

THE EDITOR AND PUBLISHER
A JOURNAL FOR NEWSPAPER MAKERS.

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ST. PAUL GLOBE'S END.

PECULIAR CONDITIONS THAT LED UP TO SUSPENSION OF OLD DEMOCRATIC DAILY.

In Its Valedictory the Globe Tells Its Readers Why It Is Forced to Quit—Advertising Did Not Keep Pace With Circulation Growth—With Distribution Greater Than Ever Before Revenue Steadily Diminishes—History of the Paper.

In the announcement that the St. Paul Globe will cease publication on May 1, brief mention of which was made in THE EDITOR AND PUBLISHER last week, an interesting situation is presented that is worthy of more than the ordinary attention given to the death of a newspaper. The story is best told by the paper's own statement of the conditions which compelled it to suspend. In its valedictory, the Globe says:

"The reasons for this passing out of existence of a great daily newspaper after nearly thirty years of active life are purely of a business nature; but the readers who have so loyally supported the Globe and who are more numerous to-day than they ever were at any moment of its previous history, are entitled to a plain statement of them before the final farewell is spoken.

"The single and sufficient explanation of this decisive step is found in the fact that the business interests of St. Paul have not been able to give the Globe that business support without which no newspaper can thrive. The Globe has had courteous treatment at their hands, but apparently the business is not here. St. Paul's business interests are not adequate to the support of two morning papers.

"The experiment has now been tried out so thoroughly that there is no room for doubt as to the correctness of the conclusion reached. In every other respect the Globe has met with a success fully equal to its most sanguine expectations. It has not to complain that the people do not want it; that they fail to appreciate it; that they are unwilling to give to it its due as a newspaper. On the contrary, it has to thank them for the most cordial and liberal encouragement. It would be worse than idle, in connection with an announcement such as this, to gild or to darken the fact. And the fact is that the circulation of the Globe is larger in quantity and better in quality than at any time since its foundation. But the rule of newspaper enterprises everywhere, that advertising revenue is proportioned to circulation, does not hold in St. Paul. Increase in amount and value of circulation is here found wholly consistent with diminishing revenue.

"To show more clearly what this means, an experience whose results are actually at hand with another newspaper may be cited. This paper, having a circulation identical with that of the Globe, within a few hundred copies, published in a city of considerably smaller size, and carrying a total expense several thousand dollars a month greater than the entire cost of publication of the Globe, earned a net profit annually of more than the equivalent of five percent on the total capital stock of the Globe. But the town advertises. That is the whole story. Most readers know already that a newspaper's circulation is an item of expense.

(Continued on page 2.)



JOHN F. TREMAIN.

WHO HAS BEEN MADE ASSISTANT GENERAL MANAGER OF THE PUBLISHERS PRESS.

TREMAIN'S NEW BERTH

MADE ASSISTANT GENERAL MANAGER OF THE PUBLISHERS PRESS ASSOCIATION.

Succeeding John Vandercook, Who Has Resigned to Take the Position of Editor of the Cincinnati Post—Mr. Tremain For Five Years Has Been Manager of the Albany Bureau of the Publishers Press. His Exceptional Work in Connection With the Story of President McKinley's Death.

John F. Tremain, for the past five years manager of the Albany bureau of the Publishers Press, has been made assistant general manager of that association to succeed John Vandercook, who has resigned to become editor of the Cincinnati Post. Mr. Tremain comes to New York to assume the duties of his new position on May 1. He is succeeded at Albany by Roy S. Smith, who for some time has been his assistant there.

Mr. Tremain was born in Elmira, N. Y. on Jan. 27, 1875. He did his first newspaper work on the Elmira Gazette, where he began as a proof reader, and was successively reporter, telegraph editor and city editor. He left the Gazette in 1899 and went to Albany, where in the following year he did his first legislative work, covering the Senate during the sessions of 1900 for the Associated Press. He became manager of Albany bureau of the Publishers Press in 1901.

When President McKinley was shot Mr. Tremain was sent to Buffalo by the Publishers Press to cover the story for the association. His careful and accurate work during that long and trying assignment was complimented by prominent newspaper men all over the country. The night the President died Mr. Tremain secured a distinct beat for his association by sending out the first reliable news of the President's death and getting it to Publishers Press clients some minutes ahead of the opposition. R. F. Paine, general manager of the Scripps-McRae Press Association, sent the following message that night to the Publishers Press:

"Who is the man in charge at Buffalo, who in this most trying time in newspaper history has been calm and reliable, and had his source of information in perfect control every minute? I never saw anything to equal it."

Mr. Tremain saw the McKinley assignment through to the last detail, accompanying the President's remains to Canton, and covering the Czolgoz execution some weeks later, which closed the last chapter of the sad story.

In the five years that Mr. Tremain has been manager of the Albany bureau of the Publishers Press he has ingratiated himself with the public men at the capital, and has secured many good beats for the association on legislative news. It is interesting to note that Roy S. Smith, who now takes charge in Albany, began his newspaper work with Mr. Tremain when the latter was city editor of the Elmira Gazette.

Mr. Vandercook began his newspaper work as a reporter on the Cleveland Press in 1891. He was later New York correspondent of the Press and the Scripps-

SOUTHERN PUBLISHERS TO MEET.

Business Managers of Dixie Newspapers Assemble in Charleston Next Week.

The annual meeting of the Southern Newspaper Publishers' Association will be held next Tuesday and Wednesday at Charleston, S. C. It is expected that the managers of about 100 of the leading daily newspapers of the South will attend.

The citizens and newspaper men of Charleston are making due preparations for the entertainment of the visitors. The business sessions of the association will be held on Tuesday evening and the day following. On Wednesday evening a formal dinner will be given at the Charleston Hotel.

The following are the officers of the association, all of whom were re-elected last year at the meeting in Nashville: President, H. H. Cabaniss, late of the Augusta (Ga.) Chronicle; vice-president, Bruce Haldeman, president of the Louisville Courier-Journal; secretary-treasurer, F. P. Glass, of the Montgomery Advertiser. Executive committee—J. C. Hemphill, Charleston News and Courier; D. A. Tompkins, Charlotte Observer; T. T. Stockton, Jacksonville Times-Union; A. R. Holderby, Jr., Richmond Evening Journal; Robert Ewing, New Orleans Daily States; Rufus N. Rhodes, Birmingham News, and E. A. Foster, Nashville Banner.

BUYS PRESS-REPUBLIC.

J. M. Cox, of Dayton News, Gets Morning Paper of Springfield, O.

The Springfield (O.) Daily Press Republic was sold last week by William M. Miller to James M. Cox, owner of the Dayton News. Mr. Cox paid \$50,000 for the business, and in the transaction H. E. Hollister and B. F. Adams, business associates of Mr. Miller, acquire the plant of the Dayton Daily Press, recently purchased by Mr. Cox after the suspension of the paper.

With the News and the Press-Republic Mr. Cox will establish "The News League of Ohio," on lines similar to those of the Star League of Indiana Newspapers. In addition to mechanical improvements he will completely revolutionize the conduct of all departments.

The Press-Republic is a morning paper and was established in 1899.

Mr. Miller retires from the newspaper work on account of ill health.

Kentucky Journal Sold.

W. P. Walton, formerly publisher of the Lexington (Ky.) Democrat, last week bought the Kentucky Journal, the Democratic daily at Frankfort. Mr. Walton assumed charge of the paper last Monday. He may decide to transfer it from the morning to the evening field.

McRae League of Newspapers, and when the Scripps-McRae Press Association was started he became New York editor and later Eastern news manager of the combined Publishers Press and Scripps-McRae service. In 1898 he was sent to Europe, where he organized and successfully superintended their foreign news service until Feb. 1 last, when he was made assistant general manager of the Publishers Press, with headquarters in New York.

The Post, of which Mr. Vandercok becomes editor, is a member of the Scripps-McRae League, and is one of the strongest and most prosperous papers in the Middle West. After eight years' work as correspondent and in managerial positions, Mr. Vandercok now satisfies an old ambition in becoming editorial head of a great newspaper.

Frederick Greenwood Honored.

Frederick Greenwood, founder of the Pall Mall Gazette, and later of the St. James's Gazette, in London, was the guest at a dinner recently given in his honor on the occasion of his seventy-fifth birthday. John Morley was toast master. He described the Pall Mall Gazette as a paper started as a pleasure yacht, but soon discovered to be an armored cruiser with big guns and a captain on the bridge, who as a journalistic captain had never been surpassed in history. J. M. Barrie, in a humorous speech, remarked that he loved Mr. Greenwood because "he invented me." It was Frederick Greenwood, who, getting wind of the fact that the Khedive wished to dispose of his Suez canal shares, at once convinced Lord Derby and Lord Beaconsfield of the immense advantage, both financially and politically, of the purchase of the shares by the British Government. But for Mr. Greenwood, said Mr. Morley, that great transaction would never have taken place.

Nothing in Story of Fairbanks Daily.

In response to inquiries regarding the new morning paper, which it was currently reported last week was to be started at Indianapolis to support the nomination of Vice-President Fairbanks for the Presidency in 1908, it is learned from Indianapolis that the story is given no credence there whatever. Nothing to corroborate such a report could be learned from anyone in a position to know.

Changes on Hearst Papers.

George Carteret is now city editor of the New York Evening Journal under Foster Coates, managing editor. Harry McNichol, who has been city editor, is on a vacation. He will take another position on the evening paper when he returns. Max Ihmson, who managed W. R. Hearst's political campaigns, has been made city editor of the New York American.

Arthur Spurgeon Honored.

Arthur Spurgeon, who recently resigned as managing editor of the National Press Agency, Ltd., London, to become manager to Cassell & Co., Ltd., succeeding the late Sir Wemyss Reid, was given a farewell dinner a few evenings ago by his former associates in the National Press Agency. He was presented with a handsome silver canteen by John Reburn, manager of the agency, on behalf of the members of the staff.

Officers of McKeesport Daily News.

At the annual meeting of the stockholders in the McKeesport (Pa.) Daily News, held last Tuesday. George Altmyer was elected president, and John W. Painter, J. D. O'Neil, E. W. Pitts and A. N. Lawson were elected directors of the company.

RICHMOND JOURNAL PLANS.

Press Has Been Purchased and Paper Will Start About May 15.

The Journal Company, of Richmond, Va., was incorporated last week with \$50,000 capital by Charles E. Cooke, president; A. R. Holderby, Jr., secretary-treasurer and general manager, and Edmund Pendleton. The company will publish the new Richmond Evening Journal, and in addition will carry on a large job printing business.

An option has been secured on the old Bijou property in Richmond, in which to locate the newspaper establishment. The property is valued at \$65,000. If this building is secured, the press will probably be placed under the stage, with the stereotype and other mechanical departments above.

The press has already been purchased. It is a three-deck machine, provided with a color attachment, and has a capacity for 24,000 papers an hour. The machine is being held at the factory awaiting orders. Mr. Holderby was in Camden, N. J., last week examining a similar press in operation.

President Cooke says it is the intention to publish a Sunday morning edition as soon as things are running smoothly. The Evening Journal, he says, will be a live, independent, people's paper, the policy of which will be to do everything possible to advance the interests of Richmond.

The first edition of the new paper will appear about May 15.

New Orleans Paper's New Home.

The New Orleans Times-Democrat last week sold its building in that city at auction for \$61,000. The funds derived from the sale will be used in erecting a new home for the newspaper on the square bounded by North, Poydras, Camp and Church streets, which is described as an ideal site for a newspaper establishment. An architect is now drawing the plans and work on the building will begin very soon. It will be a four-story brick structure, admirably arranged for the purposes which it will serve. The architect and a representative of the Times-Democrat have been visiting various newspaper plants in order that the most modern ideas may be incorporated in the new building.

Change on Sacramento Union.

L. E. Bontz and F. J. O'Brien have purchased an interest in the Sacramento (Cal.) Publishing Company, and will hereafter be associated with Alfred Holman, the publisher of the Sacramento Union, in the responsible administration of that paper. After July 1 Mr. Bontz will be the general business head of the paper, with the title of business manager. Mr. O'Brien, who has been secretary of the company, will continue in his duties as advertising manager.

New Home for Chattanooga News.

J. B. Pound, publisher of the Chattanooga (Tenn.) News, has sold the building now occupied by that newspaper, and has purchased a lot on which will be erected a modern four-story brick building as a home for the News and the Tri-State Farmer. Ground will be broken at once and the new building will be completed early in the fall.

Clinton B. Fisk Improving.

Clinton B. Fisk, formerly city editor of the New York Evening Journal, who recently suffered a mental collapse, is now at a sanitarium in Astoria, Long Island, where he is rapidly improving. His physicians say his case was one of acute mania caused entirely from overwork and that there is an excellent chance of his ultimate recovery.

BILL TO ADMIT CRITICS.

Would Make It a Misdemeanor for Theatre Managers to Exclude Them.

The case of James Stetson Metcalfe, dramatic editor of Life, who was barred from the playhouses represented in the Theatrical Managers' Association of New York, is recalled by a bill which was introduced last Monday in the State Legislature at Albany by Senator Cullen of Brooklyn, to prevent managers from excluding at will any person from their places of amusement.

The bill would be a decided advantage to dramatic critics. It provides that all persons within the jurisdiction of the State shall be entitled to the full accommodations, advantages, facilities and privileges of licensed theatres and places of amusement, and a person who, as owner, lessee, manager or employe of such a place, excludes any person therefrom without just cause or excuse shall be guilty of a misdemeanor.

A similar bill, only more drastic, perhaps, was introduced in the Legislature last February by Senator Wagner.

Fire in Louisville Plant.

Fire in the establishment of the George G. Fetter Printing Company, of Louisville, one day last week damaged the building, stock and presses to the extent of \$50,000. The loss is fully covered by insurance, policies amounting to \$192,500 being carried in the various companies. Work of rebuilding will be begun as soon as the loss can be adjusted. Meanwhile nearly two hundred people will be thrown out of employment and heavy contracts under way will be held up. One of the chief items of loss resulted from the destruction of five linotype machines, valued at \$25,000. The fire is supposed to have started from electric wires.

Veteran Baseball Writer Dead.

Alfred H. Wright, the veteran baseball writer, and for many years the baseball editor of the New York Clipper, died last week at his home in New York from a severe attack of locomotor ataxia, from which he had suffered for over thirty years. Mr. Wright was of the old school of baseball writers; bright and convincing, and one of the most fearless and independent ever connected with the game. For eleven years he was the secretary and official scorer of the old Athletic Club of Philadelphia, and in that capacity accompanied the team on all trips away from home including the one to England with the Bostons in 1874.

Joseph Medill Patterson's Appointment.

Joseph Medill Patterson, who severed his connection with the management of the Chicago Tribune in order to support Judge Edward F. Dunne in his candidacy for Mayor of Chicago on the municipal ownership platform, has been appointed Commissioner of Public Works of that city. Mayor Dunne was anxious to have Mr. Patterson's assistance in carrying out the municipal ownership program, hence the appointment. Mr. Patterson is not yet 30 years of age, and is probably the youngest man who ever held a position of equal responsibility with the City of Chicago.

Ministers Edit Paper for a Day.

Dr. J. Wilbur Chapman, the evangelist, and five associated ministers edited the Seattle Star last Monday under the caption, "How We Would Edit a Newspaper." Divorce cases were not reported and some stories from the police courts were suppressed. In an editorial Dr. Chapman paid a tribute to Scripps-McRae newspapers, saying they are the only kind of papers for the busy reader of today.

ST. PAUL GLOBE'S END.

(Continued from page 1.)

The copy delivered to the reader costs far more to produce than he pays for it. The difference must be made good through advertising revenue. Unless that advances proportionately, as it invariably does elsewhere, growth in public favor and in the subscription list means only an additional loss. This is the Globe's unique experience.

"The Globe will endeavor to maintain, up to its latest issue, the average of workmanship and the devotion to principle that have brought to it so many cheering words of appreciative praise. It will then pass out of the life of a community whose business interests cannot furnish the support necessary to a respected and honorable future. For it no other future would have any charm."

In an editorial announcement the same day, the Globe says:

"The Globe does not owe a dollar in the world except the ordinary current monthly bills. These will be paid at the usual time and place."

ONE VERSION.

Following is the Minneapolis Tribune's version of the reasons for suspension:

"At one time the Globe had a strong foothold in Minneapolis. Its management built the Globe Building, and it had a regular reportorial and newspaper force in the city, with Smith B. Hall city editor, and five reporters, with a business and advertising office. Its Minneapolis end in the advertising was what kept the business office up, added to the St. Paul revenues. But then came St. Paul's attack upon Minneapolis during the census of 1890, and so great was the retaliation that the Globe was completely wiped out of Minneapolis, reportorial force and business office and circulation. This was the beginning of the end."

THE GLOBE'S HISTORY.

The Globe was established on Jan. 15, 1878 by H. P. Hall, a veteran newspaper man, who is still a resident of St. Paul. It was afterward acquired by Commodore Kittson and was edited and managed by Lewis Baker until he resigned to accept an appointment from President Cleveland as Minister to Nicaragua. After the death of Commodore Kittson it was managed under a receivership, Judge C. E. Flandreau having been appointed by the court to take charge. H. P. Hall again became an active factor in the management of the paper until a controlling interest in the company was purchased by William Dawson. J. G. Pyle then assumed charge and managed the paper until the failure of Mr. Dawson's bank. During the succeeding years and until two years ago there were several changes in the management when Mr. Pyle, the present manager, was again called to take charge.

It has been generally understood that of late years the property has been owned by James J. Hill. Mr. Hill is said to have refused absolutely to sell the paper and is determined to let the Associated Press franchise die with it.

A "Radium" Anniversary.

The Hudson (N. Y.) Weekly Gazette has just completed its one hundred and twentieth year. It published on the anniversary a special number containing a facsimile reproduction of the first issue. The Albany Evening Journal suggests that the Gazette be allowed to call the celebration its "radium jubilee."

New Daily in Louisiana.

A new afternoon paper called the Daily Leader is being started at New Iberia, La., by E. C. Knight and A. A. Bagerie. It will be an eight-page folio. Mr. Knight was formerly with the Crowley (La.) Signal.

The Decatur (Ill.) Review has passed the 10,000 mark in circulation, claiming an actual daily distribution in March of 10,014.

THE FATHER OF BASEBALL.

Henry Chadwick, Pioneer Writer on the Game, Now in His Eighty-first Year.

At this season when the hibernating baseball special writer realizes on a hope all too long deferred, when the office boy shines up to the sporting editor, and when, with the crack of the willow stick, the pink-tinted extra comes into its own, it is appropriate to say something of the pioneer chronicler of the sport—Henry Chadwick, known the country over as the "Father of Baseball."

This veteran, who has done more to popularize the great American game than any other one man, is now in his eighty-first year. For sixty-seven years he has been writing baseball for the newspapers, and only a week ago he sat down at his typewriter, and, though his hands trembled with age, he turned out for the Newspaper Enterprise Association, for which he is now writing, as clear and entertaining a history of the game and its evolution as one could wish to read.

Henry Chadwick was born on Oct. 25, 1824, in Jessamine Cottage, St. Thomas, Exeter, England, being the youngest son of the late James Chadwick, formerly editor of the Western Times, a West of England newspaper.

The Chadwick family came to New York in 1837 and settled in Brooklyn. Since the death of his father Henry Chadwick has been a writer for the newspapers, his first contribution in the line of his specialty as a writer of field sports being his cricket reports for the New York Times in 1856. He was the cricket and baseball editor of the New York Clipper from 1857 to 1880, and the baseball editor of the Brooklyn Eagle from 1865 to 1894, inclusive. He was the first to write up baseball for the New York Herald in 1862, and was a writer on sports for the New York World of old for thirteen years, and for the New York Sun for six years.

As a writer of handbooks on sports Mr. Chadwick began with "Beadle's Dime Book on Baseball" in 1860, and edited "DeWitt's Guide" from 1869 to the eighties. For a quarter of a century he has been the editor-in-chief of "Spalding's Baseball Guide."

Besides his work on books Mr. Chadwick edited the Baseball Chronicle in the sixties; the Metropolitan in the eighties; and Walton's Monthly in the nineties, and in the eighties was on the editorial staff of Outing.

Mr. Chadwick is one of the oldest members of the New York Press Club. For many years his newspaper friends have given him an ovation on his birthday, and the matter about him that has appeared in the daily press would fill a good sized scrap book.

In 1896 the National League voted Mr. Chadwick a pension for life as the "Father of Baseball."

Prepare for National Editors.

Arrangements for the entertainment of the members of the National Editorial Association, which meets at Guthrie, Okla., on June 7, 8 and 9, have all been made. Gov. T. B. Ferguson, who was formerly a newspaper man, will welcome the editors on behalf of the people and press of Oklahoma Territory. The question of Statehood for Oklahoma will be dwelt upon at the meetings with a view to creating sentiment in its favor which will be disseminated by the editors gathered from all over the country. After visiting the chief points of interest in Oklahoma, the delegates to the convention will make a tour through Texas and on up through California, Oregon and Washington. Maj. W. W. Screws, of the Montgomery (Ala.) Advertiser, is president of the association, and William A. Ashbrook, of Johnston, O., is corresponding secretary.



VETERAN SPECIAL WRITER ON FIELD SPORTS WHO IS WIDELY KNOWN AS THE "FATHER OF BASEBALL."

GREATER PITTSBURG EDITION.

Dispatch Issues Souvenir Number Commemorating Signing of Bill by Governor.

The Pittsburg Dispatch on Friday of last week issued a handsome souvenir edition commemorating the signing of the Greater Pittsburg bill by Gov. Pennypacker. In an elaborately illustrated sixteen-page supplement the complete history of the long fight for Greater Pittsburg is recited, as well as the interesting story of the growth of Pittsburg from a frontier trading post of 100 years ago to the great "Iron City" of to-day. Portraits of all the city's officials and of those who were active in putting the Greater Pittsburg measure through were presented. The pictures of Pittsburg's skyline, showing the magnitude of the present city, were especially fine.

For fifty years the Dispatch has conducted an unceasing agitation in favor of Greater Pittsburg, and the souvenir edition on Apr. 21 was a fitting climax to its long and successful fight.

A Charity Edition.

The Jacksonville (Fla.) Metropolis has arranged to turn over its plant for one day to the women of Jacksonville, the entire profits on the business secured by them going to a benefit fund for the hospitals of the city. Both the editorial and business departments of the paper for the big issue will be in charge of the women, and the edition promises to be an interesting one.

J. Martin Miller Weds.

J. Martin Miller, Washington correspondent of the Newark Evening News, was married on Apr. 18 at Colorado Springs, Col., to Mrs. Lula Dell Cox. Mr. Miller was recently appointed United States Consul at Aix-la-Chapelle, Germany. Mr. and Mrs. Miller will be at home there after June 15.

Will Not Sell London Morning Post.

Lord Glenesk, proprietor of the London Morning Post, has again denied that he will sell the paper. A rumor to that effect gained currency after the recent death of Oliver Borthwick, Lord Glenesk's son, who would have succeeded to the proprietorship of the Morning Post.

CHIEF APPEARED IN SPIRIT.

Wierd Psychological Phenomena At Least Experienced by a Newspaper Man.

That there are more things in heaven and earth than are dreamed of in his philosophy is the experience of Charles K. Melville, managing editor of the Chester (Pa.) Morning Republican. Until recently he filled the chair of city editor of the Republican, but during the illness of Victor H. Klett, the late managing editor, he performed the duties of that desk.

After sending the last edition to press a morning or two ago he left for his home on Madison street, which he reached at 4 o'clock in the morning. Just as he was removing his clothes, preparatory to getting into bed, a shadowy figure came before his eyes.

Thinking it was but the vague creation of a weary brain he was about to turn out the gaslight when the figure of Mr. Klett appeared at the foot of the bed, lingered a moment, then vanished.

"Klett is dead," said Mr. Melville as the specter disappeared.

When he reached the office at noon the next day Mr. Melville was not at all surprised to find a bulletin announcing the death of his late chief, with the further fact stated that he had passed away at 4 o'clock.

Newspaper Men Inspect the Arabic.

The White Star line steamship Arabic, the largest ship to enter the port of Boston, was thrown open for inspection to the newspaper men of New England one night last week. About 300 editors and writers from all over New England visited the ship during the evening. The inspection was followed by a reception and a banquet, at which toasts were drunk to the "good ship Arabic," and to Capt. T. P. Thompson, her commander.

Office for Edward A. Street.

Edward A. Street, formerly manager of the Publishers Press bureau at New Haven, Conn., has been elected city clerk of New Haven. Before entering the service of the Publishers Press, Mr. Street was editor of the Stonington (Conn.) Phoenix. He served as assistant city clerk of New Haven from 1894 to 1899.

BRONX PRESS CLUB DINNER.

D. Cady Herrick Tells What He Would Do as an Editor.

The Bronx Press Club held its first annual dinner last Tuesday night in the Crotona Casino, Boston road and One Hundred and Ninety-sixth street, New York, and entertained about 200 newspaper men, city officials, politicians and prominent citizens. Addresses were made by D. Cady Herrick, President Louis F. Haffen, of the Bronx, who was toastmaster; Corporation Counsel John J. Delany, ex-Assemblyman Douglas Mathewson, Water Registrar Joseph W. Savage, ex-Assistant District Attorney James W. Osborne, Thomas E. Quinn and State Senator John A. Hawkins.

Mr. Haffen, the president of the club, in his address of welcome, spoke of the Bronx as about the biggest thing in New York. As he concluded his remarks two messenger boys handed each guest a key, which entitled the holder to the freedom of the borough.

When Justice Herrick rose to speak everybody rose with him and gave a prolonged cheer. In part he said:

"If I were an editor I suppose I would do what the business manager tells me. But one of the first things I should consider in writing about the personal character of a man is how far reaching is my writing and how careful I ought to be in what I wrote or in attacking a man's good name. A good name is a valuable asset and I should hate to destroy it without cause. But if I found the man was dishonest, corrupt, unfaithful to his trust, I would pursue him like a wolf.

"In these days of high finance, if I found men were making away with the funds of widows and orphans, I would drive them from their offices. And if I found that Senators and Congressmen and Governors and Lieutenant Governors were on the payrolls of corporations whom they were protecting, I would leave no stone unturned to drive those officials out.

"If I perceived efforts on foot to take possession of public utilities I should come out and speak on that question. I should have my say as to government ownership which would drive out labor unions. I should consider the question in all its phases. No government would want its employes to be its masters. And yet in spite of an honest Mayor and an honest Police Commissioner you have graft in the police force what can you expect if you take up all public business? The weight of minor detail might weigh down the whole structure of government. All this I should consider if I were an editor."

Corporation Counsel Delaney defended New York against what he termed the gross libels about the city. "By comparison," he said, "this city so much decried is the very first among the great cities of the world. A woman can walk more safely here after dark than anywhere else in the world, children are better taken care of, and large charities, both private and public, are always ready to alleviate want. No city is so truly grand as our own." He was glad to say there is a growing sentiment in favor of shielding the city from unjust attack and letting the world know the truth about New York.

Starting a Newspaper Men's Colony.

A colony is being started at Bayside, Long Island, composed entirely of newspaper men. A tract of eleven acres has been sold to H. C. Wiley and Bramwell Davis, who represent the syndicate of journalists, the members of which are for the most part on the staff of a New York newspaper. There are twenty members in all. Before fall twelve houses will be erected and ready for occupancy. One of the conditions for purchasers must be that they are engaged in newspaper work.

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ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, APRIL 29, 1905.

CONDITIONS AND THEIR RESULTS

A tendency in the newspaper business, frequently noted and constantly growing, is again exemplified in the announced suspension of the St. Paul Globe. The spirit of the age is concentration and consolidation. Fewer papers and better and stronger papers is the trend of things in newspaperdom to-day. All over the country rivals in both the morning and evening fields are pooling their interests and are merging struggling sheets into solid and profitable properties. If it is impossible to do this, someone generally finds it best to give up the game and quit. When this policy began the effect was offset to a great extent by new papers springing up where the weaklings had been weeded out, but it is the common observation of those familiar with the subject that the suspensions and consolidations are nowadays far outnumbering the new enterprises. It would almost be safe to say that in two or three years from now there will be fewer papers published than there are to-day.

The reason for all this is plain. Labor in newspaper offices, particularly in the mechanical departments, is high. Not only this, but the great cost of the white paper, ink, metal and all supplies for the printing establishment is in no way commensurate with the low price at which the finished newspaper product is offered for sale. Until the publishers can succeed in so adjusting matters that they can make something out of circulation the margins are apt to be so small that there is no profit in the business, and there are only two things to do—consolidate or quit.

Something of the same principle holds true in the starting of new papers. Not many years ago a man with a font of type and a Washington hand-press thought himself sufficiently equipped to start a daily paper. But in that day the people of the smaller towns were satisfied with the four-page sheet giving a small parcel of local gossip, much of which was familiar before it ever got in print. Now they demand the news of all the world the very hour it happens, and it takes an eight-page paper to supply it. Moreover, competition seems to justify publishers in medium sized towns in issuing editions frequently of twelve or sixteen pages, and sometimes of even twenty or twenty-four pages. Under present conditions it is a severe test on the most able advertising department to supply revenue to meet the expense of these big editions. Once you could start a paper on a shoe-string, but that day passed some time ago. Now it requires a bank account of considerable proportions to see a new venture through to success.

It is a question whether or not this

tendency to concentration will go so far that it will injure the business as a whole by killing healthy competition, advertising growth and legitimate news enterprise. Quite likely a reaction will come which will neutralize conditions, but in the interim there may be some pretty lively and grievous times in the publishing business.

NEWSPAPERS OF INDIANA.

Hoosiers Are Great Readers—Some Statistics of Publications.

The South Bend (Ind.) Tribune has compiled a rather interesting article which shows that Indiana is one of the most prolific States for newspapers in all of much read America. The Tribune says, in part:

"The people of the United States are the greatest newspaper and periodical readers in the world. In no other country are the people such readers of all classes of publications as in this, which accounts for the fact that 1905 statistics show there are 22,312 publications in the United States. Canada has but 1,168. All the countries of Europe, with nearly 400,000,000 people, have a less number of publications than the United States. English-speaking America, with about 90,000,000 persons, has one periodical for every 3,400 people.

"Nearly one-tenth of the publications of the United States are printed in New York State. Staid old New England has one-seventeenth. In the Western States are issued over half of all publications except the magazines.

"Indiana is one of the leading States of the Union whose people are great readers. Evening newspapers predominate overwhelmingly in Indiana, there being 131 evening papers and only twenty-five which publish mornings. There are 580 weeklies in the State, and twenty-eight semi-weekly newspapers. Of the other publications in the State one is fortnightly, six semi-monthly, sixty-one monthly, one bi-monthly and three quarterly.

"Republican newspapers predominate, there being 249 Republican, and only 190 Democratic. Eighteen claim to be independently Republican, twelve independently Democratic, three prohibition and 159 independent. Eight publications pronounce themselves as neutral and seventy-nine as non-partisan or with no politics.

"In 1893 Indiana had but 749 newspaper publications. Of these 109 were daily, 522 weekly, four semi-weekly, three bi-weekly, ten semi-monthly, eighty-five monthly, one bi-monthly and four quarterly.

"The largest sworn morning circulation in Indiana is about 88,000, and is that of the Indianapolis Star. The Indianapolis News has the largest sworn evening circulation, it being about 73,000.

"The oldest newspaper in Indiana is the Western Sun, published in Vincennes. It was established in 1804 and is, therefore, over a hundred years old."

SIEGE TIME NEWSPAPERS.

How Editors in Beleaguered Towns Have Kept Valiantly at Their Posts.

There are few things more eloquent of the dauntless spirit of the Russians of Port Arthur, says a writer for the press, than the fact that through all the horrors and sufferings of the siege they not only contrived to publish their newspaper, but to make its columns brighter than in days of peace.

This is in splendid keeping with the traditions of war and sieges; for, although circled by death, somehow or other the buoyancy and vitality of the press suffer no diminution. Why, even Lucknow, so gallantly defended by a handful of English troops against overwhelming hordes of mutineers, was almost at its last gasp and expecting all the indescribable horrors of capture every hour, it kept its newspapers going, although it was no larger than a sheet of notepaper, and every line of it had to be written laboriously by hand, principally by the brave wife of the chaplain.

Again, when Kandahar was besieged by the fierce Afghans, the brave garrison, amid all its anxieties and dangers, found time to produce a newspaper, only a small single sheet, it is true, but well and brightly edited—which did excellent work in keeping up the spirits of the gallant soldiers. It was a beautifully lithographed sheet.

During the Franco-Prussian war every besieged town kept its presses merrily going, though the shells were shrieking round the editorial offices and occasionally bursting uncomfortably near the editorial chair. Paris, Metz, Sedan and other beleaguered towns had their special siege journals, and when the supply of paper ran short, paper of all descriptions was enlisted in their service. Packing paper, paper used for wrapping groceries in, wall paper—papers of all colors and kinds were utilized, and one journal actually made its appearance printed on wash leather. And while the presses of the besieged Parisians were thus kept busy, the Germans outside their walls were no less enthusiastic. In the German army were many clever young artists, who volunteered their services, with the result that the papers were full of beautiful and often most diverting pictures.

The American civil war was especially rich in journalistic enterprise—in fact, the newspaper seems to have flourished most where the bullets and cannon balls were thickest. In America, as in France, the oddest materials were used in producing the papers. During the siege of Richmond sheets and tablecloths were cut up to feed the printing presses; one enterprising journal which appeared in the usual form of handkerchiefs contained a spirited address to "Women of the South," in which this passage occurs: "If each handkerchief were boundless as the globe's expanse, it would not serve to stop the Federal mud-blood yet to be shed."

Morgan Collection of Printing Art.

Beginning on Monday, May 1, there will be on view at the Columbia University Library in New York, a collection of early examples of the art of printing loaned by J. Pierpont Morgan. In the first week only officers, students and others privately invited will be admitted. Beginning May 8, the exhibition will be open to the public for not more than two weeks. Among the collection are a copy on vellum of the Guttenberg Bible, called the Mazarine Bible, the first book printed—in Mentz about 1450-55; Chaucer's Canterbury Tales, printed by Caxton in 1484; the book of St. Albans, printed in St. Albans in 1486, the first English printed book on field sports, and many other of the rarest specimens of the art preservative extant.

NEW BOOKS FOR PRESS CLUB.

Volumes Received Since Mar. 1, and List of the Donors.

George Harrison McAdam, librarian of the New York Press Club, announces that the club has received the following contributions to its library since Mar. 1:

"The Unwritten Law," by Arthur Henry, from A. S. Barnes & Co.; "The Plum Tree," by David Graham Phillips, and "The Pioneer," by Geraldine Bonner, from the Bobbs-Merrill Company; "The Clansman," by Thomas Dixon, Jr., "Hurricane Island" by H. Marriott Watson, and "Guthrie of the Times," by Joseph Altscheler, from Doubleday, Page & Co.; "When Love is King," by Margaret Doyle Jackson; "The Black Motor Car," by Harris Burland, and "Reuben Larkmead," by Edward W. Townsend, from C. W. Dillingham & Co.; "The House of the Black Ring," by E. L. Patten, "The Romance of Piscator," by H. W. Lanier, "Daphne and Her Lad," by M. J. Lagen and Cally Ryland, "Dramatists of To-day," by Edward Everett Hale, Jr., from Henry Holt & Co.; "Mysterious Mr. Sabin," by E. Phillips Oppenheim, from Little, Brown & Co.; "For the White Christ," by Robert Ames Bennet, and "The Flower of Destiny," by William Dana Orunt, from A. C. McClurg & Co.; "Denis Dent," by F. W. Hornung, "By The Queen's Grace," by Virna Sheard, "Love and Mr. Lewisham," by H. G. Wells, and "The Market Place," by Harold Frederic, from the Frederick A. Stokes Company.

German Journalistic Enterprise.

A German editor has hit upon a new idea in practical journalism. He is mindful of the utility of his paper for making parcels, and especially for tying up the popular sausage. So he addresses his feminine patrons in these terms: "You have often complained to us, dear readers, and especially dear housewives, that our paper smells of printer's ink, and is therefore unenfitable for carrying butter, sausages and fresh bread. Eager to meet your wishes, dear friends and household fairies, we have decided to publish twice a week an issue which will be printed only on one side, so that the other will be available for those domestic uses. And in order that you shall lose no reading matter, these particular numbers will be double the ordinary size."—*London Chronicle*.

Newspapers of France.

The present state of French journalism is shown in the statistics published by the well-known and authorized "Annuaire de la Presse." In December, 1904, there were in Paris 3,442 periodicals, against 2,865 published at the end of 1902. Among these journals 248 were devoted to medical questions, 242 to financial affairs, 226 to politics; there were 226 "revues," or magazines, 136 illustrated publications, 120 fashion papers; there were 146 dailies, 81 of which were dedicated to politics, 901 weeklies, 1,205 monthlies, 498 bi-monthlies and about 340 irregularly published. In the departments of France, in Algeria and the colonies there were 532 dailies and 2,032 weeklies.

Increases Its Capital Stock.

The Times-Journal Printing Company of Oklahoma City, Okla., filed a certificate showing an increase in the capital stock of the company from \$36,000 to \$100,000. The directors of this company are Cortez Brown, E. E. Brown, George W. Lieber, Ed C. Rixse and R. M. Brown, all of Oklahoma City.

Russian Reporters Ask More Pay.

The epidemic of demands for higher salaries at St. Petersburg has reached the reporters of local newspapers, who have submitted a demand for an increase from 5 copeks (2½ cents) to 6 copeks (3 cents) a line.

PERSONALS.

O. S. Hershman, publisher of the Pittsburgh Press, was in New York last week.

Charles H. May, of the Peoria (Ill.) Herald-Transcript, was in New York this week.

W. R. Rowe, general manager of the Pittsburgh Gazette, was in New York last week.

O. A. Roup, city editor of the Bowling Green (Ky.) Times-Journal, has been elected police judge of that city.

William S. Rhode, editor of the Kutztown (Pa.) Patriot, was married last week to Miss Edna Gehman of that city.

Prof. L. T. Steele, of Guadalupe, is now editor of the Victoria (Tex.) Daily Advocate. Mr. Steele is an old newspaper man.

Aaron W. Watson, city editor of the Fitchburg (Mass.) Evening Sentinel, was married last week to Mrs. Julia A. Brackett.

Benjamin E. Wells, for fifteen years managing editor of the Syracuse Herald, becomes managing editor of the Syracuse Journal on May 1.

Guy Cramer, a well-known Chicago newspaper man, is mentioned for the place of private secretary to Mayor Edward F. Dunne of that city.

Charles I. Stewart, of Philadelphia, has taken a position with the Lexington (Ky.) Herald. He was at one time connected with the old Louisville Dispatch.

Charles Hopkins Clark, for thirty-five years a member of the staff of the Hartford Courant, has been chosen as the next Bromley lecturer on journalism at Yale.

Charles P. Lane, editor of the Huntsville (Ala.) Mercury, has announced his candidacy for Governor of Alabama, subject to the action of the Republican primaries.

Harry C. Smith, formerly city editor of the Worcester (Mass.) Evening Post, and lately advertising manager of a natural healing school, has gone back to the Evening Post as an editorial writer.

Frank G. Carpenter, the well-known traveling newspaper correspondent, returned to Washington last week after spending some time in Cuba, where he went to study industrial conditions and to collect material for a series of newspaper articles.

E. F. Mack, for the past eighteen months cartoonist on the Johnstown (Pa.) Democrat, has accepted a position as cartoonist for the Jacksonville (Fla.) Metropolis. Mr. Mack is an artist of much ability and his cartoons in the Democrat have been copied by some of the largest and most critical newspapers in the country.

John Martin, formerly editor of the North Adams (Mass.) Transcript, and later editor and publisher of the Herald of that city, is now located in Greenfield, Mass., where he has charge of the correspondence for Western Massachusetts of the Boston Globe. He also looks out for the interests of the Springfield Union and several other papers.

Robert W. Ritchie, until lately with the San Francisco Call, has been made managing editor of the Yokohama Daily Advertiser, the only American newspaper in the Far East outside of Manila. Mr. Ritchie was graduated from the University of California only three years ago. He soon joined the staff of the Call and a little later was put in charge of the literary section of the paper. It was his good work in this department that secured him his position with the paper in Japan.

LOVING CUP FOR PUBLISHER.

Presentation to Edgar O. Silver on Twentieth Anniversary of His Firm.

The twentieth anniversary of the founding of the publishing house of Silver, Burdett & Co., was celebrated last Saturday with a dinner at the Manhattan Hotel, New York, where the directors, officers and employees were guests of the firm's president, Edgar O. Silver. A handsome loving cup was presented to Mr. Silver by his associates in honor of the anniversary.

Mr. Silver organized the company on April 21, 1885, publishing at the time a course in music. The house has grown steadily until it is now one of the largest text-book houses in the United States, and supplies books to nearly every nation in the world. By a recent decision of the board of directors the main office has been transferred from Boston to New York, thus placing one more of the large publishing houses in New York city.

OBITUARY NOTES.

J. Newton Bagg, historian and author, died of old age at his home in Springfield, Mass., last Saturday. He was born on Nov. 23, 1824. In 1894 President Cleveland appointed him postmaster of West Springfield, despite the fact that he was an ardent Republican. For more than fifty years Mr. Bagg was the West Springfield correspondent for the Springfield Republican, and he had also worked for the New York Tribune. A son, Ernest Newton Bagg, is literary editor of the Boston Globe.

Maj. William W. Armstrong, for many years editor of the Cleveland Plain Dealer, died on Friday of last week at his home in Cleveland, aged 72 years. He had been prominent in Democratic politics in Ohio, and is said to have been the man who suggested the rooster as the emblem of the Democratic party.

Mrs. Clara Kelsey Howard, the wife of Edward Tasker Howard, an advertising broker in the Tribune Building, New York, and a brother of "Joe" Howard, died last Saturday at her home in Brooklyn.

John W. Young, founder of the Huntsville (Ala.) Independent, the first daily in Huntsville, died last week, aged 73 years. He was one of the best known newspaper men in Northern Alabama.

Newspaper Man a Suicide.

A man supposed to be Edmund P. Capron, for years religious editor of the St. Louis Star, committed suicide last Sunday in Washington by taking poison. Capron was about sixty years old and had been connected with the publicity department of the St. Louis World's Fair. The suicide left a note addressed "Nellie," which said he had taken his life that his wife might be free. Capron's wife's first name was Nellie, and she was about twenty-five years his junior. The two moved to Washington after the close of the St. Louis Fair.

WEEKLY NEWSPAPER

and job printing business without competition in a large town netted its non-working owner an average of \$1,698.26 yearly for past three years and would pay a working owner much more, is offered at \$6,000. Proposition No. 86.

C. M. PALMER,
Newspaper Broker.

277 Broadway, New York. 115 Dearborn St., Chicago.

"A Fighting Chance."

The old style printer who makes a pretense of catering to every class of printing has but a fighting chance for existence against the progressive printer of to-day who makes a specialty of one class of printing, and equips his plant for that specific purpose.

The only way for him to counteract this invasion is to rehabilitate his plant with the latest and best styles of type and printing utilities. THE AMERICAN TYPE FOUNDERS COMPANY'S American point, line and set type will go far towards this end.

It costs no more than ordinary type, saves at least 25 per cent. of your time in lock up, make up, and make ready.

When? To-day's the day. Specimens and consultation gratuitously furnished by their accredited agents,

Conner, Fendler & Co.
NEW YORK CITY.

THE CHEMICAL ENGRAVING CO.

High Grade PHOTO-ENGRAVING AND ILLUSTRATING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.

18 & 20 OAK ST. NEW YORK.

THE STANDARD ENGRAVING CO.

A NIGHT FORCE

SEVENTH & CHESTNUT STS. PHILADELPHIA.

WE ARE EQUIPPED TO DO DOWN OUTSIDE PHOTOGRAPHY AND TO ENGRAVE ALL KINDS OF PLATES IN ALL THE LATEST STYLES AND WITH THE MOST IMPROVED MACHINERY.

CATALOGUES, CIRCULARS, BOOKLETS AND ARTISTIC PUBLICATIONS

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 TYMPALYN 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 1888

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.

COLLEGE GRADUATE

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

EDITORIAL AND SPECIAL WRITER

desires position on newspaper near New York. Is also printer, reporter and make-up man. Address "J. L.," care THE EDITOR AND PUBLISHER.

BUSINESS MANAGER

or advertising, wants change. Now manager leading evening daily field of 200,000. Has double advertising and circulation on other papers. Can increase your receipts. Highest references. "PROFITS," care THE EDITOR AND PUBLISHER.

CARTOONIST AND GENERAL ARTIST

on daily in small city; \$15 weekly. Chalk plate and pen and ink. For samples address "LEO E. MURPHY," Trenton, Nebraska.

NEWSPAPER MAN,

(College graduate), technically familiar with all departments of newspaper work, wishes position. All references furnished. Conversant with French, German, Spanish and Italian. Address "L. S.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

AN ALL-AROUND NEWSPAPER MAN to work in a small city near New York. Must be able to solicit advertising and to write local news. Small salary and commission. In one of the best cities in the metropolitan district. Address "R. B.," care THE EDITOR AND PUBLISHER.

REPORTER WANTED

In Pennsylvania city of 35,000. Good chance for right person. One having experience on small city daily preferred. Address "G. P. L.," care THE EDITOR AND PUBLISHER.

MANAGER WANTED

for Southern office; local and class publication and job business; splendid opening for man of experience and ability. Must be able to invest \$8,000 to \$10,000. "MANAGER," care THE EDITOR AND PUBLISHER.

FOR SALE.

ONE POTTER ANGLE BAR

Perfecting Press with stereotyping machinery. Prints seven columns, 15 ems. Reason for selling, replacing with Hoe 24 page press. "THE BEACON," Wichita, Kansas.

\$375 WILL PURCHASE A FIRST

class modern Potter drum cylinder press, bed 25x35, has air cushions, tapeless delivery and back up, and is capable of doing first class job, book and newspaper work. "MORRETT," care THE EDITOR AND PUBLISHER.

HOE CYLINDER PRESS.

We will sell for \$235 cash F. O. B. Jersey City a Hoe cylinder press in good running order, that will print four pages of a six column paper. "J. E. L.," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTIONS

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

COX DUPLEX PRESS FOR SALE

Columbian pattern. In good condition, cheap. Also nearly new two letter Mergenthaler Linotype, Universal mold, 8 and 10 point matrices. This is one of the latest style machines. Address "C. C. & W. P. BITTNER," Sandusky, O.

SMALL CITY DAILY AT A SACRIFICE

Consisting of linotype machine, cylinder press, job plant and a complete newspaper outfit for a six-column quarto. Cost about \$6,000. Will sell for about half. "HUNT," care THE EDITOR AND PUBLISHER.

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 "McKAY," care THE EDITOR AND PUBLISHER.

A 7-COLUMN NEWSPAPER PRESS

One which will print four pages; must be in good condition and cheap. "THE DISPATCH," Parkersburg, W. Va.

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.

The H. B. Davis Company, Baltimore, paint manufacturers, are asking for rates.

The E. Lawrence McCarthy Advertising Company, 1260 Broadway, New York, is asking for rate cards.

The C. E. Sherin Company, Fifth avenue, New York, is using daily papers to advertise Duffy's Cider.

The West Disinfectant Company, New York, is placing some advertising in a number of the larger cities.

The Weaver Piano and Organ Company, York, Pa., is placing a nice line of readers in Pennsylvania papers.

Irving P. Dodge, Boston, is placing the advertising for the Ad-Lur-Iem Medicine Company, 29 Broadway, New York.

The C. E. Sherin Company, Fifth avenue, New York, is placing the advertising of the Howard Obesity Food.

The C. F. Wyckoff Agency, Ithaca, N. Y., is using dailies for the advertising of La France Shoes for Women.

The N. M. Gilman Agency, Temple Court, New York, is sending out a line of readers to dailies all over the country.

It is announced that the Radium Radio Company, New York, will hereafter place its business through an agency.

The R. A. Foley Advertising Agency, Philadelphia, is asking rates on advertising for Pennsylvania College.

The Keystone Advertising Agency, Attelboro, Mass., is placing the advertising of the Co-operative Jewelry Company.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing a line of advertising for Raymond & Whitman.

The Dr. David Kennedy Corporation, Rondout, N. Y., is placing a two-inch ad in weekly papers for one year in the Middle West.

The Tarrant Company, 21 Jay street, New York, is putting out some advertising through the J. Walter Thompson Agency, New York.

The Dorland Advertising Agency, Atlantic City, N. J., is sending out copy for the month of May, advertising the various hotels of that city.

The W. H. H. Hull Company, Tribune Building, New York, is placing the advertising for the Security Mutual Life Insurance Company.

The George Batten Company, Potter Building, Park Row, New York, is using dailies for the advertising of the Humphrey Coffee and Tea Company.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is using Sunday papers to advertise the American Lead Pencil.

N. W. Ayer & Son, Philadelphia, are placing the advertising for Dr. Richard's Tablet Association. Space to be used is thirty inches 104 times.

D. Maurer & Son, 329 North Eighth street, Philadelphia, are placing the advertising for Roach Food in papers near Philadelphia.

The Squires Dingee Company, Chicago, is advertising its products through N. W. Ayer & Son, Philadelphia. Five hundred inches will be used.

The Maple Gin advertisement is being placed in New England papers through

the Lyman D. Morse Agency, Potter Building, New York.

The advertising for Munroe & Munroe, 20 Broad street, New York, will be handled by the Lyman D. Morse Agency, Potter Building, New York.

W. H. H. Hull & Co., Tribune Building, New York, are using dailies for the advertising of Albaline Soap. Seven inches e. o. d. for one year will be used.

Dailies are being used for the advertising of Hart, Schaffner & Marx, Clothes, Chicago, through Williams & Cunnynham, Stock Exchange Building, Chicago.

New England dailies are being used through the Paul E. Derrick Agency, Tribune Building, New York, to advertise the Stransky Steel Ware. Contracts are for 500 inches.

Frank Seaman, 31 West Thirty-fourth street, New York, is using Northeastern dailies for the advertising of the Bartholomay Brewing Company, Rochester, N. Y. The space to be used is 337 inches.

The George B. Van Cleve Company, Temple Court, New York, is placing the advertising of the Gibson Whisky. Metropolitan dailies will be used. It is said that the appropriation for this advertising will amount to several hundred thousand dollars.

ADVERTISING NOTES.

M. Lee Starke, of the Paul E. Derrick Agency, was in Pittsburg last week placing some copy for W. H. Hooker & Co., Buffalo, N. Y.

B. E. Page, president and general manager of the D. D. D. Company, Chicago, was in New York this week looking after the extensive advertising interests of that concern. Mr. Page personally directs all the D. D. D. campaigns and is well known to advertising men all over the country.

Fred C. Williams, 108 Fulton street, New York, is extending his list of papers for the advertising of Salada Tea. Mr. Williams left this week for Europe to consult with the proprietors of the Salada, Ceylon and India Tea in regard to making a much larger appropriation for next year's advertising.

Advertising Through News Letters.

R. E. Hughes, secretary of the Commercial Club of Louisville, is arranging to furnish news letters to the larger daily papers for the purpose of advertising Louisville. The idea is to make the letters so interesting from a news standpoint that the dailies will be glad to print them, especially because of the manner in which they reflect commercial conditions. All the weekly publishers of Kentucky are members of the Commercial Club, and they will be depended upon to a great extent to furnish the information for the letters. The weekly publishers are asked also to print the news letters and to send to the Commercial Club marked copies of their papers containing industrial news.

Advertising Dallas, Tex.

The young business men of Dallas, Tex., have organized the Hundred and Fifty Thousand Club, and have started a movement by which they hope to increase the population of Dallas to 150,000 by the year 1910 when the decennial census is taken. The club has laid out an advertising campaign which provides for the expenditure of \$30,000 annually. Page advertisements will appear in the May numbers of the Review of Reviews, McClure's, World's Work and Success,

FRAUD ORDERS.

Use of Mails Denied to Queer Get-Rich-Quick Concerns.

For inserting the following advertisement in newspapers and then sending in response to persons sending dimes to him copies of the same advertisement, H. Jamison, of Long Branch, N. J., was excluded from the use of the mails by a fraud order issued by Postmaster-General Cortelyou:

"Agents wanted—Over a quart of dimes was received from one small advertisement in Sunday paper. Only forty cents capital required. Will send copy of advertisement for ten cents coin."

A fraud order has been issued against the Hustler of Warren, O., and L. M. Barnett, of Leavittsburg, O., for advertising an alleged get-rich-quick concern. The papers in the case say that E. Frank Hogmer, publisher of the Hustler, used the name of a young girl in his employ, L. M. Barnett, in advertising a scheme to furnish for \$1 a plan whereby the investor could make as much as \$42 in a single day and \$152 in a week. In his advertisement Hogmer stated frankly that his scheme was founded on the principle that the American people want something for nothing, but omitted to say that he was operating on the same principle in offering his plan to get rich quick for \$1.

Oshkosh Northwestern's Circulation.

The circulation of the Oshkosh (Wis.) Daily Northwestern has just been examined by the Association of American Advertisers, and the Northwestern's claim of a daily average of 7,195 for the year ending Feb. 28, 1905, is fully verified by the report. The association's agent complimented the Northwestern on the state of its circulation books, and also on its small number of unpaid copies. For more than twenty years the circulation books of the Northwestern have been open to advertisers for the verification of its claims.

Oregon Journal's Claims.

W. J. Hofmann, business manager of the Portland (Ore.) Journal, swears to a daily average circulation of that paper in the month of March of 20,054. The daily average for February is given as 19,695; January, 18,542. The Journal is an evening paper and it claims the largest circulation in Portland and in Oregon. In advertising it claims to have carried 35,902 inches during March, as against 32,278 inches carried by its nearest competitor, and 26,407 by its next nearest competitor.

Syracuse Journal's Daily Average.

The daily average circulation of the Syracuse Journal, according to the sworn statements of H. D. Burrill, general manager, and Charles M. Welch, circulation manager, was 9,869. For February the daily average is given as 9,619; January, 9,314. The Journal's circulation was examined and certified to in March by the Association of American Advertisers.

May Mean New Chattanooga Daily.

The Chattanooga (Tenn.) Press will issue a local edition for free distribution every Saturday. For some time it has been reported that Mr. Crabtree would start a new afternoon paper in Chattanooga, and this new edition of the Press may be a preliminary step in that direction.

WELL CONDUCTED AD CONTEST.

Much Interest and Friendly Rivalry in Peoria Herald-Transcript's Scheme.

A very interesting advertising contest conducted by the Peoria Herald-Transcript has just been decided. A prize of \$20 in gold was offered for the best written advertisement that appeared in the Herald-Transcript of Apr. 16, and a second prize of \$10 in gold was offered for the next best advertisement. The judges were three Chicago men: G. Logan Payne, of Payne & Young, special agents, Charles Painter, of the Painter-Tobey-Jones Company, advertising agents; and James Wood, of Barnhart Bros. & Spindler's type foundry. None of these men has ever been in Peoria, and their interest in the contest was purely judicial.

The edition in which the contest took place being just a week before Easter, the advertising was very heavy, and it was necessary to run thirty-two pages to accommodate it. On account of the large number of ads submitted and the general excellence of them the judges asked that a third prize of \$5 be given, which was done. The judges, after three hours of consultation, awarded the first prize to P. A. Bergner & Co., the second to Salzenstein & Co., and the third to Joseph Szold & Son. Mortimer Kennedy and James Reeves, who wrote, respectively, the first and third prize ads, are professional ad writers. Edwin Lehman, who wrote the other prize-winning ad, is a friend of the firm for which he won second money.

The contest was a friendly one and was entered into with a good deal of zest, largely on account of the test of professional ability involved. By playing it up well the Herald-Transcript management succeeded in attracting the interest of their readers pretty well and the night the decision was rendered the telephone was kept busy answering the inquiries of those eager to know the verdict. This interest doubtless added appreciably to the value of the ads to the paper's patrons.

Two New Ones for Shannon.

R. J. Shannon, special representative, 150 Nassau street, New York, has just added to his list of papers the Washington (Pa.) Observer and Reporter. These two paper have a splendid reputation and are the only dailies in Washington. They are strong properties and cover an exclusive territory in a most thorough manner. Their combined sworn circulation is nearly 11,000.

New Advertising Manager for Judge.

Willet F. Cook, for sixteen years advertising manager of Judge, has decided to sever his active connection with the Judge Company, and to devote all his time to his other business interests. Benjamin C. Everingham, for a number of years advertising manager of Life, has been appointed Mr. Cook's successor as advertising manager of Judge, Judge's Library, Judge Quarterly and Sis Hopkins' Own Book.

A. N. P. A. Office Moved.

The central office in New York of the American Newspaper Publishers' Association was moved last week from the Potter Building to Room 146 on the eighth floor of the World Building.

THE SCRIPPS-McRAE LEAGUE

Own and Control the	
Cincinnati Post.....	exceeding 146,000
St. Louis Chronicle.....	55,000
Toledo Times and News Bee	52,000
Columbus (O.) Citizen.....	exceeding 25,000
Cleveland Press.....	exceeding 141,000
Covington (Ky.) Post.....	13,000
Akron (O.) Press.....	10,000

AT LESS THAN A TENTH OF A CENT PER THOUSAND PER LINE.

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

PUBLIC IS RESPONSIBLE.

Has Itself to Blame for Subway Signs, Says De Witt Warner.

The annual meeting of the Municipal Art Society of New York was held last Tuesday evening at the National Arts Club, and the following were elected directors to serve for three years: F. S. Lamb, H. K. Bush-Brown, A. D. F. Hamlin, William S. Crandall, William T. Evans, and Clarkson A. Collins.

De Witt Warner, one of the directors of the society, reported on the present status of the suit brought by the city for the purpose of ousting the advertising signs in the subway. After reviewing the litigation that so far had taken place, Mr. Warner said:

"The final outcome of this suit will depend on whether it is possible to establish to the complete satisfaction of the court that the advertising in the subway is really regarded as offensive by the public. This is necessary in order to secure the designation of that advertising as a public nuisance. It is more than doubtful whether this can be done, although the experiences of our great railroads has been that the public is opposed to the presence of advertising in their stations and on the roads.

"Without being forced by any law or regulation, the roads, conforming simply to public sentiment on the matter, have excluded all advertising and are constantly carrying that policy to further completion.

"I am afraid, however, that in this city, not only the great mass of the people, but the educated classes as well, are not opposed to the disfigurement of public property and to the use of that property for private gain. While it has been a fad during the last few years to profess a feeling of opposition to such disfigurement, it is not actually offensive to the cultured and wealthy classes, many members of which are only too willing to turn a dirty penny by means of that very kind of business.

"A city where, as in New York, the public will stand for months the defacing of its property without doing anything about it but talk, deserves every bit of insult it gets. If the moral force of the city is weaker than the power of the corporation, then it must stand to see its property so defaced.

"The truth is this, that if the public would only assert its right and take sincere interest, the way would be clear at once for the proper authorities to regulate on behalf of the city, and to keep control of such regulation, of just what advertising is to be permitted on public property. The public, in other words, has to-day all the right to which it is entitled."

Novel Decorations of Scranton Club.

The new rooms of the Scranton Press Club were opened one night last week. About 150 guests of members were entertained at the housewarming. The club now has five rooms, all of which are furnished in a strikingly original manner. In the reading room copies of all publications and local and New York newspapers are kept on file. The room off from this, which is used as the office, has the most striking decorations. The wainscoting is formed of the matrices of all the local papers. Above these the walls are papered with the front pages of upwards of 250 of the leading dailies in the country.

Stead to Edit New Publication.

A new London publication is announced, edited by W. T. Stead, with the title of "Coming Men on Coming Questions." The aim of the editor is to afford the electors of Great Britain and Ireland some account of the men who, after the next general election, are likely to be the most powerful personal forces in the majority which will be charged with the government of the British Empire, and of the questions with which they will have to deal. The new paper is to be a penny weekly.

TOLEDO NEWSIES INCORPORATE.

Preliminary Step in Plan for Erecting Their Auditorium Headquarters.

The Toledo Newsboys' Association was recently incorporated at Columbus for the purpose as stated in the articles "to educate, care for, assist and uplift boys who earn their living wholly or partially by work and business carried on in the streets and public places, and to fit them for lives of honesty and usefulness, and to acquire by donation, purchase, gift, bequest and otherwise, all necessary property and funds to carry on said purpose."

The incorporators are: J. E. Gunckel, Negley D. Cochran, Robinson Locke, H. C. Vortriede, H. P. Crouse, A. E. Lang, W. J. Walding, Frank I. King, J. D. Robinson, J. N. Mockett, Barton Smith, J. W. Spencer, J. W. Marshall, G. W. C. Armstrong, W. H. Schaefer.

Now that the association is incorporated the next step will be to negotiate the lease of the Cherry street market place from the city of Toledo for the purpose of erecting thereon the headquarters building and auditorium which has for some time been planned.

NEW CORPORATIONS.

Charles E. Brown Publishing Company, Boston. Capital, \$25,000. President, Charles E. Brown, Malden; treasurer, Edwin F. Dwelley, Boston.

Travel Publishing Company, St. Louis. Capital, \$50,000. Incorporated by A. A. Peterson and others.

Mildred Beardslee Illustrating Company, New York (publishing). Capital, \$1,000. Incorporated by Mildred E. Beardslee and others.

The American Banker Publishing Company, New York. Incorporated by Otho S. Lee, 135 Broadway, and others.

International Magazine Company, New York. Capital, \$25,000. Directors: MacDonald Hewitt, J. T. Sturdevant and E. O. Freshman, New York.

The National Sportsman, Portland, Me., to publish a monthly illustrated magazine. Capital, \$200,000, of which \$30 is paid in. William H. Gulliver is president and John W. Gulliver is treasurer.

Toronto Globe's Circulation.

The Toronto Globe issues a detailed statement, sworn to by W. J. Irwin and J. H. Manley, in charge respectively of the city and country circulation of the newspaper, which gives the daily average bona fide circulation of the Globe for the first three months of 1905 as 53,472. The daily average for the year 1904 is given as 51,231.

Statesmen to Address Editors.

Senators Money and McLaurin of Mississippi have accepted invitations to address the annual meeting of the Mississippi Press Association, to be held at Greenville on May 16, and Congressman John Sharp Williams and Gov. Vardaman are also expected to be present to address the editors.

CHANGES IN INTEREST.

The Prince William Times at Manassas, Va., has been sold to Hampton Merchant.

Sunshine, a literary weekly at Albuquerque, N. M., has been purchased by Jacob H. Kaplan and S. S. Pearlstine.

The Halls (Tenn.) Graphic has been sold to Charles Miller and Gardner McGowan.

The Twining (Mich.) Siftings has been sold to T. Edward Johnston.

W. J. Neal has bought the Cartersville (Ga.) News.

ANOTHER CHARITY ASKER.

Mendicancy Bureau Seeking Man Who Solicits Funds for Needy Reporters.

A man giving his name as Southard has been collecting money from charitable citizens in New York as a representative of the "Interstate Press Association," which formerly had offices in the Postal Telegraph Building, 253 Broadway, and in spite of the efforts of the Mendicancy Bureau of the Charity Organization he still goes undetected.

The first complaint about Southard was made by A. R. Conkling, a lawyer at 76 William street. According to Mr. Conkling, a young man came into his office in the latter part of March and said that as many of the reporters of the city were in straitened financial circumstances, he was collecting aid for them in the name of the Interstate Press Association. He gave his name as Southard, but Mr. Conkling neglected to ask his initials or the address of the association. As he saw, however, several pages full of prominent New York names as subscribers, and recognized several of the signatures, he contributed \$5. Now he wonders if the signatures were forged.

The superintendent of the Postal Telegraph Building said that the association had formerly had an office there, but that it had abandoned it without even having paid its telephone bill.

To the inquiries of the Charity Organization Society, one informant, who should know, replied that he believed the man a "grafter" and the association fraudulent. Mr. Conkling describes "Southard" as about twenty five years of age, about five feet eight inches in height, of medium build, with black hair, dark eyes, flushed cheeks, and eyeglasses.

Takes Attachés on an Outing.

The Jackson (Miss.) Clarion-Ledger a few days ago took about forty of its attachés on special train over the Gulf and Ship Island Railroad for an outing to the Gulf of Mexico. The Clarion-Ledger had issued a special Gulf and Ship Island Railroad edition, with write-ups of all the towns on the line, and gratuitously distributed several thousand copies at the different stations.

The New Daily at Keene, N. H.

The Keene (N. H.) Daily News began publication last Tuesday. It is a nine-column, four-page paper, and has a good showing of advertising. Frederick A. White is the editor and proprietor, Russ H. Gilbert is city editor, and William F. Burdett, Jr., is assistant city editor. The paper has the news service of the Publishers Press.



"It Sells on its Reputation"

There is only one Typewriter of which this has ever been said: the

REMINGTON

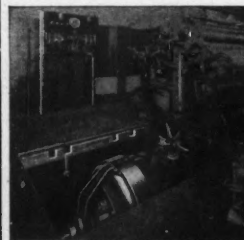
Great and enduring is the merit upon which such a reputation is built.

Remington
Typewriter Co.,
New York and Everywhere.

Still Uses Washington Hand-Press.

The following is the comment of the Carolina Citizen at Cheraw, S. C., on the Columbia State's installation of a new Hoe press:

"The State has recently purchased a Hoe press with a capacity of 20,000 an hour. That's way ahead of an old Washington hand-press. We are still printing papers somewhat the same way that Ben Franklin did, putting them to press one at a time and getting a good clear impression with muscle power. We can turn out about 300 an hour, and at this rate it would take us about three days and nights to print as many papers as this big Hoe machine turns out in one hour. Let the State have its big press, as is needed. For ourselves we will stick to the Washington hand-press for a while yet, and will continue to give our readers as decent a sheet as possible."



C & C
SERIES PARALLEL EQUIPME'T

18

THE SAFEST AND SIMPLEST

ITS RECORD IS:

ABSOLUTE FREEDOM
FROM ACCIDENTS.

WE CHALLENGE COMPARISON.

C & C
THE ELECTRIC CO.

143 LIBERTY STREET,

NEW YORK CITY.

EASTER EDITIONS.

Good Special Numbers With Features
Appropriate to the Season.

The American, the live Bohemian daily of Cleveland, O., issued on Apr. 16 a handsome special Easter edition. The paper was well printed, and its pages were brightened with well executed and appropriate illustrations. Some splendid color work is exhibited in the cover design, which is one of the cleverest conceits for an Easter number that we have seen. The American is published by F. J. Svoboda, and is a very prosperous property.

The Sandusky (O.) Register, published by I. F. Mack & Bro., combined with its Easter number its annual real estate and industrial edition, making twenty pages in all. The paper was well illustrated and had a good showing of advertising. The Register is the only morning paper between Cleveland and Toledo. It is eighty-three years old, and, while clean and conservative, it is as bright and up-to-date as the best of them.

The Palestine (Tex.) Daily Herald, published by W. M. and H. V. Hamilton, on Apr. 15 issued a twelve-page special Easter edition, the largest daily paper ever printed in that city. The edition had a fine illuminated Easter cover page and carried a good line of advertising, including three full page advertisements of Palestine firms.

CLUBS AND ASSOCIATIONS.

Final arrangements have been made for the twenty-sixth annual meeting of the Louisiana Press Association, which will be held at Thibodaux, La., on May 24, 25 and 26. The editors will leave New Orleans on May 27 on the excursion to Havana. Arrangements for the trip are in charge of L. E. Bentley, secretary of the association, New Orleans.

The Seventh District Republican Editorial Association, of Kansas, which met recently at Hutchinson, changed its name to the Southwestern Kansas Editorial Association, to include the new Seventh and Eighth Congressional districts. W. N. Blackburn of Anthony was elected president; William L. Glenn of Greeley, vice-president; Gerald E. Volk of Wichita, secretary and E. J. Bookwalter of Halstead, treasurer. Representative Victor Murdock was present and made a brief speech to the editors.

Change at Columbia, Mo.

The E. W. Stephens Publishing Company, of Columbia, Mo., has been incorporated, with \$40,000 capital, by E. W. Stephens, president; James L. Stephens, vice-president and manager; Edwin Stephens, secretary and treasurer, and James H. Moss, superintendent of mechanical department. The company takes over all the property belonging to the Herald Publishing House, not included in the newspaper department, the latter having been organized into a separate corporation of \$10,000 capital, with Walter Williams, J. A. Stephens, Carl Crow and E. W. Stephens as stockholders. The E. W. Stephens Publishing Company will continue to do a general printing, binding and publishing business in the Herald Building. About July 1 the Columbia Herald Newspaper Company will occupy a room in the building to be erected by the curators of Stephens College.

New South Carolina Daily.

The News Publishing Company, of Florence, S. C., has been organized to start an afternoon paper in that city. Those chiefly interested in the enterprise are P. S. Jeffers, W. M. Waters and Dr. G. H. McLeod.

A Simple Fact About The Publishers Press.

Recently the Cleveland World in advertising its excellent Sunday edition, made the following announcement:

"The World receives the full service of the PUBLISHERS PRESS ASSOCIATION, which is now conceded to be second to no other news gathering association in the world."

More than four hundred daily papers in the United States substantially endorse this statement by subscribing to and printing the news service of the PUBLISHERS PRESS.

ALBANY SERVICE OF PUBLISHERS PRESS.

NEW YORK COMMERCIAL.

8 Spruce Street.

EDWARD PAYSON CALL,
President and General Manager.

New York, Mar. 30, 1905.

PUBLISHERS PRESS, New York.

Gentlemen:—We are very much pleased with the Albany service. It could not be better.

Yours very truly,
F. F. BURGIN,
Managing Editor.

THE FLUSHING JOURNAL.

Flushing, N. Y., Mar. 29, 1905.

PUBLISHERS PRESS, New York.

Gentlemen:—We appreciated your service in reference to the passage of the bill in the Assembly. Your message to the Flushing Journal reached us an hour before a telegram from our correspondent. We would not have been able to have used our correspondent's telegram and would have been beaten.

Yours sincerely,
J. H. RIDENOUR,
Editor Flushing Journal.

THERE IS NONE BETTER THERE IS NONE AS GOOD

FOR PARTICULARS ABOUT THIS ESSENTIAL NEWS SERVICE ADDRESS

PUBLISHERS PRESS,

PARK ROW BUILDING,

NEW YORK CITY.

