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SYRACUSE TELEGRAM

SOLD TO FREDERICK W. LAWRENCE AND WILLIS E. THOMPSON.

Negotiations Which Have Been Pending for a Month Came to a Close Last Monday—The Purchasers Are Both Western Men and Have Been Connected With the Hearst Newspapers—Mr. Lawrence Will Be Editor of the Telegram and Mr. Thompson Business Manager.—May Start Sunday Edition.

The Syracuse Telegram was sold this week to Frederick W. Lawrence, of Chicago, and Willis E. Thompson, of Denver. Mr. Lawrence has been in Syracuse for about a month considering the purchase of the property, and it became known last week that a tentative proposition which he made had been accepted by Charles E. Handy, president and general manager of the company. Papers providing for the transfer were not signed, however, until last Monday.

Mr. Lawrence has been connected with the Hearst papers for twenty years, and until recently was editor of the Chicago American, having resigned, it is said, because of his lack of sympathy with that paper's attitude in the mayoralty fight in Chicago, which resulted in the election of Judge Edward F. Dunne. Mr. Thompson has been connected with a number of prominent newspapers, including the San Francisco Examiner, the Denver Republican, Post and Times, and the Cincinnati Commercial Tribune.

Mr. Lawrence will assume editorial control of the Telegram and Mr. Thompson will have charge of the business management. It is suggested that the Telegram may now start a Sunday edition.

The Telegram is the offspring of the old Syracuse Courier, which for many years was the exponent of Democratic principles in Central New York. After various changes in management, it passed into the control of Charles E. Handy about three years ago.

AN ANNIE OAKLEY VERDICT.

Decision in Favor of Defendants in One of Those Famous Libel Cases.

In the United States Circuit Court at Charleston, S. C., a verdict was rendered last week in favor of the Charleston News and Courier and the Charleston Evening Post, defendants in the suits brought by Frank E. Butler and Annie Butler for alleged libel. These were among the large number of what are known as the Annie Oakley suits, which were brought against newspapers all over the country on account of a story that came out of Chicago, the details of which are now familiar to everyone. The verdict is another of a long list of those that have been rendered in favor of the newspapers connected with the case.

In the Charleston cases Mitchell & Smith represented the News and Courier Company, and William Henry Parker, Jr., and B. A. Hagood represented the Evening Post Publishing Company. The plaintiffs were represented by Smythe, Lee & Frost, of Charleston, and Mr. Hargrave, of New York.



VICTOR F. LAWSON.
PROPRIETOR OF THE CHICAGO DAILY NEWS.

GREAT CABLE SERVICE

PURPOSE OF CHICAGO DAILY NEWS IN MAINTAINING ITS OWN FOREIGN BUREAUS.

Correspondents Are Not Expected to Compete With Press Association Reports, But to Look After the Peculiar Needs of Their Own Paper—How What Was Once Regarded by Other Publishers as an Amiable Hobby of Victor F. Lawson's Has More Than Made Good.

Written for THE EDITOR AND PUBLISHER by John Vandercok.

Travelers abroad notice that the most conspicuous American newspaper office in each of the greater capitals is that of the Chicago Daily News.

In London the gilt letters covering the Daily News bureau in the Trafalgar Building are almost as important a landmark as the Nelson column across the way. At the center of Paris, on a corner of the grand Boulevard opposite the Opera, Chicago Daily News patrons are welcomed at an office the rental of which is \$10,000 a year. In Berlin a Daily News bureau is located in the Equitable Building at the corner of Friedrich Strasse and Leipziger Strasse, at the heart of the business district. The St. Petersburg office of the paper is in the Nevsky Prospect, the Broadway of Muscovy.

These bureaus are more than workshops. They are handsomely furnished, ready to receive and entertain any American with a Chicago accent. Files of all leading American papers are kept, letters for Chicagoans are received and forwarded, and Victor F. Lawson's hospitality is extended in various ways.

After the Iroquois Theatre fire the Daily News cabled the full list of the dead and injured to each of its European bureaus. Chicago people then abroad who were anxious about the fate of friends came by scores to read this list. As soon as possible it was printed and sent to every American Consulate in Europe, arriving days before papers from America with the same information.

From the first it has never been Mr. Lawson's policy to compete with either of the great press associations, or to build up a general news service. What he desired chiefly for his Chicago readers was an illumination and elucidation of routine news. When King Edward goes to see President Loubet, the Daily News correspondents do not announce the fact, but follow the fact with an explanation. In this way political, social, military and scientific events and movements are related in the Daily News from the point of view of Chicago correspondents.

In the last ten years during which the Chicago Daily News foreign service has been in existence other newspaper proprietors have regarded it as one of Mr. Lawson's amiable hobbies. They could not see where he got any direct return from an expenditure which must have been from \$80,000 to \$100,000 a year. He could not, they said, sell many copies in Europe, and it was unlikely that an exposition of an international crisis from London, no matter how able, would boom circulation in the stock yards.

But Mr. Lawson was seeking that

FOR A FAIRBANKS DAILY.

New Morning Paper at Indianapolis May Be Started to Further Presidential Boom.

Republicans of Indiana who are advocating the nomination of Vice-President Fairbanks for the Presidency in 1908 are arranging, it is said, to start a new morning paper at Indianapolis in order that he may have an organ. According to the report, the matter has been under consideration for several weeks and is now in the hands of Chairman Goodrich, of the State central committee, in personal charge of the Fairbanks interests. Many of the leading Republicans through Indiana have been asked to take stock in the new venture, and it is said that assurances have been received of liberal subscriptions to the enterprise.

Mr. Fairbanks now admits, it is said, that it was a mistake to dispose of the Indianapolis Journal, in which he once owned a controlling interest.

New Illustrated Weekly at Winnipeg.

A new paper called Martel's Weekly is being started at Winnipeg, Manitoba, under the direction of E. B. Mackay, former news editor of the Winnipeg Telegram. It will be well illustrated and will aim to occupy a place in Western Canada similar to that of the Toronto Saturday Night in Ontario.

NEWSPAPER RETRACTION BILL.

Measure Killed on Final Passage, But Revived by Vote to Reconsider.

The Goehring bill before the Pennsylvania Legislature to compel retractions from newspapers was defeated in the House on final passage last week by vote of 71 to 114. At a later session, however, friends of the measure secured a reconsideration by a vote of 98 to 79. The sentiment in the House seemed to be pretty general that the Legislature had had enough of libel bills. Many of the members expressed themselves as thoroughly tired of such attempted legislation.

The Goehring bill has much to recommend it, and was supported by some pretty influential newspaper men. It authorized the courts, after a hearing in equity, to compel a newspaper to make a retraction of any publication shown to be false, either in whole or in part. The bill had passed the Senate, and it was intended to take the place of Gov. Pennypacker's bill for the suppression of newspapers which persisted in publishing false and libelous matter.

St. Paul Globe to Cease Publication.

The St. Paul Globe, the only Democratic morning paper in St. Paul, announced last Thursday that on May 1 it would cease publication. The Globe is nearly thirty years old.

intangible but valuable asset called prestige. The Chicagoan who in Europe saw the name of his local evening paper emblazoned over handsome offices in London, Paris and Berlin, returned home with a greatly enhanced idea of the importance of the Daily News and ready to impress this idea upon advertisers and readers in Chicago. It is possible also that Chicago people have appreciated Mr. Lawson's persistent efforts to instruct them in the intricacies of European affairs.

C. H. Dennis has on behalf of Mr. Lawson directed the foreign service of the Daily News since its inception. Mr. Dennis at his Chicago desk likes to be able, figuratively speaking, to take the globe between his thumb and forefinger each morning and cleanse its affairs of dust and obscurity that he who reads may see. E. P. Bell, a Hoosier with a long distance nose for news and a well poised head-piece, is London correspondent. In Paris Lamar Middleton exercises for the Daily News his native Southern charm to lure an item from the most reluctant, while in Berlin, Frederick Wile, Daily News correspondent, partakes of the Prussian strenuousness of manner and precision of view.

HARMSWORTH IN PARIS.

Sir Alfred Contemplating a Continental Edition of London Daily Mail.

Sir Alfred Harmsworth, proprietor of the London Daily Mail, the Evening News and numerous other publications, is said to be considering a plan for starting a Paris edition of the Daily Mail, which would come into competition with James Gordon Bennett's European edition of the New York Herald. Commenting on the project, Mr. Bennett's Paris paper of Apr. 6 says:

"We hear that Sir Alfred Harmsworth like another Alexander sighing for fresh worlds to conquer, is arranging to publish a Continental edition of the Daily Mail in Paris. Sir Alfred Harmsworth has practically exhausted the journalistic possibilities of English soil, and the provincial edition of his Daily Mail has, in many parts of Lancashire, Yorkshire and other North of England shires, cut the ground from under the feet of slower moving, less enterprising and more ponderous local contemporaries. It is understood that Mr. Kennedy Jones, who may be regarded as the *Eminence Grise* of Sir Alfred Harmsworth, has recently been in Paris putting the final touches on the necessary arrangements for providing the Continental Daily Mail with the most complete service of special boats, special beats, special trains and special wires possible, and that Sir Alfred Harmsworth now only has to press the button and his *Eminence Grise* will do the rest—that is, set in motion the machinery which is to turn out a Paris edition of the London Daily Mail. Although a duplicate of the London Daily Mail can hardly become a serious rival of the Paris Herald in its own special field. Still some people, including perhaps Sir Alfred Harmsworth and his *Eminence Grise*. Mr. Kennedy Jones, may be under the impression that the Herald would take umbrage at the advent of the Mail. On the contrary, the Herald bids the London Daily Mail the warmest welcome to Paris and hopes that it will meet with every success, financial and otherwise, for there's lots of money to spend in Paris, as the Herald has found out during the last fourteen or fifteen years."

New Home for Meriden Record.

Contracts were signed last week for the erection of a new home for the Meriden (Conn.) Morning Record on the site now occupied by the newspaper. The new building will be constructed by the H. Wales Lines Company, the well-known building firm of Meriden. The plans call for a substantial structure of brick and iron, with modern appointments, thus providing for a model newspaper establishment in every way.

SOUTHERN CIRCULATORS MEET.

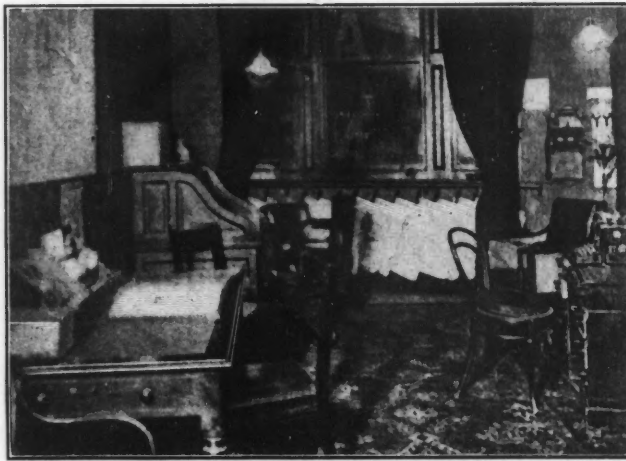
Annual Session of the Association Held Last Week at Shreveport, La.

At the annual meeting of the Southern Association of Newspaper Circulators, held last week at Shreveport, La., the following officers were elected for the ensuing year:

President, H. Scudder Ryal, Birmingham Age-Herald; vice-presidents, A. C. Jenkins, Birmingham Ledger, and Charles E. Woomer, Springfield (Mo.) Leader; secretary-treasurer, James S. Bishop, Lake Charles (La.) American. Executive committee—John D. Simmons, Atlanta;

evening and presided at the sessions on Tuesday and Wednesday. Among the papers read at the meeting were: "Has the Southern Association of Newspaper Circulators Proven of Value to its Membership?" by President Simmons; "Systematic Canvassing," J. H. Bishop, of the Lake Charles American; "The Circulation Manager—Yesterday, To-day and To-morrow," W. L. Boggs, of the Shreveport Times; "How to Take Care of the Mailing Room," H. G. Braxton, of Birmingham; "Successful Methods Employed in Building Evening Newspaper Circulation in the South," A. V. Jenkins, of the Birmingham Ledger.

A number of social features were pro-



LONDON BUREAU OF THE CHICAGO DAILY NEWS

W. L. Bogg, Shreveport; A. E. Clarkson, John F. Holley and C. A. Bagley.

The last day's session closed with the adoption of a set of resolutions, as follows:

Recommending a rule limiting the return of unsold papers to ten per cent.; urging publishers to oppose the Overstreet-Madden bill as being detrimental to their interests; that circulation managers notify the secretary when a solicitor defaults on his work, and co-operate in assisting deserving men to obtain employment; and that "this organization be permanent and separate and distinct from all others."

Birmingham, Ala., was chosen as the place of the next annual meeting of the association.

A washout in Alabama prevented the president J. D. Simmons, of the Atlanta Journal, and a large delegation from Southern States from attending the first day's session on Monday, and H. H. Ahrens, of the New Orleans Picayune, was elected temporary chairman. About forty members were present at the opening session, but it was decided to defer the regular program until the belated delegates could arrive, and the time was utilized in discussing miscellaneous problems which beset the circulation manager.

After considerable discussion, in which it was claimed that the present system of returning unsold papers to the offices of publication, especially by the railroad news agencies, was being notably abused, a resolution prevailed calling upon the Southern Association of Publishers and the National Editorial Association to enact such legislation as would confine the returns of these agencies to not over ten per cent. of the original number accepted by them. It was argued that the present system offered an opportunity to pad the returns, and particular complaint was made against railway news agencies in this connection.

President Simmons arrived on Monday

provided for the entertainment of the visiting circulators, including a tally ho ride, a German luncheon and a musical recital. Walter D. Boggs, circulation manager of the Shreveport Times, acted as host extraordinary to the visitors during their stay in Shreveport.

VICTOR F. LAWSON.

Brief Sketch of the Publisher of the Chicago Daily News.

Victor F. Lawson is too well known to newspaper men to need any lengthy biography. The following few facts are given with the idea that they may be valuable for reference.

Victor Fremont Lawson was born in Chicago, on Sept. 9, 1850, and was educated at Phillips Academy, Andover, Mass. As a young man he took charge of an interest in a printing establishment held by the estate of his father, Iver Lawson. In July 1876 he bought the Chicago Daily News and with his later partner, Melville E. Stone, now general manager of the Associated Press, he developed the paper to success. A morning edition was started in 1881, and in 1888 Mr. Lawson bought Mr. Stone's interest and became sole proprietor. He retained the name Daily News for the evening paper and changed the morning issue to the Chicago Record. In 1901 the Record was merged with the Times-Herald into the Record-Herald.

Mr. Lawson was for a long time president of the Associated Press. He established the Daily News Fresh Air Fund for the poor children of Chicago and has been active in other philanthropic work.

Lightning Hits Newspaper Plant.

Lightning struck near the office of the Macon (Ga.) News one day last week and ran in on the electrical machinery that runs the newspaper plant. Considerable damage was done, but repairs were made in time to issue the afternoon edition of the paper as usual.

THE PRICE OF PAPER.

Nothing in Stories of Cut in News Stock, Says the International—Rumors of Reorganization Also Scouted.

Reports of a sharp decline in the market price of news print paper have been going the rounds for the past few weeks, and last Saturday the Paper Mill published a long story to the effect that there was a fight on among the manufacturers which was lowering the price to consumers. It was suggested also that there would be various consolidations and possibly a complete reorganization in the General Paper Company, in the International Paper Company and in all the other large newspaper manufacturing companies.

W. C. Lyman, assistant to President Hugh C. Chisholm, of the International Paper Company, said to a representative of THE EDITOR AND PUBLISHER on Wednesday that there was no basis whatever for such reports, and that the price of news paper did not vary, except for the very slight differences made in certain cases according to the conditions stipulated in the contracts.

Among other things, the Paper Mill had said:

"The war in the news paper field has been brewing for the past five or six years, but never came to the point of the bayonet until last week, when it broke out in all sections of the country. The climax has been reached; there is something doing now; the air is blue. All the manufacturers of news paper throughout the United States, of any prominence, are lined up, as it is war to the hilt.

"The armies seem to be drawn up in four divisions—namely, the International Paper Company, with 1,200 tons of news a day. This is one division of itself. Then come the Great Northern Paper Company, with 325 tons; the Publishers Pulp and Paper Company, 350 tons in prospect; the Berlin Mills Company, 200 tons; the Pejepscot Paper Company and allied companies, with 100 tons; St. Regis Paper Company, 150 tons. The third division includes the Raymondville Paper Company, with 31 tons; the Remington-Martin Company, 60 tons; the Champion Paper Company, 30 tons; G. H. P. Gould, 35 tons, and Cliff Paper Company, with 30 tons. Now the fourth and last division is the General Paper Company, of Chicago, with 450 tons, and the war correspondents are the publishers of the daily newspapers. And the sublime price of news paper to-day is two cents in Chicago and 1½ cents in New York.

"There are more than 1,300 tons that can be made, and will be made, outside the International Paper Company. There is no manufacturer of news paper to-day that can make a pound of news paper delivered in the price room at \$1.80 a hundred pounds and pay his bills."

After speaking of the possible consolidation of various mills, the writer in the Paper Mill concludes:

"And mark what I say—that this act of one or two getting together will go on. You will hear of it in all parts of this country, in the next two or three months. They are working cautiously and slowly but surely, and before the trick is consummated, there will be resignations tendered, resignations asked for, and in fact there will be a complete reorganization in the General Paper Company, in the International Paper Company and in all the other large newspaper manufacturing companies; and where there are strained relations to-day among them all, in the near future there will be sublime harmony."

Asked about the Paper Mill's story, Mr. Lyman, after a conference with Mr. Chisholm, made this statement: "So far as the International Paper Company is concerned there is absolutely no basis for these reports. There has been no change whatever in the policy of the International Paper Company."



HERMAN RIDDER.

THREE SCORE AND TEN

New-Yorker Staats-Zeitung, the Great German-American Daily, Celebrates Its Seventieth Anniversary.

The New-Yorker Staats-Zeitung celebrated its seventieth anniversary last Sunday by issuing a special edition of eighty-eight pages, giving the history of the paper since its foundation and an account of those who have been responsible for its success.

The Staats-Zeitung Building was arrayed in gala attire in honor of the anniversary, the entire front being decked out in American flags. On Sunday afternoon a band of fifty of the leading German musicians of New York city, under the leadership of Max Schmidt, assembled in front of the building to serenade the newspaper. Despite the bleak wind, about 5,000 people gathered in Ottendorfer Square to hear the music. The program was as follows: Fackeltanz No. 1 (G. Meyerbeer), Jubel Overture (C. M. von Weber), Anniversary March (G. Rosey), instrumental solo and "The Star Spangled Banner."

A large part of the crowd joined in singing "The Star Spangled Banner." After the second number the band played as an encore the "Ridder March," composed for the occasion by Max Schmidt.

At the conclusion of the musical exercises Edward Uhl, president of the Staats-Zeitung, tendered a reception and luncheon to the musicians and a number of friends. The luncheon was served in the Rathskellar in the Staats-Zeitung Building and was presided over by Herman Ridder, publisher of the paper.

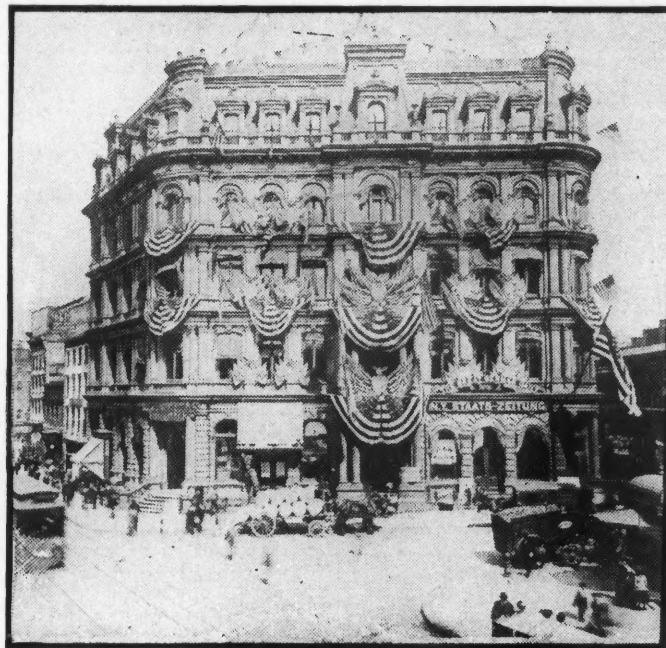
After introductory remarks by Mr. Ridder, many of those present spoke, among them George von Skal, managing editor of the Staats-Zeitung, and H. R. Hirsch, editor of the Abendblatt, the evening edition of the paper, Dr. Louis Wayland, and C. Huenewinckel, business manager of the paper.

It was announced that the editors and owners had received messages of congratulation from prominent citizens all over the country. Some of those who sent felicitations were Carl Shurz, Joseph Pulitzer, of the New York World; Oswald Villard, of the New York Evening Post; Mayor McClellan, Baron Speck von Sternburg, the German Ambassador; Alton B. Parker, Seth Low, Postmaster Wilcox, Oscar Stauss, John De Witt Warner, Supreme Court Justices Truax, Scott, Leventritt, Bischoff and Newburger, Rabbi Silverman and George C. Boldt.

A much-appreciated letter was from Peter Kirchoff, who is ninety-three years old, and who has received every copy of the Staats-Zeitung published in the last sixty-seven years.

HISTORY OF THE PAPER.

On Dec. 24, 1834 a small but enterprising society of representative German-American business men sent broadcast to their countrymen a beautiful Christmas greeting in the initial number of the



NEW-YORKER STAATS-ZEITUNG BUILDING IN GALA ATTIRE CELEBRATING PAPER'S SEVENTIETH ANNIVERSARY.

first German-American newspaper ever published in New York, the New-Yorker Staats-Zeitung. The paper was founded to oppose the Whig party, which dominated the city and whose political doctrines were severely antagonistic to the majority of German Americans. The population of New York city in 1834 was estimated at 250,000 and of this number 10,000 citizens were of German birth.

The New-Yorker Staats-Zeitung was originally issued as a four-page weekly, its birthplace being on the east side of Nassau street, between Fulton and Ann streets. The paper was printed on an old Washington hand-press, with a capacity of 2,000 impressions a day, and the force consisted of one man, who acted as editor-in-chief, reporter and foreman, and a boy, who performed the functions of printer's devil.

The paper, under the masterful direction of Gustav Adolph Neumann, safely weathered the general financial crisis of 1837, and in 1839 moved to more pretentious quarters at 7 Frankfort street, one door below what was then Tammany Hall and is now the New York Sun Building. Mr. Neumann, the erstwhile editor-in-chief, reporter and foreman, had been steadily buying shares in the property, and finally the society that established the paper was dissolved by unanimous consent, and Mr. Neumann became sole proprietor.

Mr. Neumann continued to improve the paper, and in 1844, ten years after its establishment, made it a tri-weekly publication. A little later Mr. Neumann, having long desired a quiet country life, sold the paper to Jacob Uhl and retired to a farm in Sullivan county, New York, where he died about five years ago, after having seen the New Yorker Staats-Zeitung achieve a place in the leading rank of American journalism.

BECOMES A DAILY.

Mr. Uhl, faithfully assisted by his young wife, made many marked improvements in the paper and it was not long before it was found necessary to issue a daily edition. The German Revolution of 1848-49 brought many Germans to this country and increased to a marked degree the field for the German paper.

In January 1848 the Staats-Zeitung began the publication of its Sunday edition under the title of Der Freischütz (now known as Sonntagsblatt der New-Yorker Staats-Zeitung.)

Mr. Uhl died in 1852, and his widow, Mrs. Anna Uhl, who was wholly convers-

ant with the requirements of newspaper work, assumed entire control of the paper. With remarkable executive ability and business insight, she managed the property with conspicuous success, and the seven years the paper was under her sole control was one of the greatest periods of growth in its history.

The German Revolution brought to this country a young man of exceptional talents—Oswald Ottendorfer. He was given a subordinate position in the Staats-Zeitung office, and his unusual ability soon led Mrs. Uhl to give him a place in the editorial department. In 1859 Mrs. Uhl and Mr. Ottendorfer were married. The year previous Mr. Ottendorfer had become the chief directing force in the Staats-Zeitung. He remained in that position for forty-two years, becoming the greatest German editor of his day.

THE PRESENT REGIME.

On Jan. 1, 1891, Herman Ridder purchased a large interest in the paper and took an active interest in its management. Since Mr. Ottendorfer's death, in 1900, Mr. Ridder has been the directing head of the Staats-Zeitung. Edward Uhl, son of Jacob Uhl, has been president of the company since Mr. Ottendorfer's death, but ill health has prevented him from taking a very active part in the direction of the property.

In all these years of growth the Staats-Zeitung has steadily advanced in circulation and prestige and is to-day probably the most representative German-American paper published in the United States. Since its birth in the little dilapidated structure on Nassau street, five different buildings have housed the establishment, the commodious structure it now occupies having been erected by Mr. Ottendorfer in 1873. From a little four-page weekly the Staats-Zeitung has grown to a powerful daily, with a Sunday and evening edition, the latter, the Abendblatt, having been established in 1892. Likewise there has been the evolution from the old Washington hand-press to the big Hoe machines with a capacity of 144,000 copies per hour, a battery of some thirty linotypes and other equipment as modern as the big English dailies.

Thus in brief is the story of rich achievement of this great German paper, the first German-American paper published in New York, and, with the exception of the Journal of Commerce, the Commercial Advertiser, the Evening Post, and the Sun, the oldest newspaper in New York city.



EDWARD UHL.

BLACKWOOD & SONS.

This Year the Great Scottish Publishing House Celebrates Its Centennial. a Retrospect.

Written for THE EDITOR AND PUBLISHER by Edward Ransford, LL. B.

If nations and cities celebrate their centennials, and the memory of successful battles is recalled by festivities at the expiration of a hundred years, surely the recurrence of the centennial of a great publishing house calls for more than passing notice at the hands of a literary organ. If peace, like war, has her victories, then a family that for full five-score of years has done so much to promote education and its consequence, civilization—the two great factors, which, rightly used, make for true peace—is entitled to the amplest recognition from the reading world.

Close upon one hundred years ago one of the most famous of the world's publishing houses—a Scottish one at that—was founded by William Blackwood, of Edinburgh, who, from being a bookseller's apprentice in 1790, rose in course of time to be the intimate friend and associate of some of the most famous names in the history of literature. William Blackwood was a Scotchman, and was born in Edinburgh in or about the year 1796. When fourteen years of age he was bound apprentice to a bookseller, and, as such, made a short stay in London, where, as in the "Modern Athens," he spent his time in the acquisition of that intimate knowledge of old and scarce books, for which he was afterwards so famous. In 1804 he started in the bookselling trade on his own account, his place of business being on the old South Bridge in the Old Town, and at once became known not as a mere seller of "things in books' clothing" (to quote Charles Lamb)—such productions had no place upon his shelves—but as a high-caste bibliophile, who cared to handle none but the ancient and respectable works of men who had made their mark in their day. These he classified so admirably and in such lucid order as to make his catalogues sought after as works of art, and to obtain for him such a reputation for book lore as to bring together into his shop the most famous literateurs in the Scottish metropolis, and make it a resort of their brethren in the provinces and the then far distant London—and all this within twelve years after his shop had been opened.

In these days Sir Walter Scott was in the zenith of his fame, and though the great "Wizard of the North" had intrusted Constable to issue most of his Waverley novels, yet Blackwood's reputation stood so high that he was enabled to secure from Sir Walter the publication of "The Black Dwarf," as well as of "Tales of My Landlord," being associated in the last transaction with the first John Murray, of Albemarle street, London.

(Continued on page 7.)

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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 22, 1905.

THE PRESIDENT AND THE PRESS.

President Roosevelt, in his speech at Colorado Springs just before he started for the hunting grounds, said:

"I am going to beg the people of Colorado to treat me on this hunt just as well as the people of Oklahoma treated me on the wolf hunt. If a lot of newspaper men start to come in after me, I will have to come home; that is all there is to it. The thing they can do that will please me best is to let me be on that hunt alone and pay no earthly attention to me or to any of my party while I am off in the mountains. If they won't follow me I will agree that if anything of any earthly interest happens I will have the news sent out."

The President can not prevent the public from wanting to read and know about everything that he is doing. Some newspapers, however, in trying to supply this craving for news undoubtedly often overstep the lines of propriety. Because the nation is intensely interested in what President Roosevelt is doing is no license to the press to invade the privacy of his life completely and to print about his stay in camp a lot of silly twaddle that is distasteful to him and that would prevent him from enjoying all the freedom that he outing can afford.

President Roosevelt has always been pretty fair to the press. He is careful to see that provision is made for representatives of the big press associations to accompany him on his journeys; he does everything for their comfort, and he gives freely the news that really is news and deserves to be printed. He has little use, it is true, for the horde of so-called special correspondents that write flighty stories about airy nothings, but for this who can blame him?

A SEASON OF ANNIVERSARIES.

Anniversaries come pretty often, but it has been some time since there was such a season of celebrations as this. The Albany Evening Journal a few weeks ago appropriately observed the completion of three quarters of a century of usefulness; the New York Tribune last week began its sixty-fifth year and referred to the event with a modest account of the paper's history, and now comes the New-Yorker Staats-Zeitung celebrating the completion of its three score and ten with a dignity befitting the proud record which that fine old German paper has always maintained. These are the older fellows. Other celebrations since the first of the year that may be mentioned are the twenty-fifth anniversary of the Cincinnati Post, in January; the New York Globe's completion of its first year under its new title, in February; the fortieth anniversary of the Omaha World-Herald, celebrated last month, and, finally, the first birthday of the Bing-

hamton Press which occurred last week. Then there is the centenary of the great Scottish publishing house of William Blackwood & Sons, which is soon to come.

Anniversaries and the celebration of them are good things, not only to call attention to past achievements, but to forecast progress and developments that are to come.

SOURCE OF LIBEL SUITS.

The Albany Argus, speaking of the proposed libel law amendment before the New York Legislature, says:

"The object sought is to give editors and publishers a chance to retract libels innocently uttered—in the news columns—which may be and ordinarily are the result of misinformation, sometimes of a misprint, or of the haste incidental and inevitable to the conditions under which news is gathered, transmitted, written, put in type, and published, in the newspapers of to-day.

"It is an interesting fact that by far the heavier percentage of libel suits, brought or threatened, rests not upon and editorial utterance, however severe, for which the newspaper is clearly responsible, but upon a careless headline—or perhaps a news editor's natural but unwarranted inference from a press dispatch sent to a thousand newspapers, and containing information which exposes them all alike to litigation—trivial blunders of misinformation, which to a fair-minded man are evidently not intended, and yet are seized upon by lawyers of a certain class, who, knowing the unfairness of the present libel law, pounce upon newspaper publishers with demands for a settlement much as their professional brethren, the 'ambulance chasers,' put it into the minds of victims of alleged negligence of public service corporations to bring suits for damages, which, if settled out of court, or won in court, will yield the lawyer a contingent fee for his services."

The Binghamton Republican says on the same subject:

"It is not the news concerning reputable people about which so much care is necessary as it is in reporting actual happenings pertaining to dishonest persons. The greater the crook the easier it is to publish something which he thinks libels him and the more apt he is to bring an action against a newspaper.

"It is not the damages obtained in these actions to which newspaper publishers object. In not one or five such cases will the ordinary jury award a verdict in favor of the plaintiff, and where awards are given they are usually small. But it costs as much and causes as much annoyance to defend a case without merit as one in which real libel has been done.

"It is to relieve reputable publishers from the danger of this class of litigation that the present bill is intended. It sim-

ply seeks to close a few of the knot holes in the existing law through which small caliber lawyers and their clients with smaller characters find it easy to crawl into a groundless law suit."

CHURCH ADVERTISING.

The Rev. Dr. Torrey, of London, lately sent the following reply to an English advertising periodical, which had asked for his opinion whether churches ought to advertise:

"It is as legitimate for churches to advertise to draw people to hear the word of God, in order that they may get blessing, as it is for shops to advertise in order that they may draw people to buy goods. Of course, a minister of the gospel should avoid anything like a parade of himself in his advertising, but the churches have something good to tell, and they ought to let people know it. I am not ashamed of the gospel. I want everybody to hear it. It has been my joy to see thousands of wide-awake business men all around the world brought to Christ through the gospel, and I have received countless letters from them thanking me for what they have received. I am glad that we have advertised."

Commenting thereon, the Albany Argus says:

"Not long ago, it was considered as 'unprofessional' for ministers as for doctors or lawyers to advertise, unless, of course, in the form of indirect free advertising of the news columns, always eagerly availed of. Why any such code of ethics should ever have been promulgated, is a mystery. No valid reason can be conceived why a lawyer should not advertise the fact that he is in practice, and ready for business; or a doctor, that his advice is at the service of patients, or a minister, that he has a message to deliver to lost souls seeking salvation."

A DICKENS CELEBRATION.

New York Press Club Commemorates Farewell Dinner to Novelist.

Under the joint auspices of the New York Press Club and the Manhattan branch of the International League of the Dickens Fellowship, recently organized, an entertainment of a distinctive character was given last Tuesday evening in the Press Club parlors. It marked the thirty-seventh anniversary of the farewell dinner given to Charles Dickens by prominent members of the press of this city on Apr. 18, 1868, and consisted of readings and recitations from "David Copperfield," "Pickwick," "The Chimes" and "A Tale of Two Cities," interspersed with old English ballads, including Dickens's song "The Ivy Green."

The Dickens banquet in Delmonico's in 1868, thus commemorated, was an occasion of rare brilliancy, the most distinguished of American journalists and authors being present, including Horace Greeley, Henry J. Raymond, Samuel Bowles, W. W. Hurlburt, Murat Halstead, Whitelaw Reid, John Russell Young, George William Curtis, Charles Eliot Norton, Prof. E. L. Youmans, Thomas Nast, Edmund Clarence Stedman and others equally eminent. Gen. Joseph R. Hawley was the last of the company whose death is recorded.

The first president of the Press Club, James Pooton, also was a participant, and at the entertainment last Tuesday gave his personal recollections of the event. Dr. Clark Bell, who was present at the dinner in 1868, was present also at this anniversary, having been then, as still, a member of the New York Press Club.

Mr. Charles Sugden, actor and member of the "Marie Tempest" Company, made a brief and exceedingly humorous speech of his acquaintance with Dickens.

WRITING ADVERTISEMENTS.

Never Mind the Form, Consider the Business Merits of Your Proposition.

Those engaged in newspaper work are frequently called upon to write advertising, either for themselves or for the new and prospective advertiser from whom they are soliciting business. For these an article by Gordon Murray in the Toledo Times-Bee offers some pretty valuable suggestions. Mr. Murray says:

"With all that is said about the writing of advertising, and with all the rules, laws and philosophy laid down on the subject, very few of the preachers and teachers of this theme strike the root of the whole matter, or seem to realize that first, last and always 'advertising is business.'

"Writing advertising is writing about business. There is no point of view except the business point of view, though the would-be advertising writer 'speaks with the tongues of angels and of men.' Yet if he be not saturated with business through and through, his writing is as 'sounding brass and a tinkling cymbal.' 'It seems the silliest thing on earth, the idea that mere literary cleverness is of the slightest account in advertising, unless backed up by plain business sense and a clear understanding of the particular business advertised. Most of the preachers on this subject devote endless space explaining how to boil down sentences, display type and get striking borders and harmonious color schemes, as if advertising were a question of words, borders or colors. All these things may help to carry out the advertising idea, but they are mere auxiliaries—simply an outgrowth of the business purpose. They are the foliage on the tree, but the tree doesn't grow out of the leaves.

"If an ambitious writer should ask me for just one rule for good advertising writing I would say, 'Forget your writing and think of the business.' Learn more about your goods, what they are good for and what they will do. Get acquainted with the people that ought to use them and tell them why. Show them why, not only in facts and figures, but in pictures, diagrams and colors if you can. Showing is better than telling. At any rate, make them see it, make them know it and make them buy. That is the end and object of it all. You're a salesman and you're a business man if you are anything in the advertising line. If you can't see and appreciate business facts, or if seeing them you are at a loss for ways of presenting them to the people, and are worrying yourself over sentences, types, borders and all that, you have no business in advertising. You might as well be a dumb dry goods salesman. The true advertising instinct leads a man first of all to dig out of a business the important facts for the public to know. To find the facts is a serious task. Presenting them is easy. If an advertising man knows and believes in the business he represents, the presenting of it to the public is easy. Would you worry about the best way to invite a hungry man to dinner? No. All that would bother you would be getting the dinner.

"You can no more be a good advertising writer without keen business perceptions than a right arm can work efficiently detached from the body it belongs to, and, conversely, a business man who is not a good advertiser is no more completely equipped than a man without his right arm."

Proof by Postoffice Figures.

Frederick Lockley, circulation manager of the East Oregonian, at Pendleton, Ore., in a very convincing article on conditions in that city, shows from post-office returns that the East Oregonian, during the six months ending Mar. 31, 1905, mailed 42,283 papers more than its morning competitor. The East Oregonian is an evening paper and claims a big lead in circulation by carrier in the city of Pendleton.

PERSONALS.

Norman E. Mack, publisher of the Buffalo Times, was in New York last week.

R. W. Patterson, proprietor and editor-in-chief of the Chicago Tribune, was in New York this week.

Kenneth Ives Rice, city editor of the Passaic (N. J.) Herald, was married last week to Miss Anna E. Bacon, of Syracuse, N. Y.

H. B. Varner, proprietor of the Lexington (N. C.) Dispatch and the Salisbury (N. C.) Globe, was in New York several days last week.

Wilson Gardner, for a number of years Washington correspondent of the Chicago Journal, and now representative of the Newspaper Enterprise Association at the National Capital, was in New York for a few days last week.

Sam T. Hughes, manager of the Newspaper Enterprise Association, of Cleveland, O., was in New York several days last week on business connected with the association. He also visited Washington before returning home.

Col. James T. Bacon, editor of the Edgefield (S. C.) Chronicle, and well known to Southern newspaper men, is about to sail for Europe, and expects to visit various points of interest along the Mediterranean. He will contribute weekly letters to his paper.

George McQuaid has resigned as managing editor of the Oklahoma State Capital, at Guthrie, Okla., to become telegraph editor of the San Antonio (Tex.) Express. Earl Croxton becomes managing editor and Roy Winton telegraph editor of the Capital.

John E. Day, for years connected with the Wheeling (W. Va.) Intelligencer, has declined the office of Consul to Windsor, Ontario, which was offered to him through the Senators of his State. The office pays \$1,500 salary, a third of which goes to a clerk, while fees amount to only about \$90.

Stephen N. Winslow, the veteran reporter of Philadelphia, and probably the oldest active newspaper man in the United States, on Friday of last week celebrated his seventy-ninth birthday. He is now proprietor of the Commercial List and Price Current, and still gathers news with all the energy of youth.

Harold Mac Grath, author of "The Man on the Box," "The Puppet Crown" and other books, was married last Monday at Bridgeport, Conn., to Miss Alma J. Kenyon, of Syracuse, N. Y. Blanche Bates, the actress, George B. Van Cleve, of New York, and W. C. Bobbs, of the Bobbs-Merrill Company, New York, witnessed the ceremony. Mr. and Mrs. Mac Grath left for a trip through the West. They will reside at Syracuse, which is their native home. Mr. Mac Grath was a newspaper man in Syracuse before he became a successful author, and he still does considerable newspaper work.

Hertzberg Starts a Paper.

H. R. R. Hertzberg, the well-known special writer who was connected for a time with the New York American, is editor of the Searchlight, a new weekly paper, which is being started at Pass Christian, Miss., the watering place near New Orleans. The manager of the paper is M. B. Trezevant, the cartoonist. Both men are well-known as New Orleans newspaper men. The Searchlight is established to oppose the town council at Pass Christian in its attempt to grant a franchise to an electric railway which will destroy the attractiveness of the beach at the resort. Satire and cartoons will be the chief weapons of the paper.

DEATH OF CHARLES W. LYMAN.

For Twelve Years Advertising Manager of the Scientific American.

Charles W. Lyman, for the past twelve years metropolitan advertising manager of the Scientific American, died last Tuesday morning at St. John's Hospital, Brooklyn, of peritonitis. His death was very sudden. On Saturday he was with a number of the advertising men on Park Row and was apparently in the best of health and spirits, remarking himself that he had never felt better in his life. He was taken ill on Sunday morning. The news of his death came as a great shock to his friends among the advertising men, few of whom knew that he had been ill.

Mr. Lyman was one of the most popular men in the advertising fraternity in New York. Of a sunny disposition, he was always the life of any company in which he found himself. A committee of the special agents of New York met last Wednesday and took appropriate action in regard to Mr. Lyman's death.

Mr. Lyman was a member of Roome Lodge, 739, F. & A. M., Knight Templars, Mecca Temple.

The funeral services were held on Friday morning at 24 Virginia Place, Brooklyn, and the interment was in Kensico Cemetery.

OBITUARY NOTES.

Edward Jensen, editor of the Follets Avis of Racine, Wis., is dead at the age of seventy-six.

Frank C. Montgomery, an editorial writer for the Kansas City Journal, died recently at his home in Hays City, Kan.

W. W. Berry, once editor of the old Richmond (Va.) Enquirer, died last week at his home in Bedford City, Va., aged 72 years.

George Nichols, formerly editor of the Savannah (Ga.) Advertiser, and for half a century an employing printer in that city, is dead.

H. H. S. Pearce, for many years war correspondent of the London Daily News, is dead. Mr. Pearce had been in ill health for some time. He represented the Daily News in South Africa and was with Sir George White's force in Ladysmith. On his return to England he wrote an account of the events of the siege under the title "Four Months Besieged." He was also the author of several other books.

HARMSWORTH AMALGAMATION.

London Daily Mail and the Evening News Now Under One Company.

Publications directed by Sir Alfred Harmsworth, including the London Daily Mail, the Evening News, the Overseas Mail, the Weekly Dispatch and the Illustrated Mail, have been amalgamated under the name of the Associated Newspapers, of which Mr. Harmsworth is the chairman. The capital of the new company is about \$8,000,000, and the shares are now being offered to the public.

A meeting of the shareholders in the Evening News, Ltd., was held recently at which a resolution was passed approving of an agreement for the sale of the paper to the Associated Newspapers, Ltd. Mr. Harmsworth presided at the meeting and said a favorable opportunity occurred to strengthen greatly the Evening News by amalgamating with the Daily Mail.

Winnipeg Telegram's Showing.

The sworn daily average circulation of the Winnipeg (Man.) Telegram for the first three months of 1905, according to a detailed statement sworn to by Rupert S. Hamilton, circulation manager, was 17,403.

"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 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 OUR OWN OUTSIDE PHOTOGRAPHY AND FINISH THE PRINTED GRADE OF PLATE IN ALL SIZES FOR THE CHEAPEST AND BEST RESULTS.

CATALOGUES, CIRCULARS, BIDDINGS 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 TYPALYN CO.,** CHARLES S. MILLS, Manager, SPECIALTY: Iron Equipment for Composing Rooms.

NEWS PHOTOGRAPHS

WHICH FOCUS FACTS.

We have 15,000 subjects in stock and agents all over the world. Text supplied.

WE BUY interesting photographs.

Send for our daily bulletin of news subjects.

GEORGE GRANTHAM BAIN, 15 PARK ROW. NEW YORK.

THE LOVEJOY CO., Established 1855

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. Highest references. "PROFITS," care THE EDITOR AND PUBLISHER.

EDITORIAL AND SPECIAL WRITER desires position on newspaper near New York. Is also reporter, 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 \$2,000 to \$10,000. "MANAGER," care THE EDITOR AND PUBLISHER.

FOR SALE.

ONE POTTER ANGLE BAR Perfecting Press with stereotyping machinery. Prints seven columns, 13 cms. 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, tapless delivery and back up, and is capable of doing first class job, book and newspaper work. "MCCREEN," 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.

DAILY AND JOB OFFICE FOR SALE Best proposition in Southern California. Will require \$20,000 cash or good paper to handle; will not sell on time. "OPPORTUNITY," 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. Reference furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 815, 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 "G. 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.

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. DRIFT TO NEWSPAPERS

TIPS FOR BUSINESS MANAGERS.

The Curtis Shirt Waist Company, Cedar avenue, Cleveland, is asking rates.

The Natural Food Company, Niagara Falls, N. Y., is sending out one-time readers direct.

Dauchy & Co., Murray street, New York, are putting out the advertising for Platt's Chloride.

Schloss Bros. & Co., Baltimore, are placing a half-page ad in morning papers throughout the country.

The Butterick Publishing Company, New York, is asking for rates in papers throughout the country.

The Imperial Granum Company, Front street, New York, is advertising in a list of Pennsylvania papers.

Scott & Bowne, Pearl street, New York, have discontinued their advertising for the summer months.

The J. Walter Thompson Agency, 41 Park Row, New York, is figuring on some advertising for a new food product.

The C. E. Sherin Company, 452 Fifth avenue, New York, is placing a line of small copy to advertise Coate's Plymouth Gin.

Louis V. Urmy, 41 Park Row, New York, is placing a line of advertising for the De Laval Cream Separator in Michigan dailies.

Dr. B. L. Brown, Philadelphia, is placing some advertising through the Volkman Advertising Agency, Temple Court, New York.

The Frank Preshrey Agency, 7 West Twenty-ninth street, New York, is placing some advertising for the Outlook in metropolitan dailies.

The George B. Van Cleve Agency, Temple Court, New York, is placing a two-inch t. f. order for the Diamond Dyes advertising.

The Paul E. Derrick Agency, Tribune Building, New York, is sending out orders for the American Cereal Company. The space to be used is 8,000 lines.

The United States Indemnity Society, Boston, is sending out a line of classified advertising. It states that it contemplates using large space in the very near future.

It is said that a number of the big Eastern agencies are making a strong fight to secure the contract for advertising which the big packers of Chicago contemplate doing.

N. W. Ayer & Son, Philadelphia, are placing orders for the Simmons Hardware Company. The space to be used is 1,240 inches in dailies, and twelve inches twenty-six times in weeklies.

The Nelson Chesman Company is sending out propositions from its New York office offering to place advertising with papers where satisfactory arrangements can be made with the local druggists.

Clnett, Peabody & Co., manufacturers of collars and cuffs, have sent orders to increase the space to a number of papers carrying their contracts. N. W. Ayer & Son, Philadelphia, handle this account.

The Miller Advertising Agency, Chicago, has opened up a New York branch at 108 Fulton street. The agency will place the advertising of Matthew's Castor Oil Tablets, White's Vaucaire Tonic and Marvo, a nerve tonic. The office will be in charge of Hilton B. Sonneborn, who is well-known through his long connection with Printer's Ink.

FINE GOLF TROPHY.

For Which Advertising Men Will Contest at Cleveland Tournament in July.

Sir Thomas Dewar, of Perth, Scotland and London, through his American agent, Frederick Glassup, of New York, has presented to the American Golf Association of Advertising Interests a magnificent silver trophy to be known as the Dewar Challenge Cup, which is to be contested for at the coming tournament of the association, to be held on the links of the Euclid Country Club of Cleveland, O., July 18, 19 and 20.

In addition to this trophy, there will be a large number of prizes offered, and from present indications there will be at least 100 entries among prominent advertising men in the East who are golfers. W. H. Beers, secretary of the association, reports that new members are coming into the association at the rate of ten or twelve a week.

ADVERTISING NOTES.

The Lincoln (Neb.) Star now claims a net paid circulation of 10,000.

A. M. Catlin, manager of Eugene Van Zandt's Chicago office, spent several days in New York this week.

J. A. Echlin, advertising manager of the Toronto News, spent last week in the Eastern field in the interest of his paper.

Payne & Young, New York and Chicago, have recently added the Quincy (Ill.) Journal and the La Crosse (Wis.) Tribune to their growing list of papers.

The George L. McCracken Agency of New York, has been incorporated with \$5,000 capital. The directors are: G. L. McCracken, J. A. Robinson, and A. L. Rich, of New York.

The jury in the case of Batten vs. Hiscox, which was up before Judge Gaynor in the Supreme Court, rendered a verdict in favor of the Batten Agency. The case has been appealed.

Injunction Protects Subway Signs.

Supreme Court Justice Bischoff handed down a decision last week restraining all city officials of New York from interfering with or attempting to remove the advertising signs, newsstands and slot machines in the subway. The application for such injunction was made by the Interborough Rapid Transit Company and the advertising firm of Ward & Gow. It is expected that an appeal will be taken by the city from Justice Bischoff's ruling before any further proceedings are begun. Ward & Gow are paying \$550,000 a year for the advertising privilege, and the profits are said to be large.

Representative of the Pilgrim Magazine.

H. Clarence Fisher, Temple Court, New York, has been appointed Eastern representative of the Pilgrim Magazine, of Battle Creek, Mich. Mr. Fisher was recently made manager of the foreign advertising of the Jersey City Evening Journal, and is building up a strong list of publications which he represents in the foreign field.

Commercial Appeal's Three Months.

The daily average paid circulation of the Memphis Commercial Appeal for the first three months of 1905, according to the sworn detailed statement of J. W. Hays, business manager, was 38,111. The average paid circulation of the Sunday edition for the same period is given as 53,751.

A new German weekly will be started next month at Ritzville, Wash., under the direction of G. G. Heins, former editor of the Rundschau of Elkhart, Ind.

How Every Interest That Values Publicity Is Turning to the Daily Press as the Most Satisfactory Medium.

The declaration by Charles S. Young, advertising manager of the Chicago, Milwaukee and St. Paul Railway, in a university extension lecture, that railways have found newspaper advertising more profitable than any other form of advertising points to a truth, says the Chicago Chronicle, that has been growing steadily in recognition for several years. It is only natural that it won early recognition as truth among those in a vocation attracting, as railroading confessedly does, a large share of the best ability of the age. Continuing, the Chronicle says:

"Concurrently with railway managers the managers of all kinds of theatrical and other amusements, another vocation demanding the most alert intelligence, recognized this same truth, and the huge crop of posters, lithographs and other 'window and wall paper' they had long maintained disappeared.

"The superlative quality of any particular thing could hardly be fortified more conclusively than by these two unqualified testimonies in precept and practise from two of the professions in which it is most of all necessary that methods shall be both intelligent and modern in the best sense.

"Modern advertising may be said to have been born with the modern newspaper and to have grown up with it practically as a part of it. Its aim is the dissemination among men and women of prompt knowledge of where they may secure on the most acceptable terms whatsoever they may legitimately desire. Its best medium, therefore, is one which keeps abreast with its time, takes hold on the attention of the largest number of people who want things, and maintains for itself a character for honesty, responsibility and intelligence that command the respect and confidence of the community. This is something which the newspaper, regarded as a whole, has done and does.

"The newspaper-reading habit probably stands next in universality to the eating habit. The newspapers reach and are read by practically the whole people, not only those on whose doorsteps or in whose postoffice boxes they are laid every day but also the shifting, transient elements of the community who have no doorsteps nor postoffice boxes and yet must buy something to eat or wear or otherwise use in daily life.

"No other agency on earth speaks daily to a clientele so colossal in numbers and cosmopolitan in character. No other has such unflinching access to the ear of the people or is so promptly and universally turned to when information is desired. In this, as in all human affairs, what the newspaper prints is of value, as regards those for whom and those to whom it speaks, precisely in proportion to the high character it maintains for itself.

"The enormous value of advertising, if it were attested in no other way, would be demonstrated by the hosts of imitators and would-be rivals it has tempted. Even the monthly magazines have not been above the temptation, though observant men know their unfitness even as for telegraphic intelligence, while the daily newspaper, speaking thirty times as often, speaks to many hundred times more hearers.

"Trade and class publications of all sorts, fugitive sheets scattered about the streets and dooryards, the 'sandwich man,' and, worst of all, the huge bill-

boards that disfigure streets and lots and get real attention from nobody except those to whom they are an eye-sore and an abomination, all these and many more have 'cut in' hoping to share with the newspapers the credit and profit of the business that the newspapers have made.

"Everything these imitators have gained has been largely subtracted from what might have gone to the better medium, yet, while the unfitness of the imitators has not always been recognized at once by advertisers, they have not succeeded in shaking the claim of the newspaper to primacy in the great modern art of meeting the public demand for information, and the recognition of that claim in the practise of the railways, the theatres, the steamship lines and other alert interests, is another recognition of the universality of the law of 'the survival of the fittest.' It means, in fact, that the legitimate newspaper is not only better than any other agency for securing public attention but is better than all others combined."

Activity in Baltimore.

The Baltimore News, through its New York special representative, Dan A. Carroll, issues a folder calling attention to the immense activity in the rebuilding of Baltimore at the present time, and the consequent advantages of that city as a field for conducting an advertising campaign. In rebuilding the burned district alone, from \$40,000,000 to \$60,000,000 is being expended, while millions more will be spent at once in public improvements. Authority is to be asked of the next Legislature to spend \$12,000,000 for new pavements, increased fire-fighting facilities, new schoolhouses and development of the water-storage system. The News has been foremost among those that have stood for this upbuilding of a greater Baltimore. The actual daily paid circulation of the News for March, according to the sworn statement of Louis M. Duvall, business manager, was 59,977.

THOMPSON & DUNDY'S PUBLICITY.

Efficient Work of Their Press Department for the Hippodrome.

At 60 West Forty-third street, New York, the executive offices of Thompson & Dundy, proprietors of the Hippodrome, there are several large volumes of newspaper clippings relating to that enormous production which has been open to the public less than two weeks. It is seldom that an amusement enterprise gets so much good and legitimate advance publicity as has been accorded the Hippodrome by the press. In the first place, it is one of the most deserving performances in many a long day, and in the second, it has a press department that knows what is legitimate news and has a keen appreciation of its value to newspapers.

At the head of the department is W. C. Thompson, who had been connected with the New York Herald for thirteen years, seven of them as city editor of the Evening Telegram, when he resigned last fall to take charge of the publicity for Thompson & Dundy. Mr. Thompson has associated with him John W. Blanvelt, whom he took with him from the Evening Telegram as his assistant.

Newspaper Plant Burned.

The Ballinger (Tex.) Tribune building and plant, owned by H. E. Irby, was destroyed by fire last week. The loss is estimated at \$3,000, with \$2,000 insurance.

THE SCRIPPS-McRAE LEAGUE

Own and Control the		Own and Control the	
Cincinnati Post.....	exceeding 148,000	Cleveland Press.....	exceeding 141,000
St. Louis Chronicle.....	55,000	Covington (Ky.) Post.....	13,000
Toledo Times and News Bee ..	52,000	Akron (O.) Press.....	10,000
		Columbus (O.) Citizen.....	exceeding 25,000

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.

BLACKWOOD & SONS.

(Continued from page 3.)

the intimate friend of Byron and publisher of his poems.

Blackwood's reputation, already very high, was still further enhanced by his connection with men of such eminence, and it was added to through the confidence reposed in him by such writers as the poet Hogg, the "Ettrick Shepherd" and author of "The Queen's Wake" and other poems, Miss Ferrier, celebrated even to-day as the author of "Marriage," McCrie, whose "Life of John Knox" was one of the earliest books he published, and to this day a standard history of the perilous times in which the Scottish reformer thundered against the errors of Popery from the pulpit of St. Giles's Cathedral. So great, indeed, was the intimacy between Blackwood and Miss Ferrier, as it was, also, between McCrie and himself, that he gained for her novel a high testimonial of approval from Sir Walter Scott whose "Scottish Minstrelsy" he was soon to publish, and by his influence won for the Covenanter divine the offer of an honorary degree as doctor of divinity from the very conservative and strictly Established-Kirk-and-State University of St. Andrews—an honor which McCrie, as a conscientious "Anti-Burgher" and "Auld Lichts" Dissenter naturally refused to accept.

THE OLD SALOON.

As has been said, Blackwood's shop was in the Old Town of Edinburgh, then as now, the location of the Law courts, the Bank of Scotland, the University, the High Church (St. Giles's Cathedral), the Tron Church, Holyrood palace, the Castle and houses and chambers of many of the principal judges, lawyers, ministers, bankers and literary men. Its star, however, as a residential district was beginning to set, and the bridging over of the Nor' (North) Loch and filling in of the valley by the Earthen Mound, had rendered the New Town a more fashionable place of abode. In the wake of the migration to that growing and more eligible portion of the city Blackwood followed, and established himself at 14 Princes street—a step considered highly risky by his old cronies and his literary friends. The event, however, proved that he was right, and on that street, from 1816 till fourteen years before his death in the early thirties, when he finally removed to 45 George street, where the business of the house is conducted to-day, he went on and prospered. His shop became (still is) to the literary coterie of Edinburgh what John Murray's far-famed establishment was in London, the Old Saloon, where Attie salt was blended with the elegant wit of Mount Parnassus. Lockhart and Christopher North (Prof. Wilson, of the University) Thomas Pringle and James Cleghorn (the first editor of Blackwood's Magazine), Sir Walter Scott, Hogg, and all the chief writers of the day were to be met there, in company with the learned pundits of the College, the luminaries of the bar, and the bright lights of the pulpit, where day in and day out (the "holy Sawbath" not always excepted), the privileged listener enjoyed such a "feast of reason and flow of soul" as rarely falls to the lot of ordinary mortals.

BLACKWOOD'S MAGAZINE.

The fame of the house rests in no small degree upon Blackwood's Magazine, whose publication was begun at a time when Edinburgh was a Whig stronghold. The opinions of that political school of thought were ably advocated and maintained in the columns of The Edinburgh Review, whose yellow and blue back and cover were as redolent of Hanoverianism, as its columns, under the editorship of Lord Jeffrey, were of what in these days passed for Liberalism—and consequent danger to Kirk and State. In it appeared Lord Macaulay's famous "Essays," which were looked upon as iconoclastic as to render him an object of horror to the staunch Toryism of the day so vigorously upheld in its staid and eminently aristocratic rival, the Quarterly Review. To counteract the Whiggery of the Edinburgh, and at the same time to afford more lively, and, therefore,

more popular reading than was served up in the Quarterly, Blackwood's Magazine was established, under the editorship of Thomas Pringle, a litterateur and poet of no mean order, and James Cleghorn, editor of the Farmer's Journal and a man with a great head for figures and statistics. In all probability the prime movers in the original publication of the magazine ("Maga," as it was lovingly called by its earliest contributors and supporters) were Hogg, Christopher North and Lockhart. If these were not its originators, it is certain that to them was due the beginning of its fame. Under the joint editorship of Pringle and Cleghorn, the magazine was not a success, if only for the reason that in its very first number appeared a highly laudatory article on Francis Homer, the right hand man of Jefferys, the editor of the Whig Edinburgh Review—a piece of inconsistency which handicapped the new publication at the outset. William Blackwood quickly perceived that there must be a change, and at once, whereupon the magazine made a fresh start under the editorship of Christopher North and Thomas Lockhart, who, however, between them nearly shipwrecked the new venture by an audaciously clever article entitled the "Chaldee Manuscript," which appeared in the first number with which they had to do. The article in question mercilessly satirised the Edinburgh. That, however, in itself gave no offense—rather the reverse, but, as its style was the exact counterpart of the Old Testament phraseology, Tory Churchmen, whether Presbyterian or Episcopal, were utterly scandalised by the parody. On second thoughts, however, its cleverness, the bitterness of its satire and the merciless manner in which it held up the Whig organ to ridicule—so much so, indeed, as to injure the party at the next Parliamentary election—won for it plenary absolution, and gained for it a speedy and a hearty welcome into the palace of the bishop, the venerable halls of the universities, the moss-grown rectory, of the Anglican parson, and the plain huilt manse of such of the Presbyterian "meenisters" (and these were few indeed,) as were not in touch with the Whiggery of "Bothwell brig." In this way, "Maga," with its buff cover and the portrait of George Buchanan, whose reputation for scholarship made Scotland renowned in the sixteenth century, and of whose life by Irving the house of Blackwood was the publisher, very soon became one of the leading British periodicals.

In its pages, while its politics have always been strongly conservative, have appeared articles and novels by writers of all sorts and conditions in politics and religious views. Among its best known contributors have been Lord Lytton, Mrs. Oliphant, George Eliot, De Quincey, and others of equal fame, and to day, the same catholicity is shown by the Blackwoods of the fourth generation. When Cobdenism was becoming the ruling spirit in politics, the conductors of Blackwood were as strongly Protectionist as they are the upholders of that new fiscal policy, whose propriety or impropriety is to-day the subject of so much unrest in the ranks of the Conservative party under Mr. Balfour.

THE HOUSE OF LATER DAYS.

In the year 1840 the house made a new departure, and John Blackwood, the sixth son of William Blackwood—a man of the same wise foresight and business capacity as his father—was placed over the branch opened by the firm in Pall Mall, London. In 1845 it was moved to the more congenial literary atmosphere of Paternoster Row, where it still remains. John Blackwood afterwards returned to Edinburgh to fill the dual role of editor of the magazine and manager of the publishing house in George street. He died in harness in 1879, after having enjoyed the intimate friendship of such men as Thackeray and Delane, for so many years the editor of the London Times—probably the most distinguished and judicious conductor of any newspaper the world has ever seen. Of John Blackwood, it may safely be said that, if he did not "discover" George Eliot, he was, at least, a prime

factor in bringing her forward into public notice. It was his proverbial critical acumen that discerned her critical genius as a writer, when a first instalment of her "Scenes of Clerical Life" reached him anonymously; and from that day on, with the exception of "Romola," for whose appearance in The Cornhill Magazine Thackeray offered a fabulous price—one too high to be resisted—the house of Blackwood published all her works.

Fiction such as hers and that of Mrs. Oliphant and Bulwer Lytton has always proved one of the drawing cards of Blackwood's Magazine, and, as it was in its earlier days under William Blackwood, so it continued to be under the editorship of John Blackwood, and is to-day its distinguishing feature—always of course, apart from its political articles—under the rule of John Blackwood's nephew William, who assumed control in 1879, and, with his two nephews, forming the fourth generation of the house of Blackwood, keeps both the business and the literary end of the firm as far as ever to the front in the world of literature.

Such is a rapid retrospect of the rise of the house of Blackwood. To enumerate one tithe of the famous works published by it would fill many columns. One of the most celebrated was Alison's "History of Europe"—in itself a monument of genius, the publication of which was sufficient to establish the reputation of any firm. Alexander Allardyce, the Aberdeen journalist and author of "The City of Sunshine"—a book reflecting the rays of that light of Asia which shone upon the author during a long sojourn in India—was another of Blackwood's proteges—one, also, who never shamed or went back on his patron, as his edition of John Ramsay's "Scotland and Scotsmen in the Eighteenth Century" proves. Of late years Sarah Grand, Andrew Lang, Beatrice Harraden, Hector McPherson, Joseph Conrad, Perceval Gibbon have added fresh lustre to the honored publisher's name, while it is only necessary to mention among the older soldiers and war writers, who established the fame of the magazine as an authority on military matters, Frederick Hardman, Kinglake, the Hamleys, McChesney and a long succession of others down to Captain Maurice Grant of the present time, who have served to enlighten the world of Anglo-Saxon authorities on matters pertaining to the science of war. A bed-roll of other writers in every branch could be unfolded forming in the past and in the present a galaxy of talent such as probably no other house has been, or is to-day able to secure either as contributors to a magazine or to the ever increasing numbers of volumes that are issued on both sides of the Atlantic year by year.

The influence of "Old Ebony," it may be noticed, in the political world is great, and, like the magazine itself, it shows no sign of decay, nor does the house that issues it seem as if it would die out, so vigorous are its roots, so many are its branches, and so well seasoned is its timber.



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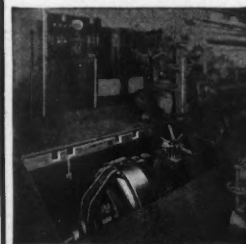
NEW CORPORATIONS.

Specialty Publishing Company, Syracuse, N. Y. Capital, \$25,000. Thomas Woods, and others, incorporators.

B. C. Montgomery Company, Rochester, N. Y. (publishing). Capital, \$100,000. B. C. Montgomery, and others, incorporators.

Paralok Binder Company, Boston, publishers. Capital, \$40,000, president, Ralph W. Richards; treasurer, Arthur Murphy, Jr.

Illustrated Courier Publishing Company, New York; print and publish newspapers, etc. Capital, \$10,000. Incorporators: Ernest Valentine, 140 West Fourth street, New York and others.



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F. E. GANNET'S NEW BERTH.

Leaves Ithaca News to Become Editor of the Pittsburg Index.

Frank Ernest Gannet, for the past five years connected in responsible positions with the Ithaca (N. Y.) Daily News, has severed his connection with that paper to take editorial charge of the Pittsburg Index, a high-class illustrated weekly of local circulation.

Mr. Gannet was graduated from Cornell University in 1898, having done considerable newspaper work during his course there. Soon afterward he went to the Philippines as secretary to Dr. J. G. Schurman. In May 1890, after his return from the Islands, he was invited by Duncan Campbell Lee to assume charge of the News. He began as city editor and was advanced to managing editor, directing the news department of the paper during its period of growth from a comparatively humble station to the important place it now occupies as a daily newspaper.

When Merritt M. Dayton, founder of the News, resigned as business manager on Apr. 1, 1904, Mr. Gannet left the editorial department to assume the management of the paper. He has since been eager to get back into editorial work, which his new position in Pittsburg now gives him an opportunity to do.

The News will now be under the management of Duncan Campbell Lee, who resigned from Cornell University last year to give his entire attention to the paper. George H. Gould, who has had a long experience with the News, will be business manager. In the editorial departments are Roe L. Hendrick, as managing editor, and Edward D. Toohill, who went to the News as city editor early last summer from the Auburn Bulletin.

PRESS SOCIAL OF BROOKLYN.

Members of Citizen and Standard Union Staffs Have a Beefsteak Dinner.

The first annual beefsteak dinner of the Press Social, composed of members of the editorial, business and mechanical departments of the Brooklyn Citizen and Brooklyn Standard-Union, was held one night last week. Over one hundred were present at the feast.

E. N. Barrett, as toastmaster, introduced Andrew McLean, editor-in-chief of the Citizen, who made an address in which he congratulated those present on the fraternal and harmonious relations existing between the various crafts represented, and between the employes of two local journals of opposite political faiths, and expressed the hope that the first annual dinner of the Press Social would eventually lead to a general social organization in which the attaches of every newspaper establishment in Brooklyn would be actively interested.

NEW PUBLICATIONS.

The Los Vegas (Nev.) Age; T. J. Nicklin, editor.

H. M. Phelps will start a paper at Marked Tree, Ark.

The Regular Baptist, Laurel, La.; Rev. G. W. Boyd, editor.

The Cordele (Ga.) Journal; A. J. Tison, editor and manager.

The Southern Boy, monthly magazine, Jacksonville, Fla.; Dr. J. N. Taylor, editor.

The Jessup (Pa.) Review; W. H. Dermody, editor and P. V. Donnelly, business manager.

The Lincoln (Neb.) Tribune, a weekly. George W. Berge, late Democratic candidate for Governor of Nebraska is the publisher.

A Simple Fact About The Publishers Press.

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

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EDWARD PAYSON CALL,
President and General Manager.

New York, Mar. 30, 1905.

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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.

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