

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 2, No. 36.

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PUBLISHERS' BANQUET

SEVENTEENTH ANNUAL DINNER
OF THE A. N. P. A.

The Invited Speakers Poked Fun at Business Men of the Newspapers—Mayor Low Welcomed the Visitors—Simeon Ford at His Best—Paid Respects to Advertising Solicitors and Reporters and Wondered How the Publisher Earned His Living—Other Speakers.

The seventeenth annual dinner of the American Newspaper Publishers' Association was held on Thursday night of last week in the ballroom of the Waldorf-Astoria. Charles H. Taylor, Jr., presided.

Mayor Low welcomed the diners to this city. His toast was "My Friends the Newspapers." He said in being before the American publishers for the first time he was reminded of the story of the old woman who had always wanted to see a hippopotamus and finally met one face to face at the Zoo. Her comment was: "My, ain't he plain!"

Mr. Low said he had heard that editors and poets lived on imagination and it was the editors of the Brooklyn papers who had twice made him mayor of Brooklyn. He added that it had taken two efforts on their part to make him once Mayor of New York.

The Mayor said he had sometimes wondered who directed the policies of some newspapers, or if they were directed at all, and that he was glad at last to be before the men upon whom that duty devolved.

The spirit of combination, he said, manifested itself among newspaper employers and employees, and their example of living in harmony he thought taught the lesson of that while compulsory arbitration would never be successful, willing arbitration would settle the difficulties that might arise between classes.

In closing, the Mayor remarked that some New York papers reminded him of submarine vessels that had occasionally to seek the surface to find their bearings.

Henry D. Estabrook, counsel for the Western Union Telegraph Company, speaking to the toast "New York and the West," told of writing to a Chicago friend asking if he knew of a place where a modest, honest, upright Christian lawyer could find an opening. The friend wired him: "Come to Chicago; you'll have no opposition." He expressed the opinion that there was an equally fallow field in New York, but betrayed no personal ambition to till it.

Simeon Ford followed with a speech which kept the diners and the women in the boxes laughing. He said:

"I am not altogether pleased with the toast assigned me, 'How much easier it is to run a newspaper than a hotel.' In the first place it is embarrassing to have attention called to the fact that I am a hotel man, especially when I had hoped to pass among the out-of-town guests as a plutocrat. Of course, hotels, like newspapers, are necessary evils, but so pointed an allusion to my business makes it look as if I was trying to work in a free ad, and that after my lecture I might be expected to pass around among

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H. N. KELLOGG.

(See Page 3.)

PROMINENTLY IDENTIFIED WITH NEWSPAPER PUBLISHING IN NEW YORK CITY, NOW
BUSINESS MANAGER OF THE NEW YORK TRIBUNE.

PUBLISHERS' CLOSING SESSION.

Officers Elected and Resolution Adopted Recommending Support of World's Fair.

At the closing session of the American Newspaper Publishers' Association on Thursday afternoon of last week officers were elected as follows: President, Charles H. Taylor, Jr., of the Boston Globe; vice-president, A. A. McCormick, Chicago Record-Herald; secretary, W. C. Bryant, Brooklyn Times; treasurer, Edward P. Call, New York Mail and Express; commissioner, Frederick Driscoll, Chicago. The executive committee was made up as follows: Charles W. Knapp, St. Louis Republic; W. L. McLean, Philadelphia Bulletin; S. P. Weston, Seattle Post-Intelligencer; F. E. Whiting, Boston Herald; Joseph T. Nevin, Pittsburgh Leader; C. W. Hornick, St. Paul Dispatch, and H. H. Cabaniss, Atlanta Journal.

On motion of A. A. McCormick, of Chicago, earlier in the session a resolution was adopted "recognizing the national and international importance of the Louisiana Purchase Exposition, to be held in St. Louis in 1904, and unanimously recommending earnest and liberal support of this great enterprise."

Col. Joseph Battell, millionaire temperance advocate and owner of the Middlebury (Vt.) Register, has purchased the Bristol (Vt.) News, which it is thought he will make the nucleus of a syndicate of weeklies.

H. H. KOHLSAAT RETIRES.

Chicago Publisher Disposes of His Newspaper Property and Leaves the Field.

H. H. Kohlsaatt, who has been actively identified with newspapers in Chicago for the last twelve years, has announced through the pages of the Record-Herald that he has severed his connection with that paper and retired from the newspaper field.

The announcement reads:

"On January 17, 1902, it was announced in this column that I had turned over the entire editorial management of the Record-Herald to Frank B. Noyes. The success of the paper has justified the purchase by Mr. Noyes of all my stock on terms that are mutually satisfactory.

"In thus severing my connection with the Record-Herald I wish to make full acknowledgment of the gracious consideration, which I have always received from the readers of the Times-Herald during the last eight years.

"H. H. KOHLSAAT."

Mr. Noyes went to Chicago from Washington a year ago and has since directed the policy of the Record-Herald as publisher. Mr. Kohlsaatt will give his entire time to his realty and other investments.

The Evening Times Company, of Rochester, was incorporated at Albany, Wednesday, to do a publishing business. It is capitalized at \$50,000. The directors are John E. Morey, S. Powell Puffer, and Guy W. Ellis, of Rochester.

PUBLISHED AT SEA.

THE ETRURIA BRINGS COPIES OF
FIRST OCEAN NEWSPAPER.

Nine Dispatches From Reuter's Agency Received by Wireless Telegraphy, Printed on Board Ship, and Distributed to Passengers—Makes Practical Demonstration of the Possibilities of Mid-Ocean Daily—Marconi Was Present and Superintended the Publication.

Copies of the first newspaper published on a vessel at sea and containing news dispatches came on the steamship Etruria which arrived in New York Sunday. The news was sent by the Marconi Wireless Telegraph Company from Reuter's agency in England and was received by the Etruria while she was on her way into Queenstown. The little paper was published on the afternoon of Feb. 7, and reads as follows:

R. M. S. "ETRURIA,"

7TH FEBRUARY, 1903.

LATEST NEWS PER REUTER'S
AGENCY.

VIA MARCONI WIRELESS TELEGRAPHY.

Venezuela question still unsettled; negotiations discussing various proposals, which appear satisfactory to either party; meanwhile blockade continues. Castro inflicted another severe defeat on revolutionists.

Senate postponed for a week consideration of nomination of Dr. Crum.

Coal famine in New York seriously delaying departure of liners.

American warship going to Amapala, Honduras, owing to indications of a general conflagration in the Central American Republic.

Lehmann, of Yale, awarded first Rhodes scholarship.

Roosevelt and Hay practically abandoned hope of Senate ratifying the Alaskan treaty owing to opposition of Senators—North and West.

Brazil decided upon the military occupation of Acre.

The Sultan of Morocco routed the Pretender.

King Edward confined to house since Monday by influenza.

The news dispatches began coming in a few hours before the vessel arrived in Queenstown. Purser J. A. McCubbin took charge of the messages and carried them to the ship's printer, Alfred Harris, who set up the first Marconi newspaper. The first the passengers knew of the enterprise was when the epitome of the day's news was laid before them in printed form. Enough copies were run off to give each passenger one and enough kept to distribute among those on the return voyage. Signor Marconi, who was a passenger on the Etruria on its trip over from New York, was present at the time the news dispatches were received, and he superintended the publication of the newspaper. He was much elated over the success of the enterprise.

The second wireless news service from Reuter's was received on board the Minneapolis on Sunday afternoon, Feb. 8, when she was fifty-five miles off the Lizard. All ships of the Cunard line, and the three ships of the Atlantic Transport line thus far equipped with the Marconi system will hereafter maintain a regular news service.

NEWSPAPERS AND TRUSTS.

Henry N. McKinney Prophecies Awakening of Corporations to Advertising.

Speaking on the "Relation of Newspapers to the Great Industrial Combinations," before the American Newspaper Publishers' Association at New York last week, H. N. McKinney, of the advertising firm of N. W. Ayer & Son, Philadelphia, said:

"It seems to me that on both sides there is a misunderstanding of the real merits of the case, and that instead of being antagonistic to each other, the newspaper and the corporation, from a business point of view, are largely dependent upon each other.

"Whatever may be said as to the merits or faults of these great combinations, there is one fact that can never be destroyed, although often clouded by discussion, and that is that no product can continue to be successfully marketed unless there is a need on the part of some consumers for it. Upon that need the entire business structure must stand. No combination of millions or billions of dollars can force and maintain the sale of goods that are not wanted.

"At the present time the officers of the great corporation usually think of the newspaper simply in the line of its editorial or news influence on the public as related to them. When the day comes that these officers understand the possibilities of newspaper advertising, then they will cater but little to editorial comment, but will devote themselves to securing through the advertising columns of the newspapers the patronage and good will of that great public that is ever wanting and ever buying the best."

Chicago Press Club Kirmess.

The "County Fair" held by the Chicago Press Club last week was one of the most original enterprises ever gotten up by such an organization. Over 5,000 invitations were sent out to editors of all papers in the territory contiguous to Chicago. A daily paper was printed every evening in the clubrooms, an old-fashioned Washington hand-press having been set up for the purpose. Some forty authors, who are members of the club, gave autograph copies of their books, which were on sale. It was the largest collection of writings ever made by any one organization in the West from its own members.

Augustus Thomas Case Transferred.

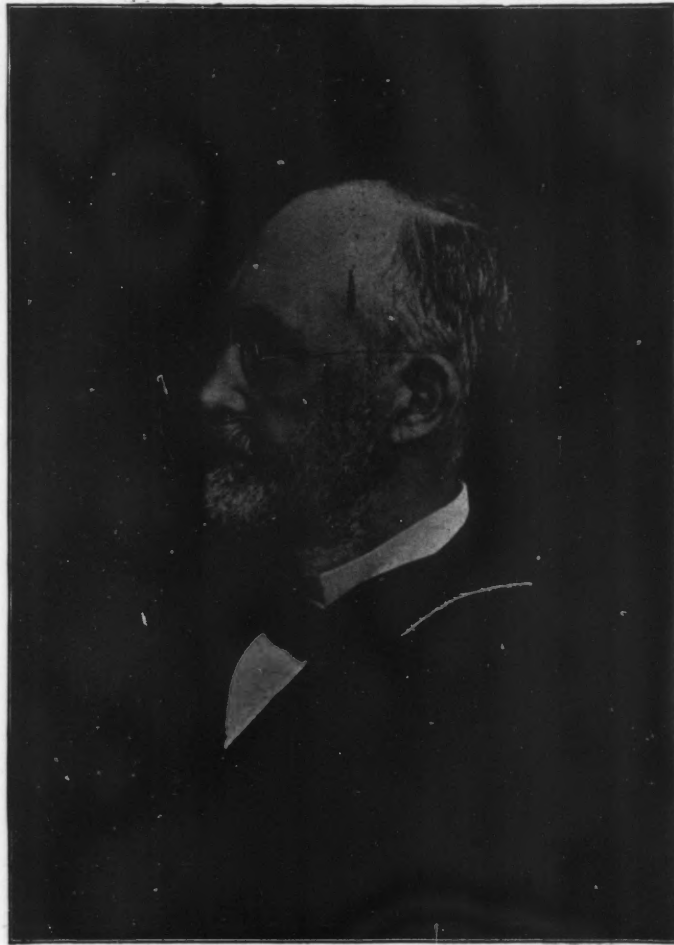
Augustus Thomas, the playwright, has had the case in which he is charged with assault on Henry Sweet, editor of the New Rochelle (N. Y.) Pioneer, taken away from the police magistrate and transferred to the County Court at White Plains. The matter will now go to the Westchester County Grand Jury. Judge Platt, who granted the order, said that there was evidently much excitement in New Rochelle over the episode, which justified transferring the case.

Trying to Lift Russian Censorship.

It is reported from London that Alfred Harmsworth, proprietor of the London Daily Mail, has gone to Russia to try to have the censorship of news there lessened until he can get a news service from St. Petersburg for the Daily Mail. The arbitrary interference of the Russian censor has made it impossible for any newspaper correspondent to send news without being expelled.

Maryland Newspaper Change.

Joseph J. Robinson, of Cumberland, Md., editor and proprietor of the Lonaconing Star, has purchased of H. C. Rank the plant of the Lonaconing Review, and will run it in connection with his other paper. The policy of both papers, Mr. Robinson states, is independent in politics, with a leaning toward republicanism.



HORACE WHITE.

WHO HAS JUST RETIRED AS EDITOR OF THE NEW YORK EVENING POST.

HORACE WHITE RETIRES.

Relinquishes Position as Chief Editor of New York Evening Post.

It was announced on Thursday last week that Horace White had retired from his position as chief editor of the Evening Post. He has been succeeded by Rolo Ogden, who for the last twelve years has been a member of the editorial staff of that paper. Mr. White will retain an editorial connection with the paper and will also remain as president of the Evening Post Company.

Mr. White is almost as well known as a writer on finance and as an authority on Roman history and the Greek language as a journalist. Born in Colebrook, N. H., in 1834, he was graduated in 1853 from Beloit College. He took up newspaper work, and from 1864 to 1874 he was editor and one of the chief owners of the Chicago Tribune. He made several translations of classic works, among which the "Roman History of Appian, of Alexandria," translated from the Greek, attracted much attention.

Dinner to Franz Funfkirchen.

The editorial staff of the New Yorker Staats-Zeitung held a jollification at the German Press Club, 21 City Hall place, Monday evening, in honor of the twenty-fifth anniversary of the service of Franz Funfkirchen, one of the assistant city editors. His fellow employes and the publishers of the Staats-Zeitung gave him many gifts. Speeches were made by Mr. Von Skal, the managing editor, and Herman Ridder, the publisher of the paper.

At the annual meeting of the stockholders of the Boston Traveler a seven per cent dividend was declared.

TO PROTECT NEWSPAPERS.

Legislation in Indiana to Make Information Given to the Press Privileged.

Representative Hastings, of Washington, Ind., has a bill which he will introduce in the Indiana Legislature entitled "A bill for an act to make the name of an informant giving facts in regard to crime to any editor, publisher, reporter or correspondent of a newspaper printed or published in this state a privileged communication before a grand jury or a court of inquiry investigating such crime, and making it an offense for any person to give false information to any editor, reporter, publisher or correspondent of any newspaper with respect to the commission of a crime, and prescribing the punishment therefor."

The bill provides that whenever any person shall inform any editor or publisher of any newspaper as a matter of news such editor, publisher, reporter or correspondent shall not be compelled against his will to divulge before or to any grand jury the name of such person giving such information, and the same shall be in such case a privileged communication.

A similar measure has been introduced in the senate by Mr. Crumbaker, of Evansville. One of the purposes of the bill is to prevent "fake" newspaper stories.

Editor Fatally Stabbed.

Pool Grinstead, editor of the Wathena (Kan.) Times, was fatally stabbed Monday night by Frank Warner, a drunken negro whom he was trying to eject from his office. Warner was placed under arrest.

IOWA PAPER SOLD.

Burlington Journal Passes Into Hands of George E. and William C. Plumb.

The Burlington (Ia.) Journal has been sold by C. M. Hyskell to George E. Plumb, of Chicago, and his cousin, William C. Plumb, of Corry, Pa., the new owners having taken possession February 23. The deal was negotiated by F. K. Kauffman, Chicago manager for Charles M. Palmer.

George Edward Plumb in 1868 went to Chicago and became literary editor of the Chicago Republican, whose managing editor was John G. Nicolay, private secretary to President Lincoln. John Hay, present Secretary of State, was attached to the staff. After the Chicago fire the Republican became the Inter Ocean, with which Mr. Plumb remained until 1878. In 1879 Mr. Plumb joined the staff of the Chicago Daily News, which position he held for twenty-two years, eighteen of which he edited the Daily News Almanac, in connection with other work. Retiring from the Daily News he became connected with Hearst's Chicago American and Examiner. Politically Mr. Plumb was a Republican from 1860 to 1884, when he joined the bolters from his party and remained independent in politics until 1896 and 1900, when he gave Mr. Bryan his support.

Wm. C. Plumb, the new secretary and manager of the Journal Company, did his first newspaper work on the Albany Evening Journal, while that paper was still under the control of Thurlow Weed and edited and managed by George Dawson. In 1877 he became newspaper editor and editorial writer on the Philadelphia North American. In 1881 he was newspaper editor of the Pittsburg Commercial Gazette. In 1885 he bought the old Corry (Pa.) Weekly Herald and started in connection therewith the publication of an afternoon daily, which he owned and edited until recently.

M'KELWAY RECONSIDERS.

Recalls His Resignation as Member of New York Board of Regents.

St. Clair McKelway, editor of the Brooklyn Eagle, who recently tendered his resignation as member of the New York State Board of Regents, has notified Governor Odell that after consulting his physicians he finds he will soon be able to resume his duties as Regent, and therefore has decided to recall his resignation. Mr. McKelway was enabled to take this action because of the ruling of the Attorney General that, since the letter of resignation has been addressed to the Governor instead of the Secretary of State, it was never properly submitted.

In his letter of resignation Mr. McKelway had said that his health was such that he was compelled to reduce the demands outside his profession on his strength and time. His physicians now assure him, however, that a rest would restore his health to a condition that would permit him to continue his work as Regent, and in response to the expressed wishes of many of his friends, he has decided to reconsider the matter and again offer his service in the office which he has filled so satisfactorily for the last twenty years.

Newspaper Change in Colorado.

The Pueblo (Col.) Chieftain and the Colorado Springs Gazette, the leading dailies of the state outside of Denver, will change hands on March 1. Former Governor Thomas and K. R. Babbitt have brought the Gazette for \$100,000, while I. N. Stevens of the Gazette has bought the Chieftain for \$125,000. The Gazette will, it is said, be made an independent paper. It has been working with the anti-Wolcott Republican party.

SKETCH OF H. N. KELLOGG.

Well Known Newspaper Man, Business Manager of the New York Tribune.

Of the men who have worked up to responsible positions in the business offices of the newspapers of New York city one of the most successful has been H. N. Kellogg, now business manager of the New York Tribune. He began his newspaper career as an office boy on the New York Daily Graphic when that paper was the only illustrated daily in the world. He gradually progressed from the position of office boy to that of circulation manager, and after nine years' service on the Graphic resigned to accept an offer from the Commercial Advertiser, then under the management of Beverly Ward, son-in-law of the original Hugh Hastings.

After serving for a time on the Commercial Advertiser, Mr. Kellogg in 1885 entered the employ of the New York World, two years after its purchase by Joseph Pulitzer. He remained four years with the World, being promoted to assistant business manager under George W. Turner. Then he received an offer to become publisher of the Brooklyn Citizen, which after some serious consideration he accepted. During his five years' service on the Citizen the revenues of that paper were more than doubled, and after three years its books, which had previously shown adverse balances, began to show profits instead.

Mr. Kellogg next received an offer from the New York Herald, which resulted in the position of circulation manager being established on that paper, which up to this time had never employed any one in that capacity. He served for nearly seven years on the Herald and during that time saw the sales of the Sunday edition double and those of the daily edition increase to a gratifying extent.

The position of business manager of the New York Tribune was tendered Mr. Kellogg in June, 1901, and was accepted. His work during the short time he has been with that paper has already shown itself. For some time past the Tribune has been publishing statements regarding the progress it has made during the last year as compared with previous records, which show that Mr. Kellogg's latest work has been characterized by the same success that has attended his efforts in the business departments of other papers which he has served.

Editor in Clash With Politicians.

Richard Salyards, editor of the Independent, published at Highwood, Ill., a suburb of Chicago, was assaulted last week by William Welch and Edward Matthews, who belong to what is known as the Gibbs faction in the local politics of the place. In an article printed in the Independent the Gibbs faction was censured and some of the members were called "bums" and "barn lodgers." Ten minutes after the paper appeared on the street Welch and Matthews entered Salyards' office and administered the drubbing. The editor says he will be avenged and intends to institute a suit charging conspiracy.

Strike of Hebrew Printers.

The Hebrew printers on the five Jewish newspapers of New York went on strike Tuesday for an increase in wages from \$24 and \$26 to \$30 a week and the four afternoon papers came out late. The strikers belong to a union of Hebrew printers which is affiliated with the International Typographical Union. At a meeting Tuesday night between the proprietors of the papers and representatives of the strikers a compromise offered by the employers was refused.

A Prosperous Year.

The following papers commenced taking the PUBLISHERS PRESS Cable and Telegraph service during the year 1902: ❁ ❁

Atlanta, Ga.....	Sunday Journal
Atlanta, Ga.....	Evening News
Atlantic City, N. J.....	Evening Union
Attleboro, Mass.....	Evening Sun
Burlington, Vt.....	Morning Free Press
Beaumont, Tex.....	Sunday Enterprise
Bradford, Pa.....	Sunday News
Batavia, N. Y.....	Morning Spirit Of The Times
Cripple Creek, Col.....	Morning Press
Columbus, O.....	Sunday Press
Deadwood, S. D.....	Morning Pioneer Times
Dallas, Tex.....	Sunday Times-Herald
Dayton, O.....	Sunday Press
Dubois, Pa.....	Morning Courier
Des Moines, Ia.....	Sunday News
East Liverpool, O.....	Morning Tribune
Fairmount, W. Va.....	Evening Review
Ft. Worth, Tex.....	Morning Register
Kansas City, Mo.....	Sunday World
Lafayette, Ind.....	Morning Democrat
Long Branch, N. J.....	Evening Record
Mobile, Ala.....	Evening Herald
Marietta, O.....	Morning Ledger
Memphis, Tenn.....	Morning News
New York City, N. Y.....	Jewish Morning Journal
Norfolk, Va.....	Evening Dispatch
New Orleans, La.....	Evening and Sunday News
New York City, N. Y.....	News Bureau
Omaha, Neb.....	Sunday News
Pittsburg, Pa.....	Morning Beobachter
Parkersburg, W. Va.....	Morning News
Richmond, Va.....	Monday Morning Telegram
Syracuse, N. Y.....	Evening Telegram
St. Joseph, Mo.....	Sunday Press
St. Louis, Mo.....	Morning World
Sedalia, Mo.....	Morning Sentinel
Schenectady, N. Y.....	Evening Star
South Bethlehem, Pa.....	Evening Sun
Seattle, Wash.....	Sunday Times
San Francisco, Cal.....	Sunday Bulletin
Wheeling, W. Va.....	Deutchse Zeitung
Wheeling, W. Va.....	Evening Telegraph
Washington, D. C.....	Times
Winchester, Va.....	Morning News-Item

The association has had a phenomenal growth from its organization some six years ago, and is at present sending out an excellent report for morning and evening papers. Editors and publishers of newspapers are requested to call upon us when in New York, or write us for full particulars.

PUBLISHERS PRESS, Park Row Bldg.,
New York.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

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

ADVERTISING RATES.

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

NEW YORK, SATURDAY, FEBRUARY 28, 1903.

ADVERTISING AT EXPOSITION.

We hear a good deal nowadays of the progress newspapers have made in the treatment of news, but there is another phase of their advance which is quite as worthy of notice, and that is their treatment of advertising. The ads have become veritable items of news in themselves, and are read with only less interest than the happenings of the day as portrayed in the other columns of the paper. This great advance in the science of advertising is to receive just recognition for the first time at the hands of the officials of the Louisiana Purchase Exposition at St. Louis, it being announced that a section of the Department of Liberal Arts is to be given up to a display of specimens of the various forms of publicity. In an address by S. W. Bolles before the St. Louis Advertising Men's League, which appears elsewhere in this issue, the purposes and limitations of the exhibit are described.

Ever since the St. Louis World's Fair began to be talked of there has been a movement on foot to secure some recognition for the work of the genius of advertising. Schemes without number were offered, some urging the erection of a separate building for the display of newspaper advertising; others representing the trade press made an appeal for the recognition of industrial advertising, and still others asked for unreasonable concessions that had as their ultimate object the furthering of selfish motives. Through it all ran the contentions of the votaries of one form of publicity against those of another, until the success of the whole project seemed endangered. It was evident that the only way such an exhibit could be held which would be worth while was to have it take the form of an educational scheme, one showing the progress the science of advertising has made in past years, and giving a comparison of methods and results which should make the exhibit one of interest to the many instead of the few. It was with this idea in view that Col. Ocker-son, chief of the Department of Liberal Arts of the exposition, outlined and classified the exhibit as he did. He has aimed to eliminate, so far as possible, the element of personal aggrandizement among the exhibitors, and to make the exhibit just to everyone and of absorbing interest to those who attend the exposition.

It is the first time such an exhibit has ever been attempted. Occupying as it does such an important place in business life it seems strange that advertising has not received more attention by the promoters of the great international expositions heretofore. What the success of

this first trial will be remains to be seen, but it certainly has a chance of being made one of the most interesting exhibits to all classes that has ever been conceived.

NEWSPAPER MERGERS.

The marked tendency of newspapers toward consolidation lately is interesting. While new papers are constantly springing up which in a measure take the places of those that leave the field, it is doubtful if they have kept pace with the mergers. Furthermore many of these new enterprises flicker out in the fierce competition which the older established journals are prepared to give them before they can amount to much, and the consolidated properties seem to be fast making their fields practically secure from invasion.

A recent example of such a consolidation is that in Richmond, Va., where a deal was recently put through by which the two evening papers were consolidated and likewise the two morning papers leaving but one evening and one morning property in the field. The owners claimed that Richmond a town of some 85,000 inhabitants could not support the four papers. There has been a consolidation within the year of two of the oldest papers in Philadelphia, and in Chicago three papers the old Times, the Herald and the Record are now represented by the Record-Herald.

Almost without exception such consolidations have bettered conditions in the newspapers where they have been instituted and incidentally the publishers, who had been able to exist before must now be making some considerable profit. Such combination where it allows a union of effort to improve conditions may be a good thing, but where it approaches a monopoly it is pretty apt to meet opposition from the people. Support is very easily turned from a paper that takes undue advantages, and when this support is ready to leave, new papers are ready to start that will set a pace which will bring the others to time. Readers will stand for a certain amount of such consolidation, but not many things are safer from trust domination than are the newspapers. It is easy to see how the mergers in smaller towns can make better newspapers and better mediums for advertisers, thus working for the good of all concerned, but whether the people will be content with one paper without the competition that makes the life of trade remains to be seen.

La Siecle, the Paris journal edited by Yves Guyot, is about to be completely transformed. M. Lanessan, ex-Minister of Marine, will be political editor, M. Guyot dealing exclusively with economic questions.

BECOMING RELIABLE.

Growing Tendency of Advertisers to Back Up the Statements They Make Through the Public Prints.

Any observing reader who has watched changes in the character of advertising during the present and past decades does not need to be told that remarkable as well as gratifying progress has been made in that department of publicity, says the Burlington (Vt.) Free Press. This progress is the result of varying influences, the most important of which are an improved public taste and stricter demands on the part of patrons, on the one hand, and a higher sense of responsibility on the part of the advertiser.

At one time in the somewhat remote past it was the thing to do to ape the flamboyant style of the circus poster, and to indulge liberally in hyperbole and other figures of speech. The aim was to impress rather than to inform the public, and as a result each advertiser tried to outdo his rivals in his bombastic declarations and his latitudinous claims. The customer saw through subterfuges of this character, or discovered the true worth of such advertising, when the advertiser was asked to make good his statement.

At the present time the most successful advertisers rigidly exclude everything of the fake order from their announcements to their public, realizing that their most valuable asset is the reputation for square dealing and reliability. In recent years merchants have been known to sell goods at ridiculously low prices at which the same had been accidentally advertised rather than shake the confidence of the public in their announcements. When a merchant has won the confidence of the public, he has gained possession of a magnet more valuable than any other talisman he could possibly covet, and he knows that in order to retain this confidence he must fulfill every promise and make good every claim addressed to the public.

A study of the best advertising before the American public at the present time will show that specialists in this direction are aiming to attract the purchaser by clearly describing the goods offered, in the most concise yet efficient manner; and making conspicuous the bargains afforded. When the shopper sees the announcement of a piece of goods or an article that she or he needs for sale at an inviting price, the sale is as good as made, provided nothing has been misrepresented as regards quality, weight or quantity; and one satisfactory sale under these circumstances renders more easy the success of future appeals to such purchasers. The successful merchant or dealer or manufacturer knows all this and puts it into practice, and this is one of the chief reasons why he is a successful advertiser and a successful business man.

The fact that judicial tribunals are emphasizing the responsibilities of the advertiser is tending also to make advertisements statements of fact rather than works of fiction. The Supreme Court has just handed down a decision to the effect that promises made in an advertisement are legally binding. A Minnesota cold storage company advertised "uniform and even temperature" and a patron, whose stock of celery stored in the company's plant was spoiled by too high temperature, is awarded damages, because he relied upon the statement of the advertiser, which is held to be binding.

These various influences have combined to make advertising one of the arts as well as an exact science, and as a natural consequence more effective and more successful advertising is being done at the present time than ever before.

SOME GEORGIA JOURNALISTS.

Chatty Letter by Major Junius About Southern Writers.

"Three Atlanta journalists, John T. Graves, of the News; Sam W. Small, of the Constitution, and F. H. Richardson, of the Journal, are decided favorites in the lecture field, and are called for in every direction says Major Junius in the Augusta Chronicle. The two former are at their best this winter, but the genial and brilliant Richardson is in such feeble health that he will have to spend several weeks in Florida before resuming his work.

"It would not surprise me at any time to see Julian Harris, of the Constitution, on the platform. This ideal managing editor and graceful writer has made several public appearances, and as a speaker, as well as a reader from the works of his famous father, the creator of 'Uncle Remus,' he was delightfully entertaining. This young man has a future before him.

"Ex-Governor Candler will have to go it alone for the present with his heavy task of compiling our colonial, revolutionary and confederate records. It is to be hoped that the next legislature will authorize the governor to employ a competent clerical force at the expense of the state. The work is a very important one.

"Tom Watson has perhaps acted wisely in deciding not to re-enter politics. With his eloquent tongue and gifted pen he will be a potential influence on the lecture platform and in literature. A single great look like Watson's 'Napoleon' wins more genuine and enduring fame than dozens of really great speeches in Congress.

"Thomas Nelson Page will be with us again in a few days. The last time I saw the brilliant Virginia novelist he was with Joel Chandler Harris. Uncle Remus rarely ever talks, and I did not care to when our visitor had so much to say, and said it so entertainingly. On that occasion Mr. Page gave us a charming description of his cousin, Amelie Rives. He spoke of her as a dazzling vision of golden hair, life, light, radiant color and bewitching grace, and it was evident that he admired her very much. He took a great fancy to Harris and the Georgian did not hesitate to tell me that of all the literary men he had ever met, he thought Page one of the most magnetic and thoroughly natural in manner."

Fast Horses His Medium.

Victor Smith in the New York Press tells of discussing with a veteran horseman the suit of Dr. Roberge for \$100,000 against the estate of Robert Bonner, who owned the old New York Ledger, when the racehorse man observed: "All that Bonner knew about horse shoeing he learned from Roberge, the blacksmith. Roberge incidentally helped Bonner to make his great fortune by keeping the feet of the Ledger owner's costly pets in perfect condition, so that Robert could always be out on the road picking up free advertisements in all the New York newspapers and in journals throughout the country. Day after day for years it was 'Robert Bonner, owner of the Ledger' this and 'Robert Bonner, owner of the Ledger' that. His name was linked with William H. Vanderbilt's and others of equal note, and every mention brought a new subscriber to the Ledger. Bonner was the best self-advertiser this land ever knew, and his horses were his medium."

D. W. Wildere, a veteran editor and newspaper man, has been selected by the State Editorial Association of Kansas to write a history of that state. The legislature will be asked to make an appropriation to defray the expense.

PERSONALS.

James R. Nourse has been appointed city editor, of the San Francisco Examiner.

E. H. Butler, editor of the Buffalo News, is on an extended pleasure trip through Florida.

A. P. Swineford, formerly governor of Alaska, is publisher of the Mining Journal issued at Ketchikan, Alaska.

Walter H. Jackson, editor of the Indiana (Pa.) Gazette, has been elected Burgess of that place on the Republican ticket.

William Arts, editor of the Water Ways Journal, of St. Louis, is making a tour of the Ohio and Mississippi river valleys in the interest of river legislation.

Edward O'Brien, formerly of Adams, Mass., and who is now editor of the Manila Freedom, has been elected vice-president of the Manila Press Club.

Walter Quevedo, a well known New York newspaper man, left last week for Hartford, Conn., where he will do editorial work on the Post, of that city.

H. Allaway, financial editor of the New York Times, is on a tour of investigation of the western railroad systems for the Times. He expects to devote one year to the work.

William Van Benthuysen, editorial manager of the New York World, who has been several weeks in a hospital undergoing an operation, has recovered and is again at his desk.

Paul Oeker, who is assistant World's Fair Commissioner to the foreign press, was in New York the latter part of last week and sailed Tuesday for Paris in the interests of the commission.

Elbert H. Baker, of the Cleveland Plain Dealer, and Samuel S. Rogers, business manager of the Chicago Daily News, were in Lee, Mass., last week on a short visit to friends and relatives.

John M. Carter, Jr. for twelve years on the editorial staff of the Baltimore News, has accepted a position with the New York Life Insurance Company. He was formerly president of the National League of Press Clubs.

Henry Edward Warner, of the Baltimore News, and Strickland W. Gillilan, of the Baltimore American, were in Washington last week arranging for the entertainment of the poet-humorist philosophers' convention in May.

Oswald Garrison Villard, associate editor of the New York Evening Post, and Miss Breckenridge Sanford, of Covington, Ky., were married on Wednesday evening of last week at Athens, Ga. Mr. and Mrs. Villard left for Florida, where they will spend several weeks.

It is semi-officially announced at Washington that Melville W. Miller, editor of the Lafayette (Ind.) Journal, will be appointed Assistant Attorney General of the Interior Department to succeed Willis Van Devanter, who has been named as judge of the eighth United States Circuit.

James A. Whiteford, one of the most successful newspaper artists of the middle West is now engaged on the Wheeling (W. Va.) Intelligencer. Mr. Whiteford's latest work was done on the Cincinnati Times-Star, where he had charge of the art department of that paper. He has associated himself permanently with the Intelligencer, and will within a short time inaugurate a series of cartoons on local, state and national affairs, in addition to the regular illustrative service of the paper.

CLUBS AND ASSOCIATIONS.

The Inland Daily Press Association, composed of publishers in Illinois, Iowa, Michigan, Indiana and Wisconsin, held its sixteenth annual meeting at Chicago last week. The following officers were elected: President, A. W. Glessner, Galena, Ill.; secretary and treasurer, Will V. Tufford, Clinton, Ia.; vice-presidents, David Brant, Iowa City, Ia.; George W. Campbell, Owosso, Mich.; W. Bent Wilson, Lafayette, Ind.; W. A. Otis, West Superior, Wis.; George A. Perry, Galesburg, Ill. The following delegates were chosen to represent the organization at the annual meeting of the National Editorial Association, which will be held at Omaha in July: A. W. Glessner, F. H. Hall, P. S. McGlynn, Will Curtis, F. S. Greenleaf. The members were the guests of the Chicago Press Club at luncheon.

At the recent annual meeting of the Nebraska Editorial Association at Hastings the following officers were elected: President, D. J. Bowby, of the Crete Democrat; secretary and treasurer, F. N. Merwin, of Beaver City, re-elected; vice-president, First District, George Farley; Second District, F. P. Morgan; Third District, R. S. Strothers; Fourth District, J. H. Casebeer; Fifth District, A. F. Bucher; Sixth District, Robert Good; corresponding secretary, Mrs. Cora Nevin. A committee was proposed to consider a scheme for formulating a mutual ready-print house. The proposition caused a storm for some minutes and a new resolution that the president appoint a committee to report at the meeting in Omaha was adopted.

The second annual exhibition and sale of original drawings by the Newspaper Artists' Association at Baltimore will be held during the week beginning April 20.

CHANGES IN INTEREST.

Richard McGregor has sold the Princeton (Ky.) Leader to C. M. Johnson.

J. G. Childs has sold his interest in the Herald and Breeze at Akron, N. Y., to J. C. Murphy.

Col. J. Lindsay Johnson has purchased the stock of J. P. Cooper in the Rome (Ga.) Tribune Company.

Charles W. Smith has sold the Port Washington (N. Y.) Journal to William T. James, manager and editor of the Flushing Times.

John I. Wood, formerly city editor of the Staunton (Va.) News, has purchased a third interest in the News Publishing Company, of Harrisonburg, Va., and will become editor of that paper.

The Keyser (W. Va.) Echo, owned and edited by Joseph Staymen, has been sold to Albert A. Dorsey, of Parsons, W. Va. Mr. Dorsey is also the owner and editor of the Parsons Advocate.

W. Reed Embry and W. Vernon Richardson have purchased the Danville (Ky.) News from Maj. E. W. Lillard, who has been its editor for the past two years. They will take possession at once.

NEW PUBLICATIONS.

The Tinton (S. D.) Times. M. H. Lyon is editor and manager.

The Wilson (N. C.) Daily Times. John D. Gole is editor and manager.

The Albany (Ky.) Mountaineer. U. S. Rexroat is editor and manager.

A new paper is to be started in Youngtown, O., by James J. McNally, formerly owner of the Niles (O.) Daily News.

Mines is the name of a new Boston publication, devoted to mining interests. George R. Woodin & Co. are the publishers.

NEW TYPESETTING MACHINE.

Printer in St. Joseph, Mo., Says He has Perfected One for Country Papers.

O. M. Gilmer, of St. Joseph, Mo., a printer and newspaper man, who has spent more than a third of a century in the mechanical department of newspaper offices, is perfecting a typesetting machine of his own invention, which he thinks will revolutionize the country newspaper business. The machine is not designed for city dailies which have expensive typesetting machines. It is for the country publisher, who cannot afford this expense, and yet finds it difficult to compete with the weeklies published from metropolitan offices, because of the cost of composition, that Mr. Gilmer's machine is made.

The machine works upon an entirely different plan from any now in use. It is a sort of combination typesetting device and stereotyping plant; instead of assembling lines of type or matrices, as most machines do, the depression of the keys makes corresponding impressions in a specially prepared stereotyping paper. When the line is completed a cast is made, and it is ready for the form.

After twenty years of hard work Mr. Gilmer says he has his machine perfected and he has an application on file in Washington for a patent. Until that is granted he declines to make public all the details of the machine, but he says the model he has built works admirably, and several newspaper men who have examined the model say it is practical in every respect and they are unanimous in the opinion that Mr. Gilmer's invention will be a boon to the country publisher.

The machine is somewhat larger than the ordinary typewriter and is portable. It can be used on any solid table. It is not intended, the inventor says, to antagonize any of the machines now in use, but to supplement them in places where it is not now possible to use them on account of their high prices.

STAFF CHANGES.

C. I. Stewart, who since the suspension of the Louisville Dispatch has been associated with the Evening Post, of that city, in various capacities, has left to become night editor of the Louisville Herald. The position vacated by Mr. Stewart will be filled by I. S. Cobb, who was formerly a member of the staff of the Evening Post.

R. S. Somerville, reporter on the Bradford (Ont.) Expositor for the past three years, has resigned his position on that paper and accepted the position of assistant editor on the Montreal Herald.

The North Carolinian, published at Elizabeth, N. C., has changed hands and is now under the management of Roscoe C. Mitchell.

The Cleburned (Tex.) Morning and Weekly Chronicle has been sold to J. C. Bridges.

Bryan H. Canfield, formerly a reporter on the Cleveland World, has been promoted to managing editor of the Los Angeles Record, of which he has for some time been acting city editor.

Kansas Paper Sold.

The Emporia Daily Republican has changed hands, William L. Stahl having purchased the plant from Albert Strong. The new proprietor is from Kansas City, where he served for seven years with the World, the Star, and for four years past with the Journal. He is also publisher of the Pythian Herald, of Kansas City, and is president of the National Pythian Editorial Association.

William Smartt is the new owner of the Manchester (Tenn.) Times.

SITUATIONS WANTED.

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

A well educated woman, experienced writer and editor on fashions and other matters of general interest to women, is open for position, either for all or part time. Magazine or newspaper. Address "MODERN," care of THE EDITOR AND PUBLISHER.

WANTED—By young man having experience, either reportorial or editorial position on daily paper in New Jersey, Pennsylvania, New York or New England states. Will make good. Address "C. R. Y.," care THE EDITOR AND PUBLISHER.

Reporter and sketch artist; experienced and will satisfy. Hustler for moderate salary. "UP-TO-DATE," care THE EDITOR AND PUBLISHER.

A capable newspaper man, good writer, hustling news gatherer, with 10 years' experience. desires position as editor or reporter. Best of reference. Address "Journalist," Box 254, Lexington, Ky.

HELP WANTED.

Two Linotype Operators, male or female, to work in small city, Pennsylvania. In replying please address "Evening Paper," care of THE EDITOR AND PUBLISHER, stating experience and salary expected.

PUBLIC WIRELESS NEWS.

California Legislator Seeks to Establish a Free Station on the Coast.

Senator Shortridge, formerly editor of the San Jose (Cal.) Mercury, has introduced a bill in the California Legislature to provide for a public news station of California. The bill provides that a public news reporter shall receive a yearly salary of \$3,000, and that his two assistants shall each receive \$1,500 a year for their services.

One section of the bill reads as follows: "It shall be the duty of the public news reporter to construct and install within six months after the passage of this act the said news station provided for in section 1 of this act, said station to be located in the cupola of said state capitol building, and on completion of said station said reporters shall enter into a contract, with the usual bond and guaranty as fixed by the governor, with some responsible person or corporation, for the furnishing of news items, by wireless telegraphy, from the principal cities and communities of the world."

The news is to be sent out from the public station to any person, corporation or newspaper desiring the same who shall pay the telegraph or telephone tolls. The service of the station itself, however, is to be free.

W. L. Ford, Boston, Mass., of the Traveler, was a guest at the banquet of the National Guard of Maine held at Portland recently. Mr. Ford responded to the toast "The Press." His speech was warmly received.

George L. Kibbee, of the reportorial staff of the Manchester (N. H.) Union, is seriously ill at his home in that city.

More Ads

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

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

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

HAWKINS & CO.
150 NASSAU STREET NEW YORK

THE LOVEJOY CO., Established 1853

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery.

444-446 Pearl Street, New York.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

A. Frank Richardson, 96 Pine street, New York, is putting out copy for Ozo Mulsion.

The Bon Ami copy starts March 1. It is being placed by the Morse Agency, New York.

Lorin F. Deland, advertising agent of Boston, is asking rates on a seven-inch ad once a week for a year.

George Batten & Co., 38 Park Row, New York, are placing the advertising of John T. Cutting & Co.

George M. Savage, advertising agent of Detroit, Mich., is putting out propositions for advertising of paint.

N. W. Ayer & Son, Philadelphia, is putting out copy for Hire's Root Beer, two inches, forty-five insertions.

The Laurel Publishing Company at 125 East Twenty-third street, New York, is asking rates for a two-inch ad.

The advertising of the Cheney Medicine Company, of Toledo, O., for Hall's Catarrh Cure is being placed direct.

The French Chemical Company, Buffalo, is asking rates for 100 and 500 inches display to be used within a year.

The business of the Kidd Company, 11 Taylor street, Chicago, manufacturers of favoring extracts, is being placed direct.

The Anglo-American Medical Company, 295 Wells street, Chicago, is placing the advertising of Dr. Agnew's remedies direct.

Milo E. Lawrence-Cogswell Company, of Kansas City, is asking rates for 1,000 inches from papers in different parts of the country.

The advertising of the Jackson Remedy Company, 169 Dearborn street, Chicago, is being handled by Guenther, Bradford & Co., of that city.

The Castoria Advertising copy is being sent out direct to daily and weekly papers by the Centaur Company, 77 Murray street, New York.

The Golden Gate Agency, Chicago, is placing the business of Syrup of Figs. The appropriation has been largely increased for this year.

The Manhattan Agency at 116 Broad street, New York, is extending the Plasmon advertising in New England and in New York State.

The Standard Drug Company, of Lancaster, Pa., is asking rates from Pennsylvania papers, two and one half inches daily for three months.

St. Jacob's Oil, Ltd., with central offices in London, and a branch in Baltimore, is again placing advertising through L. A. Sandlass, Baltimore.

H. R. & J. S. Vorhees, 116 Nassau street, New York, are sending out advertising to prominent dailies for the American Merchandise Company, Baltimore.

J. T. Snitzler, who has been with the Mahin Agency of Chicago, has severed his connection with that concern and established a business of his own in the Trude Building, Chicago, under the firm name of the J. T. Snitzler Company.

The Cleveland Press issues a booklet claiming a daily average circulation for 1902 of 120,000 copies. It states that this means the Press enters seven-eighths of Cleveland's English-reading homes every weekday. The amount of local display advertising carried in 1902 is given as 2,492,000 lines.

DISPLAY OF ADS.

Section of Liberal Arts at World's Fair
Devoted to Exhibit of Various
Forms of Publicity.

At the meeting of the St. Louis Advertising Men's League on Thursday evening of last week, Stephen W. Bolles, Superintendent of Graphic Arts of the Louisiana Purchase Exposition, delivered an address telling of the nature of exhibit devoted to specimen ads, and of the importance of advertising which warranted giving space to such a subject. He said, in part:

"How far does advertising as a business enter into the life of the civilized and progressive people of the earth?"

"It is not at first easy to answer.

"Imagine, if you please, what would happen if to-morrow the business world would determine that for one year there should be no advertising—that the people who have been led here and there from store to store, from food to food, from beaten track into untried walk should suddenly be confronted with the necessity of taking the initiative in all things, without a newspaper advertising guide post or billboard or other direction. Pursue to the end the ramifications of advertising and all that depends upon it and then try to contemplate the wreck and ruin and disaster that would follow its sudden earth-wide cessation. I submit that the resulting chaos in our busy civilized world, were such a thing to be, would have no parallel in the history of financial disaster—it would, indeed, be a business cataclysm. When we attempt to cut away advertising, we find that we are hacking at the foundation pillars of the Temple of Industry, where millions of toilers, rich and poor, are being supported.

"Then, this being true, it must be admitted that in a great exposition of the world's progress, so important a factor in civilized life should have representation. The question has never been so much one of recognition as one of ways and means of making an exhibit. The classification under which such an exhibit comes is fixed by the very nature of things in the Liberal Arts Department.

"The advertiser has aided the feeble feet of the maiden newspaper over the Hill Difficulty, showered her with welcome dollars and turned Despair into Financial Joy.

"The printing art and the publishing business have been the closest allies of the advertiser. Hence, most properly and naturally, an advertising exhibit would come within these groups which are devoted to some form of publicity.

"In the elaboration of these groups, the one referring to books and publications has been so broadened as to take in 'designs and models of newspaper offices; means, methods and processes of newspaper and magazine publication; interior of newspaper, magazine and other periodical publishing offices shown by photographs; means, methods and processes of newsgathering by organizations or associations; collection or copies of newspapers, reviews, literary, trade and technical magazines and periodical publications; newspaper clippings and albums of clippings.' It is under this head, 'means, methods and processes of advertising' in class 56, group 17, that the exhibit of advertising will come.

"There appears to the Chief of the Department of Liberal Arts, to be left, after removing all the doubtful propositions, a great opportunity to make an advertising exhibit, and I bear to you the assurance of the Chief of the Department, Col. John A. Ockerson, that a reasonable amount of space will be allotted to such exhibits if presented for consideration.

"The field is not small. Without going into the realm of knickknacks cannot such an exhibit be made to show the development of advertising as a profession in the past hundred years? The brains that conceive and the hands that

execute the great advertising propositions of today surely will be able to formulate a plan which shall present forcibly and earnestly these phases to the world, all of which shall be to the up-building of the profession and tend to still further broaden the plain of endeavor. In this exposition, the first in the world to show an advertising exhibit, one step at least out of the ordinary will have taken.

"It would seem to me eminently proper that this St. Louis organization of live advertising men should be the center from which information regarding this exhibit should radiate and the discussion as to exhibitors, and the investigation as to what the advertising men of the country think about it might well find its initiative here. By so doing you surely would concentrate the eyes of the advertising world for some months at least, upon this vicinity.

"Gentlemen of the St. Louis Advertising Men's League, bearing as I do the message that advertising, as an exhibit, is to be recognized in so far as possible and for the first time in the history of expositions, at the Universal Exposition at St. Louis in 1904, I can only ask you to pass the word along and let the suggestions, recommendations or reproof, come from every quarter."

Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Greenville (O.) Democratic Advocate, South Omaha (Neb.) Journal-Stockman Company, 2; New Rochelle (N. Y.) Pioneer, Asheville, N. C., Hackney & Moale Company; Milwaukee (Wis.) Times.

Besides the above, additions have been made to plants in the offices of Chattanooga (Tenn.) News Publishing Company, Pittsburg (Pa.) Leader Publishing Company, 4; Norfolk, Va., Burke & Gregory; New Haven (Conn.) Union Company, Erie (Pa.) Times Publishing Company.

Socialist Paper Celebrates.

The New Yorker Volks-Zeitung, published in the interest of the workingmen, and which represents social democratic ideas, is celebrating the twenty-fifth anniversary of its existence this week. In honor of the event it published a special jubilee edition, profusely illustrated, and containing many articles on the growth and history of the Socialistic movement in this country. The paper is the organ of a great many unions and other associations of laboring men.

Small Verdict in Louisville Suit.

A verdict for \$175 has been awarded Daniel E. O'Sullivan in his suit against the Louisville Press Company. Mr. O'Sullivan was suing for salary amounting to \$2,025 for writing editorials in the Commercial for twenty-seven weeks, and also for \$290 commission alleged to be due on advertising solicited by him. The plaintiff will take an appeal.

The Lackawanna Habit

ONCE CONTRACTED
HARD TO BREAK

Any one of the numerous Lackawanna Railroad passenger trains between New York and Buffalo, Chicago and St. Louis will give it to you. Smooth roadbed, luxurious sleeping and parlor cars, a la carte dining service, roomy coaches, courteous trainmen, absence of smoke and dust are the causes. Ticket offices at

NEW YORK BUFFALO
CHICAGO ST. LOUIS



HEADQUARTERS FOR TYPEWRITER RIBBONS

For All Machines.

Carbon, Manifold and full line of TYPEWRITER LINEN Papers, warranted to give absolute satisfaction. Please send for samples, prices and circulars of Keating's Cleaning Brush.

THE S. T. SMITH CO.,
10 Park Place, New York.

ESTABLISHED 1827.

THOMAS WILDES,
246 Water Street, N. Y.
STEREOTYPE, ELECTROTYPE,
LINOTYPE, MONOTYPE AND
BABBITT METALS.

PAPERS THAT PAY

The Scripps-McRae League of Newspapers

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

The Cincinnati Post.....	139,048
The St. Louis Chronicle.....	51,968
The Cleveland Press.....	120,132
The Covington (Ky.) Post.....	12,625

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

FOR RATES, ETC., ADDRESS

THE SCRIPPS-McRAE LEAGUE,

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

THE PACIFIC COAST.

Special to THE EDITOR AND PUBLISHER.

San Francisco, Feb. 14, 1903.

According to biblical authority the "middle watch" of the night was from 10 p. m. to 2 a. m., and in accord with such reckoning the San Francisco Press Club is at the time of this writing, 2 a. m., concluding a "middle watch" love feast inaugurated at 10 o'clock in commemoration of St. Valentine's day. And for this good time given by President Elmore C. Leffingwell and his entertainment committeemen, W. C. Holliday, A. Dixon and J. P. Wilson, upward of two hundred newspaper men and friends are now proclaiming with a voice surmounting the rattle of the milk wagons on the stony streets their vote of thanks. Aside from the smoker, the gastro-nomic and love scenes entertainment there were provided, according to announcement of the entertainment committee, "a million valentines to select from for conveying expression of the love and indignation cherished by the members, one for the other," one of exceptional merit in the line of brotherly profession of love and affection being found in the P box of the post office addressed to the representative of the City Press Club, of Portland, Ore., the most recently formed newspapermen's association on the coast.

Though sad to relate, it is opportune to report that Walter B. Cooke's death from hemorrhage of the lungs occurred in this city last Saturday night. THE EDITOR AND PUBLISHER'S San Francisco correspondent knew him well, and conjointly with him as officials worked together in the formation days of the San Francisco Press Club, fourteen years ago. In those days deceased was a Chronicle reporter, and in parlor A, Palace Hotel, he presided over the initiatory assembly of the Press Club. Walter Cooke was a manly man, winsome of demeanor, and all now here who knew him are speaking kindly of him.

Senator Shortridge, a newspaper man of San Jose, Cal., a member of the San Francisco Press Club, and an ardent supporter of the said common carrier measure, is credited by the San Francisco Bulletin with having made the statement that a combination of San Joseans had agreed to place at his disposal a fund of \$100,000, with which to start another morning paper in his city; that the project is well along in course of formation, and that if he can succeed in getting the necessary telegraphic service there will soon be a new San Jose daily.

These are law-making times in both California and Oregon, and many press club members are away at their several state capitals making telegraph copy. In both states' legislatures, by the way, bills have been introduced to declare and determine the Associated Press a common carrier.

Last week the Springfield (Ore.) Nonpareil was sold to J. F. Woods, a young newspaper man from Minnesota.

A. L. P.

Newspaper Man Frozen to Death.

F. N. Richardson, of Wyoming, Ill., who had worked on newspapers of Chicago, Boston and other cities, was found frozen to death in a field near his home last week. It is thought he wandered away in a fit of insanity. He was formerly dramatic editor of the Omaha Bee.

Judson Grenell, managing editor of Boyce's Weekly at Chicago, has just completed an interesting compilation of labor statistics for Michigan, aiming to show the relation between wages and the cost of living between 1890 and 1901.

PUBLISHERS' BANQUET

(Continued from Page 1.)

the audience, disposing of my photographs.

"There are several toasts in the list which would suit me better. For example, 'The sins of publishers.' There is a subject I know something about and upon which I could wax eloquent! Being a hotelkeeper

I could a tale unfold whose lightest word
Would make each hair to stand on end
Like quills upon the fretful porcupine.

"You see a number of our local publishers live along the line of a railroad whose sole virtue is that its New York terminus is immediately opposite my bar-room door—a railroad so conducted that passengers alighting therefrom at once seek oblivion and surcease of sorrow. Now, I claim to carry a very choice line of oblivion, and as for my fine old vatted surcease of sorrow "One swallow does not make a summer," but four or five will produce an early spring or possibly a late fall.

"I don't suppose the publisher of the New Rochelle paper which accused our Mr. Gus Thomas of femininity is present this evening. I presume he is still undergoing repairs. If every man who is traduced by newspapers had Mr. Thomas's courage and his left-hand jolt I think the press would be purified in short order. Gus is a great playwright, but this time he made an all-star play with his left, which at once dispelled all illusions which may have existed as to his being a lady-like character.

"Gen. Taylor's toast is all right: 'What shall we do with our sons?' although I think 'What shall our sons do with us' would have been better. President Eliot, of Harvard, and his Strenuousness, President Roosevelt, think we are all shy of sons and that we should at once return to the good old-fashioned habit of having twelve or fifteen children. (I use the word habit advisedly.) If either of these misguided theorists had a quiet heart-to-heart talk with the Mrs. beforehand they never would have sprung this national suicide gag on us.

"In my time I have run up against a few editors, a number of reporters and several million advertising solicitors; but the publisher is a new one to me. I don't even know what a publisher does for a living. I suppose the editor supplies the brains, the reporter the imagination and an occasional fact, and the solicitor the dough, and I assume that the publisher is the man who mixes all these things together and produces the newspaper.

"I crossed the ocean this summer with the owner and editor of one of our big metropolitan dailies—a paper which

stands up for the poor, downtrodden workman and soaks it to the man who has the nerve to make a success in business. When I saw his name on the first class passenger list I was surprised. I thought he was so democratic he would be in the steerage or travel as freight. I found, however, that he, with his family, retinue and servants occupied most of the desirable cabin space. His meals were prepared by his private chefs, served at a private table by his private waiters and only circumstances over which he had no control prevented him from having his own private ocean. This was an awful shock to me. I always supposed editors lived up to their principles, but this fellow acted as if he was living on his interest.

"Reporters I dearly love. The reporter is ever the friend of the hotelkeeper. Whenever we are in trouble—have a fire, or a robbery, or a suicide, or are wrongfully named as correspondent, the reporter is ever the first to fly to us in the hour of our extremity, and he gives us a send-off which usually sends off about half our boarders.

"I once had a peculiarly dazzling suicide at my place, when two misguided people quenched the vital spark and ruined a nice new Wilton carpet simultaneously. I was interviewed at some length upon the subject and the affair was written up with great dash and nerve in some of our progressive journals, with beautiful illustrations of the victims; my portrait was also published, together with a brief synopsis of my life. I never shall forget my wife's exclamations of delight at seeing me thus honored; and her simple, unaffected pride at seeing my portrait side by side with that of the deceased was truly touching.

"And now I have used up all my allotted time and haven't said a word on the subject assigned me. I don't know that it is easier to run a newspaper than a hotel. I only know that running a hotel is a cinch. As I have often said, all a landlord has to do is to open his hotel and the boarders tell him how to run it."

Gen. Charles H. Taylor, of the Boston Globe, who was to speak on "What Shall We Do With Our Sons," was unable to be present on account of his health. Wm. H. McAdoo was detained in Washington and sent a telegram expressing regret that he was unable to attend. He was on the program for a toast, "The Publisher and the Editor." Congressman Samuel W. McCall, of Massachusetts, spoke on "Sins of the Publishers." He said they had none. Charles W. Hornick, of the St. Paul Dispatch, spoke of "The Eastern Tiger" and the "Western Wildcat." He was the last speaker. Nearly 600 men dined.

BOSTON.

Special to THE EDITOR AND PUBLISHER.

Boston, Mass., Feb. 26, 1903.

The Second Corps of Cadets of Salem, Mass., last week presented their annual theatricals, giving a new musical extravaganza "Rainbow Chasers." The music is from the pen of the well known composer, George Lowell Tracy, and the librettist is George T. Richardson, of the Traveler. The work made a decided hit. The Salem News, in speaking of the production, says: "From the overture to the finale there is not a number that fails to hold the ear, while real gems are falling every now and then. As Mr. Tracy's music is in his best vein, so are Mr. Richardson's lines. Of course, the plot suggests innumerable opportunities. With the up-to-date topics of trusts and 'yellow journalism' to play upon, one could scarcely ask for a better field. The hits fairly trod upon the heels of one another, keeping the house in one continual roar of laughter and applause. Songs and lines were encored and encored."

With the sale of the North Adams (Mass.) Herald recently, the following changes were made. In place of A. A. Hill, John Martin, formerly with the North Adams Transcript as editor, and more recently editor of the Sunday Express of that city, was made editor-in-chief. Frank C. Bacon became advertising manager in place of Mr. Howard, who is now scheduled to look after the business department of the paper. Thomas Haggerty was promoted to city editor and Albert H. Chippendale to sporting editor. The paper is entirely changed in its make-up and bids fair to become the leading paper in western Massachusetts. George R. Macdonald is the principal owner.

The Boston Woman's Press Club, formed some time ago, was perfected in its organization on Tuesday of last week at a meeting held at the residence of Mrs. E. M. Gosse. The following officers were elected: President, Mrs. A. E. Whitaker, New England Farmer; corresponding secretary and treasurer, Miss Isobel Loughlin, Boston Globe; recording secretary, Mrs. Florence Hunt, Boston Herald; editor, Mrs. Elizabeth M. Gosse, Boston Herald; directors, Mrs. M. J. Magennis, Boston Traveler; Mrs. Lillian Feurtade, Boston Herald; Miss Floretta Vining, syndicate. The membership of the club is limited and is composed wholly of women active in newspaper work.

It will be of interest to newspaper men to know that the popular novel, "Miss Petticoats," which bears the name of Dwight Tilton as its author, was written by two Boston newspaper men, Wilder Dwight Quint, managing editor of the Traveler, and George Tilton Richardson, dramatic editor of that paper. The book met with such success that the authors decided to collaborate again, and for some months have been at work on a book entitled "On Satan's Mount," which is to be published early in March.

A letter received from Clarence M. Smith, formerly telegraph editor of the Manchester (N. H.) Union, who went to Denver some time ago on account of his health, states that he is steadily improving. Mr. Smith has a position on the Denver Times.

C. F. Nettleton, of Manchester, N. H., manager of the George Franklin Willey syndicate of forty New Hampshire weeklies, was a Boston visitor the first of the week.

A. C. Sullivan, amateur sports editor of the Traveler, has been promoted to assistant editor on the financial desk.

Are You a Reader?

If so, are you a subscriber to THE COMMONWEALTH? The leading illustrated Weekly of the West. Eight (8) pages each week except one, that week: sixteen (16) to twenty-four (24). Think of it 52 beautiful numbers a year and weighs 41 pounds, all for \$3,00 per year. If you have never seen THE COMMONWEALTH, write us for a sample copy and mention this journal.

THE COMMONWEALTH,
THE ARCADE,
SEATTLE, WASHINGTON.

MEETING OF AGENCIES.

Election of Officers of the A. A. A. and Revision of Membership.

At the annual meeting of the American Advertising Agents' Association, held last week at the Waldorf-Astoria, New York, the following officers were chosen for the ensuing year: Charles H. Fuller, president; Frank Presbrey, first vice-president; U. K. Pettingill, second vice-president; J. W. Barber, secretary, and George Batten, treasurer. Daniel M. Lord was elected chairman of the board of directors, which is made up as follows: Charles H. Fuller, Charles E. Raymond, George Batten, Frank Presbrey, Marion V. Putnam, John Lee Mahin, Julius E. Erickson, Paul E. Derrick, Conrad Budke, John W. Barber.

The annual reports were read and the association was shown to be in a prosperous and healthy financial condition. Topics of interest to advertising agents were discussed during the session, among the speakers being E. W. Spaulding, of the Curtis Publishing Company; J. R. Mix, advertising manager of Scribner's Magazine, and Frank C. Hoyt, of the Outlook.

The membership has been changed slightly, and for 1903 stands as follows: Banning Advertising Company, Chicago; J. W. Barber Advertising Agency, Boston; George Batten & Co., New York; Blaine-Thompson Co., Cincinnati; Nelson Chesman & Co., St. Louis; E. H. Clarke Advertising Agency, Chicago; Danchy & Co., New York; Paul E. Derrick Advertising Agency, New York; Dollemayer Advertising Agency, Minneapolis; E. N. Erickson Advertising Agency, New York; Charles H. Fuller Advertising Agency, Chicago; J. Frank Hackstaff Co. Advertising Agency, New York; Hicks Newspaper Advertising Agency, New York; W. H. Hull & Co., New York; H. B. Humphrey Co., Boston; H. W. Kastor & Sons Advertising Co., St. Louis, Mo.; Lord & Thomas, Chicago, Ill.; Lyman D. Morse Advertising Agency, New York; Mahin Advertising Co., Chicago; Pettin-gill & Co., Boston; George G. Powning Advertising Agency, New Haven; Frank Presbrey Co., New York; George P. Rowell & Co., New York; J. Walter Thompson Co., New York and Chicago; Frank B. White Co., Chicago; Ben B. Hampton Company, New York; Procter & Collier Co., Cincinnati; J. L. Stack, Chicago; Freeford, Painter & Tobey, Chicago.

TO CONTROL THE PRESS.

Bills to Regulate Newspapers Introduced in Minnesota and Montana.

A bill has been introduced in the Minnesota Legislature to prohibit the repeated publication of murders or other crimes, and prescribing that the facts shall be stated only once and without headlines. Subsequent allusions to the crime shall be punishable by a fine of \$100.

Representative MacGinnis has introduced a bill in the Montana Legislature requiring newspapers to print the names of the owner on the first page once a month, and also requiring that editorials be signed and that their writers be held responsible for libels.

A Pennsylvania Special.

The Franklin (Pa.) News last week celebrated its twenty-fifth birthday by issuing a special edition of thirty-two pages. James B. Borland, the editor, who has been with the paper since it started, has received many congratulations from other newspaper men in Pennsylvania for his success in building up the property. The special edition contains a good line of advertising and shows every evidence of prosperity.

The Greensboro (N. C.) Telegram has been changed from an afternoon to a morning paper.

CATHOLIC JOURNALIST DEAD.

Walter Francis Fitzgerald, Well Known to Ecclesiastical Press.

Walter Francis Fitzgerald, a well known Catholic journalist and editor of the Pittsburg Observer, died last week at Pittsburg of typhoid fever. Mr. Fitzgerald was born in Lancaster, England, March 13, 1848. He was educated at Oxford. Upon leaving school he entered newspaper work and has since devoted his entire time to it. His conversion into the Catholic faith attracted his attention to Catholic journalism, and before leaving his native country he had served on the editorial staff of several Catholic papers. In 1892 he went to Kingston, Jamaica, where he became editor of the Jamaica Post.

Thinking that he could do better in the cities of the United States he removed with his family in June, 1895, to Detroit, Mich., where he became a member of the editorial staff of the Sunday Tribune. After serving on its force for six years he removed to Chicago, where he was connected with different Catholic papers and later became associate editor of the New World. In December, 1901, receiving encouragement from the management of the Pittsburg Observer, he came to Pittsburg to accept its editorial chair, resigning his position shortly before Christmas.

OBITUARY NOTES.

Frederick W. Wilder, since 1893 news and labor editor of the Lynn (Mass.) Daily Evening Item, died last week of Bright's disease. He did his first newspaper work as a correspondent for the Springfield (Mass.) Union, in 1873. In 1887 he joined the Item staff as city editor and sporting editor.

Mrs. Chloe Buckingham Beach, widow of the late Moses S. Beach, at one time editor of the New York Sun, died at her home in Peekskill Tuesday. Moses Y. Beach, father of Moses S. Beach, was the founder of the Sun.

John C. Thoms, associate editor of the Belleville (Ill.) Advocate, with which he had been connected continuously for twenty-five years, died last Saturday.

James Emerson Locke, who for seventeen years was connected with the Buffalo Courier as telegraph editor, is dead.

Ralph L. Marks, editor and proprietor of the Sullivan County Democrat, published at Callicoon Depot, N. Y., is dead.

Edward M. Eberman, for thirty-six years editor of the Bethlehem (Pa.) Times, died last week, aged 70 years.

Percy P. Schock, since 1880 publisher and editor of the Register, Marietta, Pa., is dead.

Weekly for New Orleans.

The Commercial Publishing Company has been organized at New Orleans for the purpose of launching a new weekly paper, to be called the Commercial, to be devoted to southern trade, finance and commerce. W. P. Ross, president of the Maritime Exchange, is president of the new publishing company; A. R. Beer, vice-president, and Fred Muller, secretary. The board of directors are: S. Newburger, B. Landau, William P. Ross, Frank A. Daniels, H. Moss, Fred Muller, B. Meyer and A. R. Beer. It will be devoted to the development of the foreign commerce of the port of New Orleans; manufacturing interests of that city and state; banking and finance, and to the dissemination of general commercial information.

The Kalamazoo (Mich.) Evening Telegraph has accepted plans for a new five-story building and work has been begun on the same.

A SCOOP IN SOUTH AFRICA.

How an Enterprising Welsh Journalist Got a Chamberlain Speech.

The following story is told of how one of Mr. Chamberlain's most important speeches in South Africa was reported through the smartness of a Welsh journalist, Ivor Williams, of the Natal Mercury. On the night when Mr. Chamberlain dined as the guest of the Government at the Marine Hotel, Durban, all the visiting journalists appear to have been the guests of the mayor in another quarter of the town. Unexpectedly, Mr. Chamberlain consented to address the thousands of people who had come to listen to the band outside the hotel.

There was not another reporter around and Mr. Chamberlain was to speak from a balcony. Accurate reporting was possible only alongside the speaker, and the difficulty was to obtain access to the balcony. The Welshman climbed some scaffolding alongside the building for thirty feet, dropped on to a parapet, and sliding down a stone pillar in the facade, landed alongside Mr. Chamberlain, much to the latter's astonishment.

The party on the balcony and the crowd must have thought it an impromptu acrobatic performance, and roared with laughter and applauded the feat; but in the result the enterprising Welshman was the only one who had Mr. Chamberlain's speech in his notebook. Reuter's representative, however, secured it for England.

After Ivor Williams' feat, Mr. Chamberlain entertained him to light refreshment. Naturally the press man was a little excited over his scoop, and he told Mr. Chamberlain so.

"So am I," said Mr. Chamberlain. "What paper do you represent?" "At present," replied the Welshman, "I represent the whole of the English press."

Then Mr. Chamberlain congratulated him on his smartness and enterprise.

VALENTINE DINNER.

Woman's Press Club Annual Event a Brilliant One.

The annual valentine dinner given by the New York Woman's Press Club last week at the Hotel Majestic, Manhattan, proved a most brilliant affair. At the right of the president, Mrs. Phebe A. Hanaford, sat Mrs. Esther Hermann, the honorary president. The other guests at the president's table were Dr. and Mrs. Cyrus Townsend Brady, Gen. and Mrs. James Clarkson, Mr. and Mrs. J. Sloat Fassett, Mr. and Mrs. Edward P. Call, Lee Fairchild, William Ordway Partridge, Mrs. Mary Coffin Johnson, Mrs. Mary E. Faulkner, Edmund Russell and Mrs. Charlotte Wilbur. Between the courses of the dinner charming and appropriate valentines were distributed.

A clever telegraphic valentine from Mrs. Ella Wheeler Wilcox, who was unavoidably detained, created much amusement. Then followed "Stories of Old and New South," by Mrs. Emma Moffatt Tyng. Mr. Fassett spoke on "Co-operation;" "Woman in Journalism" was Edward P. Call's theme; a witty discourse on "The Subjection of Man," by Dr. Savage, followed; "The National Theatre" was discussed by Heinrich Conried, and "Art in Relation to Life," by William Ordway Partridge.

Newspaper Correspondent Shot.

George H. Hutchins, a newspaper correspondent of Carlsbad, N. M., was shot and killed by Clabe Merchant, of Black River, in a street duel last week. Merchant was badly wounded, but may recover. They quarreled over a trivial matter.

The Harrisburg (Pa.) Telegraph is to be enlarged from eight to sixteen pages when its new press is installed.

THE TRUE STORY OF THE JUNIOR

The Times-Herald,
Lorain, Ohio,
February 16, 1903.

Mergenthaler Linotype Co.,
Tribune Building,
New York.

Dear Sirs:—

The Linotype Junior machine has been run every day in my office since the 1st of October, 1902. It is operated by a young lady and has been a very profitable investment for me. I believe it is the machine for the Country Daily and Weekly.

F. A. ROWLEY,
Editor and Proprietor.

TILLMAN REFUSED BAIL.

Chief Justice Pope Denied Application for His Release.

James H. Tillman, ex- lieutenant-governor of South Carolina, who shot and killed N. G. Gonzales, editor of the Columbia State, and who is held on a charge of murder, will not be permitted to enjoy freedom while awaiting trial. Chief Justice Y. J. Pope, after a hearing last week, denied his application for release on bail, pending the trial of his case. Justice Pope said:

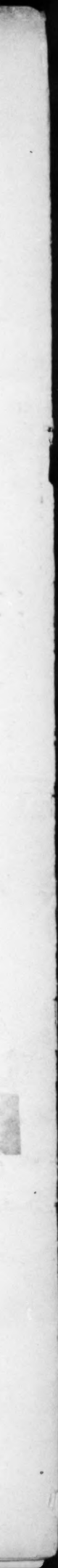
"While very painful to do, I cannot with the oath of office fresh upon my lips do otherwise than refuse the application for bail." It was the first time he had ever made refusal in such a case.

Tillman was so confident of his release that he had his trunk brought to the jail and had packed his things. He was not present at the hearing, but was represented by his counsel, Congressman-elect George W. Croft and P. H. Nelson, Tillman's affidavits were in support of his plea of self-defence, declaring that he had received information that Gonzales intended to kill him. On the day of the shooting, Tillman says, he was removing from the lieutenant-governor's office his personal effects, including two revolvers. While carrying these up the street he met Gonzales, who pushed his hand into his pocket. Believing his life to be in danger, Tillman says, he hurriedly fired.

Binghamton Advertisers Meet.

At the annual meeting of the Advertisers' Association of Binghamton, N. Y., held recently in that city, various officers submitted their reports, which showed that during the year the association had done good work, especially in the matter of doing away with "fake" advertising. T. W. Russell was elected president; D. E. Barnum, S. C. Rosenthal and William M. McLean, vice-presidents; Harry W. Winfield, treasurer; and J. E. Jones, secretary.

John Pearson, turf editor of the Manchester (N. H.) Union, was a recent visitor in this city.



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