

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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5 CENTS A COPY.

ST. JOE GAZETTE SOLD.

TAKEN OVER BY NEW COMPANY

HEADED BY E. E. E.

McJIMSEY.

Purchase Price Said to Have Been \$85,000—Politics of Only Morning Paper in Northwest Missouri's Trade Center Changed to Straight-Out Republican. New Management Composed of Young Men Who Have Had Valuable Newspaper Experience.

The St. Joseph (Mo.) Gazette, the only morning paper in its field, has passed into the hands of a new corporation, of which Elmer E. E. McJimsey, formerly of the Maryville (Mo.) Tribune, is the head. The price paid for the property, it is said, was \$85,000. The Gazette has heretofore been Democratic in politics. It now comes out as a Republican paper through and through.

The announcement of the change in ownership was made in last Sunday's issue of the Gazette, when it was stated that Lewis Gaylord, B. F. Kaufman and W. McK. Barbour, president, vice-president and secretary, respectively, of the Gazette-Herald Publishing Company, had disposed of their interests to the new corporation mentioned above.

Mr. McJimsey is president of the purchasing company. The other officers are G. H. Larke, vice-president, W. McK. Barbour, secretary, and C. D. Morris, treasurer.

All are young men, and all have had valuable newspaper experience. Mr. McJimsey was for a number of years prior to February, 1903, editor of the Maryville Tribune, and Mr. Morris was owner and editor of the Trenton (Mo.) Tribune until a short time ago. Mr. Barbour, who will be advertising manager under the new regime, has had an interest in the Gazette since December last, at which time he disposed of his holdings in the Colorado Springs Gazette, to locate in St. Joseph. Mr. Larke, who becomes business manager of the Gazette, was until recently in charge of the business office of the Ohio State Journal at Columbus.

As to the plans for the future, the Gazette had this to say:

"Despite innumerable pre-natal prophecies to the contrary, the new Gazette will be the 'organ' of no man and the mouthpiece of no faction. It will be a NEWSPAPER in all that the term implies, up to the limit of its equipment physically, mentally and financially.

"Republican in politics, the policy of the Gazette will be to voice its opinions always as from the higher, broader plane of independent journalism, and to print the news—political as well as local—impartially; for only along these lines may it be made—what its directors have decreed it shall become—an ever-welcome visitor to the homes of St. Joseph and the territory lying within the social and commercial radius of the chief city of Northwest Missouri."

London Evening Sun Sold.

A cable dispatch says the London Evening Sun has been purchased by a syndicate headed by Joseph Chamberlain. It is thought the paper will be used to expound Mr. Chamberlain's preferential tariff propaganda.



W. H. PORTERFIELD.

(See Page 5.)

PUBLISHER OF THE SAN DIEGO SUN, AND FOREIGN REPRESENTATIVE OF THE PACIFIC PENNY PAPERS.

THE INDIANAPOLIS SENTINEL.

Thomas Taggart, Who Has Purchased an Interest, Elected President and Manager.

The directors of the Indianapolis Sentinel Company, at a meeting held last week, elected Thomas Taggart president, to succeed the late Samuel E. Morss. Mr. Taggart, who has purchased a large share of the stock of the paper, becomes general manager, and has already taken charge. Bart McCarty was re-elected secretary and treasurer of the company, which will continue under its old form.

Mr. Taggart said no change in the working force would be made at present. He declined to discuss the details of the transfer. "We are getting out a nice clean afternoon newspaper," said Mr. Taggart, "and will get along all right until the changes to be made are announced."

Frank Francis and Ogden Daily.

The report that Frank Francis, telegraph editor of the Ogden (Utah.) Standard, will start a new daily paper at Ogden continues to go the rounds. It is said he has secured a morning franchise from the Associated Press, and while he is not doing any talking as to his plans, he states that unless nothing unforeseen occurs the new paper will appear about Jan. 1.

HARRISBURG SUNDAY PAPER.

The Times Will Be Started There Within a Couple of Weeks.

A new Sunday newspaper to be known as the Sunday Times, will appear in Harrisburg, Pa., on Nov. 29 or Dec. 6. It will be printed by the Harrisburg Advertising Company, composed of Nathan Appell, H. Elmore Smith and James P. McCullough.

The projectors promise a live newspaper, from sixteen to thirty-two pages, with telegraphic report, comic magazine section and colored supplement. Considerable attention will be given to dramatic and sporting topics.

CHANGE IN SCRANTON TRUTH.

With L. A. Watres at Its Head It Will Be Straight-Out Republican.

The Scranton (Pa.) Truth has passed into the hands of the Scranton Truth Publishing Company, of which L. A. Watres, ex-Lieutenant-Governor of Pennsylvania, is president. John E. Barrett will continue as editor of the paper.

The Scranton Truth was established in 1884 as an independent afternoon newspaper by John E. Barrett and James J. Jordan. It will hereafter be a straight-out Republican paper.

GEN. TAYLOR'S REVIEW

TELLS OF HIS THIRTY YEARS' EXPERIENCE WITH THE BOSTON GLOBE.

Paper Was Losing \$60,000 a Year When He Took Charge in 1873—How He Achieved Success by Cutting the Price, Changing Policies and Building on Popular Lines—Answers to Critics and Expressions of Gratitude to Patrons and Employes.

Last week was jubilee week for the Boston Globe, the occasion being the thirtieth anniversary of the beginning of Gen. Charles H. Taylor's connection with the paper. In response to the request of those who had the arrangements for the jubilee celebration in charge Gen. Taylor wrote a review of the thirty years, giving his early experiences and explaining what his plans were for building up the paper. Gen. Taylor says:

"In 1873 I started in with the hope and buoyancy of youth, which led me to take charge of a paper whose receipts were \$120,000 a year, and whose expenses were \$180,000, showing a net loss of \$60,000. No one but a young man would have had the reckless bravery to take charge of such a property, and as the losses during the succeeding five years were more than \$200,000, it was not until 1878 that I had time to begin to think of any definite plan for the permanent development of the Globe.

"Early in 1878 the Globe, which had been a four-cent morning paper, was made a two-cent daily, with morning and evening editions. Its Sunday edition, which had been started in 1877, was continued. It was at this time that the Globe became an outspoken Democratic newspaper in a field which was strongly Republican.

"The first change in journalism which I endeavored to make was to alter the spirit of the party newspaper. Up to this time a Republican newspaper was accustomed to print full reports of Republican meetings and to give very meagre and belittling accounts of Democratic conventions and rallies.

"My theory was that the news columns of a paper should be entirely independent and give impartially the news of all parties. If Republicans or Democrats had important speakers and large meetings, both parties were equally entitled to a full share of the columns of any enterprising daily newspaper, whatever its political bias was editorially. This policy has spread throughout the country, and the most successful and most prominent papers in all sections now follow it faithfully.

NOT A REFORMER.

"Many people think that the whole aim of a newspaper should be to reform the world. I never had any ambition to be a reformer. The reformer or the man with the critical mind is placed in the world for a good purpose, and as long as he is honest I have always felt that he is entitled to respect; but as a rule your critic cannot 'create' and he cannot 'conduct.' It is all a question of temperament, and generally 'a' man works out his natural inclinations from the cradle to the grave.

"There are and have been very able men in journalism who are constitutionally and naturally great fighters, and there have been some who have allowed their prejudices to lead them to treat many

(Continued on page 4.)

FUNERAL OF ARTHUR JENKINS.

Asked in His Will That Syracuse Herald Stock Be Not Sold.

Many prominent newspaper men were present at the funeral last week of Arthur Jenkins, founder of the Syracuse Herald. The newspaper men of Syracuse attended in a body. Those from out of town included E. H. Butler, of the Buffalo News, E. Prentiss Bailey, of the Utica Observer, and George E. Graham, of Albany, representing the Associated Press. Memorial resolutions were adopted by the newspaper men of Syracuse and by Typographical Union No. 55.

The will of Mr. Jenkins, which has been filed shows that he valued his estate at \$55,000. Of this amount all is personal property except \$5,000. The one desire expressed by Mr. Jenkins in the instrument is that the executors may not find it necessary to sell any of the decedent's stock in the Syracuse Herald, but that it may be turned over to the wife and daughter, one-third to the former and the remainder to the latter.

To Investigate Charges of Rountree.

The request of J. A. Rountree, the suspended secretary of the Alabama Press Association, that a committee be appointed to investigate charges which he preferred against certain officers of the association, has been complied with by Third Vice-President John C. Lawrence, of Union Springs, who has appointed the following: R. L. O'Neal, of the Huntsville Mercury, chairman; H. Y. Brooks, of the Crenshaw County Critic; and J. E. Hecker, of the Linden Reporter. H. S. Doster, editor of the Prattville Progress, chairman of the special committee which investigated the charges against Mr. Rountree, is one of those whom the deposed secretary has in turn accused. Mr. Doster has sent out a communication indignantly denying the charges brought against him.

Lancaster Press Club's Election.

The annual meeting of the Press Club of Lancaster, Pa., was held on Nov. 7. R. B. Risk, who has been president of the club since its institution five years ago, was nominated for re-election, but in a graceful speech declined. Officers for the next year are: President, H. E. Carson; vice-president, H. H. Hensel; secretary and treasurer, E. M. Kauffman; directors, Charles M. Howell, B. O. Musselman, A. C. Leonard, J. Frank Buch, R. B. Risk, and D. P. R. McNeal.

Violated the Postal Laws.

A. B. Crampton, of Delphi, Ind., editor of the Carroll County Citizen-Times, has pleaded guilty to a violation of the postal laws, and his case has been taken under advisement. Crampton printed a questionable notice of the marriage of Victor Ricketts, of the Delphi Journal, in his paper several months ago, and on complaint was charged with abusing the mails.

Harpers Get Mark Twain Rights.

The American Publishing Company, of Hartford, Conn., has sold to Harper & Bros., of New York, all of its interests in the publication of Mark Twain's works. The exact purchase price is not known, but is believed to be a large figure.

Newspaper Man Insane.

E. T. Payton, formerly editor of the Thermopolis (Wyo.) Pilot, and for many years a newspaper solicitor and correspondent in Wyoming for metropolitan papers, has been adjudged insane and committed to the State insane asylum at Evanston.

The Kentucky Press Association has accepted the invitation of the Kentucky Exhibit Association to hold its next mid-summer meeting at the St. Louis Exposition.

SCORES A BIG BEAT.

Schenectady Star Scoops Its Contemporary on Item of Much Local Interest.

The following is taken from the Schenectady (N. Y.) Star of Nov. 11:

Probably the most remarkable newspaper "beat" ever known in this town, was scored by the Star yesterday, when it announced the resignation of Postmaster Taylor and the appointment of James H. Callanan as his successor. Although Mr. Callanan is the editor and publisher of the Daily Union, his paper did not contain a single line about this most interesting subject.

The Star was able to score a "beat" in this case through the magnificent telegraph service of the Publishers' Press Association, whose full report it receives every day. There is no afternoon service in the world like it. By comparison the much vaunted and widely advertised reports of the Associated Press are stupid and stale.

Hitch in Des Moines Deal.

The Des Moines Register and Leader states editorially that a previous announcement of the purchase of stock in it by A. B. Funk, F. L. Maytag and James A. Smith must be recalled, and that the deal will not be consummated. The new stockholders of the company are Harvey Ingham, who has been the editor since the consolidation of the Register and Leader in July, 1902, and Gardner Cowles, of Algona, Ia. Mr. Cowles will at an early day give his attention to the business management of the paper, the editorial management remaining unchanged.

Talk of Daily for Ypsilanti.

The plant of the Ways (Mich.) News-Letter is being moved by Editor Gee to Ypsilanti, Mich., where he intends to start a weekly. At present the only weekly paper printed there is the Ypsilanti, but the Democratic Publishing Company prints the Ypsilanti Sentinel Commercial at its Ann Arbor plant. A movement is on foot among the business men of Ypsilanti to establish a non-partisan daily that will have the interests of Ypsilanti thoroughly at heart.

Found in Hartford Courant Building.

While workmen were taking waste paper from the basement of the Hartford (Conn.) Courant Building one day last week, they discovered the historic letter of Gen. U. S. Grant accepting the nomination to the Presidency, and ending with "Let us have peace." The letter was addressed to Gen. Joseph R. Hawley, president of the National Union-Republican Convention, and had been lost for many years.

Newsboys' Day at World's Fair.

J. E. Gunkel, of Toledo, O., who is interested in the organization of a national newsboys' association in the United States, has been notified by the managers of the St. Louis World's Fair that August 29, 1904, has been designated as Newsboys' Day at the fair. Mr. Gunkel anticipates that it will be the largest gathering of newsboys the world has ever seen.

New California Daily.

It is reported that the San Pedro (Cal.) Daily Journal, will begin publication on Dec. 1, under the management of John T. Parkerson, of San Pedro and A. W. Ross, of New York. It will be an eight-page paper and will begin with a pony telegraph report.

Chicago Tribune's Financial Advertising.

The Chicago Tribune claims to have carried 49,077 agate lines of financial advertising during the six weeks ending Oct. 31—5,813 lines more than any other morning paper in Chicago. The financial advertising of the Tribune is in charge of A. R. Ksator.

ALGERNON ASHTON WILL RETIRE

Honorary Corrector to British Press Holds Record for "Letters to the Editor."

Some of the energetic writers of letters to the editor, says the London correspondent of the New York Herald, may be inspired to fresh efforts by some details of the feats performed in that line by Algernon Ashton, who on December 31 next, he himself announces, will attempt to retire from his self-created position of Honorary Corrector to the British Press.

Algernon Ashton wrote his first letter to a paper when he was 28 years old. This communication, which concerned Cruikshank's grave, was published in the Pall Mall Gazette on Nov. 11, 1887. Since that date Ashton's industry has grown tremendously.

He has kept a record of the number of his letters which have been published, many of them, of course, having appeared in several papers. In 1887 there was one; in 1903 there were ninety-four of them. They have concerned almost every subject under the sun, for Ashton's memory is encyclopedic. Inscriptions on tombs, dates of births and deaths and residences of historical personages are among his favorite topics.

"Yes, I love to see a mistake in the papers," he said the other day. "I can't help being pleased. Then I feel that I must write to the editor and tell him. It is the only hobby I have, you know."

"I seldom find it necessary to consult a book of reference, for I seldom forget anything I have read. When I see anything wrong in a paper, I know instinctively that it is incorrect."

"My letters have been published in almost every paper in England that is worth mentioning."

Ashton has appeared in the pages of Punch eight times. On one of these occasions it was suggested that the Postmaster General should allow Ashton's letters to editors to be carried through the post free of charge, as it would only cost the nation about £100 a year.

His name has been mentioned in the papers about three hundred times every year since 1890, and he is proud of it. It is rather a pity Ashton should stop now, as he intimates he will try to do. If he went on for another twenty years, he might become as famous as the Old Philadelphia Lady of the European edition of the Herald.

No News Yet of Hubbard.

Nothing has as yet been heard from Leonidas Hubbard, Jr., assistant editor of Outing, who is supposed to be lost in the wilds of Labrador. The latest steamer to reach St. Johns, N. F., brought no news of the expedition which Hubbard was leading. All the settlers believe the party perished. A tribe of Indians which has been trapping in the interior recently visited the coast and said they saw nothing of the Hubbard expedition. The Indians went 150 miles inland.

Indian Territory Daily Sold.

The Chickasha (I. T.) Daily and Weekly Express has been sold to George H. Evans, of Enid, Okla., who will take an active part in the management of the paper.

Joseph Pulitzer Home From Europe.

Joseph Pulitzer, proprietor of the New York World, has returned home from Europe. He has been abroad for several months.

McCardells to Celebrate a Birthday.

Roy L. McCardell, the wag of the World, has invited some of his newspaper friends to his home in New Rochelle next Sunday to help him celebrate the first birthday anniversary of his mails heir.

JAMES R. GILMORE DEAD.

Well Known Editor and Author, Who Wrote Over Name of Edmund Kirke.

James R. Gilmore, the well known editor and author, who wrote over the name of Edmund Kirke, died last Monday at Glens Falls, N. Y., of paresis after an illness of several years. He was born in Boston in 1823. He was for some time associated with Horace Greeley on the New York Tribune. In the early years of the Civil War he published several novels, and wrote many war songs and ballads. In 1862 he founded the Continental Monthly to advocate emancipation as a political necessity, but discontinued his connection with it after the issuing of President Lincoln's proclamation.

Among his earlier publications were "Among the Pines" and "My Southern Friends," 1862; "Down in Tennessee" and "Among the Guerrillas," 1863. His more recent works are "The Last of the Thorndikes," "The Mountain White Heroine" and "Personal Recollections of Lincoln." He was an intimate personal friend of Lincoln, Longfellow, Holmes, Emerson and Greeley. He was also the editor of the "Cyclopaedia of American Biography."

OBITUARY NOTES.

Ezra D. Barker, who died at his home, in Brooklyn, last Sunday, was for thirty years president and general manager of the University Publishing Company. He retired several years ago.

Ed. W. Fuller, manager of the Shelbyville (Ind.) Daily Democrat died at Fremont, Mich., last week, a victim of consumption.

Watson Gill, a well known book publisher of Syracuse, N. Y., died last week.

Circulation Question in Quincy.

There has been a controversy for some time over the circulation of the newspapers of Quincy, Ill. The Whig of that city now comes out with an affidavit that it has a greater circulation in Quincy and in its congressional and judicial district than any other daily paper published in Quincy. W. W. Miller, business manager of the Whig, is so confident of his paper's place that he has offered \$100 forfeit if he cannot prove to any interested advertising agent or advertiser that the circulation of the Quincy Whig in the city of Quincy proper, and its country circulation in the State of Illinois, is not greater than that of its strongest competitor.

Changes on Detroit Free Press.

Harry W. Quinby, who has been business manager of the Detroit Free Press, has resigned from that position, and has removed to New York. He is succeeded on the Free Press by Edward A. Meiser, formerly advertising manager of the paper. The advertising department is now in charge of J. E. Van Doren, founder of the Van Doren Special Agency, which he sold in 1899 to Talmadge S. Hand and A. M. Knox.

New Texas Insurance Journal.

Texas Insurance is a new publication issued at Houston, Tex., devoted to politics, insurance and literature. L. C. Jennings, a newspaper man formerly of New Orleans is manager. The editor is B. R. Forman, Jr., of the Houston Chronicle. Mr. Forman was formerly one of the editors of the Literary Digest, New York. Prof. J. Alleine Brown, formerly of Baylor University, is also one of the editors of the new journal.

The Farmers' Advocate and Home Magazine, at Winnipeg, Man., will be changed from a semi-monthly to a weekly on Jan. 1.

RALPH W. WHEELOCK.

Associate Editor of Minneapolis Tribune, Who Writes "Thoughts on Things."

Ralph W. Wheelock, author of "Thoughts on Things, Material and Immaterial," in the Minneapolis Tribune, was born forty odd years ago in Ohio, and says he is proud of it. He learned the printer's trade in Oberlin, and before he was twenty was editing a weekly paper at Norfolk. He went from Norfolk to Toledo, and for some time was employed on the Bee.

In 1879 Mr. Wheelock went to Cleveland and began to work for the Morning Herald, then partly owned by Mark Hanna. He started in as a police reporter and ended up as night editor inside of a year. He then engaged with the Cleveland Leader and did paragraphing for that paper for about a year, until he undertook the management of the Sunday Voice, which he conducted for some time.

It was in the spring of 1882 that Wheelock pulled up and went out West, to Mitchell, S. D., where he grabbed a root as editor and half owner of the Daily Republican. He spent twelve years in Mitchell, meanwhile holding the office of receiver of the United States Land under President Harrison. He was also secretary of the Territorial Capital Commission which located the capital at Bismark in 1883.

Mr. Wheelock left Mitchell in 1894 and went to Minneapolis. He has been on the staff of the Minneapolis Tribune as associate editor since January, 1896. About two years ago he originated a free lance department on the editorial page of the Tribune, under the title of "Thoughts on Things, Material and Immaterial," which was transferred a few months later to the magazine page of the paper, where it appears every day in the week, Sundays excepted, and a few of the 75,000 readers of the Tribune are kind enough to say that it is the first thing they look at when they pick their paper off the doorstep in the morning. As the writer confesses to the same weakness, he naturally feels that he has got next to this contingent at least.

In addition to this feature Mr. Wheelock is known as the political editor of the paper, handling State and Northwestern politics in a semi-editorial, semi-news vein. He is a family man in a modest way, hence mother-in-law, spring millinery and household expense jokes are passed up by him with conscientious care. Further than this deponent sayeth not, but allows himself to be advertised by his loving friends, one of whom has actually named a new North Dakota town after him within the past year. This town has a newspaper, general store, saloon, and section house, and its 100 or more inhabitants come down to the platform twice a day to see the Great Northern through trains whiz by without stopping, unless flagged.

Labouchere's Daughter Weds.

Marquis Carlo di Rudini, son of the former Italian Premier, and Miss Dora Labouchere, daughter of Henry Labouchere, proprietor and editor of the London Truth, were married in Florence on Nov. 12, first according to civil rite, afterwards in the Roman Catholic church. "Labbie" hates all religionists, and is especially non-enamored of the R. C's. Mr. Labouchere and the former Premier were present. Gabriel D'Annunzio and Prince Pigatelli were the witnesses to the ceremony, which was private. Gabriel D'Annunzio presented to the bride a magnificent copy of his book "Francesca da Rimini," inclosed in an antique box.

The Chicago Evening Post will issue its annual book number Nov. 28. Last year's book number was the greatest of any of the Western papers.



RALPH W. WHEELOCK.

ASSOCIATE EDITOR AND PARAGRAPHER OF THE MINNEAPOLIS TRIBUNE.

TRIBUTE TO C. A. ROOK.

Labor Press Shows Appreciation of Employees on the Pittsburg Dispatch.

The New York Unionist quotes from a recent issue of the Pittsburg Labor World, in which is rendered a fine tribute to the character of Charles Alexander Rook, editor-in-chief of the Pittsburg Dispatch. "Among his employees," the Labor World says, "we have heard nothing but expressions of esteem, gratitude and appreciation for Mr. Rook. This chorus of golden opinions reaches its climax, however, when the printers working for Mr. Rook, every one of whom is a member of the Pittsburg Typographical Union, are interviewed.

"Mr. Rook's honored father, the late Alexander W. Rook, one of the proprietors of the Dispatch, was a member of a labor organization himself, as is attested by the fact that he represented Typographical Union No. 7 at the first meeting of the National Printers' Union ever held in Pittsburg, about fifty years ago, and was one of a committee of five that formulated the first scale of prices for the printers of Pittsburg in 1849. The memory of the elder Mr. Rook remains fragrant among the old-time printers of this city. He was distinguished for his enterprise, kindness and integrity—a benefactor, in truth, of the community in that, by his industry and perseverance, united to that of his associates and carried along by these and his son, he has given to Pittsburg a newspaper of national fame—the Dispatch—of which the city may feel justly proud.

"But we prefer to attribute the tolerant, friendly feeling of C. A. Rook to organized labor, as exemplified in his treatment of his own employes, to other influences than those of heredity, great as these undoubtedly are. His example ought to be a model for those other employes who act differently, for it is the policy that pays."

Ginner and Miller Incorporated.

The Ginner and Miller Publishing Company, at Memphis, Tenn., whose business it is to publish the Ginner and Miller, a weekly devoted to the interest of the cotton trade has been incorporated. The capitalization is \$25,000. The directors are N. T. Blackwell, Rufus Cage, A. C. Aylesworth, Henry Craft, Ed F. Grace, J. H. McDonough and B. B. Blackwell. N. T. Blackwell was elected president and general manager, and B. B. Blackwell secretary and treasurer. The Ginner and Miller was established at Memphis a few months ago, being removed from Dallas, Tex., where it was already a popular and well known publication. It covers one of the most important fields of Southern industry.

Editor Fined for Assault.

W. P. Walton, editor of the Lexington (Ky.) Morning Democrat, was fined \$25 and costs recently on the charge of assault with a pistol on Dave Griffith, his former foreman. Walton claimed that Griffith had attacked him with brass knuckles.

Buys Interest in Illinois Daily.

C. W. Rhinesmith, formerly postmaster of Harlan, Ia., and at one time owner of the Republican of that city, has purchased from Unholz Brothers, through the Chicago office of Charles M. Palmer, a half interest in the Princeton (Ill.) Record.

Louisville Herald Increases Stock.

The Herald Publishing Company, of Louisville, Ky., has filed a certificate at Dover, Del., which authorizes an increase in the capital stock of the concern from \$150,000 to \$200,000.

The Boston Transcript claims to print more book advertising than all other Boston dailies combined.

MAGAZINE FOR MOTHERS.

New Publication in Boston to Be Devoted to Child Life.

American Motherhood, the new magazine for mothers, will soon make its appearance in Boston. The publication will be issued under the auspices of the American Mothers' Association of the United States.

Mrs. E. M. H. Merrill, president of the association, will be editor of the new magazine. She made an enviable reputation for herself while attached to the staff of one of the Boston papers. She will have the assistance as associate editor of Mary Wood-Allen, M. D., of Ann Arbor, Mich., the founder and former editor of the American Mother. Among others on the staff are Dr. Dudley A. Sargent, of Harvard, who will advise on "Physical Training"; Mrs. Belle Armstrong Whitney (Dinah Sturgis), editor L'Art de la Mode, who will have the "Question of Clothes" under her care; Harry T. Bailey, the well known lecturer on art in the home; Rev. Anna Garland Spencer and Edward H. Chandler, secretary of the Twentieth Century Club. There is also a corps of contributors which includes names of experts in every department of the mental, moral and physical training of the child.

Thrift Magazine is a New One.

Thrift is the name of a new magazine that will make its appearance at Cedar Rapids, Ia., on Jan. 1, next. The prospectus says, Thrift will be a high-class illustrated monthly devoted to the interests of the thrifty and of those who have a desire to become so. It will contain a liberal amount of fiction, a series of articles on current topics, a woman's department, and a section devoted to the self-improvement of the young.

EDITORS AT FAIR GROUNDS.

Southwestern Iowa Association Guests of Its State Commission Last Week.

Members of the Southwestern Iowa Editorial Association were guests last Saturday at a luncheon given in the Iowa Building at the St. Louis World's Fair. The Iowa commission of the exposition was the host. Covers for about 100 guests were laid, and all the seats were taken. Nearly half of the guests were women.

W. W. Witter, chairman of the Iowa commission's press and publicity committee, presided as toastmaster. President David R. Francis responded on behalf of the exposition management.

Before the guests took their seats the divine blessing was asked by Elder Frederick H. Smith, a member of the editorial association and editor of the Mormon journal published at Lamoni, Ia. Short addresses were made by Edward E. Egan, of Atlantic, Ia., and I. N. Beard, of Osceola, Ia., of the association, and Mark Bennett, chief of the press bureau, of the exposition, also made addresses.

After luncheon the visiting Iowans were taken to Shaw's Garden and other points of interest in the city.

Irish Editor Resigns From Parliament.

William O'Brien, editor and proprietor of the Irish People, published in Dublin as the organ of the Extreme Nationalist party in Ireland, has refused to withdraw his resignation as member of Parliament, as requested by the Cork Branch of the United Irish League. He says he wishes to leave his enemies free to carry on their opposition to his policy, and adds that he could not explain his reasons without publishing "horrifying details."

The Farmville (Va.) Examiner has suspended.

THE EDITOR AND PUBLISHER

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Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. 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 Bid'g; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bid'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 Post Office.

NEW YORK, SATURDAY, NOVEMBER 21, 1903.

PROOF OF ITS POWER.

Any one who has had experience in publishing has come across the type of person who is forever setting up the claim that the paper is not being read. They argue that those who take it glance over the headlines, or look at the pictures, perhaps, and then cast the sheet aside. Especially is this view prevalent among those who doubt the efficacy of advertising, and many such persons are perfectly honest in their beliefs.

Nothing can correct this false notion so quickly and effectively as a test case. If you have faith in your paper get some merchant to insert a single ad containing some startling bit of advertising news, and then watch for the results. The returns from an isolated case of this kind will sometimes open the eyes of even the most confirmed believers in publicity.

Such a test experiment was recently undertaken by a dry goods firm with the South Bend (Ind.) Tribune, and the example is such a good one that we have given the Tribune the advantage of some free advertising in printing an account of it in another column. Cases similar to this one could be multiplied many times. How often in following the news of publishing have we noticed where some typo had made a mistake in a price in setting up an ad, offering some article at a ridiculously low figure, with the result that the next day the store was thronged with women eager to take advantage of the bargain! Like us not this same merchant had the day before complained to the advertising solicitor that he wasn't sure the people ever saw his ad.

In such a case, of course, the publisher must make good any loss the merchant may suffer from selling below cost through the printer's error, but he can always take the consolation that the mistake has furnished the best proof of the pulling power of his paper that could possibly be produced.

NEWSPAPERS AND MEN.

The State Police Department of Connecticut has had its first test and by it has been found wanting, says the New London (Conn.) Day editorially. Instructions have gone out from headquarters that its members are not, under pain of threatened dismissal, to converse upon their business with newspaper men.

No initial act possible to the heads of this force could so emphatically place upon them the stamp of amateurishness and incapacity as this order. City police officials are the best friends of the newspaper men, and, in return, the newspaper men are the best friends of the police. Each helps the other, and both

work together for the prevention and detection of crime. The State police officials make the mistake at the start of thinking that the newspaper men, if intrusted with information, will publish it in such a way as to defeat the ends of justice. Such a belief shows the most lamentable ignorance of the nature of newspaper men. Newspaper men the world over are daily intrusted with the most valuable secrets, police and other, and the betrayal of such a secret is the rarest of happenings. Any newspaper man with six weeks' experience in his business knows what to print and what not to print, without being told. That knowledge is one of the fundamental necessities of his education.

NEWSPAPER EXPANSION.

Newspaper men view the progress of their calling with quite as much surprise as do the readers of a modern daily newspaper, says the Boston Globe. The history of journalism has a fascination for all who are connected with it, from the editor-in-chief to the newsboy. The numerous editors and reporters who can recall events in their business thirty years ago feel proud of the position which the newspaper has already reached, confident of its gaining the position which it is trying to attain. Newspaper men believe in looking forward and not backward.

Paper Trade Conditions.

Trade conditions of the past week have been about the same as those that have prevailed for a considerable time, says the Paper Mill. The demand for paper is, perhaps, a little stronger than it has been, and at all events is strong enough to take up such a large proportion of the product of the mills that there is no talk of cutting in prices. On the contrary, there is some talk in favor of an advance in certain lines. Manufacturing conditions continue about as heretofore. While there is not much "ginger" in the trade at present, conditions are those of prosperity in a moderate degree, and the outlook is pleasing rather than otherwise.

Campaign Swells Circulation.

The Harrisburg (Pa.) Telegraph, represented in New York by R. J. Shannon, has just issued its monthly statement, which shows a daily average for October of 15,593. A fierce political campaign in Dauphin County, in which the Telegraph, as representing the Republican party, was victorious, made an extra large circulation of the newspapers of Harrisburg last month. The Telegraph's normal circulation is about 10,600.

Only carefully chosen journalists are to be allowed to visit Macedonia. The plan may do for the Sultan, if he does not wish to go the length of autocratic rule illustrated by the Pennypacker regime in Pennsylvania.—New York World.

GEN. TAYLOR'S REVIEW

(Continued from Page 1.)

people and measures unfairly, because they were so passionately earnest that they could see only one side. They often have been unfair to friends as well as to foes.

"A man of exactly opposite temperament, Mr. George W. Childs, of Philadelphia, conducted the Philadelphia Ledger with marked success for a great many years. He was of a bright, cheery nature, and preferred to scatter rays of sunshine among his readers. He tried to help the weak, gave generous sums to charity, and left as sweet and gentle a memory as any journalist that ever lived in this or any country. His example always appealed very strongly to me. While I can never hope to equal his record, I have always felt impelled to follow along his lines, and my natural sympathies are always forcing me into the same grooves. I knew Mr. Childs intimately, and was one of the few who realized what a strong and intellectual force he was and how broad his abilities were, journalistically and financially.

"There are always intelligent and honest people who are yearning for the ideal newspaper. They will probably continue to hope for it and never find it. They have never yet discovered an ideal minister, an ideal church, an ideal doctor, an ideal lawyer, an ideal merchant, an ideal government, an ideal university, any more than they have developed an ideal newspaper. The trouble is that affairs in this world have to be conducted by people who are human, with the average of faults and limitations and the best that one can do is to come as near his ideal as is possible under such conditions. Moreover, no matter how swiftly we advance, how high we soar, our ideals always keep ahead of us and are never overtaken.

THE POPULAR NEWSPAPER.

"It was very plain to me at the outset that I should devote my life work to establishing a popular newspaper. I saw the community divided into three social groups, the conservative, contented 20,000, the moderately well-to-do and progressive 100,000, and the never resting, always struggling, ever advancing 1,000,000. The only place in journalism or any other profession or calling where a new man can hope to establish himself, or a new cause stand any chance of getting a hearing, is with the 1,000,000 and with the 100,000; with them, I believe, such a man can always gain all the support and business and profit to which his brains and energy entitle him, and such a cause, all the followers which it justly deserves.

"I appreciated the trials and tribulations, the joys and sorrows, the hopes and aspirations of what Abraham Lincoln called 'the plain people,' and tried to establish the Globe firmly with them for present and future support. No matter how great or prosperous or universal the Globe may be, I hope the day will never come when it will not be in touch and sympathy with the plain people, and strive to better their condition and to be helpful to them in the onerous battle of life in which they are engaged.

"From the masses, from the bottom all growth must come; people at the top already have their growth. The newspaper broad enough for the million—the popular newspaper—must, in our democracy, lead the way for all newspapers. Many conservative, exclusive papers today are more sensational, if you please, more inclusive, more popular in their tone than the average popular paper was thirty years ago. I have no doubt that thirty years hence those same conservative papers will be pretty near where the popular paper is to-day.

AS TO CRIME AND SENSATIONS.

"It is frequently urged against a popular newspaper that it makes too much of crime and scandal. Most people have an idea that the editor and reporters of a newspaper spend their days and nights in trying to find murders and crimes of all sorts in order to sell papers. Nothing is farther from the truth. With the enormous growth of the newspapers, the press service and the increase of corre-

spondence, there is a murder on the wires every five minutes, but most of them go directly into the waste basket and never are printed. Reports of murders are as common as whortleberries in summer. But unless some very prominent man is concerned in it or the case is invested with a great mystery, a murder causes no special sale of papers.

"The same is true on the other side of the ocean. Some years ago a man in Paris murdered seventeen people in one night. The popular papers there sold hundreds of thousands of extra copies for days. But ever since that time an ordinary murder does not sell a paper in Paris.

"Popular newspapers frequently are denounced as sensational. The term is badly overworked. 'Sensational' to many people means the opposite of life, virility or enterprise, when properly it indicates exactly those qualities.

"As a matter of fact, it is the people themselves who are sensational and not the newspapers.

"Who start the first reports of a railroad accident and give out that fifty have been killed and 100 wounded? People who happen to be on the spot. Here the reporter comes in and quickly reduces the casualties to two killed and half a dozen wounded.

"During the Boxers' war what wild stories came from China! One day it was even confidently and circumstantially asserted that all the foreign ministers and ambassadors at Peking had been boiled in oil, and great was the horror of the people in the civilized world.

"These wild rumors came from men and not from newspapers.

ACCURACY OF THE PRESS.

"I am very tired of the popular cry which you hear so often that 'you cannot believe what you see in the papers.' The orders have always been in the Globe office, as they are in every well-conducted newspaper office in the country, to take every care to have the news absolutely accurate. Liars never flourish long in any community, and every time a newspaper misrepresents a man or an institution it hurts itself and its own good will. For the most selfish reason on earth, self-interest, it behoves a newspaper to be accurate and truthful.

"An inexplicable phase of journalism occurs to me at this point. Not a few journalists whom I have known hate to make a correction, and seem to think it injures a newspaper to acknowledge that it has made an error. Many, alas, frequently make the correction in a way to do more damage than the original paragraph.

"When there has been a mistake made in the Globe I have always insisted that the correction should be ample and generous. I do not believe that it injures a newspaper to correct its mistakes. On the contrary, it damages it not to do so generously and promptly.

"I have discussed some phases of a popular newspaper and met some criticisms, not by way of apology, but in order to give some information to the tens and hundreds of thousands of readers of the Globe, whose steady patronage has shown their interest in this newspaper.

"I have no apology to make for my record during the thirty years in which I have directed the destiny of the Globe. I wish that I had been able to do more good in this community, to have made the homes we visit still more cheerful, to have helped to make the burdens of the people still lighter, but I have within my limitations acted honestly and loyally, and have always tried to encourage and build up, rather than to discourage and tear down.

"I am exceedingly grateful to readers and advertisers for the support which they have given to me so generously and kindly, and I hope that the Globe may continue always to merit their good will. Above all do I appreciate and feel grateful to the men who have so faithfully and intelligently worked side by side with me during these long years of activity. Their unquestioned loyalty and their enthusiastic labors have been the great causes of the extraordinary and enduring success which the Globe has achieved."

PERSONALS.

W. H. Clark, of the Hartford (Conn.) Post, was in New York this week.

William M. Lathrop, editor of the Waterbury (Conn.) Republican, sailed last week for Europe.

Samuel H. Ragland, of the Smart Set, was elected secretary of the Missouri Society of the city of New York.

Sir Arthur Conan Doyle, the English author, has received the Conservative nomination for Parliament in the Border Burghs.

Dr. J. E. Clarke, of Nashville, has been chosen editor of the Cumberland Presbyterian, to succeed Dr. Ira Landrith, resigned.

Albert R. Carman, a Canadian newspaper man residing at Montreal, has just brought out a new book called "The Pensionnaires."

M. B. Russell, managing editor of the Eureka Springs (Ark.) Times-Echo, was recently married to Miss Grace D. Grim, of Green Forest.

Ellison D. Petveys, editor of the Keyport (N. J.) Weekly, is said to have been selected for the appointment of postmaster of Keyport.

J. G. Kitchell, president of the George Ethridge Company, advertising specialists, 33 Union Square, New York, is making an extended business tour through the West, with headquarters at Chicago.

Paul Elmer Moore, has resigned as literary editor of the Independent to take a similar position on the New York Evening Post. Prof. E. E. Slosson, of the University of Wyoming, will succeed Moore on the Independent.

Henry S. Potter, an artist who has been doing star work on the New York Journal for the past seven years, is a recent addition to the art department of the George Ethridge Company, 33 Union Square, New York.

S. A. Cunningham, of Nashville, Tenn., editor of the Confederate Veteran, the official organ of the various Confederate organizations, was in Charleston, S. C., last week, to observe the proceedings of the Daughters' Convention, and to gather material for his paper.

William D. Ryan, editor of the Poughkeepsie (N. Y.) Evening Star, has resigned to take the position with the Albany bureau of the Publishers Press Association. C. W. H. Arnold, attorney for Francis G. Landon, who is largely interested in the Star, will assume editorial control.

A. W. Lee, publisher of the Ottumwa (Ia.) Courier, and president of the Lee syndicate of Iowa evening newspapers, comprising the Davenport Times, Muscatine Journal and Ottumwa Courier, has decided to resign as postmaster of Ottumwa, in order to devote his entire attention to his newspaper interests.

Charles Norman, formerly telegraph editor of the Omaha Bee and more recently city editor of the St. Joseph (Mo.) Gazette-Herald and the St. Joseph News, is now assistant editor of the Sunday supplement of the Buffalo (N. Y.) Courier, and is also in charge of the literary department of the same paper.

Hotel Issues a Weekly for Guests.

Hotel Maryland Life is the name of a handsome new publication which has just made its appearance in Pasadena, Cal. It is to be issued weekly for the edification of the guests of the Hotel Maryland, and is edited by John S. Daggett, a well-known and energetic newspaper man.

W. H. PORTERFIELD.

Publisher San Diegan-Sun and Eastern Agent of Pacific Penny Papers.

W. H. Porterfield, the genial foreign advertising manager of the P. P. P. (Pacific Penny Papers), namely, the Los Angeles Record, San Diegan-Sun, Seattle Star, Spokane Press and San Francisco News, has been identified with newspapers since he was sixteen years of age, and is thoroughly conversant with every detail of the newspaper business. He is at present publisher of the San Diegan-Sun, having advanced from the position of reporter.

Mr. Porterfield is an honest, conscientious, painstaking young man, in his early thirties. He has been manager of foreign advertising for the P. P. P. since last August. He left San Diego, his home, at that time to come East, and has visited every large advertiser and advertising agency in the United States, closing some very large and profitable contracts for his papers.

Mr. Porterfield states that his mission is mainly to tell the "foreigner" what they actually have on the coast in the way of circulation and paying newspapers. Any advertisers who hear Mr. Porterfield through cannot help but be convinced with his story of how the Pacific Penny Papers are growing.

Mr. Porterfield has made many friends among the advertising agents and special representatives, and all unite in welcoming him to the East. His offices are at 53 Tribune Building, New York city, and Hartford Building, Chicago.

CHANGES IN INTEREST.

The Orland (Cal.) Register has been sold to V. C. Cleek.

The Demopolis (Ala.) Express has been sold to Frank A. Walpole.

The Eustis (Fla.) Lake Region has been sold to Charles H. Newell.

H. M. Brantley has purchased the Pochontas (Ark.) Democrat.

The Osceola (Ia.) Democrat has been sold to Henry Stivers, of the Des Moines Leader.

The Aurora County Sentinel, a weekly newspaper at White Lake, S. D., has been sold to W. A. Hitchcock & Son, who have taken possession.

Fred Daggett has bought and consolidated the Sauk Rapids (Minn.) Free Press, the Sauk Rapids Sentinel, and the Benton County Democrat.

The Bolivar (Pa.) News last week passed into the hands of W. C. Murray, of Chicago, the receiver of the Bolivar National Bank, who in turn leased it to S. J. Humphreys.

R. L. White has sold his interest in the Grayson Gazette, at Leitchfield, Ky., to D. L. Hughes and Judge J. C. Graham. Mr. Hughes will conduct the paper as manager and editor.

W. L. Jones, of Florida, and W. P. Pattillo, of Charleston, S. C., have purchased an interest in the Dublin (Ga.) Times, and will begin work on the paper in a few days. Col. George W. Williams, who recently purchased the Times, will continue to hold his interest.

Atlanta Man Goes to Panama.

Clifford Smyth, a well known Atlanta newspaper man, who was former consul at Colombia, has embarked for Panama, where he will act as correspondent of the Atlanta Constitution. He will go to Cartagena and from there to Colon, Panama, Buenaventura, Bogota, Barranquilla and then back to Cartagena. The fact that Mr. Smyth was for so long in Colombia and knows the country thoroughly will make his correspondence double interesting.

FROM UP IN MAINE.

Portland Daily Press Sold—Interesting Notes About the Newspapers of the Pine Tree State.

Portland, Me., Nov. 19, 1903.

Special to THE EDITOR AND PUBLISHER.
The Portland Daily Press, leading Republican organ in Western Maine, has been purchased by J. Fred Webster, a Bangor lumberman. It is reported that Hon. Joseph H. Manley, of Augusta, a candidate for Governor of Maine, and his supporters, are also interested in the purchase. The Press is likely to tend toward Eastern Maine politics in its support hereafter. There have as yet been no changes in the staff.

Maj. Eliphalet Rowell, former mayor of Hallowell, former representative to the Maine Legislature, and for many years a well known newspaper publisher, aged 81 years, died at Minneapolis, where he was living with his son, William W. Rowell. Maj. Rowell for a number of years published the Hallowell Gazette, and his son George S. Rowell, is business manager and part owner of the Portland Evening Advertiser. He served four terms in the Legislature, 1858, 1861, 1880 and 1881, and was elected mayor of Hallowell in 1890. He was born at Livermore, Me.

O. R. Wish, manager and part owner of the Portland Daily Eastern Argus, while on a vacation at Jackman shot a handsome 300-pound buck. His companions on the trip were quite envious of his good luck, for so handsome a specimen had not been captured in those parts for some time.

Charles B. Nicholson has completed his duties as telegraph editor of the Rockland Star and accepted a position as editor of the first, or outside edition of the Evening Express, Portland. He was succeeded on the Star by Frank S. Archibald.

Mr. Stone has resigned from the night force of the Argus and taken the city editorship of the Biddeford Journal. He was succeeded by C. Everett Beane, of Gardiner, who is just entering the news-gathering field. Beane has charge of the sporting department of the Argus in addition to his other duties.

The following advertisement appears in a Maine paper this week: "Wanted—A bright young man, who is not afraid of hard work, to assist on the night desk, proofreading and general reporting on a well known New England daily. Address, stating educational training and experience, if any. H. M., Box 53, Brunswick, Me."

The infant son of Harold L. Putnam, telegraph editor of the Evening Express, was recently awarded a prize of ten dollars in gold at a baby show in this city.

D. N. Thayer, publisher of the Rockland Star, was a recent caller on the Portland newspaper men. W. C. J.

NEW PUBLICATIONS.

The Republic is the name of a new paper at Castleton, N. Y., published by G. Van Schaick.

The Southern Real Estate Journal, is the name of a new monthly published by John L. Ray at Albertville, Ala.

The Berne News has been launched at Berne, Ind., with H. Mercer, formerly of the Decatur (Ind.) Journal, as editor. He will publish a Democratic paper.

Arrangements have been completed for the establishment of a new newspaper at Monrovia, Cal. The paper will make its initial appearance about Nov. 28, and will be called the Monrovia.

SITUATIONS WANTED.

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

A NEWSPAPER ARTIST

who has had several years' experience desires position on newspaper, all around artist. Will be willing to start with a small salary. Address "Artist" care THE EDITOR AND PUBLISHER.

AD MAN OR BUSINESS MANAGER.

Situation as business or advertising manager on small city daily, or assistant on city daily; ten years' active experience; thoroughly capable and absolutely reliable. Address "M. R. L.," 5 North Newberry St., York, Pa.

POSITION ON LIVE DAILY.

Position as reporter or city editor. Open for proposition where energy and results will be appreciated. Now employed. Best of references. Address "C. H. J.," care THE EDITOR AND PUBLISHER.

NEWS EDITOR OR REPORTER.

Bright writer and hustling news gatherer, sober, energetic, ten years' experience, wants position as news editor or reporter on small, live daily or progressive weekly. Address "Editor," Box 254, Lexington, Ky.

MANAGING EDITORS.

Man 29, on desk Boston's leading daily, wishes to leave New England. Managing editor, news, make-up, Sunday editor. Educated, high reference. Address "Westerner" care THE EDITOR AND PUBLISHER.

COUNTRY WEEKLY OR DAILY.

Young, experienced, capable man (employed) seeks position as editor or manager of country weekly or daily in New England. "F. I.," care THE EDITOR AND PUBLISHER.

I CAN CONDUCT PARAGRAPH, A HUMOROUS, or some department in few more papers. Employed now. "DR. LONE LUMY TOOKIE," Rockport, Ind.

HELP WANTED.

LINOTYPE OPERATOR.

Union or non-union operator wanted. A good permanent position for steady, industrious person. Please state speed, salary expected, etc. Address "News," care THE EDITOR AND PUBLISHER.

TYPE MACHINERY SUPPLIES
Now Running.

20 x 30 Cottrell, 2-Rev., air cushions, tapeless delivery, table distribution.
23 x 31 Campbell, 2-Rev., table distribution, front fly delivery.
29 x 42 Cottrell Drum Cylinder, air cushions, table distribution, tapeless delivery.
Two-horse Otto Gas Engine, with tank, good running order. Price, \$125.
And many others. Let us know your want.

CONNOR, FENDLER & CO.,

Warehouse, 56 Beekman St.; Shop, 33-43 Gold St. Manhattan.

HEADQUARTERS FOR TYPEWRITER RIBBONS

For All Machines.

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

THE S. T. SMITH CO.,

10 Park Place, New York.

THE LOVEJOY CO., Established 1858.

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery,
444-446 Pearl Street, New York.

New Paper for Finnish Colony.

A complete printing establishment has been set up on Malcolm Island, off British Columbia, and a paper is to be published in the Norwegian language under the direction of the president of the colony, Mr. Kurrikki. Arrangements have been already made which will establish a large circulation for the paper in Norway and the United States. It will be the month-piece of the Finnish colony and may result in a large number of Finlanders immigrating to this Province.

Arthur Shaw, is going to establish a weekly paper in San Juan, Cal.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

E. S. Wells, Jersey City, N. J., contemplates adding a list of newspapers in the Middle West.

The Imperial Coal & Coke Company, 35-37 Broadway, N. Y., is asking rates on several propositions.

A. T. Bond, advertising agent, Boston, is placing advertising for Whitehouse Coffee in Western papers.

The C. F. Wyckoff Agency, Ithaca, N. Y., is going into a number of Southern papers with the Shinola advertising.

The Paul E. Derrick Agency, Tribune Building, New York, is asking rates on 1,000 inches for a Southern advertiser.

C. C. Anderson, Pittsburg, Pa., is placing some real estate advertising in a number of Sunday papers throughout the country.

The New York Suburban Development Company, Park Row Building, New York, is placing some advertising in dailies.

Dailies and weeklies are being used to advertise Turnock. The copy is going out through Nelson Chesman & Co.'s Chicago office.

The Lyman D. Morse Agency, Potter Building, New York, is extending the advertising for Black and White Scotch Whisky in dailies.

Turf advertising for A. Traynor, Brooklyn, N. Y., is being placed by the Alfred Lewis Advertising Agency, Temple Court, New York.

The E. N. Erickson Advertising Agency, Park Row Building, New York, is sending out orders for Brandreth's Pills advertising.

The C. E. Sherin Advertising Agency, West Twenty-second street, New York, is opening up in New England with the advertising of Tonita.

The A. R. Elliot Advertising Agency, New York, is placing advertising in a number of metropolitan newspapers for Lea & Perrin's Worcestershire Sauce.

The Omega Chemical Company, 452 Fifth avenue, New York, says it will do no new newspaper advertising this winter, but is only carrying out unexpired contracts.

The Lyman D. Morse Agency, Potter Building, New York, is again placing the advertising for Maxim & Gay in New York papers. Maxim & Gay have moved their offices to New Orleans.

Dauby & Co., advertising agents, New York, are offering an advertisement of thirty-two and one-half inches for the Crosby Frisian Fur Company, to weekly papers, asking the publishers to take their pay in type.

The Latoila Company, (Inc.) which recently moved from New York to Hartford, Conn., will now place its advertising direct from its home office in Hartford. Considerable large copy has been sent out to the New England papers.

New Agency's Accounts.

The Alert Advertising Agency, Flatiron Building, New York, which was incorporated last week with a capital of \$10,000, is placing advertising for the Novelty Knitting Works, of 156 Fifth avenue, A. Simonson, 933 Broadway; Hope Specialty, 338 Broadway, E. Jenkins, Shoes, 931 Broadway, and Edwin Atwell, Face Cream, 128 West Eleventh street, New York city, and for J. E. Kittle, Jersey City, N. J. The incorporators of the agency are Leo B. Simonson, G. W. Wadsworth and S. Goldstein.

EXPERIMENT IN ADVERTISING.

How a Test Case Proved the Efficacy of a Certain Medium.

Merchants who believe in publicity on general principles, but who are sometimes inclined to be skeptical regarding results in specific cases, are often convinced by a carefully conducted experiment with keyed ads or with an isolated case of display advertising. Such an experiment was recently tried by the John Chess Ellsworth dry goods establishment in South Bend, Ind.

The question of advertising mediums arose, and the Ellsworth store determined to discover whether or not the claims made for the South Bend Tribune were true. To do this a test display advertisement of a Thanksgiving linen sale was prepared and inserted but once on page 11 of the Tribune. It was not inserted in any other newspaper, nor was any reference made to it by short readers in any other part of the paper. Furthermore no supplementary advertising by circulars or by any other method was indulged in on that date. The results were apparent on the following day in the greatest linen sale in the long history of the Ellsworth house, which has had many big sales days. George A. Robertson, manager of the store, said of the experiment.

"Having used the Tribune's columns for years every day we believed, of course, it was a good advertising medium, but, as we also advertised otherwise, no opportunity was offered to judge of the Tribune on its merits alone. This being true, we decided to ascertain, if possible, the exact status of the Tribune.

"We are delighted with the results, which may be summed up briefly by saying that the first day of the sale was the greatest linen sale in the history of the Ellsworth store."

ADVERTISING NOTES.

Eugene Katz, a well known ad writer of Chicago, Ill., is in New York.

A. Gantz, of the pamphlet department of the Frank Presbrey Advertising Agency, 7 West Twenty-ninth street, New York, is on the sick list.

Harry A. Jones has resigned his position as advertising manager of the Binghamton (N. Y.) Republican, and will engage in other business.

David J. Randall, of the Scripps-McRae League, has returned home from Buffalo and other up-state towns, where he called on agents and advertisers.

B. D. Butler, of the foreign advertising manager of the Good Luck papers, with headquarters at Chicago, is in New York this week looking after the interests of his papers here.

George Kenny, assistant to William Bliss, of the order department of the Frank Presbrey Agency, was married recently to a popular young lady of Orange, N. J. Mr. and Mrs. Kenny are spending their honeymoon at Jacksonville, Fla.

O. H. Blackman, the popular ad man of the Frank Presbrey Agency, who recently returned home from the South where he had been for his health, has again left for the South, where he will stay until he has completely recovered. William H. Tuttle, a well known advertising man, is filling Mr. Blackman's place.

A special industrial edition of the Columbus (Ga.) Inquirer-Sun was published on Oct. 15.

SPHINX CLUB DINNER.

Parcels Post and Short-Comings of the Postal Service Subjects of Discussion.

The fifty-ninth dinner of the Sphinx Club was given on Wednesday night of last week at the Waldorf-Astoria, New York. George H. Daniels, general passenger agent of the New York Central Railroad, presided. The principal subject of discussion was the parcels post in its relation to advertising, and among the speakers were C. W. Post, the pure food man of Battle Creek, Mich., Col. Albert A. Pope, Henry A. Castle, auditor of the Post Office Department at Washington, and J. L. Cowles, secretary of the Postal League.

Mr. Post explained the advantages of the parcels post, and dwelt upon the short-comings of the Post Office Department. Mr. Castle criticized the department and told of the deplorable lack of system in the rural free delivery. Mr. Cowles, secretary of the Postal League, said the railroads charged too much, and criticized former Representative Loud, of California, who he said he understood was to represent the United States Post Office at the convention to be held in Rome next year. Mr. Daniels replied to the attack on the railroads and said that those who talk so glibly about the railroads couldn't make a tariff on a ten-mile road to make it pay four per cent to save their souls. He said the railroads were as far ahead of the Post Office as the Post Office is ahead of a country grocery in the mountains of Kentucky.

Willis Sharpe Kilmer's New Offices.

Willis Sharpe Kilmer, the well known advertising agent of Binghamton, N. Y., who places the Swamp Root advertising, has moved his offices into the new Kilmer Building, in which is one of the finest laboratories in the world. The Kilmer offices are very handsomely furnished, and are probably more elaborately equipped than any similar offices in the country. Mr. Kilmer gave the people of Binghamton a reception last week, and many of the leading citizens of that place visited the new quarters. Within a few weeks Mr. Kilmer expects to hold a reception for the special newspaper representatives of New York city.

R. V. Tobin Company Incorporated.

The R. V. Tobin Company, New York, the new advertising agency that started to do business a couple of weeks ago, has been incorporated with a capital of \$10,000. The directors are R. Vincent Tobin, formerly of the New York Mail and Express, P. F. Kennedy, of Brooklyn, formerly of the George P. Rowell Advertising Agency, and J. H. Tobin, of Schuylerville, N. Y.

Ethridge Opens Pittsburg Office.

The George Ethridge Company, 33 Union Square, New York, advertising specialists, has opened a Pittsburg office in the Lewis Building. The new office is in charge of Charles B. Marshall, a former New York advertising man of wide experience.

NEW CORPORATIONS.

North State Publishing Company, of Lexington, N. C., with \$2,500 capital, is incorporated to publish a Republican paper.

Walden Publishing Company, New York. Capital, \$25,000. Directors: C. C. Walden, W. D. Moore, C. C. Galbraith, New York.

The Norman W. Henley Publishing Company, New York. Capital, \$50,000. Directors: N. W. Henley, M. C. Henley and Mary Henson, New York.

The Earth Publishing Company of Minneapolis. Capital, \$100,000. Incorporators: Marion W. Savage, E. H. Forster and C. E. Veeder of Minneapolis.

The Era Press; registered office, 1 Montgomery street, Jersey City, N. J. Capital, \$125,000. Incorporators: Frank R. Runyon, William H. Titus, J. H. Pitson. The company is to conduct a general publishing business.

The Southern Publishing Company of Shelby County, Tenn., has been granted a charter, with \$4,000 capital stock. Incorporators: John L. Harrell, E. L. Wesson, B. F. Whetten, J. B. Whetten and S. L. Cockroft.

An application for a charter for the United Labor Journal Building and Publishing Company, of Memphis, Tenn., has been filed. The incorporators are Ed F. Grace, George L. Chighizola, S. Geisenburg, Gus Fleming and I. B. Meyers, and the capital stock is placed at \$15,000. The new corporation is given power to purchase presses, types, machinery, etc., for the purpose of publishing a newspaper and to engage in a general printing business.

STAFF CHANGES.

James M. Downing, of the Worcester (Mass.) Spy, has severed his connection with that paper and expects to locate in Waterbury, Conn.

Henry C. McMillan, of New York city, who some time ago undertook the management of the Rensselaer (N. Y.) Herald, has retired, and it is understood that William H. Nichols, the founder of the paper, which is now the property of ex-Congressman Haines, will be reinstated as editor and manager.

H. L. Chipman, who has been connected with the Courier Publishing Company in Wareham, Mass., ever since the business was started, has severed his relations with the company, and Waldo B. Hutchinson, of Boston, who has been the publisher of a summer paper in Bethel, N. H., is the new manager.

Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Mexico City, Mex., Mexican Herald Publishing Company; Walton (N. Y.) Reporter Company; Fairmont (W. Va.) Index Printing Company; Baltimore, Md., William J. C. Dulany Company, 2; Cincinnati, O., Johnson & Hardin; Pueblo (Col.), Star Journal Publishing Company, 2; Los Angeles (Cal.) Times Mirror Company.

HEART TO HEART

Talk for just a line or two. Have you something you want introduced in the West. If so, you can find no better way than through THE COMMONWEALTH. Unsurpassed typographical appearance, more good readers, more artistic ads; and finds its way into more FIRST CLASS HOMES than any other weekly in the West.

THE COMMONWEALTH,

SEATTLE, THE ARCADE, WASHINGTON.

HOOSIERS' CANADIAN TRIP.**Arrangements Made for Grand Junket of Allied Editorial Associations of Indiana.**

Arrangements have been made for a Canadian trip in June or July, 1904, on behalf of the allied editorial associations of Indiana—Republican, Democratic, Northern and Southern—representing over 500 papers. The special committee having the business of the excursion in hand met last week in Chicago, and made arrangements with several railroads to haul special trains from Chicago to St. Paul and thence to the border, where they will be turned over to the Canadian Pacific.

The next meeting of the committee will be held at French Lick Springs Dec. 2, 3 and 4, where a meeting of the editors of Indiana will be held on the invitation of the Hon. Thomas Taggart. The responses to the invitation of Mr. Taggart insure a large meeting, and the committee on arrangements for the Canadian trip will then be able to ascertain by which route the majority of the editors desire to go, and how many desire to visit the Coast. The committee consists of H. A. Strohm, Kentland; Royal E. Purcell, Vincennes; M. W. Pershing, Tipton; W. B. Westlake, Marion, and J. B. Whitehead, of Indianapolis.

CLUBS AND ASSOCIATIONS.

Newspaper men from all parts of Union County, N. J., met last Saturday in Elizabeth to organize a county press association. There were twenty-six delegates present. Joseph D. Loudon, editor of the Elizabeth Journal, was chosen chairman, and Ralph L. Morrow, city editor of the Daily Press, secretary. W. W. St. John, editor of the Elizabeth Evening Times, explained the object of the meeting. A motion made by John J. McGowan, of the Elizabeth Journal, that a committee be appointed to formulate a scheme of organization, was adopted, and the temporary officers were made ex-officio members of the committee, which consists of Messrs St. John and McGowan, of Elizabeth, Charles B. Morse and Ralph L. Morrow, of Plainfield, H. S. Barnes, of Rahway, J. W. Cliff, of Summit, J. A. V. Hankinson, of Westfield, and John A. Potter, of Cranford. The committee will report at a meeting to be held at Elizabeth on Saturday afternoon, Nov. 28.

At a meeting of the executive committee of the North Dakota Press Association, held at Grand Forks last week, it was decided that the association should become a member of the National Editorial Association, and those present at the meeting, Grant S. Hager, St. Thomas, president; Wellington Irysh, Wheatland; S. J. Small, Devils Lake; W. C. Gilbreath, Bismarck; W. C. Taylor, La Moure; Fred Falley, Wahpeton, and H. H. Lampman, Neche, were appointed delegates to the national meeting to be held at St. Louis next May.

The statements in the Maine press to the effect that the death of Maj. Rowell, of Hallowell, leaves only three of the men who founded the Maine Press Association in 1864 still living, are in error, according to the Portland Press. Four founders of the association survive Maj. Rowell: W. A. Pidgin, of the Lewiston Journal, who was the first vice-president of the organization; Joseph A. A. Holman, of Augusta; Franch G. Rich, of Bangor; and Hiram K. Morrell, of Gardiner.

The next annual meeting of the Canadian Press Association, will be held in Toronto on Feb. 4. The association intends to publish a booklet on its trip to New Ontario, containing short articles by those who composed the party.

Up-to-Date Service

Editors cannot have failed to notice that the history making events on the Isthmus of Panama have been reported by this Association ahead of all other news agencies. The declaration of independence, made on Wednesday, Nov. 4th, was available that day for afternoon clients of the Publishers Press. Clients of other news agencies had it the next day.

The Navy Department received its first information of the death-dealing explosion on Iona Island from the Publishers Press. The Naval officials asked our Washington representatives to give them all the news received of the disaster. The request was complied with.

Newspapers not having satisfactory arrangements for Telegraph and Cable Service communicate with us, as we are prepared to furnish a splendid report for either morning or evening papers at a VERY MODERATE COST. We collect our own news, both foreign and domestic, through our own agents and correspondents. OUR NEWS IS AUTHENTIC AND IS HANDLED WITH THE GREATEST POSSIBLE DISPATCH. EVERY WIDE-AWAKE, UP-TO-DATE NEWSPAPER should print our news.

FOR FULL PARTICULARS ADDRESS

Publishers Press,

PARK ROW BUILDING,

NEW YORK.

SCHEMES IN BOSTON.

Interesting Newspaper Contests for Booming Circulation—Quint Leaves the Traveler for the Journal.
Other Changes.

Four of Boston's representative newspapers have been indulging for some weeks past in schemes which carry with them an increase in circulation.

In commemoration of thirty years of success under its present management, the Globe, to signalize the event for its youthful friends and readers, has adopted a plan for an election contest among the pupils in all the schools in New England. For the most popular school girl in each of the five divisions in which the territory is divided, a savings bank deposit of \$100 will be given. To the girl who is second, a deposit of \$50, and so on. The Globe will also give an extra deposit amounting to \$250 to the boy who receives more votes than any other boy in his division, that is to say, the largest total vote of all. In this way the Globe gives away \$2,200.

The Traveler is selling a good many extra copies every day in its voting contest for a \$1,400 automobile. The elegant machine will be given to the person who guesses nearest to the number of columns of advertising the Traveler will print in its daily editions from Oct. 26 to Dec. 19 inclusive.

The Post and the News are giving away money in bunches. Any person who approaches a Post man who is in a certain section of the city announced in the paper, and has a copy of the paper in his hand says, "Good morning, have you read the Post?" if the first to do so, is a fortunate individual, for he or she will receive a certificate, which upon presentation at the counting room of the Post, draws \$100 in gold.

The scheme of the News is the strangest—and I am not sure but the best—of all. The News prints a continued detective story each night in which there is a clue to the locality in which is hidden an envelope bearing upon its exterior a "scarlet cross" or a "diamond crown." This envelope contains a certificate which when presented at the office of the News, entitles the bearer to a sum of money ranging from \$10 to \$500. A good many have been fortunate in solving the clues and winning the prizes.

Judge Herbert Norris, political editor of the Traveler, and a graduate of Dartmouth, thoroughly enjoyed himself at the Dartmouth-Harvard football game a week ago, and so did I. The Judge was exceedingly enthusiastic, and after Dartmouth had scored her first touchdown, was wild with joy. In one of his periods of merriment a gentleman sitting on the Harvard side asked permission to pass him, and the Judge remarked, "Certainly, have you got all of the game you want? Harvard is no good and the team is bum. Dartmouth wins to-day sure." The gentleman passing replied: "No, I haven't had enough yet. I am coming back." Norris looked up, and lo, it was President Eliot.

Those are mighty good cigars the Judge is now passing out.

Editors, reporters, managers and in fact all people connected with newspaper offices on the Row are justly proud of the changes which have been made in Gridley's restaurant, which is the headquarters of all newspaper men day and night when the inner man calls for attention. It has been entirely remodeled, a new ladies' room has been added, and not a scribe in the city need be ashamed to visit this restaurant with his wife, mother or his sweetheart. Mr. Gridley has fitted the restaurant with every modern convenience and caters especially to newspaper men and their friends. He opens on Sunday nights, the only restaurant in Newspaper Row to do so, and this merely on account of the newspaper men.

Ernest L. Waitt, of the Herald's staff, spoke on Thursday night before a large audience in New Bedford, at the regular meeting of the Universalist Club. Mr.

Waitt took his old topic "Incidents from a Reporter's Note Book," but gave an entirely new story which was decidedly interesting. My friend Waitt, "waits" but a short time between his lectures, as next week he addresses the Old and New Club in Malden, Mass.

Winfield S. Thompson is the author of the comprehensive and entertaining description of the manner in which a great newspaper is made, which appeared in the Globe's jubilee section on the 13th inst. Mr. Thompson tells his story in a way to interest not only the general reader, but those who have spent years in the newspaper business.

Wilder D. Quint, the well known author, who for a long time has been managing editor of the Traveler, has resigned, to become Sunday editor of the Boston Journal. His many friends unite in wishing him much success, and claim a reward of some kind for his springing such a surprise upon us.

Frederic Orin Bartlett, of the reportorial staff of the Herald, has been awarded the first prize of \$500 by the Ladies' Home Journal, in its prize story contest. The boys are now waiting patiently for him to "set 'em up."

R. G. Garland has resigned from the night copy desk of the Journal, and has returned to New York. L. A. Browne, formerly with the Worcester Telegram, has taken his place.

L. J. Kavanaugh, one of the ablest of the men on the copy desk of the Journal, leaves the last of this week for the West, probably California, for his health.

Arthur C. Parker has been appointed labor editor of the Herald, to succeed the late Frank S. Pickett.

John E. Daniels, formerly State House man of the Traveler, has left the paper to go to the Journal.

Bert Pierce, formerly of the Denver Post, is now on general assignments at the Traveler. L. B. B.

GILLILAN LIKES IT.

Baltimore, Md., Nov. 14, 1903.
Editor of THE EDITOR AND PUBLISHER,
New York City, N. Y.

Dear Sir:—This may sound like the stereotyped testimonial, but the fact is I really am pleased with the little paper, and have formed the habit of reading it every week. There are few of the fellows in the business, in this broad land, whom I do not know personally or by reputation, and I have never failed to find something to make me glad I saw that particular copy of THE EDITOR AND PUBLISHER in which I found it.

Of course, the sketches of the members of the A. P. H. are interesting to me, but the interest for any newspaper man does not stop there by any means.

May you live long and prosper.

Truly yours,
S. W. GILLILAN,

Paragrapner of the Baltimore American and vice-president of the American Press Humorists.

Negro Editor Denounced by His Race.

J. E. Dickerson, the negro editor of Norfolk, Va., who came North to raise funds to establish his paper, the News and Advertiser, on a basis that would enable it to exert a greater influence among the colored race, has been severely denounced by his own people in Norfolk. At a mass meeting the other night the negroes burned the editor in effigy and passed resolutions repudiating him as a leader of his race. The demonstration was brought about by an interview which he is said to have given the Philadelphia American, and in which he deplored the Booker Washington incident, counseled the negroes to content themselves with humble places, and expressed himself as in favor of the "Jim Crow" cars.

DOUBLE MAGAZINE LINO TYPE

A USER'S OPINION.

THE EVENING STAR.

WASHINGTON, D. C., November 2, 1903.

THE MERGENTHALER LINO TYPE CO.,

Tribune Bldg., New York.

Gentlemen:—We take great pleasure in stating that the two Double Magazine Linotype Machines, recently installed in our office, are running very successfully, and are highly advantageous as to their utility, enabling us to set four different faces on each machine in a very few seconds.

Yours very truly,

THE EVENING STAR NEWSPAPER COMPANY.

J. Whit. Herron,

Business Manager.

MERGENTHALER LINO TYPE COMPANY,

NEW YORK

CHICAGO

SAN FRANCISCO.

Receiver for Chicago Publishers.

As the result of bankruptcy proceedings in the United States District Court the Equitable Trust Company was appointed receiver for the Henneberry Company, publishers, of Chicago. The liabilities are not stated, but the assets are put at \$150,000.

Rutledge Smith, of Nashville, of the Tennessee Press Association, has just completed his report of the thirty-third annual meeting of the association, covering the meeting held in Chattanooga on June 12, and in Nashville, Aug. 14.

Times' Holiday Book Number.

The Holiday Book Number, of the New York Times Saturday Review of Books will be published on Dec. 5. This special edition will contain an article on the growth of the holiday book trade and its interesting features. As a medium for book advertising the Times Saturday Review is probably unsurpassed.

At a recent meeting of the directors of the Hagerstown (Md.) Herald Publishing Company, Charles G. Biggs was elected president and Vernon N. Simmons, secretary and manager.

