

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

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NEW DAILY PAPER.

DRY GOODS MERCHANTS MAY BECOME PUBLISHERS.

Fifteen of Them, Headed by a \$10,000,000 Capitalist Said to Be Interested in the Project—Merchants Will Cut Off Their Advertising in Other Afternoon Journals—Saturday Supplement to Be a Feature.

Park Row was treated this week to a renewal of the story that a new evening newspaper in the interests of the big dry-goods and department houses is to be started in the near future.

It is reported that a prominent merchant, who retires shortly from business, taking out some \$10,000,000, is the principal stockholder. Dry-goods men will be asked to take stock later. It is claimed that fifteen merchants have agreed to subscribe to the enterprise and that a sufficient amount of money will be paid in to place the paper on its feet, even if the time required for that purpose should extend over two years.

The newspaper may be printed on the presses of a Park Row morning daily, pending the building of a plant which will be located somewhere on Printing-House Row.

WOULD HAVE AN ADVANTAGE.

There is no doubt whatever that a newspaper which can control the advertising of fifteen of the largest dry-goods houses in the city can be made a financial success, provided it has behind it men of brains who can produce the right kind of a paper. Advertising alone does not make a success in a newspaper enterprise. It matters little how many pages are devoted to the announcements of the merchants if the news and other features, which should be included, are missing. No one will buy the paper and it will be a failure.

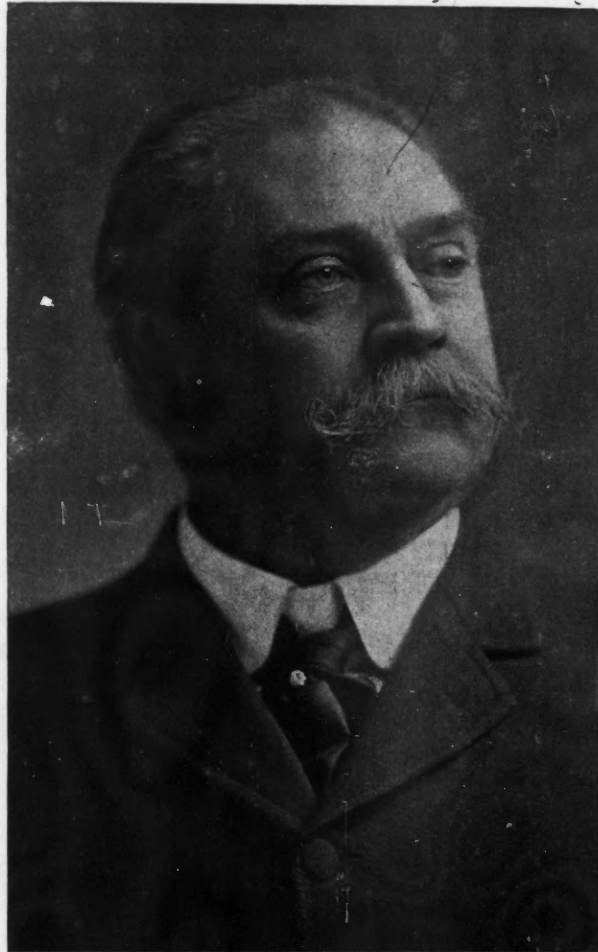
A report in connection with this story is that the dry-goods merchants will use the paper very largely and will withdraw their announcements from many of the other evening papers, especially the high priced ones, which they claim have small circulations.

The new-comer will be sold at one cent a copy and will issue on Saturdays a halftone supplement, which will be finer than anything yet produced. Should this new paper be started, its projectors will find no difficulty in securing able men to conduct it. New York is naturally the magnet which draws hither the brightest and most capable newspaper men of the entire continent. The demands for positions are always far in excess of the actual needs of the newspaper publishers.

MUNSEY ISN'T WORRIED.

When the attention of Frank A. Munsey was called to the above story, he said:

"The rumor that a new afternoon daily is to be started does not worry me a little bit. The News will continue to follow the plan I have marked out for it and we do not anticipate any trouble from the source you mention. The dry-goods merchants of the city can, of course, do what they please with their money. If they want to go into the newspaper publishing business I do not see any reason why the newspaper publishers should not do their own merchandising. I believe that the News has a brilliant future before it and shall direct all my energies and resources to bringing about that end."



EDWARD H. BUTLER,
PUBLISHER OF THE BUFFALO NEWS.

INTER-OCEAN SOLD.

CHICAGO RUMOR THAT YERKES HAS DISPOSED OF THE PAPER.

George W. Hinman, Its Managing Editor, Has Organized a Company for Acquiring the Property Which It is Said to Have Obtained for \$1,250,000—He Will Have Charge Under the New Ownership.

It is announced in Chicago that the Inter-Ocean, owned by Charles T. Yerkes, the millionaire street railway magnate, would, on January 1, be transferred to a company organized by G. W. Hinman, who for three years has been editor-in-chief of the paper.

Mr. Hinman will be the controlling spirit under the new regime and will take full charge of the Inter-Ocean. The entire issue of the old bonds held for six years by Chicago capitalists is to be retired. It is rumored that the purchase price is approximately \$1,250,000.

Under the new arrangement William Penn Nixon will retire from all connection with the paper, in which he has been interested for more than thirty years.

The Inter-Ocean has been an independent newspaper for some time. It has steadily refused to join combines of publishers for mutual benefit, for the reason that Mr. Yerkes, owing to his prominence in various street railway and other companies, has been frequently the object of attack by these papers.

It was said at the time that he purchased the Inter-Ocean that he did so solely for the purpose of having an organ which he could control and in which he could hit back at his enemies.

During his ownership of the paper the Inter-Ocean has gained somewhat in strength, but it is said by some that Mr. Yerkes has been very much disappointed in his experience with the paper.

Mr. Hinman is an exceedingly capable man. He has had wide experience in newspaper work, and it is believed that he will make the Inter-Ocean a strong factor in the Chicago field.

Figaro's Ads in Disguise.

The Paris correspondent of the New York World in a recent dispatch says: "In the suit of stockholders of the newspaper Figaro against Managers Perivier and De Rodays (whom the board of directors is trying to oust), testimony was introduced showing that advertising in disguise brought in 1,400,000 francs (\$280,000) during the year 1900. Financial news, supposedly always honest, produced, according to the Figaro's books, 230,000 francs (\$46,000) in the last eight months."

Commercial's New Edition.

The New York Commercial on Thursday began the issue of an afternoon edition under the name of the New York Price Current. The new edition contains complete market reports and such other data as will be of interest to business men. It is believed that the Price Current will find much favor, as the publishers will endeavor to make it the most complete of all such papers. Ten men have been engaged for the work. F. E. Burgin is the managing editor of both editions of the Commercial.

MAY INVESTIGATE CITY RECORD.

Philbin Thinks That Something is Wrong With the Publication Office.

District-Attorney Philbin, of New York city said last week that he had information that would warrant an investigation by the Grand Jury of the management of the City Record.

This information, he says, would seem to indicate that there has been a neglect of duty in advertising for bids for stationery and printing.

William A. Butler, the supervisor of the City Record, is very indignant over the report of alleged dereliction in the management of that paper. He challenges the District-Attorney or any other man to substantiate any charges against him or his men.

He further states that the alleged information, which Mr. Philbin says he has, came from two men whom Mr. Butler had discharged, because he believed them culpable of dishonest practices. He maintains that proposals for supplies have been advertised as directed by law, as could be proved by the records.

At the first meeting of the new Board of City Record Phillip Cowen, editor of the American Hebrew, was appointed supervisor of the paper.

CANADIAN AGREEMENT.

Manufacturers Must Buy Back All Waste at Fixed Price.

The Canadian Paper Trade Association has just adopted a uniform contract agreement for all newspaper manufacturers, something which has never before obtained in the Dominion.

The main points of interest in the new contract form are that it provides for the purchase by the manufacturer of all white waste from the publisher at 50 cents per 100 pounds; and the referring to arbitration of all disputes arising out of the contract. Where either party fails to appoint an arbitrator, a judge of the High Court at Toronto or Montreal can on application of either party appoint a person to be sole arbitrator.

Price of Newspapers Increased.

The New York Telegram has increased the price of papers to dealers from 40 to 50 cents a hundred. The Journal and World have advanced the price from 60 to 70 cents a hundred.

The Evening Advocate, Jacksonville, Fla., a daily paper, for the colored people, was scheduled to appear on or about January 1.

DUEL FOR EDITORS.

F. T. FARNSWORTH CHALLENGES DESHA BRECKINRIDGE.

Lexington Herald's Editor Said to Have Spread the Report That He Compelled His Antagonist to Leave the Blue Grass State—Former Congressman's Son Denies the Rumor.

A feud of many years' standing between F. T. Farnsworth, a St. Louis editor, and the Breckinridges of Kentucky, has arisen anew, like Caesar's ghost, on account of a remark Desha Breckinridge, son of the former Congressman of Kentucky, is said to have made, and now Mr. Farnsworth insists on a duel to the finish, with Smith & Wesson, 38 calibres.

Mr. Farnsworth is said to have written to Henry Duncan, of Lexington, Ky., to arrange the preliminaries with the editor of the Lexington Herald.

This is what Mr. Farnsworth has to say:

"A feud covering some years has existed between the Breckinridges and myself. A climax came in 1900, when I was editing the Lexington Argonaut and supporting William J. Bryan for the Presidency. Colonel Breckinridge, as you know, trained with the Gold Democrats. One day the colonel came dashing up to my office in his carriage, alighted and called me to the door. He entered fierce objection to an article that had appeared in that after-EDITOR.—GAL. THREE.—Lawrence noon's issue, and finally called me a liar. I retorted angrily and was trying to explain when he pulled a gun.

"I seized the gun, threw the colonel over the wheel of his carriage and then to the pavement. The crowd interfered and separated us. I was very sorry to attack the colonel, who is getting old. But I had to do so in self-defense. Desha, the son, with whom I had been on most friendly terms, naturally took up the cause of his father. After disposing of my newspaper several months ago, I departed from Lexington. I have been in New York four months. Within the past twenty-four hours I have been told that Desha Breckinridge has been saying that I left Lexington because I was afraid of him and his father. The letter I have written is self-explanatory. This quarrel must be settled, and my friend, Henry Duncan, has been asked to arrange the preliminaries."

Desha Breckinridge denies that he had ever said that he caused Mr. Farnsworth to leave Lexington, and, furthermore, asserts that he had never held any conversation with him on the subject of the trouble between his father and his challenger.

Mr. Farnsworth is now located in St. Louis and Chicago.

LOVING CUP FOR FORMAN.

Members of His Staff Present Him With a Handsome Gift.

Allan Forman, editor of the Journalist, will have occasion to remember Christmas, 1901, with a great deal of pleasure because it brought to him from the members of his staff an expression of their good will and regard in the form of a handsome loving cup.

The presentation took place on Christmas eve, the speech of the occasion being made by C. J. Smith, to which Mr. Forman happily responded.

Why Ads Are Read.

An observant person remarks that "the public likes as well to read interesting matter in the advertising columns as in the news columns." There is nothing surprising about this, since the facts which are advertised have a direct personal interest to the public. The advertiser offers to the people only such things as the people need, and about the character and prices of which they want information. A persistent advertiser is bound to win the attention of all newspaper readers.—*Philadelphia Record.*

CLUB AND ASSOCIATION NEWS.

The executive committee of the Kentucky Press Association gave a dinner last week to several railroad men, including Huber Ringgold, of the Louisville & Nashville; R. T. Mathews, of the Missouri Pacific, and George Garrett, of the Henderson route. The object was to make each of these gentlemen a Christmas present for past courtesies.

The Nebraska Democratic Editorial Association was formed last week with a charter membership of ten. C. W. Bowlby, of the Crete Democrat, was by common acclaim pronounced Nestor of the Democratic press of the state, and elected president. J. H. Johanness, editor of the Columbus Rien, the German paper, formerly owned by Major Killan, was made vice-president, and James Tanner, of the Fullerton Post, secretary and treasurer.

The executive committee of the Indiana Republican Editorial Association will hold a meeting on Jan. 23 and 24 in Indianapolis. This will be the twenty-sixth annual meeting. There will be a banquet the evening of the 23d, to which the ladies will be invited. M. W. Pershing, of Tipton, president of the association, will be toastmaster. Among the toasts to be responded to are the following: "Mount Harrison, McKinley—In Memoriam," "The Editor's Wife," "Editorial Outings." Other impromptu toasts will be given.

The annual meeting and banquet of the Press League of Bucks and Montgomery counties, Pennsylvania, will be held at the Trenton House, Lansdale, Pa., on January 25.

The winter meeting of the Upper Des Moines Editorial Association will be held at Manson, Ia., Feb. 6 and 7. The program committee consists of E. E. Johnston, of the Rockwell City Advocate; George I. Long, of the Manson Journal, and S. M. Stouffer, of the Sac Sun.

The Lancaster (Pa.) Press Club held a progressive euchre in their rooms on East Orange street last week.

The Woman's National Press Association held its regular monthly business meeting at the Riggs House, Washington, D. C., last Friday evening. Mrs. Clara B. Colley was made delegate to the Charleston meeting of the International League of Press Clubs and the alternates are Mrs. H. B. Sperry and Mrs. E. S. Cromwell. The president, Mrs. B. A. Lockwood, is also a delegate.

The December meeting of the Chicago Trade Press Association was held at the Victoria Hotel, that city, Dec. 27. James Hubben, of the Inland Printer, read a paper on "The Law of Copyright."

Fifty editors representing South Carolina newspapers visited the Charleston Exposition last week and were received with all the honors. They were welcomed by the officers of the exposition and Mayor Smythe, and responses were made by President Auli, of the State Press Association; Governor McSweeney, who is editor of the Hampton Guardian, and Miss Virginia A. Young.

National Credit League.

The National Credit League of the paper box, stationery and publishing trade, with principal office in New York city, has been incorporated to foster commerce and the interests of the trade represented. The directors are John G. Luke, of East Orange, N. J.; F. B. Towne and F. O. Heywood, of Holyoke, Mass.; Ralph Daniels, of Philadelphia; Franklin Weston, of Dalton, Mass., and Charles I. McLaughlin, Emil Stephany, James Pott, Jr., and E. J. Merriam, of New York city.

OWNER OF THE BUFFALO NEWS.

E. H. Butler, the Type of an Aggressive American Journalist.

E. H. Butler, publisher and proprietor of the Buffalo Daily News, is a genial, approachable man, like all newspaper editors should be, says the Wilkesbarre (Pa.) Times.

He is an excellent conversationalist, is bright, alert, direct in his criticisms and practical in all his suggestions; possesses a wonderful memory and is evidently gifted with a keen power of observation and all spiced with that native humor so peculiarly American.

It is no wonder then, that possessing the many excellent qualities referred to, coupled with the experience he has gathered in every department from the time he became a folder at eight years of age, he should have made such an eminent success of his newspaper.

The Buffalo Evening News has grown with the growth of Buffalo. Mr. Butler has gathered around him a brilliant staff of writers and workers, many of whom have been associated with him from ten years to a quarter of a century, which of itself speaks well for him as an employer. Not only does he command the respect of his employees, but his conferees in the newspaper world esteem him highly as was evidenced by the practically unanimous promise of support given him when his name was suggested as Mayor of Buffalo.

And yet withal Mr. Butler is simply at the prime of life, just rounding out a half century and looking, like Alexander of old, "for other worlds to conquer."

Mr. Butler has a lofty ideal as to the mission of the newspaper. It should not only be a purveyor of news, but should be a molder of healthy public opinion. It should not cater to but lead. This doctrine he has preached at state gatherings and at other meetings time and again, receiving the approbation of the great metropolitan papers for his healthy and vigorous sentiments.

AMERICAN GIRL IN PARIS.

Success of Miss Estabrook's Venture in the Latin Quarter.

Miss Nina Estabrook, an American girl, is the editor of a clever and successful magazine in Paris called the Paris World, devoted to the art students of the Latin quarter. She was a Chicago newspaper woman who went to Paris two years ago and began a study of the life of the quarter.

Then she got up a concert, at which some celebrated Parisian and American actors and singers appeared, for the benefit of the American art students. In this way she secured a lot of advertising, both on the continent and in the United States.

The first number of her magazine appeared in November and made a hit.

Miss Estabrook herself is exceedingly popular in the American colony in Paris, and her charm and distinction have made her an interesting figure wherever she goes. She is pretty and clever, and she has all an American girl's executive ability, and it looks as if the Paris World and Miss Estabrook had come to Paris to stay.

Advice to Contributors.

In sending a short manuscript to an editor there is no objection at all to folding it. Some writers seem to think that it is necessary to mail all manuscripts flat, protected with sheets of pasteboard on both sides. In the case of a book manuscript this is advisable, but there is no sense in sending a short manuscript in this way. Editors object strenuously to rolled manuscripts, because the curl gets into the paper and it is hard to hold them for reading when they are unrolled, but nobody has any prejudice against a neatly-folded manuscript, and only amateurs send out very short manuscripts flat, between pasteboard guards.—*The Writer.*

CHANGES AT THE PRESS CLUB.

The Restaurant Is Now in the Hands of the House Committee.

The restaurant of the New York Press Club at noon time is beginning to resume its old appearance. The experiment of placing a caterer in charge of the restaurant and cafe did not prove a success. Many of the newspaper men who had been accustomed to lunch at the club, because of the poor service went elsewhere.

The trustees have found that it is bad policy to let the privileges of the club to an outsider and it is probable that hereafter they will be conducted under the immediate supervision of the House Committee. It has been suggested that a competent superintendent be hired to take charge of these departments.

The members of the House Committee have neither the time nor the ability to attend to the details themselves, and it would seem that the only proper thing to do is to secure the service of somebody who does. This will not be a difficult matter. If there is any one thing that will make the restaurant popular among the newspaper boys, it is prompt, clean and effective service in the dining room.

During the three months of Mr. Guggenheim's incumbency a number of the members resigned because they were unable to secure satisfactory meals in the restaurant. It is hoped that now that the old order of things is done away with, these men will return to the club again. Fred Sontheimer will act as steward until other arrangements can be made.

Frank Strauss Sued for Libel.

Frank Strauss is enjoying just now (or, perhaps, "enjoying" isn't exactly the right term) the sensation of being sued for libel. Mr. Strauss is not a newspaper editor, but is engaged in the useful if prosaic pursuit of publishing programmes for many of the New York theatres.

In this capacity he has been issuing the bill of the play at the Manhattan Theatre, of which Mrs. Fiske's husband, Harrison Grey Fiske, is manager. Mr. Fiske has been moved to give voice through the programme to some of his emotions regarding Franklyn Fyles, the dramatic critic of the New York Sun, and that writer has seen fit to seek redress in the law courts.

The report is current that in addition to bringing suit against Strauss as publisher, Mr. Fyles has taken similar action against Mr. Fiske as editor of the programme.

Christmas Cheer.

The Philadelphia Evening Telegraph gave an entertainment in the Academy of Music in that city on Christmas day, at which the newsboys were its guests.

In the afternoon the Bulletin gave the boys a dinner. Three thousand of the newsies partook of the feast and pronounced it "fine."

The McKeesport (Pa.) Daily News on Jan. 1 gave the 225 newsboys, who distribute the News, a New Year's dinner. It was the kind of a dinner that delights the heart and stomach of a boy—turkey and the "fixins" that go with it, hot biscuit, mince and pumpkin pie, fruit and hot coffee. The feast was prepared by the ladies of the First Methodist Episcopal Church of McKeesport and was a great success.

During the holiday period, the New York Times declined columns of desirable advertising because of limitations of space. Advertisers were forced to curtail their space in order that they might not encroach upon the news.

The Canton (Ill.) Gazette was bought last week at a foreclosure sale by C. F. Jordan for \$1,207.50.

FINANCIAL NEWS VALUES.

THE MOST IMPORTANT INFLUENCE IN DETERMINING STOCK TRANSACTIONS IN WALL STREET.

How the Information Upon Which the Sales of Millions of Dollars' Worth of Property Is Effected, Is Gathered and Transmitted to Customers by Dow, Jones & Co., Owners of the Wall Street Journal.

Wall Street lives on news. The tumult of the Stock Exchange represents chiefly the endeavor of thousands of people to act on information which they believe to be better than the knowledge possessed by others. Facts developing all over the world come to a focus within the narrow limits of the Stock Exchange and prices rise or fall in response thereto. Nothing is truer than the epigram of Disraeli, "He succeeds best who has best information," and nowhere is the truth of this statement better exemplified than in speculation.

What is news as applied to speculation? Everything that affects values. Legislation in Congress and in State Legislatures; suits and decisions in courts; the plans of competitors; the policy of the management; decisions bearing on the property; changes for the better or worse in general trade; good harvests or the lack of them; the unrest of labor; the abundance or scarcity of money; in fact, there can hardly be events of importance which are not of some speculative import.

INFLUENCE OF RUMORS.

And in addition to all the facts beyond dispute are the clouds of rumors which precede, attend, follow and obscure the truth. Sometimes such rumors are as vital and as influential as the facts themselves, because they are supported by manipulation and made to look more like the truth than the truth itself.

But how is all this mass of fact and rumor made applicable to speculation? There are 1,100 members of the Stock Exchange with the seats worth \$75,000 apiece. People do not own \$75,000 seats without using them directly or indirectly. Hence there are 1,100 men vitally interested in developments that may affect the market. There are about 600 commission houses with arrangements for the accommodation of office customers who spend more or less of each day in the office of their broker watching the market and trading as they see opportunities for profit.

PEOPLE WHO WATCH THE MARKET.

It would be a low average to say that each of these commission houses has ten office customers, but even that number swells the watchers of the tape to 7,000. Each of these commission houses has also customers who come to the office irregularly, but who are interested in stocks and expect to receive frequent advice or information by mail, telegraph or telephone. A low average of the number of such speculators would be 30 for each commission house. This gives 18,000 people more.

A considerable number of these houses have private wire connections with brokers in other cities. Some of these systems go all through the West and South, reaching from 20 to 40 interior trading points. Each of these brokers at interior cities has a circle of customers. This number has to be added to the total. So that it is well within bounds to say that more than 100,000 people in this country pay relatively close attention to the fluctuations in stocks. Beyond this is the great mass of investors and occasional operators.

SUCCESS OF THE NEWS.

But, it will be asked, how do these people get the news or the opinions which inspire their operations. Probably quite a large proportion of the whole number have some source of information which they consider good as bearing upon special stocks at special times. Most of the brokers doing a large business have personal relations with some of the great bankers, or capitalists, who make news and who give more or less early information. Such brokers give this information

guardedly to their customers. The influence of some houses is so great that definite advice sent by them in favor of buying a certain stock would bring orders to purchase thousands of shares.

But the best informed broker or individual operator knows what is going on only in the narrow channel through which his special information runs. He has neither the time nor the facilities to look up the facts pertaining to the thousands of events which he and his customers must know in order to keep pace with the times.

IMPORTANCE OF THE AGENCY.

Here is where the new force in speculation comes in. This necessity has brought about the evolution of the modern Wall Street news agency. Time was when operators could await the publication of the morning newspaper. Time is when the well advised brokerage house must know with close accuracy in regard to important events, no matter where they occur, almost immediately after the occurrence takes place. The modern news agency is the outcome of system applied to the gathering, the preparation and the distribution of news upon a scale as regards scope, accuracy and cost, hitherto unknown in the world.

There are two great news agencies in Wall Street; Dow, Jones & Co. and the New York News Bureau. Dow, Jones & Co. is the oldest and perhaps the best known agency of this kind in the country. A description of its development and its work shows how this business is carried on.

The beginnings of the news agency business in Wall Street were during the war, when the results of battles affected the price of gold enough to make the speculators of that day willing to pay for early information. After the war, news was still a salable commodity in Wall Street in a small way.

PRINTING TELEGRAPH INSTRUMENTS.

With the invention of printing telegraph instruments, which began to come into use about 1872, more attention was paid to speculative news, and in the next eight years John J. Kiernan built up the first substantial news agency in Wall Street. The news which his agency collected was distributed almost wholly over a "ticker," and the total amount issued during the day did not exceed two thousand words. Nevertheless, in the market boom from 1877 to 1881, the Kiernan News Agency was a recognized factor of importance. It subsequently discontinued.

In the year 1880 Charles H. Dow was employed by Mr. Kiernan and, seeing possibilities in the business, suggested the issue of the Kiernan News Letter, which became popular. Their production of this letter led, subsequently, to the employment of Edward D. Jones, and later to that of Charles M. Bergstresser.

These men believed that a news service could be established which would be more satisfactory than that of the Kiernan Agency and in the year 1882 the firm of Dow, Jones & Co. was formed and began a news service which has continued down to the present time.

The early service of the concern was turned out on a small duplicating machine. It amounted to only two or three thousand words daily and was issued at the start to twenty-five customers, some of whom have taken the service continuously since. Nevertheless, great efforts were made to obtain news and in spite of opposition, lack of resources and lack of experience the business of the new firm grew until it was obliged to employ six manufacturers who produced on tissue paper

(Continued on page 7.)

OBITUARY NOTES.

Henry Fouquier, the well-known Paris journalist and dramatic critic of the Figaro, died last Thursday morning, as the result of an operation for intestinal obstruction.

Elias B. Yordy, an old Pennsylvania editor and business man, died at his home in Wilkesbarre, Pa., recently.

Henry L. Champin, well known in newspaper circles throughout Massachusetts, died at the home of his son in Revere, Mass., recently. Mr. Champin was 78 years of age and was the publisher of the Chelsea Gazette.

Colonel Stephen D. Pool, editor of the Wilmington (N. C.) Journal of Commerce and other North Carolina papers in ante-bellum days, died in Tangipahoa, La., last week; aged 82 years.

Lewis V. Armstrong, business manager of the Dayton (O.) Press, died recently from a complication of typhoid pneumonia and nervous depletion.

William Ellery Channing, the last of the brotherhood of literary men which included Thoreau, Hawthorne and Emerson, and which made Concord, Mass., famous, died last week. He was born in Boston Nov. 29, 1813. He was an author of marked originality and poetic power, though less disciplined than his three contemporaries. He was at one time editor of the New York Tribune.

Cassius M. Coe, a well-known newspaper man of the Pacific coast, died in Colorado Springs last Tuesday of tuberculosis. He was for a time New York correspondent of a San Francisco newspaper. In 1899 he founded the Nome Gold Digger, of Cape Nome, and was proprietor of this paper at the time of his death.

Abraham Loeser, a young lawyer, formerly connected with the New York newspapers, died last week in this city.

Samuel H. Blythe, for twenty-five years editor of the Genesee (N. Y.) Republican, died on Saturday night at the age of 74 years. He was stricken with apoplexy Dec. 13. He was born in England and had lived in Genesee fifty-five years, where he held many town and village offices.

Hiram T. Oatman, editor of the Pittsfield (Mass.) Sunday Morning Call, died last week of heart failure. He was born in Hartford, N. Y., in 1855. He served as editor of the Pittsfield Sun, Journal and Eagle from 1870 to 1888, when he founded the Call. He became totally blind in 1899, but continued to edit his paper by use of the typewriter and employing a reader.

Mrs. "Jennie June" Croly, journalist and organizer of women's clubs, died recently at her home, 128 West Forty-third street, New York.

Colonel John C. Noble, known as the Nestor of Kentucky journalism, died last week from old age.

Killed by an Elevator.

William B. Hicks, an editor in the employ of Bradstreet's, Chicago, was crushed to death last week by an elevator in the Jefferson Building, that city.

Mr. Hicks was in charge of the editorial work of the Bradstreet Daily Commercial report. The publication is printed on the third and fourth floors of the building, and Mr. Hicks had just finished his daily task of reading proofs and was leaving the building when he met his death.

The first issue of the Moultrie (Ga.) News has made its appearance. Mr. John E. Gibson, formerly traveling representative of the Macon (Ga.) Telegraph, is editor and manager.

CHRISTMAS GREETINGS.

These are a few of the dispatches from subscribers to the Publishers' Press morning report, received by J. B. Shaie, president of the association, on Christmas morning:

From the editor of the Republican-Gazette, Lima, O.:—The untiring efforts of yourself and those working with you to please everybody entitle you to a merry Christmas, and we hope the day may be full of good things for you all. "73." (Best Wishes.)

From the editor of the Milwaukee Free Press:—Congratulations to the Publishers' Press Association and its managers. They have more than met expectations and we therefore look for still better things the coming year.

From the editor of the Muncie Star:—We forgive you on this happy Christmas eve for all but the serial on the Philippine commission's report. Everything else has been par excellence and we congratulate you and add merry Christmas and the richest of New Year's.

From the editor of the Trenton True American:—In the superabundance of our joy this Christmas morning we are glad to offer our forgiveness without any reservation whatsoever, and we hope that your one hour holiday may be filled with merriment and good digestion.

A Beautiful Xmas Trough.

One of the best written and most graceful of all the Christmas greetings printed by our contemporaries appeared in the Turf, Field and Farm, of which the veteran Hamilton Busbey is editor. After calling attention to the fact that the first issue of the paper made its appearance thirty-six years ago and reproducing a few lines from the Christmas greeting of that year, Mr. Busbey says: "Children grow to manhood and womanhood, rear children themselves, and, worn and weary, drop by the wayside, while the holly of the Christmastide keeps green. When we recall departed faces and forms shall we not join John Fiske in asking: 'Who can tell but that which we call life is really death, from which that we call death is an awakening?' One thing is certain, the more closely we study the evolutions of life the stronger is faith in immortality."

Lipton Sends Greetings.

Sir Thomas Lipton sent the following cablegram to the Press Club on Christmas morning: "Best wishes to all friends in the club for a merry Christmas and all happiness and prosperity in the coming year."

Our Christmas Number.

(From the Music Trade's Review.) Before us is the Christmas number of THE EDITOR AND PUBLISHER, replete with bright and sparkling news concerning newspapers and their makers. This publication ranks to-day as the leader among the journals of its class. It swung entirely free from the path pursued by the old-timers and has exhibited not only the enterprise to secure news, but the ability to serve it in an appetizing form.

Goodenough Resigns.

John O. Goodenough, general sales agent of the Mergenthaler Linotype Company, has resigned. His resignation took effect on January 1. He has been connected with the company since 1893, and has been manager of the sales department for nearly three years. During this time he has succeeded in extending the business of the Linotype Company to a marked degree. When he took hold of the sales agency, the output of the factory was 25 machines per month and now it is 60, and the company is behind with its orders.

Mr. Goodenough intends to take a long vacation before taking up other lines of work.

THE EDITOR AND PUBLISHER

A Journal for the Makers of Newspapers.

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

TELEPHONE, 2643 CORTLAND.

J. B. SHALE, FRANK L. BLANCHARD,
EDITOR AND PUBLISHER. ASSOCIATE EDITOR.

SUBSCRIPTION \$1.00 A YEAR. SINGLE COPIES 5 CENTS.

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jonas & Co., in the Astor House; W. H. McKiernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; in front of the Park National Bank, and at the corner of Fulton and Broadway.

ADVERTISING RATES.

Display Advertisements, \$1.50 per inch per insertion; Reading Notices, 25 cents an agate line; Small Advertisements under classified headings, such as Situations Wanted, Help Wanted, Correspondents, Instruction, &c., 50 cents for four lines or less.

Entered As Second Class Matter in the N. Y. Post Office.

NEW YORK, SATURDAY, JANUARY 4, 1902.

A LOOK AHEAD.

The conditions prevailing in the newspaper world at the beginning of this new year 1902 are such that the most inexperienced of prophets can safely predict that the next twelve months will be a period of great prosperity for the publishers.

Newspapers were never so popular or so widely read as they are to-day, and their circle of influence is being extended with a rapidity that augurs well for the future. A dozen periodicals are now read where only one was read a few years ago. The workingman who digs in the ditch, or works in the field, wants to peruse the daily newspapers to see what is going on in the world. The immigrants who come to America, as soon as they begin to pick up the language, use the paper as a text book. The children in the public schools are taught to look them over for interesting news items. The advertisements are increasing in volume day by day. Business men now realize that in order to succeed they must let the world know what they have to offer through the columns of the daily press. Millions of dollars more than have previously been spent will be poured into the pockets of the publishers the coming year.

The one thing which the progressive newspaper owner must guard against is the danger of spending too much money on his plant. If a \$6,000 flat bed press can turn out enough papers to meet all demands in the circulation department it is folly to buy a \$12,000 or \$15,000 perfecting press. Many papers are bankrupted because the business manager loses his head over a little spurt in the sale of papers. The new year will probably bring out a number of labor-saving devices adaptable to newspaper purposes. If you are to keep track of them you must read the trade press, of which THE EDITOR AND PUBLISHER is a humble representative. There is no sense in buying an old-pattern press when for the same money you can get one in which are embodied the latest and most approved devices.

The best advice to paste in your hat is this: Make the best newspaper you can, consistent with your purse and your field. Keep in touch with the newspaper world; be in it, not outside of it. Do not be satisfied with holding your own in circulation and advertising. Plan

to extend your field of operations, print more news than you did last year, and thus make your readers feel that you are giving them greater value for their money than ever before.

THE EDITOR AND PUBLISHER will be glad to assist publishers in finding men to fill positions upon their staffs. New York is a magnet that draws to it hundreds of able, capable journalists. The supply of available workers always exceeds the demand. Hence editors who are in need of assistants can usually find them by making known their wants to this office.

AN UNJUST RESTRICTION.

In the last issue of THE EDITOR AND PUBLISHER we had something to say about the absurd rule of the postal department limiting the number of copies of a publication issued to twice the number for which subscriptions have been received. Another equally absurd rule which ought to be abolished is this:

"A subscription to any publication entered as second class matter must be discontinued when the time for which it is paid in advance has expired." We presume that this provision was adopted to prevent publishers from sending out copies that have not been ordered, and thus save unnecessary work on the part of the postal department.

But what right has the Government to interfere with the business of newspaper publishers by enforcing such a rule as this? No other profession would tolerate such interference with its private affairs. Newspaper publishers deal in printed papers, which they sell at wholesale and retail. Is there any reason why they should be prevented from selling their product on credit like the merchant or the manufacturer?

It has been the custom for years for some publishers to send their periodicals to subscribers until they receive an order of discontinuance. Sometimes subscribers are careless about remitting money for renewals, and several months go by before they finally send in the cash. The publisher, until he receives the money for the renewal, continues to send the paper, as he has heretofore had a right to do. Under the new rule the publisher can extend credit to no one. He must do business on a cash basis only, and must cut off subscribers the instant the period for which payment has been received closes.

And while it is true that a large number of newspaper owners have adopted the cash-in-advance rule for their own protection, and as a sound business policy, at the same time by far the larger number follow the old custom of extending credit to their subscribers. We know of no reason why publishers should not still be allowed this privilege. Influences should be brought to bear on the postal department to have the obnoxious rule abolished.

We shall be pleased to receive and print items of news concerning newspaper men and newspaper publications that may be sent us by our friends and readers. Naturally, we cannot know everything that is going on in the newspaper world, although we try to

keep track of events as they happen. Personals, new schemes for increasing circulation, brief articles on topics relating to the editorial or business departments, are always welcome.

LIBEL IN ADVERTISEMENTS.

It may not be generally known among newspaper men, but nevertheless it is true, that it is just as easy to libel a person in the advertising columns as in the reading columns. Hence it is important that the publisher should keep a sharp watch on the business that comes in through the ad window.

It has been clearly established that the plaintiff must prove legal malice on the part of the defendant and that he has suffered actual pecuniary loss before he can recover damages.

A judgment was recently affirmed in the English House of Lords to the effect that "if the only meaning that can be reasonably attached to a writing is that it is a criticism upon the goods or manufactures of a trader, it cannot be the subject of an action for libel, but an imputation upon a man in the way of his trade is properly the subject of an action without proof of special damage."

Thus, whenever A accuses B of knowingly and intentionally infringing A's patent or copyright, or imitating A's trademark or brand, or using A's firm name, or passing off his goods as A's, this is a personal libel on B. But merely to state that B's patent is invalid or that a picture which he sells is a piracy, is no libel on B personally, and is only actionable if the words be published falsely and maliciously, and special damage has resulted from the publication.

In another case the Court of Appeal laid it down that a statement by a trader that goods of his manufacture are superior to those manufactured by another rival trader, although untrue and made maliciously, is not actionable as a defamatory libel, nor does such a statement afford ground for an action for disparagement of goods, even if the plaintiff is damaged by it.

The publishers of the country are to be congratulated upon the excellence of the Christmas issues. Never before in the history of journalism have so many handsomely illustrated and printed newspapers been turned out by the presses of America, as during the holidays just closed. There has been a notable gain in the quality and character of the illustrations used. The days of crude drawings, hasty sketches, and indifferent half-tones have gone by, never to return.

The artist who a few years ago could find employment upon almost any newspaper at a fair salary, to-day cannot secure a position unless he is an able workman. In typographical appearance the papers have also improved. Sloppy presswork, indifferent ad setting and botchy articles have no longer a place in the newspaper offices.

This general improvement is extremely gratifying, and the publishers will be obliged to be up and doing, in order to keep pace with the growing demand for high artistic results in newspaper work.

PERSONALS.

Albert Shaw, editor of the Review of Reviews, dined with President Roosevelt at the White House on Sunday.

Dr. J. M. Buckley, editor of the New York Christian Advocate, will deliver a course of three lectures before the faculty, students and friends of Upper Iowa University, Fayette, Ia., on Jan. 17 and 18.

J. Frank Nelson, editor of the Morgantown (W. Va.) News, and one of the staff of editors of the Atheneum of the West Virginia University, was married Dec. 19 to Miss Alice Boyers.

Edward Rucker, formerly of the Louisville Commercial, has taken the management of the Elkhart (Ind.) Truth.

John Keirans, formerly press agent of Keith's Philadelphia Theatre, has been promoted to the assistant management of the theatre.

Miss Annie Marble, for three years a reporter on the staff of the Brooklyn Eagle, is now press agent for the company of which Elsie De Wolfe is the star. She is making a signal success in her new position.

Alfred Holman, associate editor of the Portland Oregonian, is taking a trip through the South. While in New Orleans he was interviewed by a Picayune reporter to the extent of a column on Pacific coast affairs.

W. J. Pollard, editor of the Seneca County Journal, was re-elected secretary of Willard State Hospital at the annual meeting of the directors held at Geneva.

The friends of L. P. Perry, editor and publisher of the Gillett (Wis.) Times, who left home three weeks ago and has not been heard from since, are greatly worried over his long absence. They fear that he has met with a fatal accident.

Jacob Riis, the well-known newspaper reporter, recently lectured in York, Pa., on "The Battle With the Slums."

Edward S. Luther, who recently joined the staff of the New York Daily News, has been placed in full charge of the Wall Street bureau of the paper.

Clinton B. Fisk, Jr., assistant city editor of the New York Evening Journal, who went to Chicago to take charge of the city department of the American, has returned to his old place on the Journal. Mr. Fisk says that "Little old New York" is good enough for him.

Furnish a Prolific Artist.

Harry Furniss, the famous caricaturist of Punch, contributed to that publication during his connection with it 2,600 designs from the smallest to the largest. He did not receive a salary, but was paid his full rate for each contribution.

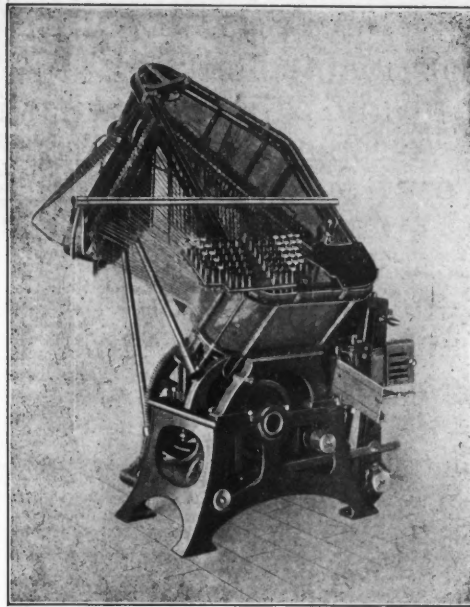
Buys the Passaic Herald.

Addison Ely has purchased the Passaic (N. J.) Herald for \$1,900. The plant had been appraised at \$9,000. The paper was placed in the hands of a receiver two weeks ago.

Prizes for Ad Smiths.

Printers' Ink offers prizes for the best ads submitted during the coming year. One hundred dollars is the first prize, \$50 the second and \$25 the third.

The Smithtown (N. Y.) Star is a new star in the firmament of Suffolk county. L. B. Homan is the editor.



THE LINOTYPE JUNIOR.

COLONEL BRYANT'S RECEPTION.
A Large Attendance Greets the Press Club's President.

President William Cullen Bryant's reception at the Press Club Tuesday afternoon was a notable success, both in attendance and in the character of the entertainment furnished. The parlors were handsomely decorated with evergreens by Siebrecht, of the Rose-hill Nurseries. An elaborate collation was served during the afternoon and large quantities of the de Frece punch was drunk. Those who entertained the guests, under the direction of Colonel A. B. de Frece, were:

Sig Paoli, tenor, from Grand Opera House, Paris, who sang with great effect several selections; Sig Abramoff, basso, from Metropolitan Opera House, who made an excellent impression; Miss Hannah L. Keene, prima donna soprano; Olive Celeste Moore, contralto; the La Vallee Trio, consisting of Lillian Roemheld, violinists, and Helen Morris and Genevieve Warner, harpists; Hugh Williams, baritone; Messrs. Barrow & Dudley, from the Garrick Theatre; the Russell Trio, instrumentalists; William H. McIlroy, tenor; recitation by Mrs. W. B. Upperman, a woman of charming presence and marked dramatic ability; Alfred E. Pearsall, monologue. O. Bradley was the musical director and accompanist.

The Journalist recently printed a very appreciative article by Frank Lyons on Victor Smith, who writes the "Tip of the Tongue" column in the New York Press.

"Tody" Hamilton, the popular press agent of the Barnum and Bailey Circus, who has been absent for the past four years with the show in Europe, is expected to return within a few months.

A. D. Howard, who has been connected with the city department of the New York Tribune for some time, has been promoted to the position of Sunday editor. Mr. Howard is a good all-round man of excellent judgment and a courteous manner.

Phillip Sieple, of New York, has taken charge of the advertising department of the Muncie (Ind.) Evening Times.

J. P. Bass, owner and publisher of the Bangor (Me.) Daily Commercial, was arrested recently on a charge of violating the law forbidding all publications in the state from running advertisements or announcements of the liquor trade.

HELP WANTED.

A GOOD PRACTICAL PRINTER, ONE THOROUGHLY acquainted with newspaper and job work. Permanent position to right man. Address MISS, Editor and Publisher.

SITUATIONS WANTED.

WOMAN COMPOSITOR AND LOCAL writer wants a position at living wages; \$3 till 5; desirous of further development in the work; 20 years' experience. Address N. Y., care Editor and Publisher.

SIMPLEX OPERATOR OR JOB MAN wishes a change; married, sober, industrious, union; will sign one year contract; experience 10 years as job man. Address PENNA., care Editor and Publisher.

AT LIBERTY, JAN. 1ST; A GERMAN AND English writer; formerly editor and manager of a leading Western farm and stock paper; thorough printer. Address IOWA, care Editor and Publisher.

ARTISTIC AD. MAN AND JOB PRINTER, with practical knowledge of shorthand, wants position. Address MICHIGAN, care Editor and Publisher.

MISCELLANEOUS WANTS.

SIX-COLUMN QUARTO PRINTING PRESS. Must be in first-class condition and cheap for spot cash. Will take complete outfit if a bargain. Address DALLAS, care Editor and Publisher.

JUST THE THING.

FOR A FOUR-COLUMN QUARTO—A GOOD Jordan, 13x20 press. Will exchange for an eight-column folio, Ideal Hand Cylinder or will sell at a bargain. Address Ohio, care Editor and Publisher.

WANTED—Lowest cash price on a seven column Stereotype outfit for newspaper work casting box with or without cores, type-high gauges only, saw table with trimmer. Address Connecticut, care of Editor and Publisher.

NEWSPAPER WANTED.

MUST BE A FIRST-CLASS PAYING PROPOSITION, Republican or Independent in politics. I prefer a country seat weekly, but this does not mean that other properties will not be considered. Unless to write me, however, about a little 2x4 sheet, as such offers are a waste of time and stamps. Give fullest facts about business—receipts, expenses, circulation, competition, plant and town. Send sample copies of several dates. This way you can facilitate a deal; otherwise receive no attention. All letters strictly confidential. Address F. C. S., care Editor and Publisher.

WEEKLY NEW YORK LETTER.

A thoroughly Competent Correspondent, would like to furnish a number of Sunday, or Weekly Newspapers, throughout the Country, with a breezy, forcible, and withal conservative weekly letter. Would also attend to special matters in New York for constituents. Terms reasonable. References unexceptional. Address, "Weekly Letter," care Editor and Publisher.

Will Take the P. P. A. Service.

The Seattle Times will start a Sunday edition this month. It will take the Publishers' Press service. The Denver Post, Sunday edition of the Denver Times and the Colorado Springs Sunday Telegraph will also take the same service.

NEWSPAPER BARGAIN.

\$3,858 A YEAR.

now made by Republican weekly in New York State. Beautiful city, railroad and commercial center. Surrounding country thickly settled. People prosperous and intelligent. Only paper in town is Democratic. City and county Republican. They want

A DAILY

in sympathy with their local interests and political sentiments. Everything is ready for it. The existing mechanical equipment has the presses, electric motors, folding and typesetting machines, more than 200 fonts of point and job type. Telegraph press service is available.

\$7,500 CASH

buys it, subject to \$3,750 incumbrance. The weekly has been established over 60 years. Last year's net profit was \$1,552. A daily edition would increase the business and profits. If you want it, write at once.

WOULD SELL HALF INTEREST.

C. M. PALMER,
Newspaper Broker,

253 Broadway, New York,
Chicago office, 115 Dearborn St.

ONLY \$1,000

Needed by a practical weekly newspaper and job man to step into an established business. Balance on easy terms. Death causes opening. Write Quick.

C. F. DAVID, Abington, Mass.,
Broker in Newspaper Properties,
OTHER GOOD PROPERTIES.

FOR SALE.

ONE COUNTRY CAMPBELL PRESS, 31x46. Has been overhauled and put in good running order. Run by hand or steam power. One job and newspaper outfit for small office. Will furnish list of material, etc., on application. Do not want to trade, but will sell on liberal terms with cash payment down. AIR, care Editor and Publisher.

A NEWSPAPER OUTFIT, ALMOST NEW. Material sufficient for seven-column quarto, and nice assortment for job work. Acquired through consolidation. A bargain. For particulars address VERNON, care Editor and Publisher.

8x12 STANDARD JOB PRESS IN FIRST-class condition. No steam or throw-off. Will do good work, and speed is only limited to experience of feeder. Rare bargain at \$50. Address STANDARD, care Editor and Publisher.

\$500 CASH GETS THIS.

IF TAKEN AT ONCE, PAYING NEWSPAPER and job office in county seat town of 1,600. Official county paper, printing commissioners' proceedings each month, delinquent tax list, etc. Cash receipts averaged during past 12 months better than \$100 per month, which a good hustler could largely increase. Do all the work myself. Address CASH, care Editor and Publisher.

SEVEN-QUARTO HORSE DRUM, WIRE SPRINGS, \$80; 8x13 Feeders, \$80; eight-column Washington, \$80; several outfits and other bargains. Send for rebuilt list. Address SEVEN, care Editor and Publisher.

FIRST DEMOCRATIC NEWSPAPER IN county of 50,000 inhabitants. Best chance on earth to make money. Reason for selling, death of former owner. Address DEMOCRATIC, care Editor and Publisher.

WEEKLY NEWSPAPER AND JOB OFFICE in wide-awake, up-to-date county seat, central Illinois, 6,000 inhabitants. Address N. E., care Editor and Publisher.

ONE-HALF INTEREST IN A GOOD COUNTRY weekly. Good job business. This is a fine chance for a good printer. Fine country. Price, \$200. Address Alabama, care Editor and Publisher.

SECOND-HAND MACHINERY.—ONE 12x18 C. & P. Gordon, with throw-off, steam fixtures and long fountain, only used one year. One 8x12 Nonpareil, with throw-off, steam fixtures and small fountain, fair condition. One 7x10 Pearl, without throw-off, in good condition. One 22-inch Sanborn Paper Cutter, good condition. All at a bargain. Write for prices. SANBORN, care Editor and Publisher.

NEWSPAPER AND JOB PLANT—FLOURISHING Indiana town. Country printing and drainage of Democratic county officials. Power press. Write at once, as I expect to sell in a few weeks. Address Job, care Editor and Publisher.

COTTRELL & SONS' SIX-COLUMN QUARTO drum cylinder, air springs, tapeless, two-roller, table distribution. Can be seen running. Address AIR SPRING, care Editor and Publisher.

AD WORLD TOPICS.

FACTS AND POINTERS FOR THE BUSINESS MANAGER.

What a lot of money is spent annually in profitless advertising! More cash is sunk in circulars, in dead-wall displays and in programmes than would be required to fill the pages of the newspapers with profitable announcements every day in the year, and yet business men keep right on wasting their money in these mediums.

It is easy enough for merchants to prove the relative value of these different forms of publicity as compared with straight newspaper advertising.

Did you, personally, ever go and buy anything to which your attention had been called by a circular? Few people whom we have ever met, and we have met a great many, have admitted that they had. On the other hand, if you are honest, you will acknowledge that you have made many purchases of articles advertised in the columns of the magazines and daily newspapers.

Your experience has, doubtless, been the experience of thousands of others. If this is true, why, then, should business men continue to use unprofitable mediums in seeking public patronage? This is one of the questions that is hard to answer. A man who is thoroughly experienced in the advertising field must admit that there is no kind of advertising that compares with that obtained in the current newspapers and periodicals of the day. Circulars have their purpose, posters have their purpose, but none of them can compare in drawing power with the advertisements that are placed daily, weekly and monthly before the eyes of the buying public.

TIPS FOR BUSINESS MANAGERS.

Some contracts for Allen's Lung Balsam are going out through Remington Brothers.

The advertising of the Gorham Manufacturing Company in the magazines and weeklies will go out in the future through the Frank Presbrey Company, 12 John street, New York.

Albert Frank & Co., advertising agents, at 71 Broadway, New York, have recently acquired control of all the advertising of the International Navigation Company, which includes the American Line and the Red Star Line. They have also obtained the right to handle and place the advertising of the White Star Line.

The Lyman D. Morse Agency, New York, is sending out additional advertising orders for Cuticura.

Remington Brothers are placing the Lakewood Hotel advertising in dailies.

The Erron Agency, of Cincinnati, is putting out 100-line advertisements for George S. Beck, of Springfield, O.

Paul E. Derrick has been selected as the agent for placing the Universal Tobacco Company's business. They are advertising the Southern Cigarette. Daily papers alone are used.

Boessnick Broesel & Co., dealers in dress goods, Broome street, New York, are doing some business with the daily newspapers.

The King Crother Corporation, State street, Boston, is making inquiries for rates from the newspapers for financial advertising.

Charles M. Tremaine, 1135 Broadway, New York, has opened an office for the purpose of doing a general advertising business.

EDITORS & PUBLISHERS:

Are you aware that you can secure telegraph and cable news that is authentic, crisp and prompt at a moderate cost from the PUBLISHERS' PRESS? Are you aware that we collect our foreign news through our agencies and by our own correspondents, and do not depend upon a foreign agency, thus guaranteeing the quality of our foreign news to be first-class? Are you aware that you can become a member or a client of the PUBLISHERS' PRESS and still retain your independence, and should we fail to furnish you all the news with the greatest possible despatch, you are at liberty to secure news from some other association?

If you are not familiar with these facts, in the interest of your paper, you should address

PUBLISHERS' PRESS,
PARK ROW BUILDING, NEW YORK.

New Firm of Ad Specialists.

Calkins & Holden is the name of a new concern in the advertising world. Their offices are in the St. James Building, Broadway and Twenty-sixth street. The firm is composed of Earnest Elmo Calkins and Ralph Holden. Each has had a long and peculiarly varied training for the particular work they propose to do. This work is, briefly, to furnish to the large advertiser professional service along the purely professional side of advertising.

They will occupy the middle ground between the agency and the advertiser, making themselves necessary especially to the manufacturer of high grade products who wants to find a market or increase one. For this purpose they are prepared to make plans, give advice, and prepare copy, designs and all kinds of advertising literature. Their motto will be to do many things for a few people rather than few things for many people.

For the Circulation Manager.

A good method of advertising a local paper is to distribute attractively-printed billheads gratuitously among the news agents. The design forming the heading would include the agent's name, style, and address, but adequate prominence would, of course, be given—say in a color—to the fact that orders for the paper would be received at the same place, and that it was well worth the money charged for it. By this arrangement the news agent would get his billheads free and the newspaper would be advertised in a permanent fashion right in the home at a trifling cost.

Investigate Offers and Save Money.

Special care should be exercised by publishers in accepting advertising propositions from concerns with

which they are not acquainted. Stationery is cheap, typewriting costs but little, and, therefore, propositions are easily made. Because an advertiser offers regular rates for space, and furnishes copy for same, you should not accept the business unless you know there is money behind the proposition.

Why He Writes Good Ads.

A young ad writer was recently asked: "How is it you write such good laundry ads?" He replied: "I send my laundry to the firm whose ads I write. When they tear my shirt, I write a corking ad on 'We Don't Tear Shirts;' when a button goes, I write, 'Your Shirt Buttons Are Safe With Us!' and when my woollens are shrunken, I say, 'We Don't Shrink Woollens.' It's really very simple—when you know how."—Retailer and Advertiser.

The Supper Club at the Winter Garden

The Supper Club, the opening attraction of the Winter Garden at the New York Theatre, has started on a career that is bound to be successful. Sydney Rosenfeld has provided a lot of bright, catchy music for the principals in the cast, who are among the best known favorites of the stage. They include Virginia Earle, one of the daintiest artists before the footlights; Thomas Q. Seabrooke, Josie Sadler, Toby Claude, George Fuller Golden, Ada Lewis and Al Hart.

The theatre itself is a delight to the eye. It is roomy, warm in color and has excellent acoustic properties. The Sire Brothers never do anything by halves and in this instance they have placed the New York public under still further obligations to them for their enterprise in catering to their amusement.

FOUND A WAY OUT.

THE HACKSTAFF AGENCY ASKS FOR TIME TO SETTLE CLAIMS.

Committee of the American Newspaper Publishers' Association Examining Its Books and Recommends the Indulgence of the Creditors—Assets Far in Excess of Liabilities—Present Embarrassment Due to Failure of Customers to Pay Up.

The Frank A. Hackstaff Advertising Agency, of Temple Court, New York, this week addressed a letter to its creditors upon the financial condition of the agency.

Mr. Hackstaff stated that, owing to certain contingencies that had arisen, the agency was not in position to fully meet financial obligations which matured at this time. He asked for an extension of time for payment of claims, asserting that if his request was granted the agency would be able to discharge all obligations at the rate of 100 cents on a dollar.

The American Newspaper Publishers' Association, of which William Cullen Bryant is the secretary, at Mr. Hackstaff's request, made an examination of the agency's books. The committee representing the publishers' association consisted of William Cullen Bryant and Don Seitz, the business manager of the New York World. Complaint had been made to the association that the Hackstaff Agency was slow in its settlement of accounts, and these gentlemen were invited by Mr. Hackstaff to look into the agency's affairs and with him to devise a means for tiding the concern over its present embarrassment.

After going over Mr. Hackstaff's accounts, they concluded that it would be advisable to ask the newspapers to grant an extension of two years' time to the agency on all accounts included in the year 1901. Otherwise, the agency would have to suspend and creditors would only receive a percentage of their claims. Under the proposed arrangement, unless something unforeseen happens, the committee declares its belief that every creditor will receive dollar for dollar of its claims.

The assets of the agency are about \$90,000 and the liabilities are \$66,000. It will be seen from these figures that Mr. Hackstaff was warranted in asking for the indulgence of his creditors.

Arrangements have been made with the National Broadway Bank, with which Mr. Hackstaff has been doing business personally for some years, for a loan which will provide the agency with a working capital.

The Hackstaff Agency is regarded in New York as one of the leading advertising agencies of the city, and as such handles much.

Personally, Mr. Hackstaff is popular among the leading advertisers and his integrity has never been questioned. It is understood that the present difficulties are due to the failure of several of its largest patrons to pay certain notes when they matured.

Conservative business men who have watched the career of Mr. Hackstaff and his agency believe if the indulgence of the creditors is extended to it during this period of difficulty that in a short time all of its indebtedness will be liquidated. Although an extension of two years has been asked for in which to pay the full amounts due, Mr. Hackstaff intends to take up the obligations as rapidly as possible before the end of that period.

Lackawanna Railroad.

Live New York, Ft. Barclay & Christopher Sts.
 7:00 A.M.—For Binghamton and Syracuse.
 10:00 A.M.—For Buffalo, Chicago & St. Louis.
 1:40 P.M.—For Buffalo and Chicago.
 4:00 P.M.—For Scranton & Plymouth—Buffer.
 6:10 P.M.—For Buffalo and Chicago.
 8:45 P.M.—For Utica, Oswego, Ithaca & Buf.
 2:00 A.M.—For Buffalo and Chicago—Through
 Sleepers open at 9 P.M.
 Tickets at 429, 1188, 118 Broadway, 52 Lafayette Ave., 133 W. 125th St., 14 Park Pl., 95 5th Ave., and 338 Fulton St., Brooklyn.
 Daily, except Sunday.

BOSTON'S DELIVERY. FINANCIAL NEWS.

ONE COMPANY DISTRIBUTES ALL OF THE DAILY NEWSPAPERS.

How a Former Circulation Manager of the New York Herald Organized and Perfected the System Now in Use in That City—Drivers of Wagons Paid As High As \$30 a Week.

The intense rivalry existing between the Greater New York newspapers in the matter of circulation is well known. Hitherto all efforts to form an association for the delivery of the papers have met with failure. It is believed by experienced newspaper men, however, that, if the proprietors would agree to form such an association, the expense incurred for carrying on this work could be reduced to a very low figure.

At the present time the cost of delivering a paper like the Herald or the Journal is very large, and is one of the heaviest expenses in the production of the paper. Probably the time will come when an association composed of the leading newspapers of the city will be formed for the purpose above indicated. Such an association is already in existence in Boston.

HUGH BROWN'S SCHEME.

A number of years ago Hugh Brown, circulation manager of the New York Herald, resigned his position and went to Boston for the purpose of organizing such an institution. His first efforts met with considerable discouragement, but at length he found two publishers who were willing to make a trial of the scheme. One was R. M. Pulsifer, of the Herald; the other was General Taylor, of the Globe. These men subscribed \$5,000 apiece as a starter. Neither one of them really expected to see his money again, but subsequent events proved that the investment was a profitable one.

IS IT IMPOSSIBLE HERE?

Mr. Brown gave his heart and soul to the task, and in a short time his influence was felt in other newspaper offices to such an extent that their proprietors were anxious to join the new association.

To-day the Hotel & Railroad News Company, which has an office at 23 Arch street, is the sole distributing agency of the Boston newspapers in the metropolitan district, which embraces all the territory within ten miles of the city. This association employs 96 delivery wagons, and so complete is the system employed that it covers this entire territory in 45 minutes. It has taken fourteen years to bring the system up to its present stage of efficiency.

Mr. Brown pays some of his drivers as high as \$30 a week, a sum not paid the drivers of newspaper wagons in any other city in the world. The reason why Mr. Brown does this is to obtain the best possible assistants. He does not believe in sparing expense to secure good men.

We believe there is no reason why New York should not have just as efficient a delivery organization as the newspapers of Boston. Of course such a scheme puts an end to individual enterprise, so far as the circulation of the paper is concerned. All of the papers must be delivered at the same time and there is, therefore, no chance for one to beat the other in reaching distant points with the several editions.

The Boston newspapers, however, are satisfied with their present arrangement, because it enables them to save a large amount of money. The news company takes the papers from the pressrooms and from that moment the publishers have nothing further to do with them. Once a month checks for the number of papers sold are received by the several newspapers, and that is all there is to it.

W. E. Shel, editor of the Hayward (Wis.) Enterprise, is the defendant in three suits for libel brought against him by Otto Christianson, clerk of the county.

(Continued from page 1.)
a form of service which has now happily passed away. Nevertheless, there was news in it, and people put up with the inconveniences.

THE BULLETIN PRESS.

In 1885, after trying every kind of duplicating process, one of the members of the firm, in watching the quotation ticker one day, saw in the arrangement of the letters on a wheel the possibility of a printing press which should print bulletins of small size with great rapidity. It was doubted for a time whether such a press could be constructed. At least one of the great press builders said such a press would not work. But, during the year 1885, W. R. Landfear devised a press on the lines suggested, which did work and which entirely revolutionized the news business.

Instead of illegible manifold, the customers of Dow, Jones & Co. were supplied with plainly printed sheets, and the result was an immediate increase in the extent and quality of service. The policy of putting a portion of the increase in business into betterment of the service was faithfully followed. Three years later the firm made an innovation by purchasing linotype machines, which materially added to the speed of composition. These machines were among the first of what proved to be the most successful type-setting machines ever devised.

GROWTH OF THE JOURNAL.

The news service by this time had reached a point where an afternoon sheet was issued daily, giving in compact form the news of the day, and this in 1899 became the Wall Street Journal, which is believed to have now the largest circulation of any financial paper in the country. The development of the Journal brought with its increase in circulation, a Hoe perfecting press, a stereotyping outfit and a photo-engraving plant, giving Dow, Jones & Co. a complete newspaper outfit, as well as the special plant of the news service.

Soon after this, it became evident that the printed bulletins, quick as they were, were not quick enough for all classes of news. Arrangements were then made by which Dow, Jones & Co. acquired control of a page printing telegraph machine, by means of which the news of the day was printed by electricity on a page instead of being printed on a line, as had been the case hitherto. This proved another important addition to the plant, and gave the concern the power of handling its news in three distinct forms. First, the briefest possible statement of the facts on the ticker. Second, a somewhat fuller statement on the printed bulletins; and, third, the story of the case in the Wall Street Journal.

ACCURACY AND SPEED ESSENTIAL.

Accuracy and speed are the prime requirements in this service. If a reporter makes a mistake in what he writes for a newspaper, it may be of no importance, as people do not usually risk large sums of money on newspaper statements without corroboration.

But this is not the case with a Wall Street news agency. If it makes an announcement of a positive character, people are expected to act on it and to act instantly. There is no time for inquiry. Delay in action would mean the loss of opportunity. Hence, when a news agency makes a statement of fact, it must be right.

Speed is only secondary to accuracy. The announcement of a change in a dividend may mean a move of five points in the stock within ten minutes. The news to be valuable must not only be accurate, but must be received so quickly as to allow brokers and their customers to act upon it at once, and before knowledge of the fact is possessed by those who lack this service.

NEWS IN A HURRY.

Dow, Jones & Co. have made some interesting tests on this question of speed. On one occasion, a dividend announced in Boston was received at

the directors' room in Boston, transmitted by telephone to the office of the Boston News Bureau, telegraphed to New York by private wire connecting the Boston News Bureau with Dow, Jones & Co., and distributed by the latter firm to more than two hundred ticker customers in New York within forty seconds of the time when the announcement was made in Boston.

The speed employed in the printing service is even more surprising in view of the difficulties which have to be overcome. Anyone who went to a printing office and asked to have a short notice of some kind put in type and four hundred copies struck off and delivered to four hundred persons around the Street would probably be told that the operation would consume the entire day under the most favorable conditions. Dow, Jones & Co. would agree without hesitation to receive this notice, print four hundred copies and deliver them at four hundred offices in Wall Street within twelve minutes from the time when the notice was given to the compositor.

TWO HUNDRED COPIES A MINUTE.

This is made possible by fast presses and thorough system in delivery. Dow, Jones & Co. use one press, which ordinarily prints more than two hundred copies a minute, and which could be made to print five hundred a minute in case of need. Under the system of delivery, a large number of boys are employed, each one having a specified route to go over on each trip. The amount of news has become so large that there is no interruption to printing beyond the time required to change forms. In other words, the news service amounts to from 90 to 110 separate bulletins per day and requires going to press about once in three minutes, from 9 A. M. to 3.40 P. M.

OHIO STATE FEDERATION.

All the Newspaper Organizations to Unite for Mutual Benefit.

A call has been issued to all the newspaper organizations of Ohio for a meeting at the Great Southern Hotel, Columbus, Feb. 6, for the purpose of forming a new organization, with which all existing associations may affiliate, and the officers of the old bodies are asked to hold the annual meeting of their associations on the date above given so that all business can be transacted and the new federation placed firmly on its feet.

All editors, publishers or managers of newspapers in Ohio are eligible to membership and are invited to attend the meeting. The new organization is to be purely one to conserve mutual business interests and to raise the standard of Ohio newspapers. The committee which formulated the call for the meeting was composed of Malcolm Jennings, W. S. Capeller, R. B. Brown, S. F. Smith, J. L. Trauger and John T. Mack.

St. Paul to Have a Press Club.

The newspaper men of St. Paul, Minn., are making arrangements to start a press club in that city. A meeting at which the subject was discussed was recently held and the following committees were appointed to make the final arrangements: On membership, J. T. Mannix, chairman; Harry Knappen, J. L. Lawson; on location, J. Sidle Lawrence, chairman; Oscar Johnson, H. C. Smith; on adjustment, R. T. McAdam, chairman; A. X. Schall, Frank J. Meyst.

Noble Work of a Newspaper.

The Evansville (Ind.) Courier has recently raised a fund of \$1,000, which has been used to endow a deaf mute school in that city. By action of the board of education the deaf mute department of the public school system was thrown out, and the Courier has taken upon itself the task of educating about twenty poor little ones who are without the faculties of speech and hearing. The Courier raised another fund of \$500 for the purpose of giving the poor children of Evansville a happy Christmas.

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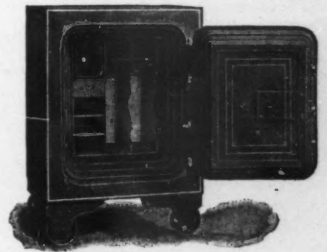
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THE LOVEJOY CO., Established 1853.

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and manufacturers of Electrotype Machinery
444-446 Pearl Street, New York

Gift for Father Evers.

The newspaper workers who attend mass at 2.30 A. M. every Sunday at St. Andrews Church in Duane street presented Father L. J. Evers, the reactor, on Christmas, a purse of \$175 as a token of their appreciation.

The New Orleans Evening News has been admitted to membership in the Associated Press.

THE EVENING WISCONSIN MILWAUKEE

A man is best known by his neighbors.
A newspaper is best known by the people
of the city in which it is published.
This is also true of

THE EVENING WISCONSIN

It is used by all advertisers in the city of
Milwaukee who do any general advertising.
This is the estimate of the newspaper by
the business community of the city.
It can be truthfully said of very few news-
papers in any city.

RIDE IN THE DARK.

LIVELY EXPERIENCE OF TWO REPORTERS IN SEARCH OF NEWS

The Breaking of the Harness of Their Horse Compelled Them to Drag the Wagon in Which They Rode for Miles Down the Mountains—Two Striking Letters for Editors.

Probably every newspaper correspondent who has scurried about the country districts for stories at the behest of a metropolitan editor and a depleted wallet has received characteristic letters from these desk gentlemen which may or may not have been treasured. Two which I have carefully filed away will interest the readers of THE EDITOR AND PUBLISHER.

During the early days of the stories of the insane Halliday woman, she who lured two women from Newburgh, N. Y., ten miles to her husband's shack in the Shawaugunk, where she killed them and her husband, the New York Recorder was setting the pace for the Park Row publications. I was well acquainted with Julius Chambers, the editor, and, as he had handed me a few unsolicited jollies in times past, I felt that I could land with him when the Halliday story began to be reeled off as a first-class mystery, as it was four days after the murdered women had been found in a heap of compost that old Paul Halliday was resurrected from his grave under the kitchen floor. Space was climbing into dollars rapidly, when the morning's mail brought me the following letter from Mr. Chambers:

BRIEF AND TO THE POINT.

My Dear Sir:—How in the name of the suffering God do you reconcile these two dispatches—the United Press and yours? They are absolutely different, but I have decided to hold both out. Telegraph fully when you get this.

Sincerely,
JULIUS CHAMBERS.

I investigated and found I was O. K. in my statement of facts and then wired:

Julius Chambers,
The Recorder,
N. Y.:—

"I don't try to reconcile them. I am right. I wouldn't sell your letter for \$25."

Nowadays when I read notices of Julius Chambers' recently issued work I wonder how large his claim on the receiver of the Recorder is—mine is \$42.50.

Frank W. Mack could write a letter to the members of his "family," as he called his correspondents while presiding as superintendent of the eastern end of a press association, which

was certain to keep them in good humor while he applied the goad. One I received from him followed a heart-breaking experience in the Shawaugunk Mountains in 1897. Some New York men of wealth wandered into the vast acreage of mountainous waste of woods a few miles back from Wurtsboro, Sullivan county, a few years ago, chopped out a maze of drives through the thick undergrowth, and built a club house, and called the whole thing the "Sullivan County Club."

THE FACTS IN THE CASE.

By day it was a treat to penetrate these turning, misleading roads, provided you didn't meet a conveyance, for you couldn't pass it, but at night I defy the oldest inhabitant of that section to follow the roads and get to the club house.

'Twas thus when a high-tempered man named Pritchard, of upper New York city, who had a grievance and a bill against one Wallace J. Christian, arrived at Wurtsboro one bright fall afternoon with a paper to serve on Christian at his cottage near the club. He took along Constable Scott, of Wurtsboro, and they found Christian.

After it was all over Pritchard was dead by the highway and Scott was dying in the wagon. Christian had reloaded his pistol, kissed his wife and fled.

Golly, how the orders for stories came in! Two of us just about covered all the news of the territory that was published in the New York papers.

OFF ON AN 18-MILE DRIVE.

There was one other fellow who represented the World, and when he saw us drive off he begged so hard that we agreed to send a tale to the World. We had an 18-mile drive and the frost was forming faster than darkness. We reached the canal telegraph station at the outskirts of Wurtsboro at 10.30, and, for a promise of \$2, the old operator, who probably never handled more than a hundred-word story in his career, agreed to wait for us to return from the "club" and send our stories.

It was six miles up the mountains to the entrance and our animal had to walk most of the way.

When we turned into the club trail we embarked into eribus. From that time, probably 12 o'clock, we never saw each other, though seated in the same seat, except when we struck matches.

We had been driving for fully an hour and a half, and had shouted lustily, but not a light or sound could we hear except the gurgle of the trout streams. Then a dim light appeared, and we came out on the highway leading to Monticello. We were two miles further from Wurtsboro than we were

when we turned into the club grounds.

THE BREAKDOWN.

We decided that some of the searching party, which had been hunting for Christian, must have returned to Wurtsboro by that hour, and with them was the only story of the shooting we could hope to get. We chirruped profanely at the horse and started on that long drive down the mountains when—snap! The belly-band broke. The shafts shot up over the horse's head and the wagon struck his rear legs.

We quickly got out of the wagon and grasped the wheels. Fortunately our horse was never with Buffalo Bill's show. He stood like the Rock of Gibraltar while we searched for a tie-strap to bind down the shafts. Aias, there was none. Then we started five miles down the winding, steep roadway to Wurtsboro, while the watch showed that it was 2 o'clock. We walked on either side of the horse, holding the wagon back, and thus we slid through that uninhabited, God-forsaken country to Wurtsboro, reaching there at 3.30. There wasn't a light in the village and the operator had gone to his home two miles away.

We woke up the hotel folks and got our harness repaired, while the hostler told us all he had heard about the tragedy.

FRANK MACK'S LETTER.

We arrived home at 7 o'clock in the morning and found 26 messages awaiting us. And, worst of all, discerned that the World man had telephoned to Wurtsboro, and, finding we had not returned from the club, had got the names and faked up a half column story for his paper, which had all the ear-marks of a scoop.

After I had written about this much to Frank W. Mack, thinking to stampee him with words, I added a bill for \$5 for the horse. Here is his reply:

My Dear —

I have yours of Sept. 29 (1897). It is an interesting story. I appreciate every inch of the rocky road. I am able to sympathize with you in every tug of the breeching. I am able to condole with you upon the forelorn silence which must have attended your arrival in Wurtsboro at 3.30 o'clock in the morning.

I understand from you that the expense of the horse and the consumptive harness was five dollars, and that the HERALD man was a part of the expedition. I must assume that to him was half of the responsibility of the expense. In this view I will say to you that in adding your effort on this occasion I will allow you \$2.50 of that expense.

Very truly yours,

FRANK W. MACK.

The Arkansas Colored Catholic, a monthly publication issued in the interests of colored Catholics, and published at Pine Bluff, Ark., has suspended publication.

NEW INCORPORATIONS.

The Daily America Publishing Company, of New York City. Capital, \$100,000.

The Minnesota Daily News Company has been incorporated in Minneapolis, Minn. Capital, \$10,000.

R. H. Hinkley Company, Portland, Me. Capital stock, \$10,000. Books, papers, pamphlets, magazines, etc. Promoters: R. H. Hinkley, Milton, Mass.; E. C. Bumpers, Quincy; A. C. M. Malr, Boston; H. P. Sweetser, H. L. Cram, Portland.

Ventura (Cal.) Free Press. Capital, \$15,000. Incorporators, D. J. Reese, D. A. Webster, F. W. Baker, C. G. Bartlett, H. A. Giddings, J. S. Collins, Ventura, and William McC. Ramsey, Santa Paula.

The Colored Co-operative Publishing Company, Augusta, Me.; for the purpose of printing, publishing and selling books, magazines, papers and pictures. Capital, \$50,000; paid in, \$290. President, Oliver G. Waters, Pittsburg, Pa.; secretary, Jesse W. Watkins, Boston.

Shoe Trade Journal Company, Chicago. Name changed to Tiapoa Company; object, to do general printing and live-stock business.

The Advocate Printing Company, of Angelica, Allegheny county, N. Y. Capital, \$2,500. Directors, F. S. Smith, F. S. Blair and E. I. Weaver, of Angelica.

California Publishing Bureau & Investment Company, of Los Angeles, Cal. The directors are J. J. Neimore, C. H. Anderson, G. W. Shields, J. W. Crawford, J. H. Groves, J. W. Coleman, A. S. Sampson, A. R. Wychie and S. W. Hawkins. One of the purposes of the new organization is to purchase the Eagle Publishing Company's plant, Los Angeles; the San Francisco Sentinel and the Fresno County Banner.

Advantages of Simplicity.

No wonder so many of our newspapers look like a badly displayed poster. Where the editor insists that the style of the paper be rigidly adhered to, that all headings be properly written, with the exact number of letters to the line, it soon becomes an easy task to the head writers and compositors to follow orders.

Dr. Anderson, editor of the Florida Christian Advocate, has resigned.

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