. It is supposed her death was due to heart failure. She was a sister-in-law of Mayor Dunne.

Edward M. Henkel, founder, and until last January publisher of the Brazil (Ind.) Daily Times, is dead. He was one of the best known newspaper men in Western Indiana. His son, Will E. Henkel, is president of the Mutual Printing Company of Brazil.

John H. Dunning, for several years connected with the Brunswick (Me.) Record as business manager, died last Sunday. He was 42 years old.

**EXTRAORDINARY OPPORTUNITY**

Owing to disagreement among the heirs of the late K. H. Sarasohn, I am able to offer for sale the

**JEWISH DAILY NEWS**  
and  
**JEWISH WEEKLY GAZETTE**  
properties. Reported to have made a profit of \$50,000 per year for a number of years. Full particulars to parties financially competent.

**C. M. PALMER,** Newspaper Broker  
277 Broadway, New York  
115 Dearborn Street, Chicago

**WILLIAMS LLOYD MACHINERY COMPANY.**

(Formerly Geo. E. Lloyd & Co., Est'd 1876)  
373 Dearborn St., Chicago.  
Plants for Stereotyping, Electrotyping and Photo-Engraving complete in every detail.  
N. Y. Agent: **THE TYPALYN CO.,**  
CHARLES S. MILLS, Manager,  
SPECIALTY: Iron Equipment for Composing Rooms.

**NEWS PHOTOGRAPHS**  
WHICH FOCUS FACTS.

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

**THE LOVEJOY CO.,** Established 1859

**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery  
444-446 Pearl Street, New York.

**TYPEWRITER RIBBONS FLIMSIES CARBON PAPER**

**SITUATIONS WANTED.**

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

**EDITOR, SEVERAL YEARS**

fast experience West and New York, desires position small city paper in South. Knows all branches editorial and make-up departments; small salary. Address "T," care THE EDITOR AND PUBLISHER.

**BUSINESS MANAGER, NOW**

employed, city 100,000, wishes change, or to be assistant in larger city. Twenty years experience. Thorough in details of advertising, circulation, mechanical and editorial departments. Good systemizer, able to see and stop leaks and has increased business wherever located. Can manage large forces and carry out ideas of those who pay the bills. Do not drink or gamble. "M. A. NAGER," care THE EDITOR AND PUBLISHER.

**EXPERIENCED EDITOR**

and well known author of children's stories, would manage children's department of reliable periodical at moderate salary. Original stories, poems, puzzles, essays, "talks," etc., furnished; clubs for girls and boys personally supervised. No syndrate matter used. Publishers wishing circulation increased, address "HAWKINS," 45 DeKoven Court, Brooklyn, N. Y.

**A MAN OF EXCEPTIONAL EXPERIENCE**

in newspaper business office and advertising, coupled with expert knowledge bookkeeping and office detail, desires engagement. Salary reasonable. Address "C. A. FABLE," care THE EDITOR AND PUBLISHER.

**TRADE AND SPECIAL PUBLICATIONS**

desiring "copy" on assignment or otherwise—can I serve you? Can supply interviews, "write-ups," special articles, any and all kinds, at your rates. Address "FREE LANCE," care THE EDITOR AND PUBLISHER.

**COLLEGE GRADUATE**

with excellent business experience, desires to reconnect himself with a newspaper; moderate salary until satisfaction is assured. Address "F. T.," care THE EDITOR AND PUBLISHER.

**LINOTYPE MACHINIST-OPERATOR,**

long experience best New York offices, present employer three years, would communicate with out-of-town party wanting first class man only. Address "PERMANENT," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**THE YELLOW JACKET.**  
Moravian Falls, N. C., wants a Hoe pressman and stereotyper. Must be a hustler. Work light. State salary wanted, experience, habits, etc.

**FOR SALE.**

**FOR SALE—POTTER 2-REVOLUTION**  
cylinder, 7 column quarto, with new chases. Perfect condition. Price, \$550, cash or good paper. Address "CRITERION PRESS," Haverhill, Mass.

**A BARGAIN WHILE IT LASTS.**

We have a surplus of news print which we will sell below the market price to quick buyers. Quality guaranteed. In replying please state how much you use per annum and from whom you are now buying. Address "T. J.," care THE EDITOR AND PUBLISHER.

**CAMPBELL WEB PRINTING PRESS**

with stereotyping machinery; size of paper, 39 inches; 7, 8 and 9 columns; 10 years old; good and strong. Very cheap. "PHILADELPHIA TAGEBLATT," 615 Callowhill street.

**HALFTONE OR LINE REPRODUCTIONS**

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

**IN THE MARKET.**

**I WANT TO BUY**

A two or three-deck perfecting press that will print from 10 to 16 pages. Will deal direct with publisher having a press of that nature for sale. Address "Mr. KAY," care THE EDITOR AND PUBLISHER.

**WANTED—A SECOND-HAND DUPLEX**

press to print four, six or eight pages. State age and lowest price. Will pay cash. Address "PRESS," care THE EDITOR AND PUBLISHER.

**WE MANUFACTURE THE BEST LINE OF**

**Typewriter Supplies**

ON THE MARKET—SEND FOR CATALOG

**THE S. T. SMITH CO.**  
11 BARCLAY STREET, NEW YORK CITY



## THE ADVERTISING WORLD.

### TIPS FOR BUSINESS MANAGERS.

M. Blattner, Bennett Building, New York, is asking for rates.

The Mellin Food Company, Atlantic avenue, Boston, is sending out renewals.

The R. V. Tobin Company, 1 Madison avenue, New York, is asking for rates.

The Greenbaum Realty Company, 186 Remsen street, Brooklyn, is sending out a line of classified advertising.

The G. B. Van Cleve Agency, Boston office, is asking rates on two and one-half inches e. o. d. for two months.

The J. C. Moss Advertising Agency, Buffalo, is placing the advertising of Larkin's Soap in Ohio dailies.

The C. H. Rowan Advertising Agency, Toronto, Can., is placing a small classified advertisement in a big list of dailies.

The American Sports Publishing Company, Warren street, New York, is asking for rates.

B. E. Buckman, of the C. H. Fuller Agency, Chicago, is making a trip through the East.

N. W. Ayer & Son, Philadelphia, are advertising in Western dailies for the Maple City Soap World, Monmouth, Ill.

The Dorland Advertising Agency, Atlantic City, is placing large copy for the Pleasantville Terrace, real estate advertising.

The Frank Seaman Agency, Thirty-fourth street, New York, is placing some advertising for the Bartholomay Brewery Company, Rochester, N. Y.

Arthur E. Morse, Scranton, Pa., is placing some advertising for George V. Millar & Co., Honest Mason Jars, in Pennsylvania papers.

The Minneapolis Cereal Company, Minneapolis, is placing direct advertising for Mead's Perfection Rye Coffee and Flaked rye in Georgia papers.

The Blaine-Thompson Company, Cincinnati, is advertising in Southern dailies for the L. E. Hays Company, Modern Method System of Clothing.

The H. J. Heinz Company, Pittsburg, is placing a vinegar advertisement in the smaller city dailies in Ohio through the E. P. Remington Agency, Pittsburg.

Wood, Putnam & Wood, Boston, advertising agents will place the advertising of the Royal Worcester Corset Company. It is said that the appropriation will amount to \$40,000.

L. L. Wolfe, of the E. P. Remington Agency, Pittsburg, is now making a trip through northeast territory renewing contracts for the Doan Kidney Pill advertising.

N. W. Ayer & Son, Philadelphia, are placing 400 inches in Northeastern dailies for the Automatic Bottle Blacking, "No Trouble Shoe Polish," 93 High street, Boston.

The Securities Advertising Company, 44 Broad street, New York, is placing the advertising for Fish & Robinson, bankers, 35 Cedar street, New York, in daily papers.

J. L. Stack, Chicago, is placing contracts in the West for 10,000 lines to be used within one year for Corning & Co., Coronet Old Tom Gin and Dry Gin and Old Quaker Rye Whiskey, Peoria, Ill.

A very extensive campaign of the Turkish Trophy Cigarette has just been started. All sections of the country will be covered. The business is being placed

by the Ben B. Hampton Company, 7 West Twenty-second street, New York.

The Lyman D. Morse Agency, Potter Building, New York, is placing advertising in New York State papers for the Ontario Biscuit Company, Jersey Butter, Karma Biscuits, Ontario Grahams, Ontario Soda Biscuits and Crown Sodas.

George Munroe, of Munroe & Munroe, 25 Broad street, New York, is traveling in the Northwest and Canada placing orders for the Marconi Wireless Telegraph. The business is being charged to the Lyman D. Morse Agency, New York.

The Vreeland Advertising Agency, 320 Broadway, New York, is asking rates on the advertising of the Thompson Glove Fitting Corset. The same agency is also placing the advertising of the Batcheller Importing Company, Bathasweet, in Southern papers where the salesmen place goods.

### CHANGE IN PITTSBURG AGENCY.

Shaw-Cassidy Company Succeeds the D. Minard Shaw Agency.

Following the consolidation of the D. Minard Shaw Agency, successor to the Shaw-Shaw Advertising Agency and the Solar Engraving Company, articles of incorporation have been issued to the Shaw-Cassidy Company, Inc., under which title the new concern will transact business. The officers of the Shaw-Cassidy Company are: President, D. Minard Shaw; vice-president, James P. Cassidy; secretary and treasurer, William J. Hatton. The capital is \$25,000.

For the present the offices of Shaw-Shaw in the Farmers' Bank Building will be used by the new concern, while larger quarters are being sought. The engraving plant will continue in the Imperial Power Building, and its facilities are to be still further increased. The art department is under the direction of Tom Chantler, the well-known artist, and works in close harmony with the engraving department, thus giving this agency exceptional advantages in the production of artistic advertising.

### Humphrey Awarded Panama Business.

It is announced from Washington that the Panama Canal Commission has awarded its contract for advertising to the H. B. Humphrey Company, of Boston. The bids were opened early in June and it is said several were competing for the business. No sum is named in the contract as the amount of advertising to be done has not been determined. It may be much, or it may be little.

The Des Moines Capital issues a detailed statement, sworn to by Lyle Young, Jr., business manager, giving the net daily average circulation of the paper for the first six months of 1905 as 38,054.

D. Minard Shaw, President.  
James P. Cassidy, Vice-President.  
William J. Hatton, Sec. and Treas.

## SHAW-CASSIDY COMPANY

Advertent Advertising

Farmers Bank Building,  
PITTSBURG, PA.

Successors to Shaw-Shaw

"The Great Daily of the Great Northwest."

# Circulation In Minneapolis

Proof that advertisers consider the Minneapolis Journal's circulation more valuable than that of any other paper in Minneapolis or St. Paul is shown by the following table:

## Daily Records for 7½ Years

YEAR	JOURNAL SIX ISSUES PER WEEK	TRIBUNE. Daily and Sunday Combined	ST. PAUL PIONEER PRESS. Daily and Sunday Combined	ST. PAUL DISPATCH. SIX ISSUES PER WEEK
1898.....	10,403	8,772	8,130	9,684
1899.....	10,955	10,367	8,808	10,986
1900.....	12,222	10,902	9,430	12,056
1901.....	13,197	11,905	9,338	12,979
1902.....	15,036	14,119	10,527	14,909
1903.....	17,897	16,873	11,094	16,274
1904.....	17,952	17,227	10,962	15,925
1905, first six months	9,472	8,884	5,079	7,905
<b>Totals</b>	<b>107,134</b>	<b>99,049</b>	<b>73,168</b>	<b>100,718</b>
	2,501 Issues, No Sundays.	2,892 Issues, Including Sundays.	2,892 Issues, Including Sundays.	2,501 Issues, No Sundays.

Every month of 1905 The Journal in six issues a week has carried more advertising than any other paper in Minneapolis and St. Paul, daily and Sunday combined.

The Minneapolis Journal carries at all times more pages, more columns of reading matter, more columns of local advertising, more columns of foreign advertising, more columns of classified advertising than any daily paper in the twin cities.

### Special Representatives:

DAN A. CARROLL,  
Tribune Building,  
NEW YORK.

W. Y. PERRY,  
Tribune Building,  
CHICAGO.

### BUILDING CONTRACT LET.

Work on New Home of Baltimore Sun Will Be Begun at Once.

The contract for the new building of the Baltimore Sun was let last week to Edward Brady & Son, the well-known builders of Baltimore. Work will be begun at once and the building will be completed within a year. Three firms were asked to submit bids and that of the successful one was \$289,200. Between the highest and lowest bid there was a difference of \$1,464, while the difference between the two lowest bids was just \$56 in favor of Brady & Son.

The new building when completed will be one of the most conveniently equipped newspaper establishments in the country. It will be four stories in height and will front on Baltimore, Charles and German streets. The material will be Maryland granite and Indiana limestone. A cut and description of the new building appeared in THE EDITOR AND PUBLISHER two weeks ago.

### NEW CORPORATIONS.

The Sheridan (Mont.) Enterprise Newspaper Company. Capital \$5,000. Incorporated by Charles Walter and others.

The Carey Printing Company, New York, printing, etc. Capital, \$90,000. Incorporators: Peter J. Carey, Montclair, N. J., and others.

The Carolina Publishing Company, at Elizabeth City, N. C., with an authorized capital stock of \$6,150, by W. L. Smith, W. L. Cohoon, F. F. Cohoon, for the publication of a newspaper.

The Chief Printing Company of Hobart, Okla., with a capital stock of \$5,000 and the following stockholders: Charles H. Sherbourne, T. V. Ellzey, J. J. Stephenson and H. L. Standeven, all of Hobart.

The Bronx Sentinel Company, the Bronx, New York city, magazines, newspapers, etc. Capital, \$20,000. Incorporators: Horace S. Gould, 2 West One Hundred and Twenty-ninth street, and others.

### EXPERIENCED ADVERTISERS ALWAYS INCLUDE

#### THE SCRIPPS-McRAE LEAGUE PAPERS

on their lists—because they then buy proven circulation—Get superior service and low rates.

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WRITE FOR RATES.

D. J. RANDALL, Eastern Manager,  
Tribune Bldg., New York City.

I. S. WALLIS, Western Manager,  
First Nat'l Bank Bldg., Chicago.

**AD MEN'S GOLF TOURNEY.**

Annis, Bole, Conklyn and E. A. Freeman Contestants in Final Play.

The final play for the championship in the tournament of the American Golf Association of Advertising Interests, held this week on the links of the Euclid Club, Cleveland, took place on Thursday afternoon, and at the time of going to press the match had not yet been decided. At the close of the play on Wednesday the championship rested with E. A. Freeman, son of W. C. Freeman, of the advertising department of the New York American; W. C. Conklyn, New York, General Eastern Passenger Agent of the Seaboard Air Line; Joseph K. Bole, secretary of the Patterson-Sargent Company, Cleveland, and Newton Annis, of New York. Mr. Freeman played Mr. Conklyn and Mr. Bole played Mr. Annis on Thursday morning, and the winners met in the afternoon.

Freeman's showing on Wednesday was remarkable, he beating bogey by three in his match with his father, W. C. Freeman, making the course in 76. His playing in the afternoon was not so good, but he had no trouble in defeating his opponent, Oliver, 6 up and 5 to play. Bole equaled Freeman's record in the afternoon by making the course in 76.

About one hundred and fifty advertising men from all parts of the country were entered in the match, and they were accompanied by many friends. The score or more of handsome prizes offered for the winners were awarded at the banquet tendered the association on Thursday evening by the Ad Club of Cleveland and the four daily papers of that city.

Of the three trophies for individuals, W. E. Conklyn carried off the honors for the qualifying round on Tuesday, with a score of 81, and won the Sir Thomas Dewar trophy. E. A. Freeman, captured the Rudolph Kleybolte prize, with the best gross score, being one of the plus two men who did the course in 76. The Hearst Sunday Magazine prize went to S. T. A. Loftis, of Loftis Brothers, Chicago, who made the best net score on Wednesday.

The summary of the match play with a few of the best handicap scores: First sixteen, first round—E. W. Alexander beat W. R. Roberts by 4 up and 2 to play; Newton Annis beat C. S. Cox by default; J. K. Bole beat H. V. Kuy by 2 up; E. H. Brown beat C. H. Brampton by 5 up and 4 to play; R. P. Nevin, Jr., beat A. E. Adams by 1 up, 19 holes; W. E. Conklyn beat D. K. Swartwout by 6 up and 5 to play; E. A. Freeman beat W. C. Freeman by 5 up and 3 to play; A. K. Oliver beat S. S. McMillan by 6 up and 5 to play. Second round—Bole beat Brown by 6 up and 4 to play; Freeman beat Oliver by 6 up and 5 to play; Annis beat Alexander by 1 up; Conklyn beat Nevins, Jr., by 6 up and 5 to play.

Second sixteen, first round—L. T. Boyd beat J. L. Stack by 2 up and 1 to play; J. G. Batterson beat F. W. King by 4 up and 3 to play; M. C. Parshall beat A. B. Cutts by 3 up and 1 to play; G. D. Bates beat F. E. Sands by 2 up and 1 to play; W. D. Moffatt beat G. Fordyce by 4 up and 3 to play; J. W. McKinley beat H. M. Tobey by 1 up, 19 holes; R. E. Welsey beat R. H. Whitman by 6 up and 5 to play; C. R. Lendenberg beat F. N. Doubleday by 1 up. Second round—Parshall beat Bates by 5 up and 4 to play; Lendenberg beat Welsey by 1 up, 19 holes; Batterson beat Moffatt by 1 up, 19 holes.

Third Sixteen, first round—A. J. Musselman beat W. Renckhime by 4 up and 3 to play; H. B. Burrows beat D. Collins by 1 up; R. E. Carlisle beat F. X. Barry by 1 up, 21 holes; C. A. Fuller beat Charles Presbrey by 1 up; C. McG. Howard beat Frank Presbrey by 4 up and 2 to play; R. B. Tewksbury beat H. R. Reed by 1 up; C. E. Willard beat L. F. Kuselwetter by 1 up; A. S. Brownell beat H. P. Ruggles by 2 up. Second round—Musselman beat Burrows by 4 up and 3 to play; Carlisle beat Fuller by 2 up and 1 to play; Tewksbury beat Howard by 3 up and 1 to play; Willard beat Brownell by 4 up and 3 to play.

**Association of American Advertisers**

1130-1131 Park Row Building, New York

Committee on Circulations

Reports on Minneapolis, Minn., Nos. 591 to 594

Date of examination March, 1905

Daily average covering one year, from March 1, 1904, to February 28, 1905

**CIRCULATION OF MINNEAPOLIS DAILIES**

Classification	Tribune Evening Edition	Tribune Morning Edition	Tribune Morning and Evening	Journal Morning and Evening	Journal Evening Edition	Journal Morning Edition	Times total	News Total
Minneapolis City Carriers	19,052	5,364	24,416	14,269	14,269	None	5,750	3,100
Newsdealers	4,802	486	5,288	2,169	2,169	None	2,069	304
Street Sales	4,493	1,047	5,540	3,216	3,216	None	1,008	1,184
Carriers City Suburbs	1,223	328	1,551	569	569	None	None	421
Minneapolis P. O. Rural Routes	40	711	751	854	854	None	None	150
Total Paid City	29,610	7,936	37,546	21,077	21,077	None	8,827	5,159
Free Deliveries City	924	310	1,234	813	813	None	600	1,448
Total Paid and Free, City	30,534	8,246	38,780	21,890	21,890	None	9,427	6,607
Country Paid Circulation	24,340	20,506	44,846	*37,483	3,483	*34,000	14,680	7,969
Country Free Circulation	1,127	1,752	2,879	3,329	3,329	.....	1,157	592
GRAND TOTAL	56,001	30,504	86,505	62,702	28,702	*34,000	25,264	15,168

\* (Journal 4:30 P. M., special mail edition, 34,000 copies. This edition dated next day and mailed in time to reach the reader by "Morning" delivery.)

A NOTE:—It will be noticed from the above that the city circulation of The Tribune leads all other Minneapolis dailies combined, in every classification, except free circulation.

**NEW SOUTHERN MAGAZINE.**

Col. Walter Neale Lays Out Extensive Plans for Big Periodical.

Col. Walter Neale, president of the Neale Publishing Company, of New York and Washington, was in Atlanta a few days ago and made public his plans for a new magazine for the South, which will be one of the most ambitious publishing enterprises ever attempted in the interest of that section. The new periodical will be called the Southerner and will begin publication in New York the first of October or the first of November. It will consist of 178 pages, exclusive of advertising, and will be patterned after the leading popular magazines of the day. Particular attention will be given to subjects dealing with Southern history and a formidable list of important literary funds along this line is already announced.

Mr. Neale is a man of Southern birth and is still in his thirties. He made his start in Washington with less than a thousand dollars and succeeded so well that two years ago he opened a branch in New York. He has now established offices in Atlanta, Richmond, Norfolk, Charleston, Charlotte, Galveston, Savannah, Mobile, St. Louis, Birmingham and Memphis. There is said to be ample capital back of the Southerner, so it will start with an assurance not enjoyed by the ordinary magazine entering an untried field.

**Memphis Enquirer Suspends.**

The Memphis Enquirer, the one-cent morning paper started the last of June at Memphis, Tenn., has suspended. George W. Ewell, president and manager has filed a bill in chancery looking to the liquidation of the company through the court.

**Booklovers Plant to be Sold.**

The entire plant used in the publication of the Booklovers Magazine of Philadelphia will be sold at auction on July 28.

**BRISBANE CASE ADJOURNED.**

Examination on Comptroller Grout's Libel Charge to Be Resumed on Sept. 14.

The examination in the proceeding for criminal libel brought against Arthur Brisbane, editor of the New York Evening Journal, by Edward M. Grout, Comptroller of the city of New York, was begun last Monday, when Mr. Grout voluntarily submitted to an examination. Clarence J. Shearn, Mr. Brisbane's counsel, conducted the examination and when he was through for the day, asked for a long adjournment. District Attorney Jerome is prosecuting the case. Mr. Grout was to sail for Europe on Tuesday, so the date for the continuation of the examination was set for Sept. 18.

The article complained of was entitled "Straining at a Set of False Teeth and Swallowing a Theatre." Telling of the Comptroller holding up a bill for false teeth for Charles F. Dodge, a witness in the Morse-Dodge divorce tangle, it criticized him for cutting down the appropriations for the public schools, for his connection in the awards of the contract for furnishing light for the city and for the purchase of the Montauk Theatre property in Brooklyn by the city for \$500,000.

Through his lawyer, Clarence J. Shearn, Mr. Brisbane admitted he wrote the article, and for his defense declared its allegations were true, demanding an examination.

**Newspaper Man for Consul.**

Dr. John Edward Jones, a well-known Washington newspaper man, has been appointed United States Consul to Dalny, China, from which post he will be transferred a little later to Port Arthur. He leaves for his post about Aug. 1. Dr. Jones was for sixteen years on the staff of the Washington Star. He is an Ohio man and was educated at Georgetown and Columbian universities, receiving the degree of M. D. from the latter in 1897.

**CHANGES IN INTEREST.**

James M. Carr has purchased the Gurnsey (O.) Times.

The Venus (Tex) Times has been sold to Capt. J. C. Bridges.

F. C. Carter has purchased the Frederick (Okla.) Leader from Col. J. C. Boyne.

Jeff L. Davis has bought the Live Oak (Fla.) Crescent from T. Ion Robertson.

The Rusk (Tex.) Industrial Press and the Rusk Weekly Journal, have been consolidated under the name of the Press-Journal.

Reporter—"Well, to make a long story short—" Editor—"A good copyreader is necessary."—Cleveland Leader.

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**FRAUD ORDER BEING TESTED.****E. G. Lewis Petitions to Have the One Against Bank Set Aside.**

A hearing in the petition of E. G. Lewis, publisher of the Woman's Magazine, St. Louis, to have set aside the fraud order against the Peoples' United States Bank, issued by Postmaster-General Cortelyou, was begun last Tuesday. District Attorney D. P. Dyer filed, previous to the hearing, an answer to Lewis's petition for injunction.

He alleges Congress has authorized the Postmaster-General to issue such a fraud order as that against the Lewis Bank and has constituted him a court of last resort in such cases, and that under the Congressional act the Postmaster-General's action cannot be attacked in a court of equity unless he is charged with fraud or malice.

He declares that the use of the mails is a mere privilege conferred by Congress and therefore the withholding of the privilege for reasons authorized by Congress is not a violation of the Constitution; that the Postmaster-General was under no legal obligation to serve notice to Lewis to appear and show cause why the fraud order should not be issued, but that he nevertheless did so May 25 last, sending with the notice a copy of the charges preferred against the Postal Bank in the Postoffice Department.

Judge Smith McPherson, in the United States Circuit Court, on Wednesday handed down a decision upholding the fraud order issued by Postmaster General Cortelyou. He denies the application for an injunction to restrain the postmaster in St. Louis from carrying out the instructions. Postmaster Wyman will resume stamping "fraudulent" on mail addressed to the bank and to Mr. Lewis, and will return it to the senders.

**FREEDOM OF PRESS UPHELD.****Kansas Supreme Court Decides That Newspaper May Print Court News.**

An important decision upholding the freedom of the press was handed down last week in the Kansas Supreme Court. When the case of J. T. Fields against Jazereel Dewitt, over a \$1,000 note alleged to be a forgery, was appealed to the State Supreme Court from the Lyon County District Court, ex-Judge Thompson, attorney for the plaintiff, alleged in his petition in error that Judge Madden, of the District Court, erred by refusing to enjoin the newspapers from printing the case or to issue a bench warrant to arraign the reporters for contempt of court.

Judge Madden held that the newspapers were not muzzled and had a right to print reports of trials held in his court. In a decision handed down on July 13 Judge Madden's decision was sustained by the State Supreme Court.

**Southern Trade Publishers to Meet.**

The editors of a large number of the prominent trade journals of the South will meet at Atlanta next week and form a permanent organization. H. E. Harmon, president of the Cotton Publishing Company, Atlanta, sent letters to some fifty of the leading trade journals, and from the enthusiastic replies received it is believed almost the entire number will be represented at the convention.

**Indiana Daily Sold.**

The Kokomo (Ind.) Morning News has been sold by George F. McCulloch, of Indianapolis, to a Kokomo syndicate. The new company organized with Anderson Johnson president, Leroy Naltzger secretary and Oscar Austell manager. The News is published daily and semi-weekly, and will be equipped with modern machinery. It will continue Republican in politics.

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