

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 12, No. 36

NEW YORK, FEBRUARY 22, 1913

10 Cents a Copy

TO ABOLISH BLUE TAG.

POSTAL COMMITTEE ADVISES ABANDONMENT OF FREIGHT TRANSPORTATION.

While Present Practise in Regard to Periodicals Saves Government's Money, It Places Some Publishers at a Disadvantage—Officials Liable to Err in Making Proper Selection.—Violates Fundamental Principles.

The report of the Post Office Committee, submitted to the United States Senate this week, contains the following information about the "blue tag system," and gives the view of Congress on the subject of discrimination shown by the department in this matter. The report reads:

In 1911 the Post Office Department established what is known as the "blue tag" service—the shipment of certain monthly magazines and periodicals by freight. By this means considerable economies have been effected. In a great many instances periodicals are of such a character that they can, without detriment to the publishers' business, be withdrawn from the mails on certain heavy routes and sent in bulk by freight over long distances and later returned to the mails for distribution from centers of traffic. So long as the freight service is dependable as to regularity, many of the monthly periodicals can be transported by that method without material inconvenience to the publisher or the reader.

OFFICIALS ERR IN JUDGMENT.

Experience has shown, however, that department officials may err in their judgment as to the character of periodical that may be sent by freight without injury to the publisher. When such an injury has been suffered, reparation is, of course, impossible. Moreover, the transportation of magazines part of the distance by freight and the transfer to mail trains for transportation the remainder of the distance occasions variation in the time of delivery—an important consideration to publishers who are in competition for the patronage of the public.

The difference between freight and mail service, under the "blue tag," was not attended by any difference in postage charge. The publisher whose periodical was sent by freight paid exactly the same postage as the publisher whose periodical went by mail. The majority of the committee is of the opinion that when two patrons of the postal service pay the same rate of postage they are entitled to the same character of service. More important than that, however, we deem it extremely unwise to vest in any individual the power to destroy a publisher's business by sending his periodical by freight or to promote that business by retaining that publication in mail service while a competing publication must be carried by freight.

EQUAL OPPORTUNITY FOR ALL.

We believe that in all branches of the public service citizens should be afforded equal opportunity for private enterprise and that no man should be compelled to feel that continued financial success depends upon the exercise of a discretionary power which some department head has assumed without direct authority of law. The existence of such a power in any but an absolute monarchy is unthinkable. There can be no freedom of the press if publishers are subject to the unfettered discretion of an executive officer. We believe that the rights and duties and responsibilities of citizens should be clearly written upon the statute books so that every man may point to the law that guarantees his rights and may justly be held to accountability for violation of a law imposing a duty.

This view we entertain without in any way impugning the motives of the department. On the contrary, we applaud the effort at economy. We can not, however, consent to a violation of the fundamental principles of American institutions for



CHARLES H. HENRY,

WHO HAS BEEN PLACED IN CHARGE OF THE ATLANTA GEORGIAN.

the purpose of saving even a considerable sum in postal expenditures. We therefore recommend that the "blue tag" service be abolished and that all periodicals be admitted to the mails upon an equality under the law.

Whether the rate of postage on second-class matter should be raised is a subject of controversy which Congress at its last session referred to a joint committee for investigation and report. That committee is the same as the one having under consideration the matter of railway mail pay, and, as already stated, we deem it advisable that the personnel of this committee be continued until it has had time to complete its work.

Pulitzer Executors Must Decide It.

Surrogate Fowler declined on Tuesday to sign an order directing the executors of the Joseph Pulitzer estate to pay legacies of \$1,000,000 to the Philharmonic Society of New York. Mr. Pulitzer left this sum to the society upon condition it could certify within one year after his death that it had at least 1,000 due-paying members had become incorporated and received the approval of his executors. The latter at a recent

meeting adopted a resolution in which they expressed their willingness to pay the request, provided the Surrogate approved the payment. This he declines to do on the ground that the executors have full power to decide if the society has complied with the conditions.

St. Clair McKelway New Chancellor.

At the meeting of the Board of Regents of the University of the State of New York, held at Albany, Thursday, St. Clair McKelway, editor of the Brooklyn Eagle, was elected Chancellor, succeeding the late Whitelaw Reid, editor of the Tribune. Dr. McKelway has been a member of the Board of Regents since 1883 and vice-chancellor of that body since 1900. During the long absences of Chancellor Reid as Ambassador at London the duties of the latter's office devolved largely upon the vice-chancellor. Dr. McKelway was admitted to the New York bar in 1866, but has never practised law, having been engaged during practically all of his life in newspaper work. He has received many honorary university degrees.

WASHINGTON TOPICS.

NEWSPAPER MEN TAKE PROMINENT PART IN FAREWELL BANQUET TO UNCLE JOE.

Humorous Stunt at Cannon Dinner—Panama-Pacific Exposition Poster Contest Won by Miss St. Clair Breckons, of New York—Berger Charges That Post Office Department Is Persecuting Labor Papers.

(Special Correspondence.)

WASHINGTON, D. C., Feb. 20.—The farewell dinner tendered Uncle Joe Cannon, former Speaker of the House, by members of Congress and newspaper men last week at the Raleigh Hotel, was one of the most brilliant affairs of its kind ever given in Washington. Newspaper men played a prominent part in the evenings entertainment.

Probably the most enjoyable stunt of the evening and one which provoked no end of mirth was the Press Gallery Act. The balcony of the banquet hall had been arranged to depict accurately the press gallery of the House, just above the Speaker's chair. In the "gallery" were eight of the best known correspondents in Washington.

The actors in this stunt were sure-enough correspondents, and included E. C. Snyder, of the Omaha Bee, in the role of the "cub" reporter; Edward D. Clark, of the Chicago Evening Post; Robert Halsey Patchin, of the New York Herald; George E. Miller, of the Detroit News; Oswald F. Schuette, of the Chicago Inter-Ocean; Gus J. Karger, of the Cincinnati Times-Star, and Theodore H. Tiller, of the Munsey papers.

The writers were in their "work" clothes and it was not an unfamiliar scene that presented itself to the audience.

"What are you doing up there," demanded Toastmaster Moore, as he directed the attention of the guests to what he termed the "overhead charges." All eyes were turned to the imitation press gallery.

"This is the press gallery," replied Gus Karger. As he spoke a guileless cub reporter, Mr. Snyder, pushed himself to the front of the gallery and eagerly seeking information, began asking questions.

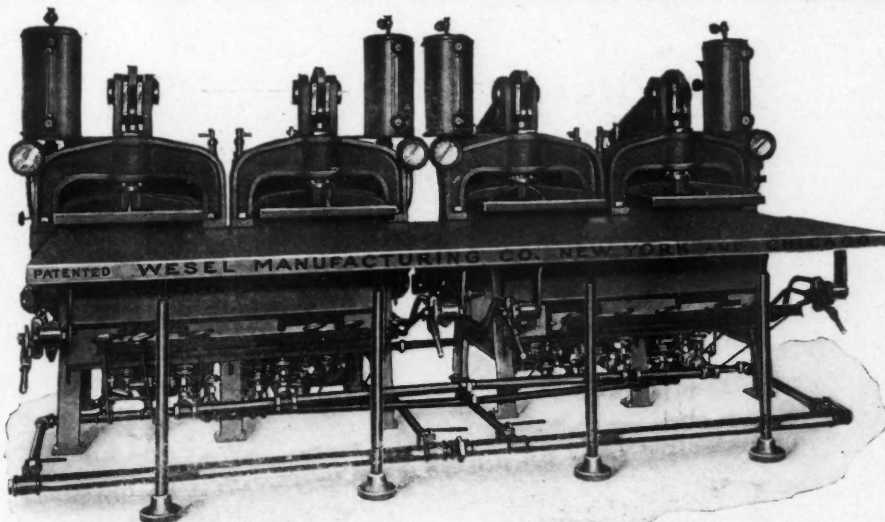
"Who's the baldheaded man over there," he asked, pointing.

"That's McKinley, of Illinois. He was conductor of the Taft campaign but his trolley slipped," replied one of the correspondents. "Who's the sad looking man over there," asked the cub. "Frank Munsey," replied Clark. "He is trying to buy the Congressional Record to add to his string of Bull Moose papers."

These and others were some of the sallies that came from the press gallery. Some of the newspaper men that sat at the speakers' table at which sat the President of the United States, the Speaker of the House and the Chief Justice of the Supreme Court and other high officials were John T. Sutter, of the Chicago Record-Herald, president of the National Press Club; Rudolph Kauffmann, managing editor of the Washington Star; Frank A. Munsey, of the Munsey publications; Samuel G. Blythe, of the Saturday Evening Post; Hermann Ridder, publisher of the New York Staats-Zeitung, and John A. Schleicher, president of the Leslie-Judge Publishing Co. J. Hampton Moore, Representative from Pennsylvania and for many years a member of

WHAT WILL IT DO?

This is your question. It is the basis upon which you buy equipment. We will answer it



Installation of the

WESEL PNEUMATIC Matrix Drying Table

Will give an absolutely regulated *uniform* pressure upon every matrix—will give a *follow-up* of this pressure while the mat shrinks and settles into the form, regardless of the thickness, condition or number of blankets used—will give a very clean cut letter of exactly the same printing value on every page—will give an accurately graded variation in pressure if forms of special character are required.

WE MAKE THEM

To be heated either by steam from main house boiler, by directly attached, superheating Gas-Fired Steam Generators or by ELECTRIC Current. You will see one if you visit

The Printing and Publishing Exposition

F. WESEL MFG. COMPANY

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry St., Brooklyn, N.Y.

New York, 10 Spruce Street

Chicago, 431 So. Dearborn Street

IN THE AD ALLEY

of a Great Periodical
and Publication House

The Model 9 Makes Good

ESTABLISHED 1868

THE CHEROUNY PRINTING AND PUBLISHING CO.
PRINTING, BINDING AND MAILING
OF
HIGH CLASS PERIODICALS
17-27 VANDEWATER STREET

NEW YORK Feb. 1st, 1913. 191

The Editor & Publisher Co.,
13-21 Park Row,
New York City.

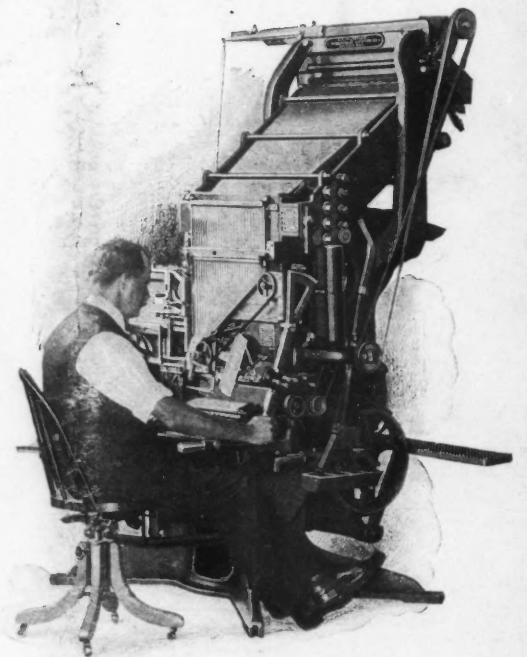
Gentlemen:-

Several weeks ago we installed a Model 9 four-magazine Linotype. It has been running steadily ever since on all kinds of composition. Much of the display advertising in the many publications we print is now set on this machine, resulting in great saving of time. It is proving itself the most valuable machine of our plant, and we can hardly realize now we ever got along without it. If printers would only drop in to see what it does for us they would not hesitate a moment to make a similar investment.

We are advising you of this addition to our equipment as an evidence of our disposition to please our customers by handling their publications in the promptest and most satisfactory manner.

Yours very truly,
THE CHEROUNY PRINTING & PUBLISHING CO.
Per *A. B. Cheronny*
Vice Pres.

Quick Change
Model 9
Four Magazine Linotype



Four Magazines
Eight Faces
720 Characters
at the command of
the operator

The Multiple Linotype Way Is the Modern Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

