

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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JOURNALISTS' HOME.

PLANS FOR BUILDING TO BE
ERECTED ON CHELSEA HEIGHTS
AT ATLANTIC CITY.

Secretary Lewis G. Early, of the International League of Press Clubs, Tells of Action Taken Up to the Present Time. Effort Will Be Made to Get Away From the Home or Institution Idea, and to Make Building a Clubhouse Instead. Successful Publication of "Bohemia."

Lewis G. Early, secretary of the International League of Press Clubs, has sent out the following letter regarding plans for the Journalists' Home, which the League will erect at Atlantic City:

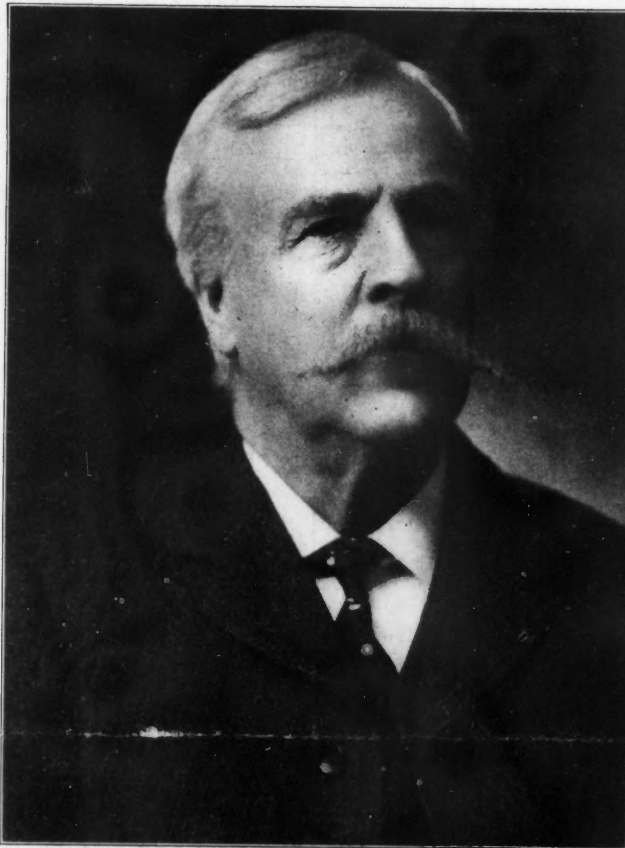
Without making a lengthy explanation of the special merits, uniqueness or attractive features of "Bohemia," the official publication of the International League of Press Clubs, for the construction and maintenance of the Journalists' Home, the following action of the Board is presented for your information.

At the first meeting of the Board of Governors elected at the Detroit Convention of the International League of Press Clubs, held in the Board of the New York Press Club, Nov. 6, 1905, a large draft of Chelsea Heights, showing the location selected for the League's home, accompanied by the sketch of a plan suggested for the first building, presented and explained by President Keenan and Mr. McCartney, was carefully examined by the Board. The plot of ground offered to the League by the Chelsea Investment and Developing Company, 210 by 550 feet, has a 100-foot boulevard in front, facing the ocean about 700 yards away and directly overlooking the Thoroughfare and Chelsea Basin, is only fifty yards from the new Chelsea Heights bridge and within a few blocks of the Chelsea hotels and churches. It is an ideal site in many particulars with plenty of room for future growth of the League's proposed group of buildings.

The sketch represents a large, well built club house, inviting, roomy and comfortable, with broad porches and an elaborate sun parlor on the second floor. It is three stories in height, of Colonial style, to be built of Atlantic City brick, with terra cotta gables and ornate trimmings, but devoid of ginger-bread effect. This club house is to partake of the nature of an Administration Building, with all the practical, necessary requirements familiar to newspaper men's surroundings. About it, as occasion arises, cottages in keeping with the architecture of this central building, are to be erected to be used as dormitories and dwellings. Every effort is to be made to avoid the appearance as well as the fact of an institution or "home." It is to be a place where the well can rest and recuperate, where the infirm can be nursed and cared for, and where newspaper men will meet for relaxation and social intercourse.

Upon motion of Mr. Laufman, the proposition of the Chelsea Investment and Development Company was accepted. On motion of Messrs. Rowe and Curran, amended as to name by Mr. Pearsall and as to price by Mr. Junkin, it was decided to adopt the plan shown by President Keenan as the basis for a general administration building to be known as the International League of Press Clubs clubhouse, and that it is to be substantially constructed at a cost

(Continued on page 3.)



WILLIAM REED.

(See page 2.)

PUBLISHER OF THE DAILY GAZETTE AT TAUNTON, MASS.

WIRELESS NEWS SERVICE.

Plan for Putting It Into Operation in North of England.

The use of wireless telegraphy in the transmission of news has recently been the subject of consideration by some of the newspaper owners in England, and at least one syndicate is contemplating the adoption of the system.

Cuthbert Hall, managing director of the Marconi Telegraph Company, said to a London Daily Express representative: "We have been approached by a number of newspapers in the North of England with the suggestion of forming an agency for the transmission of news to them by wireless telegraphy from London.

"We could erect a high power station here, from which we could send messages to any part of the country, and they would be received simultaneously in different towns. We can work to any distance over land. We sent messages from England over Europe to the Renown when she was taking the Prince of Wales to India and was within one hundred miles of Port Said."

Dalrymple, the Cartoonist, Dead.

Louis Dalrymple, an artist whose caricatures of politicians and cartoons on political situations have appeared in well-known newspapers and periodicals, died suddenly last Wednesday night of acute paresis, in the Long Island Home, in Amityville, where he was taken a month ago, suffering from a mental breakdown.

REGARDING TRANSPORTATION.

New York Central Will Hereafter Issue It Only in Exchange for Advertising.

Newspaper men will be interested to know just what policy the New York Central Railroad will pursue in regard to transportation. President Newman says that all free passes will be discontinued after the first of the year, except those to railroad employes and their dependents and the customary exchange of courtesies with other lines. This does not mean that the press will be cut off entirely, but hereafter transportation will be issued to newspaper men only through the newspaper direct and in exchange for advertising at the fixed rates charged by the paper. The aim is to reduce the whole matter to a business basis.

President Newman expresses his appreciation of the fairness of the newspapers in their treatment of the railroads and the pleasant relations that have existed which he hopes will continue, but he is convinced that the new policy to be adopted is the only fair one for all interests concerned.

Missouri Editor Gets a Consulship.

It was announced at the State Department at Washington last Wednesday that E. E. E. McJimpsey, editor of the St. Joseph (Mo.) Gazette has been appointed Consul at Callao, Peru. Mr. McJimpsey was once selected to go to Mexico City as Consul-General, but the Administration changed its plans.

FIGHT DRAWS NEAR.

NEITHER THE TYPOTHETAE NOR
THE TYPOGRAPHICAL UNION
WILL YIELD.

Attempt to Enforce Eight-Hour Day Will Be Made by Printers After Next Monday—Employers Re-affirm Their Intention to Conduct Open Shops—Collier's Weekly and Little & Co. Agree to Shorter Hours, But Trow Holds Out. Queer Position of the Civic Federation.

Following J. J. Little & Co., the book and job printers of 8 Astor place, who have announced their intention of making eight hours the length of the workday in their establishment, the management of Collier's Weekly, last Tuesday sent out the statement that after Jan. 1 it would enter into an agreement with Typographical Union No. 6 to recognize the eight-hour day.

Neither of these big printing establishments is a member of the United Typothetae of America, but it is probable that their action will have some effect on the future conduct of the members pledged to oppose an eight-hour schedule.

The Trow Directory Printing and Bookbinding Company, 201 East Twelfth street, New York, will not grant the eight-hour workday.

This company, which is not in the Typothetae and prints a great number of magazines, will shut down the composing department for a time. About 1,000 people are employed in all the departments of the establishment, but only the compositors, of whom there are 100, will be affected.

Mr. Smith, the president of the company, said last Wednesday that the demand was a mistake on the part of the printers. "We find," he declared, "that our customers will not stand for the ten or fifteen per cent. increase in prices which would be necessary if we granted the eight-hour demand. It is hard to compete with the employing printers in other cities as it is. We have customers all over the country, and are in a different position from magazine publishers, with their own plants, who are their own customers for printing.

He said further that there was work to do in all the other departments. The February magazines were practically ready, and work did not begin on the directories before July.

The officers of Typographical Union No. 6 said on Wednesday that the eight-hour demand will involve 4,200 printers in book and job offices. Business Agent Jackson said that a ten per cent. assessment on the wages of all the members, which was put on some time ago to prepare for the strike, will continue while the strike lasts.

A meeting of the Typothetae was held on Wednesday night, at which resolutions were passed reaffirming its decision to fight the eight-hour workday and closed shop.

The Typothetae held a banquet last Thursday evening attended by some of the most prominent book and job printers in the United States. One of the guests was Charles A. Stillings, the Public Printer of the United States, who had a few words to say concerning the

eight-hour law as it applies to the Government Printing Office.

The situation which the Typothetae are called upon to face is the resolution adopted in October, 1904, that "on Jan. 1, 1906, the eight-hour day shall become effective in all union establishments under the jurisdiction of the International Typographical Union," and this applies to every city in the United States and Canada where there is a union printing shop.

One of the most interesting phases in the conflict will be the attitude of the National Civic Federation, which may be called in as an arbiter. The Civic Federation issues a monthly publication, the National Civic Federation Review, of which Ralph M. Easley is the editor, and the purpose of which is to keep employers and employes informed, without taking sides.

The National Civic Federation Review, which voices the opinions of the public, the employers and the printers, is printed in the Kellogg establishment, on Pearl street, New York. The firm is a member of the Typothetae, and is pledged to oppose the demand for a workday of eight hours on Jan. 1. There is no possibility that its pledge will be broken, neither is there any possibility that its composing room force will not abide by the orders of Typographical Union No. 6 and on the first day of the new year quit work and let the establishment continue as a non-union "open" shop and do the best it can.

The organ of the National Civic Federation, with its admirable editorial advice as to how differences between organized capital and organized labor should be settled, will be ready to go to press shortly before Jan. 1. When it comes to the succeeding issue, unless there is a speedy settlement, and which is not now expected, it will be placed in the anomalous position of being unable to present its views to either side, because the wage-earning printers on the one hand will refuse to set the type, and the proprietors, on the other, will refuse to concede the demand for an eight-hour day with nine hours' pay. Nothing exactly like it ever has come up in any strike or any lockout in the country.

The International Typographical Union has issued its irrevocable ultimatum. It defined its position in capital letters in this language at the top of a sixteen-page circular:

"We propose to sell to the employer eight hours out of twenty-four, and we will do as we please with the remaining sixteen."

Then comes a reply to the last bulletin issued by the United Typothetae of America, which is denounced as untruthful, garbled and misleading.

Two Dailies for Columbia, Mo.

The Columbia (Mo.) Herald announces that it will begin the publication of a daily edition early in January. The weekly will be enlarged and continued. The Herald is now owned by the Columbia Herald Newspaper Company, of which Walter Williams is president, J. L. Stephens, vice-president, and Carl Crow secretary. Mr. Williams will be editor and Mr. Crow the business manager. This will give Columbia two daily newspapers, the other being the Tribune.

Mr. Duval Going Abroad.

The many newspaper men who have received courtesies at the hands of Harry S. Duval will regret to learn that he is to sever his connection with the New York Central. Mr. Duval will leave for Europe early in January and after his return will engage in business for himself. The best wishes for his success in whatever he undertakes will go out to him from all newspaper men who have ever had occasion to have dealings with him.

SKETCH OF WILLIAM REED.

Publisher of the Daily Gazette and Bristol County Republican at Taunton, Mass.

William Reed, senior publisher of the Taunton (Mass.) Daily Gazette and Bristol County Republican, the weekly edition of the Gazette, was born in Newburyport, Mass., on Dec. 2, 1842. He was graduated from Harvard in the class of 1864, and after teaching school for a year or two at Edgartown, Mass., and Watertown, N. Y., he left teaching and began the study of law. He soon relinquished his law studies—temporarily, he supposed—to assist in newspaper work on the Fall River News.

He was subsequently made editor of the paper and served in this position until March, 1868, when he was invited to go to Montana Territory to take charge of the first daily paper established at Helena. He left that paper in the fall of the same year, as its fortunes were too precarious, and became a mining prospector, and was thus engaged until 1869, when he set out on horseback alone and crossed the wilderness of Oregon to California.

He finally returned to the East again in February, 1870, and in two weeks became the editor of the Providence Morning Herald. As this position proved to be rich in work and short in pay, he turned for the last time to teaching and took charge of the high school in Erie, Pa., where he remained until November, 1872, sending the first boys to Harvard, Yale and other colleges that were ever prepared in the public schools of that city.

Newspaper work, however, had proven attractive, and in October, 1872, with his brother, Milton Reed, he bought the Taunton Daily Gazette, which had existed in a precarious way for twenty-four years and was regarded as such a worthless property that it dragged on the market. The owners from whom he bought it had sunk \$2,000 in five months and were glad to unload it. Taunton citizens offered no special encouragement to the new owners and told them that if they lasted three months they would do well.

Milton Reed soon opened a law office in Fall River and retired from the partnership. William Reed took hold of the paper with a dogged persistency and an unlimited devotion to work by night and by day. The paper had to be rebuilt from top to bottom, its only valuable things being its name and the little good will it had.

It was a hard, uphill road, but the paper grew steadily, and it was soon necessary to discard the hand press on which it was printed, and one of the first Campbell flat-bed presses was put in. Then came a Hoe double cylinder and, in a few years a Goss four-eight page perfecting press and the discarding of hand composition for linotype machines. Every bit of its progress had to be paid for out of the earnings of the paper as there was no reserve capital. With the Goss perfecting press came also the purchase of a new building, the three story brick block in one of the most desirable locations in the city, which is its present home.

The steady increase in circulation and advertising patronage in ten years made it necessary this year to add to its press-room facilities a Goss two-deck straight-line press with a capacity of sixteen pages and double the speed of the former press. The paper is now one of the best equipped in its section of the State, the oldest evening paper in Southeastern Massachusetts, covering the local field by an adequate corps of reporters, the county by correspondents in the populous adjoining towns, and having the

full leased wire service of the Publishers Press Association.

Although Mr. Reed during the last ten years has been assisted by his oldest son, to whom he has delegated much of the routine work, he is still at his desk daily, and the paper in its present prosperity stands as an example of what one man can do in building up a newspaper by untiring effort, dogged persistency, dauntless courage, and a knowledge of what his constituency demanded in keeping abreast of the times.

In addition to his newspaper work Mr. Reed has found time to serve in the State senate and Legislature, and hold several minor offices in municipal affairs.

TWAIN WITH ILLUSTRATORS.

He and Andrew Carnegie Guests of Honor at Their Dinner.

Mark Twain was the guest of the Society of Illustrators, at a dinner in the rooms of the Aldine Association, 111 Fifth avenue, one night last week. The feature of the evening was a witty speech by Andrew Carnegie and the crowning of Mr. Clemens with a wreath of holly by Miss Edith Angersten, an artist's model, who was dressed as Jean d'Arc, the author's favorite character in history.

"Dan" Beard the president of the association, who has illustrated a number of Mark Twain's books, presided. Others at the guests' table were Sir Caspar Purdon Clark, director of the Metropolitan Museum of Arts; Andrew Carnegie, Frank Vanderlip, Alphonse Mucha, Thomas A. Janvier, Albert Boyden, Arthur Scribner, Casper Whitney, Harrison S. Morris, William J. Bok, Robert J. Collier, Jr., Norman Hapgood, Willis J. Abbott, H. J. Wright, Rollo Ogden and Arthur Brisbane.

Among the well-known illustrators present were Frederic Remington, E. W. Kemble, A. Wenzel and T. DeThulstrup. There were 100 at the dinner.

Mark Twain waited until coffee was served before he appeared. James B. Preston and Ernst Fuhr were in the cloakroom when the humorist sauntered in and handed his coat to an attendant. They recognized him, introduced themselves, and to the tune of "My Old Kentucky Home" escorted him to a place of honor beside the toastmaster. In introducing Mr. Carnegie the toastmaster said:

"If there are any trust magnates here to-night they are attending a trade union meeting, for we are an American trade union but we have no walking delegates. We stand for illustrators and illustrations, which means hard work, and every body here works but Andrew Carnegie—he gives money away."

Mr. Carnegie was greeted with enthusiasm. Opening his speech he said: "All my life I've been tempted by a streak of Bohemianism. I knew Billings and other great authors, so I don't want you gentlemen to think for a minute that I am not used to the highest society as you are. But only one night was I admitted to really high society, and that was when I had Matthew Arnold as my guest. Josh Billings was also there."

"If I were offered a title of the highest nobility—and I can claim it—I would consider nothing better than to associate myself with Mark Twain as an author. I've got a note to show it, and I never destroy anything that I get."

The New York Times thus tells of the crowning of Mark Twain:

"It had been arranged that when the humorist arose to speak Miss Angersten, a well-known model, was to appear in the garb and with the simple dignity of Jean d'Arc, his favorite character in all history. He was on his feet as Jean d'Arc entered the room. She wore the armor of the French heroine, and her

hair and face made a strangely appealing picture.

"The face of the humorist, which had been wearing its 'company' smile all night, suddenly changed. He had every appearance of a man who had seen a ghost. His eyes fairly started out of his head and his hand gripped the edge of the table.

"Jean d'Arc presented him with a wreath of bay. He merely bowed, with his eyes fixed on the girl's face. They followed her as in reverent silence she passed out, followed by a little boy in suitable costume, bearing a banner over her head. Then Mark Twain spoke. His voice was broken and his words came slowly.

"There's an illustration, gentlemen—a real illustration," he said. "I studied that girl, Joan of Arc, for twelve years, and it never seemed to me that the artists and the writers gave us a true picture of her. They drew a picture of a peasant. Her dress was that of a peasant. But they always missed the face—the divine soul, the pure character, the supreme woman, the wonderful girl. She was only 18 years old, but put into a breast like hers a heart like hers and I think, gentlemen, you would have a girl—like that."

"The humorist looked toward the door, and there was absolute silence—puzzled silence—for many did not know whether it was time to laugh, disrespectful to giggle, or discourteous to keep solemn. The humorist realized the situation. Turning to his audience he came out of the clouds and said solemnly: "But the artists always paint her with a face—like a ham."

Other speakers were Rollo Ogden, editor of the New York Evening Post; Sir Purdon Clark, Willis J. Abbott, and Thomas A. Janvier.

STRAND EDITOR HERE.

James Walter Smith Is Looking for Short Stories for the American Edition.

James Walter Smith, editor of the American edition of the Strand Magazine, arrived in New York last Sunday on the Corona and is registered at the Hotel Manhattan.

Mr. Smith has been editor of the American edition of the Strand since 1896. He was born in East Boston, Mass., in 1868, and was graduated from Harvard in 1894. He went to England immediately after leaving college and worked as a journalist, contributing to various English and American magazines and newspapers. He founded for Sir George Newnes "The King," and was its editor for some time.

Mr. Smith is seeking to stir up a larger English interest in American short-story writers and is on the outlook for bright fiction for the Strand. In working along these lines he hopes both to broaden the public of the American writers and to increase the interest in his magazine. Mr. Smith makes his headquarters at the office of George Newnes, Ltd., Southampton street, London.

John R. Farr Chosen Secretary.

The officers and committees of the Press League of Pennsylvania, which has for its object the securing of more equitable libel legislation, met in Philadelphia last week and selected John R. Farr, of Scranton, as general secretary. A constitution and a working plan of operations were framed. Those present were: C. A. Rook, of the Pittsburg Dispatch; P. C. Boyle, of the Oil City Derrick; Dietrich Lamade, of the Williamsport Grit; A. Nevin Pomeroy, of the Chambersburg Repository, and Charles Emory Smith, of the Philadelphia Press.

Enters Morning Field.

The Greensburg (Pa.) Tribune has absorbed the Evening Press of that city, and the Press will be transferred to the morning field, beginning on Jan. 1 or 2. The Press will have the full leased wire report of the Publishers Press.

SPIRIT OF THE PRESS.

Baltimore News Takes Editor and Publisher's Christmas Cover Design as Theme for Vigorous Editorial on Newspaper Activity.

The following is an editorial from the Baltimore News of Saturday last:

"THE EDITOR AND PUBLISHER, a weekly publication devoted to the interests of newspapers and newspaper men, has a striking picture as the frontispiece to its Christmas number. It represents a powerful searchlight throwing a beam of intense whitelight upon a group of cowering and scurrying men. The searchlight is marked as 'The Press.' The men are evidently the leading figures in the insurance scandal. They hug their money-bags to their breasts as they shrink and seek to flee from the fate which exposure is bringing upon them. They are a wretched lot, unexpectedly and effectually overtaken by wrathful justice. And the picture is a true one. Transcendent as are the merits of Mr. Hughes in the insurance investigation, the press of the country, and especially the press of New York, has been the indispensable agent of the creation of that tremendous and far-reaching effect which the insurance revelations have brought about.

"But it is not of the insurance affair that we desire to speak. Far more general reflections are suggested by this allegorical representation of the activity of the American press. It is easy for comfortable dilettantes to decry the newspaper press. Certainly, nothing is easier than to point out its faults. A want of proper proportion, inaccuracies due to the currently accepted necessity of printing the news hot-haste after the event, neglect of whole great fields of high endeavor, are some of the criticisms which are most obvious. Then there is criticism of another kind—that of failure of newspapers to live up to their own professed standards of fearlessness and independence. That the American newspaper is extremely far from perfect, anybody but a fool will admit. The strange thing is that anybody but a fool should fix his mind so exclusively on the imperfections of newspapers as to forget their great qualities, and the great work they do in the face of enormous difficulties. It is not merely in such an instance as that of the insurance scandal that the American press presents an almost absolutely united front in a good work. The recent revolution in Philadelphia, the devoted support of Jerome in New York, are examples just at hand of the general fact—for it is a fact—that the newspapers of the United States, as a body, show a genuine devotion to the common good, and that an immense preponderance of them is to be found, in nearly every case, upon the right side of any vital question.

"Furthermore, setting aside the matter of editorial opinion, it must be said for American newspapers that they fulfill in a remarkably high degree their primary function—that of faithfully presenting the news. The instances in which news is suppressed or distorted are few—very much fewer, we are confident, than in any former era of newspaper publishing. In these days, when the carrying on of a newspaper is a great financial enterprise, this is most creditable to American honesty or American intelligence—some will say the one, some the other; in reality it is a combination of the two. The enormous growth in the financial magnitude of newspaper enterprises has most fortunately been accompanied by a growth almost or as remarkable in the idea of newspaper independence. There has been a loss of individual distinctiveness, such as characterized the days of Horace Greeley and George D. Prentice; but that individualism was often accompanied by personal and party entanglements and by astonishing partiality and unscrupulousness from which the present-day newspaper is free.

"The American newspaper is a great, big, pushing, struggling affair. It is a business enterprise and at the same time

a public institution. It has to find its way, somehow or other, to combine these two functions. Speaking broadly and generally, it succeeds in doing so to an astonishing degree. Having to make its way in the rough-and-tumble of the world—in other words, being compelled to make its revenue equal or exceed its expenses—it cannot live in the serene, untroubled air which is breathed by the political thinker, the moral philosopher, the artist or the litterateur. But this has its compensations. The newspaper that has to depend upon the public, and through it upon the advertisers, for support has a vital quality which an endowed newspaper would lack. When it speaks out for a principle or against a man, according to its sense of right, it risks something. It plays for stakes; its policy is based on the idea that honesty, courage and intelligence will win in the long run, however they may operate at the moment. And the work of the American press, whatever its shortcomings or even its positive sins, constitutes, on the whole, one of the most satisfactory and one of the most essential products of our democratic institutions."

EDWIN S. MATHEWS DEAD.

For Many Years Connected With the New York Evening Journal.

Edwin Stevens Mathews, for ten years connected with editorial departments of newspapers owned by W. R. Hearst, died on Thursday of last week, in Mt. Sinai Hospital, from the effects of an operation for appendicitis.

Mr. Mathews was born in New York city forty-five years ago. He was graduated from the public schools and at the age of 18 started his career as a newspaper man on the Evening Telegram. Subsequently he worked in Chicago on the Tribune, and later joined the staff of the Boston Globe. He left that to go to the New York World.

Ten years ago Mr. Mathews became affiliated with the Hearst newspapers, the greater part of his time being given to the Evening Journal. He was very popular with all his fellow workers and was held in high esteem as a newspaper man.

It was natural that Mr. Mathews should have chosen a newspaper career. His father was a well-known newspaper man and one of his brothers also was in the business when he, as a boy, was called on to select his future path in life.

Strike Responsible for New Paper.

The Litchfield (Ill.) Union is a new daily paper started by the striking printers of Litchfield in opposition to the Daily Herald and News of that city. Ten days ago seventeen journeyman printers walked out because the publishers refused to grant the demand for an eight-hour day, and the third daily in Litchfield has resulted. The Union is published in Gillespie, ten miles distant, and expects to line up the union forces in five surrounding towns against the Herald and News.

Now Has Daily Issue.

Charles Hill, editor of the Pawhuska (Okla.) Capital, has begun the publication of a daily edition of that paper. Mr. Hill formerly owned the Pawnee Times-Democrat.

The New Tampa Paper.

A. F. Loveing, publisher of the Tampa (Fla.) Sunday Globe, expects to issue on New Year's Day the first number of the new morning paper which he is establishing in that city.

THE STRAND MAGAZINE will

buy some bright, up-to-date fiction on American subjects by American writers. Any short stories submitted to the Editor, care The International News Company, 83 and 85 Duane street, New York City, will receive immediate and careful attention. No serials wanted.

READY JANUARY 1.

THE 1906
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ALMANAC
AND ENCYCLOPEDIA**

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A condensation of valuable information in handy form, ready for quick and easy reference.

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Address The World, Pulitzer Building, New York.

NEWSPAPER'S LOAN AGENCY.

Institution Planned to Relieve Employes From Clutches of Shylocks.

There is a movement on foot in the office of the St. Louis Star-Chronicle to organize a society to loan money to the employes of the paper who may be in need of funds from time to time, or who may desire to relieve themselves from the clutches of the Shylocks, with which so many newspaper offices are infested.

Col. Milton A. McRae, of the Scripps-McRae League, has offered to provide the funds necessary for the establishment of the organization and it rests with the employes to say how much will be needed at the outset. The first object of the society will be to relieve those who are now paying excessive rates of interest to money lenders. As soon as it has been ascertained how much money is needed to float the institution, steps will be immediately taken to perfect the organization. Several plans are already under consideration. The action of the Star-Chronicle in this matter is to be commended and will perhaps be followed by other publishers.

Gives Up Sunday Field.

The Kansas City World discontinued its Sunday edition with the issue of Dec. 24.

JOURNALISTS' HOME.

(Continued from page 1.)

not to exceed \$30,000.

Mr. McCartney at this point turned over to the treasurer his check for \$300, in addition to the \$1,800 paid in at the Detroit convention, on account of the publication "Bohemia." Mr. McCartney reported the outlook as encouraging and intimated that he will be heard from at every board meeting, especially if the various clubs lend their influence in the matter of sales of the book.

From the foregoing it can readily be observed that for the purposes of the home construction the board of trustees now have a most ideal site and location with \$2,100 as a nucleus for beginning active building operations.

Starting without one dollar of funds, "Bohemia" has been published and is now ready for sale and delivery within two weeks from date of each individual order. Fifteen hundred copies are now in hand seeking sale at \$25 and \$40 for each copy. The proceeds will be handed over to the fund without any commission to selling agents or representatives. Similar copies of Bohemia have sold for \$50 to \$100 the copy.

Very sincerely yours,

Lewis G. EARLY,
Secretary.

The International League of Press Clubs, general office, 911 Walnut street, Philadelphia.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7446 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. Jones & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; H. J. Linkoff, 140 Nassau St.; John Manning, City Hall Park, foot of Brooklyn Bridge, and at the corner of Fulton and Broadway; Park Row Bld'g; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bld'g; Cortlandt Street Ferry.

ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, DECEMBER 30, 1905.

BUSINESS PRINCIPLES.

In cutting off free passes and reducing the matter of transportation issued to the press to a business basis the railroads are reflecting another healthy sign of the times. When big enterprises were in the making it was natural that loose methods should be adopted, but with the increasing growth of system in all lines of industry it is equally natural that these crude practices should be supplanted by others more exact and equitable. The action of the railroads has met with the approval of the majority of those who are really in control of the press.

Latterly the free passes issued to newspaper men have been regarded by the public in the nature of a subsidy by the railroads to control editorial opinion. Although not justified by the facts (for the press has certainly been free enough in its criticism of railroad abuses), this idea is so widespread that it makes the cutting off of gratuitous transportation a thing which it is the part of wisdom for newspaper men to encourage rather than to oppose. With their mileage books paid for by the agate line, so to speak, the newspapers can no longer be charged with being in the pay of the railroad interests, and they will be freed from any subtle influence that the extension of courtesies might have. It seems most desirable that the matter be regulated by business principles rather than by the hit or miss methods that have been all too prevalent in the past.

DANGERS OF WIRELESS NEWS.

From the north of England comes a proposal for the first systematic use of wireless telegraphy for a news service. The experiment may be undertaken with London as the distributing center.

Complications of two kinds suggest themselves, says the New York World. One set will arise from the fact that the wireless message cannot as yet be safeguarded in passage. It goes into the air, the sender cannot accurately and exclusively say where. So long as chance receivers are possible in the north of England the news that the editor pays for cannot be made exclusive. Any rival may pull it out of the air.

The other troubles will relate to reliability. In the ordinary telegraph service a message can be traced to its source. The responsibility is fixed by a complete chain of instruments. But with the news plucked invisibly from the ether, by what sign may one establish the whence and who? Will there not be invitation amounting to temptation, both at sea and on land, to cut up such pranks as hoax-makers have ever mistaken for real jokes?

TRUE NEWSPAPER SPIRIT.

Editor Gets Out Little Sheet Telling of Destruction of His Plant.

Explosion of a heater in the office of the San Bernardino (Cal.) Free Press caused a fire that destroyed everything, except such material as H. C. Warner, the editor, carried into the street. Under all the disadvantages, Mr. Warner upheld the paper's reputation for coming out on time. The fire was hardly over when the edition came out, giving an account of how it occurred.

The paper, however, was very small and was printed only on one side of the sheet, but it was a pleasure to the citizens to know that their dependence was properly placed and the meagre news was devoured lustily.

San Bernardino is a small place, and nearly every one knew of the fire before it was out. Half of the inhabitants stood by and watched the industrious editor at work in a place near his old stand and just off the street.

Some of the matter had been set in the office and was saved from the fire. His task, therefore, was not an impossible one, although he was badly crippled, having his arms burned in trying to save the plant from destruction.

Publishers' Paper Company Exempt.

At a special town meeting of Woodstock, N. H., the town by a vote of more than two to one voted to exempt the Publishers' Paper Company from taxation for a term of ten years, on such mills and machinery as the company might erect within one year. The company has large land holdings in Woodstock and adjoining towns, amounting to over 100,000 acres of well-timbered land, all of which is tributary to Woodstock. This exemption does not apply to stock in trade of any kind. This company now pays taxes in Woodstock on real estate to the amount of \$1,700. This, together with the stock in trade that it will no doubt have, will make the tax something like \$3,000.

The action of the Merchants' Association of McKeesport, Pa., in agreeing to advertise only in the newspapers is worthy of note. Advertisers in other cities would certainly do well to follow this example not only because it would defend them from the pestering program ad solicitor, but because the newspaper is in reality the only medium that is worth while. Newspapers can well afford to encourage such action by holding up this case for the consideration of their patrons.

Big County Paper.

The County Review at Riverhead, Long Island, published by Hagen & Lee, last Saturday issued a twenty-page Christmas number. It is probably the largest paper ever issued in Suffolk county.

THE POINT OF VIEW.

How It Changes for a Newspaper Man as He Shifts From One Position to Another.

In a recent article contributed to the Portland (Me.) Sunday Times, Philip Willis McIntyre speaks entertainingly of the influence a newspaper man's position has on his mental attitude. He says:

"A great deal depends upon the point of view; how much no man, I fancy, can more fully comprehend than he who has to adopt a phrase of our friends the Odd Fellows, 'passed through the chairs' in a newspaper office from that of religious reporter way down to that of editor-in-chief. It is he only, who can understand how two men can put so widely different interpretation as they do upon the same passages of Scripture; how two politicians may honestly disagree as to the meaning of the same plank in a political platform; how two witnesses on the stand may tell contradictory stories concerning that same occurrence and yet each be telling the truth according to his light.

"Above all, the newspaper man of varied experience can understand how a political party changes its attitude when it passes into power; how a wise man changes his views with the flying years—nay between two moons—if the conviction comes upon him.

"Goethe somewhere has set down this rule, heartily approved by Dr. Holmes, 'Don't be consistent; be simply true.' This saying has a meaning and conveys a lesson.

"The reason why the all-round newspaperman has so large and tolerant a comprehension of these things is because he has so frequent occasion to himself change the point of view, and because experience teaches him that with this changed point of view must inevitable come changes in opinion, judgment and deed. Take as illustration the apparently simple matter of preparing and giving out copy. The local reporter, who is often, on a small paper, the city editor, sees no value in anything but local news. Telegraphic matter is to him simply so much stuff that gets in the way of city intelligence, and editorial matter he curtly calls 'rot.' Everything that happens within his own department is sacred, and profane is the hand that touches it with the blue pencil. If his specialty be the drama, long advance notices, which nobody reads, of cheap plays that nobody goes to see without regretting the hours so mispent, assume a higher importance in his eyes than the assassination of a Czar or the downfall of a dynasty. If he reports a small town fair the stock on exhibition are more wonderful to him than the brazen bulls of Phalaris, or heifer-headed Isis herself. Does he attend a missionary meeting, he comes back with a column or two about the tricks and manners of the heathen, as old as the stories that Noah undoubtedly told to beguile the tedium of the long days in the Ark.

"Transfer that man to the telegraph editor's desk and what a change comes over the spirit of his dream! He fishes and pshaws at the items which erstwhile seemed of so much importance. At theatrical notices he simply swears aloud. The leader and the editorial paragraphs are still 'rot' to him, but the magnetic telegraph has suddenly become the mightiest engine of modern civilization. The rustling leaves of the manifold make music in his ears, and the yellow-page specials delight his heart. But he insists on variety—of telegraphic news, all else being worthless—as well as quantity.

"He doesn't want the paper devoted to merely one or two things; so he rejoices in short despatches. Everything that comes over the wire assumes extraordinary importance. He puts aside a sheet of telegraph as reluctantly as a smoker throws away a half-

consumed cigar. News concerning some slight accident to some obscure man, which he would, as local editor, dismiss in a line, if it happened at home, becomes of high value and is worth a heading when it happens a hundred miles away. If it comes as a special, it is then of inestimable value and must be leaded and thrust upon the notice of people by three or four flaming headlines.

"Make the same man a special correspondent, and send him to the State capital, for example, to report the Legislature. His point of view entirely changes. Augusta becomes to him a greater city than Rome, and the chronicles of her small-beer politicians of higher value than the annals of Tacitus. Empires may fall, and islands may be shaken to smithereens by earthquakes, he calmly and remorselessly pushes trivial news of that sort aside to make way for half a column of highly important matter about the protection of horn-pout in Little Muddy pond. He completely forgets how he used to swear until the air was blue at the idiotic despatches of the double-distilled fool who preceded him at Augusta.

"Now take this man who has been city editor, and telegraph editor, and legislative correspondent, and put him in the chair of the editor-in-chief. He at once loses his nose for news. In his eyes the paper is no longer a mere disseminator of news, it is a great public educator—that is, a vehicle for the conveyance of his own ideas about men and things, an instrument for the furtherance of his own fads. He will push aside a column of news with as little regret as he would feel in crushing a cockroach, to make room for an article designed to demonstrate that Mr. Blank is an utterly unfit man for hog-reeve, or to denounce an unholty combination to put up the price of pitty.

"You see that a man who has been the rounds of the chairs has seen things from many points of view, and, if he is at all quick at learning, has learned to entertain tolerance for the opinions and prejudices of his neighbor, and put himself in that neighbor's place when their ideas of duty conflict. To complete his education, he should, I suppose, go into the counting-room, where they look upon news as so much taken from the advertising columns, and where they would gladly sell even the editorials if they dared. He needs that point of view to be able to judge the business manager justly."

Woman's Paper for Paris.

A movement is on foot to found a new weekly woman's paper in Paris. The new paper, it is stated, will not occupy itself either with politics or religion, but will be exclusively devoted to the development and propagation of women's interests. A large part will be reserved for international womanhood and philanthropic works.

Largest Ocean Newspaper.

Largest of the newspapers printed on the ocean and given free to the passengers is the Atlantic Daily News, printed on board of the new Hamburg-American liner, the Amerika. Its daily editions are printed in both the English and German languages, the news being received constantly by wireless telegraph.

Given a Chance to Observe Christmas.

Following is the editorial notice which appeared in the Wheeling Telegraph last Saturday regarding the Christmas holiday for its employees:

"In accordance with the rule adopted this year by the papers served by the Publishers Press Association, after a vote had been taken, the Telegraph will issue no paper Monday. This will give employees an opportunity to observe the day in a proper manner, enabling them to remain with their families. It is the first time in its history the Telegraph has ever suspended upon a holiday."

PERSONALS.

Charles E. Sugg has taken the position of city editor of the Henderson (Ky.) Evening Journal.

W. H. Hall, of Indianapolis, has succeeded Edward Beck as city editor of the Shelbyville (Ind.) Republican.

Prescott Toomey, managing editor of the Dallas (Tex.) News, has been spending some little time in New Orleans on a visit to friends in that city.

Charles J. Smith, the new president of the New York Press Club, will hold a reception in the club rooms to-day, Saturday, Dec. 30, to celebrate the close of the old year.

Medill McCormick, publisher of the Chicago Tribune and Cleveland Leader, and his wife spent Christmas with Mrs. McCormick's mother, Mrs. Mark A. Hanna, at the Hotel Gotham, New York.

Arthur Leslie, who conducted the recent negotiations by which the New York American secured "Buster Brown," has just returned from a little vacation and will engage again in syndicate work.

The condition of John A. Baird, city editor of the Louisville Times, who was badly injured a short time ago, shows steady improvement, and the attending physicians are confident of his recovery.

Benjamin B. Herbert, editor of the National Printer-Journalist, Chicago, was in Indianapolis last week arranging for the annual meeting of the National Editorial Association to be held there in June.

William E. Curtis, special correspondent of the Chicago Record-Herald, delivered a lecture last week in the course of his journalism at the University of Missouri, Columbia. A previous lecture was delivered by Dr. Shaler Matthews, of Chicago University, editor of the World To-day.

The Hon. James Jeffrey Roche, of Boston, formerly editor of the Pilot, now American consul at Genoa, Italy, has been requested by the Franklin bi-centennial committee to prepare a poem to be read at the public exercises in Symphony Hall, Boston, on the afternoon of Jan. 17, and has accepted the invitation.

Charles Kartes, recently connected with the Del Rio (Tex.) Daily News, will start another newspaper at Brackett, Tex. He has ordered a complete new press and general outfit. Mr. Kartes has had long experience in the newspaper business and was once editor of the Brackett News, which is still run by W. W. Price.

A Press Club's "Wake."

R. F. Outcault, creator of "Buster Brown," and Charles N. Crewdon, author of "Tales of the Road," were among the guests of honor at the "political wake" held a few evenings ago by the Salt Lake Press Club. Primarily the "wake" was in commemoration of the defeat in the recent city election of M. F. Cunningham, John S. Crichlow and Joseph E. Caine, all of whom are members of the club. These "political corpses" were forced to make speeches, and funeral eulogies were pronounced over them by several eloquent local orators.

Lotos Club Entertains Mrs. Craigie.

A reception was tendered to Mrs. Craigie (John Oliver Hobbs) at the Lotos Club, last Thursday afternoon. Among those on the reception committee were Justice and Mrs. Bischoff, Mark Twain, Mr. and Mrs. Richard Watson Gilder, Presiding Justice and Mrs. Morgan J. O'Brien, Mr. and Mrs. Samuel Untermyer, General and Mrs. Stuart L. Woodford and Justice and Mrs. Marean.

DEATH OF WILLIAM PURCELL.

Editor-in-Chief of the Rochester Union and Advertiser.

William Purcell, since 1864 the editor-in-chief of the Union and Advertiser, died last Wednesday night, at his home in Rochester. He was in his seventy-sixth year. His health had been failing for some years, but he remained in the editorial harness until four years ago. Death was due to kidney trouble and a complication of diseases, which caused a general breaking down of the system.

During his long years of service Mr. Purcell was known as a powerful and aggressive writer. He had also been an active force in municipal and State politics for many years, serving in many positions of honor.

Mr. Purcell was born at Port Covington, N. Y., August 15, 1830. He started as a carrier and then as "devil" in the old Advertiser office and after learning the printer's trade and becoming foreman of the composing room he graduated to the editorial room, subsequently becoming editor and part owner of the newspaper.

OBITUARY NOTES.

Louis N. Megargee, a well-known newspaper man of Philadelphia, died last Monday of pneumonia at his home in Narberth, near that city. He was fifty years of age. Mr. Megargee was a member of the Megargee family, which has been identified with the manufacture of paper in Philadelphia for a long period. At the age of sixteen Mr. Megargee became a reporter on the Philadelphia Times. Later he was city editor of the Evening News, Philadelphia Press, and also of the Philadelphia Times. Then he removed to New York, and acted as correspondent for a number of Philadelphia newspapers. At the time of his death he was the publisher of a periodical entitled Seen and Heard. He was the author of a biographical album of Philadelphia, and a work called "Prominent Pennsylvanians." Mr. Megargee was a member of the Clover Club, the old Journalists' Club, and the Pen and Pencil Club of Philadelphia.

Joseph H. Bragdon, editor and publisher of the Textile Manufacturers' Journal, New York, died last week. He was born in Newburyport, Mass., Sept. 29, 1850. His father, Joseph H. Bragdon, was for many years editor and publisher of a Newburyport daily newspaper. Mr. Bragdon had been identified with the textile trade from a journalistic point of view for twenty years, and established the Textile Manufacturers' Journal in 1894. His influence, both personal and through the columns of his paper, had always been an important factor in the betterment of trade conditions. He was a member of the Arkwright Club and of the American Trade Press Association.

Langdon J. Washburne, a New York newspaper man, died last Monday at his residence in Brooklyn. He was born in Vermont in 1841, and in early life became a printer on a paper in Plattsburg. Subsequently he was connected with the proofreading departments of New York papers for thirty-nine years, having during that time served on the World, Herald and Journal. Some years ago he became a prominent candidate for Public Printer in Washington, but failed at last to obtain the office. He was often called upon to represent the interests of New York printers.

Charles M. Bliss, who in 1871 and 1872 conducted the Bennington (Vt.) Free Press, which was afterward merged into the Vermont Gazette, died last week at Bennington, aged 79 years. He was a polished writer, and was considered an

authority on the early history of that section of Vermont.

Alexander Wood Gay, editor of Freight, a magazine for shippers, died last Monday at his home, in Summit, N. J. He was 35 years old. For some time he was in the employ of the New York Tribune, and later of the New York Press. Five years ago he founded the magazine Cold Storage and two years ago became the editor of Freight.

Everett B. Reynolds, president of the Consolidated Lithographing Company and the Metropolitan Printing Company of New York, died last Tuesday. He was 41 years old. For several years he was manager of the Long Island Railroad under Austin Corbin and later was manager of Sousa's band.

SITUATIONS WANTED.

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

BUSINESS MANAGER

wishes change. Record increasing business on several papers 50 to 100 per cent. Expert advertising and circulation manager. Familiar foreign advertising field. Successful experience papers 10,000 to 100,000 circulation. Can increase your business. Very highest references. Address "RESULTS," care THE EDITOR AND PUBLISHER

FOREMAN AND WEB PRESSMAN

wants position; has 18 years' experience on newspaper and pamphlet presses; can handle help; knows how to get out a paper and get it out on time; can furnish the best of reference. Address "O. MIDDENDORF," 1273 East Third street, Cincinnati, O.

TRADE JOURNAL CORRESPONDENT,

thoroughly familiar with the trades in the entire Pittsburg district, desires to correspond for a few more first-class trade papers. Address "GEORGE D. STEELE," 1008 Western avenue, Allegheny, Pa.

CIRCULATION MAN,

competent, many years of experience, commencing next month will visit about 75 different principal cities on his travels, desires employment whereby he could occupy his spare time. Address "ABILITY," 330 First avenue, New York.

WEB PRESSMAN

desires to better himself; has 18 years' experience in pressrooms as foreman and pressman; can handle help; know how to get out a paper and get it out on time; understand stereotyping and mailing; can furnish the best of reference. Address "O. M.," 1273 East Third street, Cincinnati, Ohio.

PUBLISHER'S ASSISTANT.

Gentleman, well acquainted with the details of the position, seeks employment. Address "J. B.," 219 Franklin street, Astoria, L. I.

FOR TRADE JOURNALS.

I can write more "lay" copy for journals. Address "J. W. S.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

MANAGER FOR SOUTHERN OFFICE

with local publications and class journals; also doing large job business; city of 7,000. Must have a past record of success in similar position. Prefer party able to make some investment. Address "SOUTH," care THE EDITOR AND PUBLISHER.

A YOUNG UNMARRIED JOB PRINTER

competent to seek work for an old established printing establishment. One from a weekly newspaper office preferred. Address "JOBBER," care Lyman D. Morse Agency, 88 Park Row, New York.

EDITOR FOR A DAILY PAPER.

Applicant must invest in stock of the company. "NORTHAMPTON PRINTING AND BINDING COMPANY," Northampton, Mass.

FOR SALE.

COX DUPLEX ANGLE BAR PRESS, latest style machine. Can be shipped in two weeks. Write or wire for further particulars to WALTER SCOTT & CO., Plainfield, N. J.

\$2,700—Splendid independent weekly in Southern Michigan, in town of 400, with four towns and city of 30,000 near by to draw from. Power plant, Thorne typesetting machine, and good equipment. Did a business last year of \$2,725. Advertising alone runs over \$1,500 per year. It is a splendid agricultural section, and an investment that always has and always will pay well. Established 14 years. Proposition No. 2. Send for list of desirable daily and weekly newspapers. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

TRADE PAPER FOR SALE.

An old established trade paper, enjoying large advertising patronage, live cash-in-advance subscription list, with unlimited field, and capable of unusually profitable development. An opportunity for a live, hustling business man. Address "BLOODGOOD," care THE EDITOR AND PUBLISHER.

HALFTONE OR LINE REPRODUCTION

delivered prepaid, 75c 6 or more, 50c each Cash with order. All newspaper screens; service day and night. Write for circulars. References furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 815, Philadelphia, Pa.

BUSINESS OPPORTUNITIES.

Own a periodical in a great city. It's a pleasant and profitable business. More so than a local daily or weekly. Requiring same ability and capital. Selling Publishing Business exclusively. I know where the good things are. Let me hear from you. EMERSON P. HARRIS, 258 Broadway, New York.

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

CATALOGUES, CIRCULARS, BULLETINS 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 1863

ELECTROTYPERS

and Manufacturers of Electrotype Machinery

444-446 Pearl Street, New York.

IN THE MARKET.

I WANT TO BUY

a newspaper in a growing town of 20,000 or 30,000 population. Must be bright prospects for paper and place it is located. Now a successful publisher in town of 10,000. Address "C. H.," care THE EDITOR AND PUBLISHER.

PARTNER WANTED.

One-half interest in a moderate sized, up-to-date job printing office with small weekly in connection, situated just the right distance from a large city; all new material; a growing business in a growing section. Want a man capable of handling the inside to perfection, while present owner would work both inside and outside. The half interest will be sold at a very low figure to the right party. Full particulars upon request. Address "ACTIVE," Box 585, Pittsburg, Pa.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

Alex Lassen, Trinity Place, New York, is placing some financial advertising for Makeover Bros.

It is announced that the C. F. Wyckoff Agency, Ithaca, N. Y., will place the Orrine advertising.

The O. J. Mulford Agency, Detroit, Mich., is placing orders for the Iron Ox Remedy Company.

The C. F. Wyckoff Agency, Ithaca, N. Y., is placing advertising in dailies for the Decauville Auto Car.

H. G. Elliott, West Broadway, New York, is placing advertising in large dailies for the Biloxi advertising.

The Nelson Chesman Company, Temple Court, New York, is sending out copy for the Prof. McIntyre advertising.

N. W. Ayer & Son, Philadelphia, are placing the National Biscuit Company advertising in Pacific Coast papers.

Walter E. Edge, of the Dorland Advertising Agency, Atlantic City, is renewing contracts for summer resort advertising.

The J. Walter Thompson Company, Chicago, is placing the advertising of the Alabastine Company, Grand Rapids, Mich.

It is said the Lyman D. Morse Agency's Buffalo office has secured a large appropriation from the Lantz Bros., soap makers.

The Lee Advertising Agency, Dearborn street, Chicago, is using weekly papers for the advertising of M. C. Pilgrim, silverware.

The J. Robert Blackburn Agency, Dayton, O., is asking rates in daily papers for the advertising of the Victory Remedy Company.

Lord & Thomas, 150 Nassau street, New York, are renewing contracts for 10,000 lines for the Butterick Publishing Company advertising.

Kelly's New Life, Sandusky, O., is being advertised in daily papers. The business is being placed direct, and cash is being paid with the order.

The George Batten Company, Potter Building, New York, will place the advertising of the National Lead Company, 100 William street, New York.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is putting out a four-inch ad for four insertions for the Butterick Publishing Company.

The Rosenberg Advertising Syndicate, 501 West Twenty-fourth street, New York, will shortly place page ads in dailies for the Coyne Bros. Plumbing School, Tenth avenue, New York.

ADVERTISING NOTES.

The Pearson Advertising Company, New York, has been incorporated with \$10,000 capital by F. L. Marshall, C. Pearson and G. B. Rickelmaier, New York.

The Ad Writer of St. Louis, a monthly publication devoted to the interests of retailers who advertise, has been absorbed by Ad Sense, of Chicago, and all unexpired subscriptions will be filled by the latter magazine.

R. J. Shannon, the New York special agent, has distributed to his friends with compliments of the season a neat box of lead pencils, each bearing the name of donor and recipient in gilt letters. Last Christmas Mr. Shannon made a similar gift and he found it met with sufficient appreciation to warrant him in repeating it.

THE BEN LEVEN ACCOUNTS.

New Chicago Agency Which Will Begin Business on Jan. 1.

Ben Leven, who has been with the Chicago branch of the H. W. Kaster & Sons Agency ever since the office in that city was opened, begins business for himself on Jan. 1, under the name of the Ben Leven Advertising Agency, with offices in the Marquette Building, Chicago.

Mr. Leven will handle the Hoffheimer Twentieth Century Soap advertising, which will be continued without interruption and with an increased appropriation. He will also continue to place the mail order whisky advertising of the Vogt-Applegate Company, of Louisville, Ky. It is said this company expects to spend \$150,000 in advertising next year. Other accounts with which Mr. Leven will begin business are: Dr. C. Boviers Company, Bucha Gln, Louisville, Ky.; Meyer Livingston Sons, mail order clothing, South Bend, Ind.; F. F. Dalley Company, 3 in-1 Shoe Polish, Hamilton, Ont.; Chicago Table Supply Company, mail order whisky, Chicago; Straus Bros. Company, Solo Rye, Chicago.

Blaze in World Annex.

A brisk fire one night last week burned out the top floor of the five-story building at 12 Frankfort street, which is an annex of the New York World Building. The flames, gaining rapid headway, shot up through the roof, leaping high in the air and lighting up the roadway at the Manhattan end of the Brooklyn Bridge. The blaze was discovered by a policeman of the Oak street station, who noticed smoke pouring from the windows on the top floor, which was used as the World's carpenter shop. He promptly turned in an alarm and then started to get the people out of the building. The elevator man stuck to his post and got everybody out in safety. The firemen had some difficulty in getting at the blaze owing to the narrow street, but when they finally got started they made short work of the flames and had them under control in less than twenty minutes. The damage is estimated at about \$2,000.

Setting Pace in New Orleans.

A. B. Chivers, advertising manager of the New Orleans Item, is authority for the statement that the first double page advertisement ever printed by a newspaper in New Orleans appeared in the Item of Nov. 12. Following that the Item printed on Dec. 10 a double page advertisement in colors, which was the first time such a feat was ever attempted in New Orleans, and in the issue of Dec. 17 the first and up to this date the only New Orleans paper that ever put out an issue containing two whole page advertisements. The Item is said to be breaking all advertising records in New Orleans.

To Use Newspapers Only.

The newly organized Merchants' Association of McKeesport, Pa., has passed a resolution prohibiting the use of anything but newspapers for advertising purposes. The resolution provides a fine of \$25 for the first offense, and expulsion if repeated.

Kirkville Paper Sold.

Dr. W. T. Stephenson has sold the Kirkville (Mo.) Democrat to the real estate firm of Minter, Calhoun & English, of that city, who will continue the publication as heretofore. The consideration was \$3,500. It is the only Democratic paper in the county.

YOU WILL FIND IT IN AN INSTANT
IN THE

NEW YORK TRIBUNE ALMANAC

1906

Now Ready.

Price 25 Cents.

ADVERTISING MEN'S GOLF.

Tournament to Be Held at Pinehurst the Third Week in January.

The American Golf Association of Advertising Interests will hold its next tournament on the Pinehurst Golf Club links, North Carolina, beginning on Jan. 15 and continuing through the week.

About 150 advertising men from all parts of the country were entered in the first big golf event held by this association, which took place last July at the Euclid Club, Cleveland, and efforts are being made to secure a larger number of players for the coming winter match. As an inducement the tournament committee, consisting of W. C. Freeman, of the New York American; L. T. Boyd, of the Milwaukee Journal, and Frank Presbrey, the New York general agent, have provided for a large number of prizes, consolation cups being offered in every set of sixteen, and provision has been made for six sets of sixteen in accordance with the medal play scores in the qualifying round.

In order that all players who do not qualify, and all who are defeated in the match play on Tuesday, Jan. 16, may have something to keep them busy on Wednesday, there will be a handicap tournament of eighteen holes medal play. Four prizes will be awarded—the best gross, and a first, second and third net prize. On Tuesday morning there will be an approaching contest, and in the afternoon a driving contest. In the approaching contest each player will drive seven balls to the green from different distances.

Sold to Nelson Chesman & Co.

The Wheatley Advertising Agency, which was organized in Knoxville, Tenn., about a year ago, has sold its interests to the Nelson Chesman Advertising Agency, of St. Louis. The former agency was doing business amounting to about \$400,000 per annum. W. R. Butler, who was with the old concern, will manage the affairs of the agency for Nelson Chesman & Co.

Advertising Agent Dead.

William L. Beadnell, a well-known advertising agent of 156 Fifth avenue, New York, died suddenly last Sunday. Mr. Beadnell was for fifteen years the advertising manager of the old firm of Simpson, Crawford & Simpson.

NEW CORPORATIONS.

Union Publishing Company, Memphis, Tenn., incorporated by Ed. F. Grace, H. M. Doyle, T. R. McKee and others. The capital stock is placed at \$10,000 and the corporation is authorized to publish a newspaper and do a general printing business.

Herold Publishing Company of Richmond Borough, New York; newspaper and job printing. Capital, \$5,000. Incorporators: John J. Mahoney, 2 York avenue, New Brighton; Robert D. McKay, 458 West Twenty-third street, New York; Adolph Scheneck, Stapleton, N. Y.

Village Life Publishing Company, New York. Capital, \$200,000. Incorporators: John A. Stewart, Elliott Lord and John J. McDavitt, all of 32 Nassau street, New York.

Military and Social Publishing Company, New York, to publish magazine. Capital, \$30,000. Incorporators: D. B. Flshacher, George Briggs and Frank K. Leavitt, all of 150 Nassau street, New York.

Indian Territory Paper Changes Hands.

A controlling interest in the Tulsa (I. T.) Times has been sold to J. G. Gallemore, late of Salisbury, Mo., who will add considerable equipment to the plant. The firm name is the Gallemore Publishing Company.

Cambridge Times Sold.

George R. Bruce, formerly in the clothing business in Boston, has purchased the Cambridge Times from the heirs of the late James Livingstone, and will assume control with the next issue.

The STAR-CHRONICLE ST. LOUIS.

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REPORTERS OF TO-DAY

A Series of Entertaining Newspaper Stories by Hartley Davis Now Appearing in Everybody's Magazine.

A mighty interesting series of newspaper stories by Hartley Davis begins in the January number of Everybody's Magazine. The first instalment is devoted to New York reporters, and is illustrated with portraits of Edward G. Riggs, of the Sun; Henry Clay Terry, of the American; Charles Michelson, of the American; W. O. Inglis, of the World; Karl Decker, of the American; Leo L. Redding, of the Herald; Isaac D. White, of the World; Monte Cutler, formerly of the Mail; Lindsay Denison, formerly of the Sun, now with Everybody's, and Walter Scott Meriwether, of the Herald. These and numerous others are mentioned in the story, with accounts of the beats they have scored. The next instalment will treat of reporters outside of New York. The following extracts may give some idea of the spirit of the initial article:

"A class of energetic, highly trained men, for the most part obscure, whose work is not recognized as a profession, furnish practically all information of what is going on in the world. Every timely thing that appears in the newspaper is written by a reporter or is based upon facts collected by one. This is as true of a war in the East as of a pink tea in the home town. The reporter receives the first direct and comprehensive impression of those events and happenings that rank as news. He is the first accurately to estimate their value. The millions of readers see with his eyes, hear with his ears. It is the critically important function of this unknown man to make the public record of things as they are; and if his record sometimes falls short of absolute accuracy, it should be remembered that exaggeration is one of the most familiar of human weaknesses.

"Consider the facts: A newspaper is a vendor of truth. In the last analysis its success depends upon the amount of the percentage of truth, up to a certain point, it offers to its readers, and, in a lesser degree, upon the attractiveness with which the commodity is presented. Probably no two editors agree as to how much truth is good for the public, a controversy not confined to daily journalism, for it is just as much a moot point in law, literature, medicine, diplomacy, politics, business. And let us humbly remember that the debate as to what truth is has been going on since the apple episode in the Garden of Eden.

THE REPORTER'S REWARD.

"Outside of a newspaper office, a reporter has no professional standing, and he cares not a hang for it, nor for honors apart from those won in his narrow world. He rests upon his own individual achievements, not having the prestige of belonging to a traditionally 'learned profession,' as has a lawyer or doctor. When there is need for it the collector of news labors with greater energy, more unselfish devotion, deeper loyalty, and with keener delight in his work for the work's own sake than I have ever encountered in any other walk of life. He is alternately the hardest worker and the most desperate grumbler on the face of the earth, but it is significant that he complains only when there are no great events to rob him of sleep and food.

"When, to use the vernacular, 'a big story breaks loose,' and the reporter who 'covers' it faces a crisis where he considers himself fortunate to get two hours' sleep on a bench and enough leathery sandwiches to combat hunger, he will work with an enthusiasm, with a determined, deadly earnestness that no amount of hardship can check. He will take any risk, even to jeopardizing his life, in order to get news of secondary importance into the office—unless he has to consider the next day's developments. In that case he will calmly safeguard himself that he may be fit to

meet them. He has no thought of reward save his own satisfaction, which is vastly increased if he can 'beat' his dearest friend on a rival newspaper.

"It is curious that these men, whose life is made up of extraordinary experiences, whose training is a succession of picturesque and intensely interesting hazards, should be, personally, so barren in anecdote. One reason is that they forget; few experiences interest them after twenty-four hours have elapsed. That is the spirit of the newspaper. Another reason is that those episodes that most interest them are not likely to interest the average man because he cannot usually understand their bearing.

COVERING THE JOHNSTOWN FLOOD.

"Nevertheless, there are plenty of tales on record whose dramatic character is conceded by craftsmen and public alike. And among these is a story of the Johnstown flood, probably the most terrible experience within the memory of the present generation of newspaper reporters.

"There were mighty able men in those parties. From Philadelphia the Ledger sent Richard Harding Davis, while the Press sent Harry Brown, now in charge of the New York Herald's Washington bureau. From New York the Herald sent Charles E. Russell, author of "The Greatest Trust in the World" and "Soldiers of the Common Good," published in this magazine; R. H. Lyman, now one of the strong executives on the World, with W. O. Inglis, now one of the brilliant writing men on the World. The Sun sent Daniel C. Kellogg, its present financial editor, while Irvin Wardman, now publisher of the Press, represented the Tribune. R. A. Farrelly, who has since become one of W. R. Hearst's managing editors, was in charge of the World men. Of course each metropolitan newspaper despatched other members of its staff, but those named were the vanguard."

There being no way to reach the scene of the flood by rail, the New York and Philadelphia newspaper men traveled from Chambersburg in carriages, the New Yorkers arriving nine hours ahead of the others by having been fortunate in securing the lighter vehicle. Mr. Davis thus describes their experiences:

"The New Yorkers made 124 miles in exactly twenty-four hours. They crossed two ranges, the Blue Hills and the Alleghenies. They walked up the mountains to save the horses and frequently walked down because the wagon was disabled. Despite the efforts of well-meaning folk to prevent they crossed two condemned bridges that were hanging on ends, the pliers having been washed away. They routed a farmer from his bed at midnight by pretending to be highwaymen and frightened him into guiding them through a gorge of the Juniata, and to this day each man marvels that he escaped death in the blackness of that night, jumping and scrambling from rock to rock, with the rain falling in torrents, and the swollen river rushing about him.

"Half-dead from exposure, from physical exertion, from the lack of food, these men staggered upon the horror of what was Johnstown. Yet their first and greatest fear was that it would be impossible to secure a telegraph wire and an operator to send their news. But the operator was there—men from Pittsburg had been the first to reach the scene—and without a moment's rest the reporters plunged into work, collecting facts and writing them down. They labored for forty-eight hours without food except a few dried sandwiches, without water fit to drink, and amid surroundings as frightful as ever made sick the soul of man.

"One is willing to grant that there are exceptional men in other occupations capable of doing as much. In newspaper work the exceptional men are those who could not or would not have done it.

MEETING AN EMERGENCY.

"A reporter is always astride of difficulties; it is a part of his business to be equal to any emergency, in big things and in little things, and the little things cling to one's memory. Years ago I was

assigned to an 'obituary,' which means getting a biographical sketch of a man who has just died. I reached the house about midnight, and aroused the deceased's brother, who thrust his head out of the window and said unkind things. I was about departing when along came De Francis Folsom, then on the Times. I told him it was useless to try to get information in that house. But of course he insisted upon making the effort. He rang the bell, and when the brother thrust a tousled head from the window to burst forth in fury—

"'One moment,' interrupted Folsom sharply; 'then there is justification for the report that your brother committed suicide?'

"'Great Heavens, no!' came from the window. 'I will be down at once.'"

MAKING JOURNALISTS.

Degree of Success Attending Experiments of Chicago Students in Getting Out a Daily Paper.

A recent editorial in the New York Evening Post, entitled "Journalism in the Laboratory," contains an account of an interesting experiment in "making" newspaper men. The Post says:

"If the Eastern colleges have been somewhat slow in establishing schools of journalism, the faculties in the West have perhaps been over-bold in experimenting with newspaper-making. The University of Kansas has established a department of journalism, and at the University of Chicago, Prof. George E. Vincent has conducted for three years a course entitled 'The History and Organization of the American Press.' At both places practical newspaper workers have been engaged to explain the details of actual day-to-day writing, editing and printing. At Chicago, Prof. Vincent's class was set to work last spring to issue a four-page morning newspaper. This laboratory experiment he describes in the American Journal of Sociology. It was doubtless an interesting excursion into the practical, but we suspect that it gave the students an exaggerated notion of the importance of the technique of journalism. The theory that the only way to become a newspaper writer is to write for the newspapers, is sound, but we doubt if Prof. Vincent's Daily Times supplied a real test.

"Merely as an experiment, however, the paper produced by the Chicago students is worth notice. It was written and 'set up' between 9 o'clock in the morning of June 6 and 1 o'clock in the morning of June 7. The editor of the college daily acted as managing editor, a student employe of the Associated Press as telegraph editor, and two student reporters as news and city editors. Its staff numbered forty, and was divided among the usual departments. From 5 o'clock in the afternoon until the experiment ended the plant of the Chicago Evening Journal was turned over to the students. The various news associations furnished 'copy,' and the morning journals allowed the reporters of the Daily Times to go out with their own men on assignments. Nothing could be more favorable for a trial, especially as

one 'rehearsal' was had.

"Prof. Vincent's verdict upon the Daily Times, which was actually sent to press but five minutes late, is that it was 'on the whole a success.' It did not attempt innovations, merely striving to print the day's news in a clean, attractive form. Its front page, he says, corresponded closely, so far as the choice of news went, with those of the Chicago morning papers. It erred only in giving to the account of the marriage of Emperor William's son a place on the first page with this equivocal headline, 'Oldest Son of Emperor and Duchess Cecelia Married Yesterday.' As it turned out, the evening papers of June 6 had 'covered' the Prussian wedding so thoroughly that it was bad newspaper judgment to 'feature' it on the morning of June 7. A number of 'graduate students in political science and economics' wrote the editorials. Such weighty matters were discussed as the future of English diplomacy, the changes in President Roosevelt's Cabinet, democracy in unionism, and 'two kinds of reformers.' The news that came in on June 6 called for three additional editorials on 'Finance and Publicity,' 'Admiral Enquist and His Cruises,' and 'A New Theatrical Conscience.' If all these matters were touched upon with the pen of authority, Prof. Vincent was justified in exulting over the editorial page. In our opinion, the enterprise of the telegraph editor in turning a number of items concerning Government affairs into a special correspondent's Washington letter should not pass unnoticed. As Prof. Vincent says in apology, 'What are principles and policies in a crisis such as this?'—it was midnight when the letter was manufactured.

"The experiment strikes one as a bit of exciting fun for Prof. Vincent's class, merely illustrating again what every newspaper man of experience knows—that the technique of journalism is an infinitesimal part of the equipment of a journalist. Headlines and the 'make-up' of the page, the mysteries of linotype operation, and of the stereotyping room, the 'lingo' of the newspaper office—these are things that the alert young reporter in an office will pick up quite as soon as he will need to know them. More to the point was the paper read before the class in journalism at the Kansas State University a few days ago by a former Topeka legislative reporter for a Kansas City newspaper. After an experience of nearly twenty years, this man declared that the essentials of a successful newspaper man are 'a receptive mind and willing legs.' The ability to write he subordinated, saying that in the school of the editorial blue pencil the plain recital of fact will soon come to be inevitable. Get out among people, he advised the young men ambitious to become great journalists. 'Remember that it is the mind that makes the man, and if you possess a newspaper mind all the earth is yours.' Insatiable curiosity as to the drift of human affairs marks the 'born' journalist; the best training it is possible to give him is the widest possible acquaintance with past and present. His work will be more valuable for a knowledge of the history of Finland or of the Oregon Trail than for a year of laboratory experiments in academic newspaper building."

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PENSION FOR A PROOFREADER.

Judge" Lynch Has Served the Louisville Courier-Journal Since 1868.

Raymond Lynch, known among his friends as "Judge" Lynch, the veteran proofreader of the Louisville Courier-Journal, was retired by that paper last week on a pension for life at full pay. Mr. Lynch was born in Louisville in 1824, and in 1836 was apprenticed to the Louisville Journal, published by George D. Prentice and George W. Elssinger.

With one or two slight interruptions, he continued in the newspaper business, going with the Courier-Journal when it absorbed the Journal and the Democrat in 1868. On Jan. 28 next, he would have served exactly seventy years. He has probably been a proofreader longer than any man living, and is still mentally active.

BRIEF ITEMS OF NEWS.

The Herkimer (N. Y.) Citizen has been awarded the contract for printing the journal of proceedings of the board of supervisors of its county at \$3.24 a page.

Poultry Husbandry is a new publication which will be issued by the Hawkins Publishing Company of Waterville, Me., in January.

The Gospel Trumpet Publishing Company, which publishes the organ of the Holiness People, will move its plant from Moundsville, W. Va., to Anderson, Ind. It has one of the finest printing equipments in West Virginia.

The Salisbury (N. C.) Evening Post has decided to enlarge to eight pages. Since last January the paper has been under the editorship and management of John M. Julian.

The Louisville Courier-Journal will issue on Jan. 1 one of the finest financial editions ever published in the South.

The Cleveland News held a reception for its patrons and friends on Thursday and Friday of last week at its publication rooms, 71-73 Ontario street, Cleveland.

D. S. Pensyl, manager of the Nanticoke (Pa.) Herald which has been publishing a daily edition for the past two months, announces that the paper hereafter will appear as a semi-weekly.

The Cameron (Tex.) Daily News, published by Moore & Hodge, has just made its appearance. It is all home print and gives its principal attention to local news.

The Anstin (Tex.) News-Tribune has purchased a new perfecting Scott press.

The Daily Reporter is a new paper at Olive Hill, Ky., Cyrus Riffle is the publisher.

The Indianapolis Sun has recently been made an eight-column paper with an increased number of pages.

The opening of the new Cleveland Leader Building which was to have taken place this week has been postponed until Jan. 6.

New Building for Scribner's.

Plans have been filed for the twelve-story publishing house to be erected at 311 to 319 West Forty-third street, New York, for Charles and Arthur H. Scribner, the publishers. It is said to be 125 feet front and 100.5 feet deep, of fireproof construction, with a facade of brick, trimmed with terra cotta, and lighted by numerous rows of bay windows. The plant is to be called the Scribner Press, and will cost \$300,000. Ernest Flagg is the architect.

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