

# THE EDITOR AND PUBLISHER

## A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 3, No. 27.

NEW YORK, DECEMBER 26, 1903.

5 CENTS A COPY.

### NO CAUSE OF ACTION.

#### VERDICT GIVEN IN FAVOR OF UTICA OBSERVER IN \$15,000 LIBEL SUIT.

Jury Vindicates Newspaper in Case That Had Attracted Much Attention—Arose Out of an Account of Attempted Kidnapping—Editor's Care in Treating the Story Received Deserved Attention in the Court's Charge.

The libel suit for \$15,000 damages brought by Mrs. Mary E. Gray, of Iliou, N. Y., against E. P. Bailey & Co., publishers of the Utica Observer, ended last week in favor of the newspaper. The jury brought in a verdict declaring there was "no cause of action."

The action arose out of an article published in the Observer on Aug. 27, 1903, which the plaintiff alleged charged her with attempting to kidnap her niece, Mary Herbert, of Utica, and with disguising herself in male attire for that purpose. The Observer, in printing the story, had taken particular care to investigate the facts, and had published Mrs. Gray's denial of the child's story of the affair. It had also complied with Mrs. Gray's request not to have her name mentioned in the newspaper account.

In his charge to the jury Justice Scripture said:

"If you find this plaintiff had nothing to do with this kidnapping, then the defendant is not justified, and your verdict cannot be for the defendant in that regard, because she wouldn't be guilty of the charge, and the defendant would have failed in his attempt to establish justification.

"If you should find that the defendant, as a journal, acted in good faith with reference to this statement, in getting the information they did, from the police chief, the child, the mother, at the orphan asylum and in coming to Iliou and going to the party charged with this offence, and putting it in this alleged libel that the party was not guilty of this offence, then you can take that into consideration in the mitigation of damages.

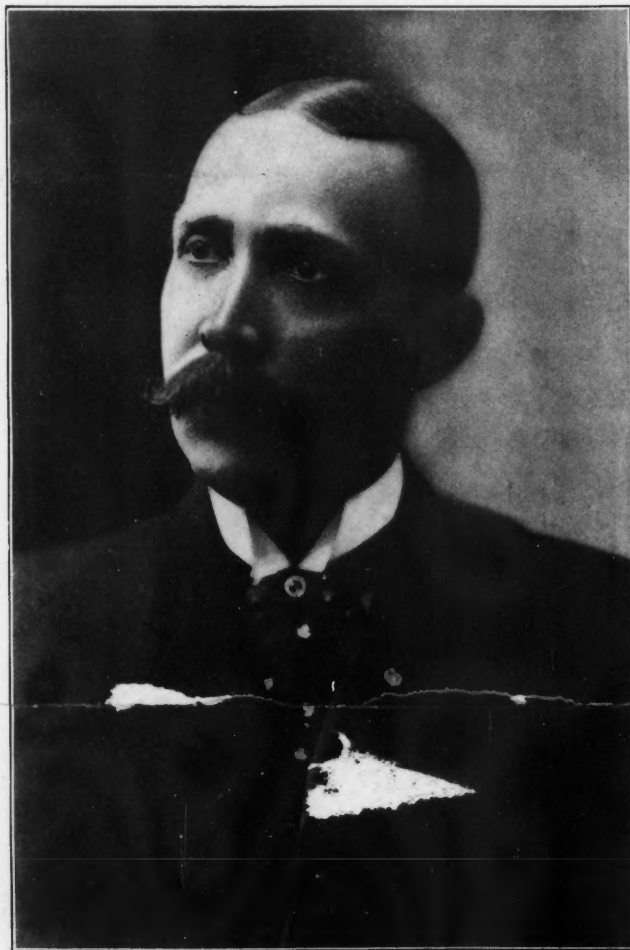
When the jury brought in a verdict of "no cause of action," Mr. Case, a New York lawyer who conducted the case for the plaintiff, moved that the verdict be set aside. Justice Scripture denied the motion. The plaintiff was given sixty days in which to pay the judgment of costs.

### VICTORY FOR NEWSPAPER.

Montreal Witness Gets Favorable Verdict in \$10,000 Libel Suit.

The Montreal Witness has just had a verdict given in its favor in a \$10,000 libel suit brought against it by one J. Bidwell Mills, whom it had accused of fraudulent transactions in business. The jury was out only five minutes, and returned a verdict which said that the articles complained of were not published maliciously, were not libelous, were substantially true, and that the plaintiff had suffered no damage by reason of their publication.

The verdict is regarded as a great victory for responsible journalism, and the Witness has been warmly congratulated on the outcome.



E. A. BERDAN.

(See Page 5.)

EASTERN ADVERTISING REPRESENTATIVE OF THE CINCINNATI TIMES-STAR.

### PETIT PARISIEN ENLARGED.

Dupuy's Great Paper Now Appears in Twelve Page Form.

The Petit Parisien now comes out as a twelve page paper. Ten years ago it was a little four page paper, then it had six pages, then eight, and now twelve. Thirty years ago Jean Dupuy, the founder of the paper, was a halif serving writs in Paris. Now he is a multimillionaire. The Petit Parisien has a circulation of over a million a day, and may be considered the best newspaper property in France.

J. Paul Dupuy, son of the founder of the paper, who has succeeded to the active management of the property, was in New York about a year ago studying American newspaper methods. The enlargement of the Petit Parisien was probably the result of his observations of the success of big newspapers in this country.

### Indian Humorist Makes a Change.

Alex. Posey, the only Indian humorist, who formerly conducted the Enfaula (I. T.) Journal is now local editor of the Muskogee (I. T.) Evening Times. The Times has been completely reorganized. Ira L. Reeves is managing editor.

### REPORTER USES A GUN.

Beverly Sparks, of the Baltimore American, Shoots Three Men.

Beverly N. Sparks, a reporter on the Baltimore American, shot three men last Saturday night while on an assignment which took him to Frohsinn Hall in the south western part of Baltimore where a dance was in progress. After the row, Sparks, pistol in hand, made his way to the street, reached a telephone and called up the American office and told what he had done. Later he was arrested and taken to the police station.

Sparks had been detailed on an elopement story, and one of the principals had been traced to the dance hall. While there, Sparks met a former woman acquaintance with whom he danced. This brought forth some objection on the part of one William Collins, who started a quarrel and struck Sparks. A general fight followed, several men piling on Sparks and beating him severely. While on his back on the floor, Sparks drew a revolver and fired four shots, three of which took effect. Collins and a man named Louis Gardner were shot in the legs. The third man wounded was not found by the police.

### LETTER FROM LONDON

#### SOMETHING ABOUT THE LATEST VENTURES IN JOURNALISM ON THE OTHER SIDE.

A Possible Reason for Small Success of Harmsworth's Mirror Is That It Lays Stress on the Shortcomings of Woman Rather Than Upon Her Achievements. A London Paper's Story of the Hearst Boom—Stead's Plans for His Daily.

London, Dec. 12, 1903.

Special to THE EDITOR AND PUBLISHER.

It would seem to the casual observer that Mr. Harmsworth is adopting rather an unusual way of making his new woman's paper, the Daily Mirror, popular with the fair sex. The first issue of the paper appeared on Nov. 2, and since that time nearly every issue has contained an editorial describing how woman is lacking in some essential point, and why she fails to render herself attractive to men. One would suppose that he could better inspire his readers with a desire to improve themselves, by citing instances of when and how woman has excelled, but the Mirror invariably places the "horrible example" in the limelight of publicity of the editorial page. One would also suppose that more friends would be made for the paper by flattering her vanity than by reminding her of her inferiority to man.

The most recent instance of this kind is an editorial which attempts to prove that woman has never produced a great work of music, that she is incapable of doing so, and that she is essentially an interpreter rather than a creator. I quote:

"We look to woman for the most exquisite vocal effects, for marvelous technical brilliance, for a mastery of fluent execution to which men less easily attain. We look to woman for the composition of graceful songs and elegant morceaux for the piano; but in the highest domain of choral creation, the sonata, the symphony, the oratorio, and the opera, we may look long and find little that bears the name of woman. And it cannot be asserted that woman has not had the chance, that her education has been neglected, for in music she has had facilities that have been denied to men."

In the latter part of the same editorial it is asserted that woman has proved herself almost equally inefficient in other callings, that she has given us no Shakespeare, Homer or Dante, no Wordsworth and no Tennyson, no Cervantes, Scott, Thackeray, Hugo, Balzac or Tolstoy.

Another day in a column editorial an attempt was made to prove that the athletic girl fails to attract, and on the following day another column was required to prove that the woman with a small waist is equally unattractive.

Few people like to be reminded of their shortcomings, and none can stand it as a regular diet. I predict, that if the woman's daily finds its mission in parading the faults and failures of the sex before the world, it is very likely that woman will gain her knowledge of the world's doings from those papers which do not pretend to cater to her intellectual needs, but content themselves with devoting an occasional page to her special interests.

The London Morning Leader a few

Jays ago published a long story from its New York correspondent relative to the Presidential candidates, most of which was devoted to William Randolph Hearst's chances for nomination. Mr. Hearst was referred to as the leading exponent of "yellow journalism" in America, and the correspondent suggested that there is a growing demand for a "yellow" President. The closing paragraph follows:

"That Mr. Hearst will be selected as the Democratic candidate, I firmly believe, though it is far too early to predict whether he will be elected President. He is young, bold and masterful. Nothing can daunt him, and few things depress him. His advance will be closely watched."

William T. Stead's Daily Paper will make its bow to the public on Jan. 4 next, and will be rather a novelty in daily journalism. It is said that Mr. Stead evolved the idea in one day over a cigar and a cup of coffee, and no one seems inclined to question the assertion. It is to be neither a morning nor an evening paper. The one and only edition will appear at 10 a. m., after the mornings and before the evenings. It will be essentially a London paper, foreign telegrams being excluded, will espouse no political cause, and will contain no sporting or financial news. Not a word will ever be said against any one—not even Dr. Dowle or Mr. Chamberlain. It will sell at a penny, and will be delivered to regular subscribers by a "brigade of messenger girls."

The smallest daily paper in the world, La Carte Journal, published in Paris, which is nothing more than a variation of our ubiquitous friend, the picture postcard, is meeting with even greater success than was expected by its promoters, and a similar paper shortly is to be started in London. REED CARRADINE.

#### Marie Corelli's Half-Cent Damages.

A cable dispatch from London says that Marie Corelli has been awarded a farthing damages in her suit for libel against the editor of a Stratford-on-Avon newspaper. She had become infuriated by the articles in the newspaper in reference to her campaign against the destruction of two old cottages in Stratford to make room for a Carnegie library. It is said that the novelist will keep her "mighty atom" as a souvenir of what she calls her moral victory.

#### New Chinese Paper's Editor Arrives.

Tong Chew arrived in New York last Saturday to fill the position of editor-in-chief of a new Chinese newspaper soon to be started here. He came from Yokohama, Japan. The newspaper, the first issue of which will appear on the Chinese New Year—Feb. 16 next—will be the official organ of the Chinese Empire Reform Association, having a membership of 5,000,000.

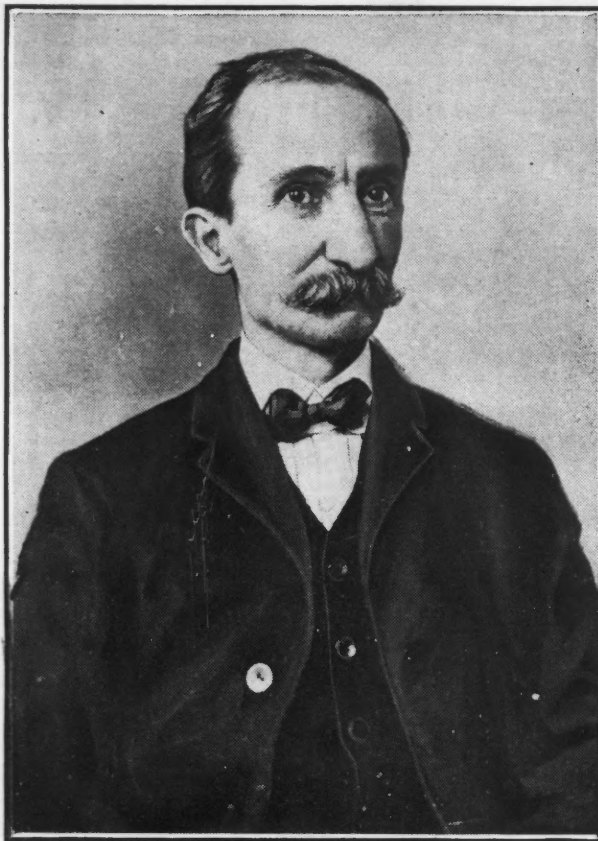
#### 'Frisco Bulletin Entertains Its Newsies.

The San Francisco Bulletin entertained its newsboys the other night at a performance of "New York Day by Day." The melodrama is woven around a newsboy, whose exhibition of heroism in the play delighted the hearts of the surging mob of "Young Americas" who filled the theatre. Over 700 youngsters attended the performance.

#### New Massachusetts Daily.

A new morning paper will soon be started in Pittsfield, Mass., by Osborne & Hammer, of Schenectady, N. Y., who recently purchased the Pittsfield Sunday Morning Call. A new linotype and other material for starting a new daily have already been purchased.

D. B. Plum, business manager of the Troy (N. Y.) Record, was in New York this week on a business trip.



THEODORE H. BOICE

WHO CONDUCTS THE "TALK OF THE TOWN" DEPARTMENT IN THE PITTSBURG CHRONICLE-TELEGRAPH.

#### THEODORE H. BOICE.

Author of "Talk of the Town" in the Pittsburg Chronicle-Telegraph.

Theodore H. Boice, who is responsible for the "Talk of the Town" department in the Pittsburg Chronicle-Telegraph, was the only grandfather in "the bunch" at the convention of newspaper humorists in Baltimore. He was born Sept. 5, 1852, in Pittsburg, and has always lived in that city or the immediate vicinity.

Mr. Boice entered newspaper life as a "printer's devil" on a religious weekly, and, after serving his apprenticeship there, became a journeyman compositor on the Pittsburg Chronicle in 1870. In 1874 he secured a regular situation as typesetter on the Pittsburg Telegraph, which later was consolidated with the Chronicle, making the present Chronicle-Telegraph. Since beginning work on that paper Mr. Boice has never been employed on any other, and he is proud of the record of almost thirty years of continuous service.

In his youth he became addicted to the poetry habit, and his knack of versifying gained him the title of "Poet of the composing room," the various experiences of his fellow printers being duly "embalmed in poetry," later winning some publicity by being printed in a book published by George W. Bateman, of Cincinnati. These verses attracted the attention of Mr. Harry H. Byram, then managing editor of the Chronicle-Telegraph, and Mr. Boice was transferred to the editorial department as a special writer of prose and verse. Later he was made editor of telegraphic news, and, after serving in that capacity several years, he was advanced to the city editorship. Subsequently he was assigned to editorial and special work, and for the past six or seven years has been writing daily poems—he calls them mere rhyms—for the Chronicle-Telegraph, in addition to other journalistic duties. These verses have been widely copied, not only in the country, but in Canada, Australia and the Philippines as well.

Mr. Boice was married in 1874, and his home life has furnished him with numberless themes for his verses. His ambition is to write at least one poem that will live after he has joined the silent majority. He is threatening to follow the example of some other newspaper special writers by publishing a book of verse, but is deterred by the task of making selections from a collection of several thousand poems.

#### Newsboy's Lodging House Reopens.

After being closed for repairs for nearly six months, the Newsboys' Lodging House, at Duane and New Chambers streets, New York, is again open. The old dark stairs leading to Duane street have been replaced by a wide, well-lighted flight of stone steps leading to New Chambers street. A new doorway and an artistic illuminated sign, presented by one of the managers of Tiffany's, make the entrance attractive. The assembly room has been repainted and has a new hardwood floor. New steamfitting and plumbing have been put throughout the building. The gymnasium has been put in good shape, and the house is ready for more boys than ever before.

#### Three New Dailies for the Decatur.

It is now said that the two Decatur in Alabama are to have three new dailies. The New Decatur Advertiser will start an afternoon paper early in January; the Decatur News is making plans to issue a daily edition; and C. E. Alves, proprietor of the Bismarck Hotel, has a new daily in project.

#### Date Set for Gridiron Dinner.

The annual dinner of the Gridiron Club of Washington will be given on Jan. 30.

#### THREE YEARS MORE OF PEACE.

##### Scranton Publishers and Typographical Union Reach Amicable Agreement.

The newspaper publishers of Scranton, Pa., and the Typographical Union of that city have reached an amicable agreement as to scale and terms of employment of printers for a period of three years, beginning on Jan. 1, 1904. The agreement provides an increase in wages. The scale had been discussed at the joint meetings of the publishers and union for several months, and the only question at issue was the postponement of the eight-hour rule for job offices for one year until the employers could adjust their business to the new conditions. At a recent meeting of the union it was unanimously decided to accept the proposition for a nine-hour day in job offices for 1904 and an eight-hour day thereafter.

A committee of the employing printers, consisting of O. F. Bixbee, of the Tribune; J. G. Sherwood, of the Truth; Marshall Preston, of the Republican; Richard Little, of the Scrantonian; F. M. Kohler, job printer, and E. J. Lynett, of the Times, attended the meeting. Mr. Kohler made the principal argument and all the other gentlemen made remarks. President William Corless spoke on the part of the union, cordially welcoming the delegation. After the union in executive session had decided to accept the publishers' proposition, the employers returned to the meeting, and expressions of satisfaction were exchanged, and assurances given that the good will which has always existed in the trade will be continued for three years longer.

The Fulton County Star at Johnstown, N. Y., is a new Democratic weekly. Dr. Frank Beebe is publisher, and William H. Doubleday, editor.

#### A RABBI ON THE PRESS.

##### Powerful Educator, He Says, But It Can Not Speak to the Soul.

Rabbi Schulman, preaching in Temple Beth-El, New York, on "Prophecy, Pulpit and Press," said:

"The great moral educators are the pulpit and the press. Each has its value, and the world could do without neither. The pulpit is the successor of the prophets, and the press can never be substituted for the pulpit, because it lacks the authority of the moral law, and it lacks the authoritative yet persuasive power of the human voice."

"It has been suggested that the power of the Church is waning and that the press has become the substitute for the pulpit. The press is a most powerful moral educator. It speaks to millions, and no man can refuse to recognize its tremendous influence for good. Its weakness, however, lies in the fact that the press, so termed, is primarily a newspaper, and that it regards things from the standpoint of news, which is not the highest ideal for public education. Abuses may be exposed, and the guilty castigated to a whole world instead of to a small parish, but the press has not the power to talk, as the pulpit can talk, to the human soul. \* \* \* Men must separate themselves in a consecrated house and at a consecrated hour to listen to the message given in the name of conscience, in order to do adequate justice to the task of moral education."

#### New Texas Daily.

The Evening Democrat, a new daily paper at Taylor, Tex., has just made its appearance. W. T. Jones, formerly of Terrell, Tex., is editor and publisher. The new paper is issued from the press of the Taylor Texan.

**CHRISTMAS REMINDERS**

Notes on Just a Few of the Many Special Holiday Numbers—Excellent Edition of the Galesburg Mail.

The Galesburg (Ill.) Evening Mail's Christmas number contained eighty-four pages, probably the largest edition ever published by a paper of its class. It carried over 420 columns of advertising, and printed 10,000 copies of the edition. One feature deserving attention is the full page ad for the City of Galesburg, taken by the Galesburg Commercial Club as a starter for an extensive campaign which it has laid out for the purpose of promoting the industrial welfare of the city. Another novel feature is an entire section devoted to Swedish readers and printed in their own language. It has been the wonder of the trade for some time past how such a paper as the Mail could be produced in the field it occupies. In a city of less than 19,000 population it now claims a daily average circulation of about 5,300. Its success can be understood only when it is known what a good town Galesburg is itself, and what a prosperous country surrounds it, together with the fact that the enterprise of the Mail's management has enabled the paper to take a large part of the field to itself.

While speaking of special numbers we must mention the Coal and Railroad edition of the Earlington (Ky.) Bee. It was not a Christmas number, but it was good enough to have been one. Its fifty-two page magazine supplement contained many articles by specialists on the coal fields of Western Kentucky, of which Earlington is the center. And what is of equal importance, the edition carried an amount of advertising which showed it was worth the while. Paul M. More, the publisher, is to be congratulated on the success of the special.

The Prudential Insurance Company, Newark, N. J., will distribute nearly 5,000,000 copies of "The Prudential Girl for 1904." This is one of the prettiest calendars of the season. It compares favorably with former "Prudential Girls" which is saying much.

The Memphis Morning News sends out with its Christmas greeting to advertising patrons a cotton boll neatly packed and tied with ribbon. The souvenir is symbolic of the wealthy cotton country of which Memphis is the center and which the News claims as its field.

As might have been expected from previous holiday editions of Allan Forman's Journalist, the twentieth Christmas special of that publication was a good one. Mr. Forman aims always to give the newspaper men something of the better side in his Christmas numbers, something appropriate to the season and smacking of good cheer. This year he has succeeded well.

The Christmas number of Music Trades contained 116 pages, besides the colored covers. Something like half the space is given up to advertising which shows the value set upon the paper by the trade. There are a number of articles of more than trade interest in this edition, particularly a story of adventure in an Adirondack camp, written by John C. Freund, the editor and publisher of the paper, and illustrated with photographs taken by the author.

The Western Publisher's Christmas number, deserves notice particularly on account of the very neat and attractive cover page and the good taste displayed in the design. The Wilson cartoon entitled "The Editor's Night Before Christmas" is only one of the many amusing features of the number.

**Cheltenham Oldstyle Series**

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Cast on American Point Line—American Point Body—American Point Set

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For purposes of display and also for straightway reading matter the Cheltenham type is excellent. It is a slender type, yet extremely easy to read. You can crowd a great deal of matter into a very little space. The type favors one of my theories: it has very long ascending letters (d b h f) which produce the white lanes between lines that helps 23

8 Point 18 A \$1.00 36 a \$1.00 \$2.00

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Is adapted and you have named the classes of work for which the Cheltenham type is available. And yet it is an entirely different letter, as much so as the Jenson Oldstyle is from the DeVinne. Cheltenham is a book and job letter

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DESIGN THAT BIDS FAIR TO RIVAL THE POPULAR JENSON

The merit of the type faces originated by this Company has been attested by printers time and again, and to its already long list of successful 36

11 Point 15 A \$1.15 30 a \$1.10 \$2.25

THE PLEASURE OF READING IS INCREASED WHEN THE

Medium used to convey to the reader's mind the thoughts of the author is the Cheltenham Oldstyle face, because of its legibility and 14

12 Point 15 A \$1.25 30 a \$1.25 \$2.50

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The American Type Founders Company largest purveyor of printing office requisites

14 Point 12 A \$1.45 24 a \$1.30 \$2.75

EXAMINES WONDERFUL

Handsome Cheltenham Letter \$9

18 Point 10 A \$1.65 18 a \$1.35 \$3.00

THIS LEGIBLE TYPE

Jumps into Universal Favor

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**GREAT Popularity**

72 Point 3 A \$6.40 4 a \$4.10 \$10.50

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24 Point 7 A \$1.90 12 a \$1.60 \$3.50

**MODERN FASHIONS**  
Original American Quality

30 Point 6 A \$2.50 9 a \$1.75 \$4.25

**LEGIBLE FIGURE**  
Modest \$45 Editorials

36 Point 5 A \$2.60 8 a \$1.90 \$4.50

**RUSH EVERY**  
Quick Cash Order

42 Point 4 A \$3.05 6 a \$2.20 \$5.25

**GRUESOME**  
Bright Instructor

48 Point 4 A \$4.00 6 a \$2.75 \$6.75

**SPLENDID**  
Harder Metal

3 A \$4.85 4 a \$3.15 \$8.00

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A JOURNAL FOR THE MAKERS OF NEWSPAPERS.  
ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7615 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

SUBSCRIPTION, \$1.00 A YEAR. FOREIGN, \$2.00. SINGLE COPIES, 5 CENTS.  
Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. 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, DECEMBER 26, 1903.

## NEWSPAPERS AND JUSTICE.

District Attorney Jerome said recently in answering a complaint of tardy justice in the case of the famous barrel murder:

"The great trouble with this case, is, as with every other big case that attracts the attention of the public, as long as the newspapers keep on working on it the police also work, and evidence is procured, but the moment the newspapers drop the case the police stop getting evidence. This is the position in which we find ourselves to-day."

And yet you find people complaining of the preponderance of crime in the news accounts. Heavens knows, justice is slow enough in big cities when the newspapers are plugging their level best to bring it about. What would it be if the subject of crime were eliminated from the news columns altogether? Where justice nods now, it would certainly sleep if the reporters were not ever on hand to spur it on.

Mr. Jerome has always been a pretty shrewd critic of the newspapers, but this latest utterance is about the finest tribute he has ever paid.

## BONDS IN LIBEL SUITS.

On the editorial in the Buffalo News in which it is suggested that the plaintiff in a libel suit be compelled to give bonds, the Brooklyn Times comments as follows:

"The Times is pleased to learn that the News has again called attention to this inequality that exists between the outside public and a newspaper. There are no papers of importance in this State that are not being constantly sued. There are usually six suits brought for speculative purposes to one suit brought in good faith. There are ten suits lost by complainants to one suit lost by a newspaper. In all the experience of the Brooklyn Times it has been sued frequently every year. It has never lost but one suit. It gained that on its first hearing, but a material witness died, and the last trial was against this newspaper.

"This is no exaggeration of the conditions governing the average run of suits brought against the newspapers of this State. The laws are extremely strict. Every word uttered in a paper must be accounted for. No retraction, however complete, will be regarded as sufficient. A retraction may be offered in mitigation of damages, but not in any way as barring damages. The Times declares openly and frankly that the newspapers must be strictly held to account for every word they print, and no complaint is offered against the aim of the laws, but the evil that exists in our laws is that irresponsible people are given full opportunity to attack thoroughly responsible people. A newspaper is a property with value. It is fixed and established. Its owner cannot run away with it. Its

plant is within the grasp of the sheriff at all times. For the costs in defending a libel suit a newspaper is always held. But, on the other hand, the complainants seldom pay costs. They are so often irresponsible. Their attorneys cannot, under the law, be held. This ability to avoid the payment of costs is what has built up a business, that of suing newspapers on speculative suits, brought out of the hope of a compromise rather than a verdict, and with the confidence that, if lost, costs cannot be collected.

"And what kind of a newspapers suffers the most? Our legislators believe that this condition weighs upon the yellow journals, and are, therefore, unwilling to correct it. They do not realize that the wealthy paper supports its legal department, paid by the year, just as it supports its editorial and reportorial departments. No additional suit is an additional expense to them. They buy their law by contract. But the smaller papers are the real sufferers. The conservative papers pay heavily, because of this neglect of the law to give to their profession the protection it needs.

"Of course, the argument will be made that the poor man, if he must give bonds, will never be able to bring any suit, and our State legislators are unwilling to shut the door upon litigation to even the smallest extent. This is true. But let the law be so worded that he who will take affidavit to his inability to furnish a \$100 bond—for that is about all that will be needed—may be excused from so doing. In the matter of important offices, the holders must give bonds to their State, city or county. Yet these offices are presumed to be open to all men, poor as well as rich. No one, however, is excused from his bond. Why should any man, therefore, be permitted to saddle heavy expense upon others, whom he makes defendants to a suit, without being required to show some stability, and to offer some security that he will meet his share of the expense of a case, especially if his case is weak enough to lead to his complete defeat?

"If the complainants had to give bonds, covering possibly costs in only a moderate degree, speculative libel suits would cease. The courts, now overcrowded in the larger departments of the Supreme Court would be relieved of a large amount of petty and frivolous litigation. But it will be no easy task to bring the State Legislature to a point where it can recognize the necessity for this change. Every member of that body is a public man. As such, he has been criticized in at least one publication. He feels that the attacks were unjust, cruel and damaging. He will not bring suit, because he is a public official, but he is willing to have as many suits as possible brought against the journalistic profession, as a whole, for in that way he feels that indirectly he is getting some satisfaction out of the quill-driver who assailed him.

"There is need for complete codification and reformation of our libel laws. May the movement started by the News bear fruit!"

## PRESS AND PULPIT.

### The Particular Function of the Newspaper Is Not to Preach but to Give the News.

It was, on the whole, says the Philadelphia Public Ledger, a just account of the offices of the pulpit and the press, considered as powers influential upon the public mind, which a New York clergyman recently gave. He did not hesitate to confess the greater extent of the newspaper's influence; he could not do so, in the face of the facts. The newspaper reaches millions who are never brought under the influence of religion proclaimed by its duly accredited teachers. The newspaper's influence, moreover, is exerted daily, not merely once a week. While without the certificate of authority in matters religious, which is awarded by the popular imagination to preachers of the most irregular sect, and which is surrounded by the solemn eclat of costume and spectacle by the more ceremonious ecclesiastical bodies, the press has yet a prestige of its own, arising, no doubt, in part from the impersonal character of its utterances, but in part, also, from their general agreement with the best thought of the time. The deliverances of the press, besides, are the timelier, and are likely to be on subjects of more practical interest.

Yet it is quite unjustifiable to fancy that the pulpit is in any danger of being supplanted by the press as a homiletical force. It is not the particular function of the newspapers to preach, exhort, comfort or warn. The newspaper exists primarily to give the news. It often happens that the comments of editors on current events take the sermonic form; serious men before whom the panorama of life is constantly passing in view peculiarly close cannot forbear sometimes assuming the role of the preacher. Especially is it the case that, in discussing grave official delinquencies or wrongs against the public, editors may feel impelled to speak as mentors of the general conscience.

The press does not, however, claim to be in general mankind's chief inspiration in the realm of morals—certainly not in that of religion. The things that a newspaper may believe are few. Its creed is necessarily brief and general. It may believe in righteousness, cleanliness, charity and the like. It may hold that it is permitted, and even obligated, to forward uprightly, foster virtue, encourage hopefulness and good will.

But there are tracts which it may not enter; questions—the most importunate that besiege the mind of man—that it may not deal with; subjects, in the presence of which its ready and copious speech is stilled. It is not to the newspaper that men look for teaching concerning those mysteries of the other life upon which every generation since the world began has sought light. The inexpressible satisfactions of religion, her appeal to motives higher than those grounded in the passing show of things, her convincing sanctions of conduct, her assurances which sustain with such singular power when philosophical abstractions fail, her compassionate healings poured upon wounded hearts—it is not the newspaper that is commissioned to provide these things.

### Gold Medal From the Staff.

Joseph D. Lowden, editor-in-chief of the Elizabeth (N. J.) Daily Journal, and president of the Union County Press Club, was presented with a handsome gold medal, one night last week by the reportorial and telegraph staff of the Journal. The presentation speech was made by Edward K. Drake, for nearly half a century a newspaper reporter.

## ONE NIGHT AT A COPY DESK

### Telling of the Earlier Newspaper Experiences of the Retired Literary Man.

"So much," said the retired literary man, continuing, as he talked, the wrapping up of a pair of conpon shears which he was about to send out to be sharpened—"so much depends"—this, as he laid the now completely wrapped up bundle on one side of his desk and settled back comfortably in his chair—"so much depends on the point of view!"

"In my younger days, before I had come to devote myself solely to strictly literary pursuits, I worked for a time on a newspaper as a reporter. And I was, I hope, a pretty good reporter; never failed, anyway, to get the facts; but often I was grieved by the way in which my copy was handled.

"Sometimes it was cut and slashed in a way that was all but disheartening, and sometimes I would find sentences and even paragraphs, or the whole story itself, rewritten; and this wounded me more deeply than anything else. Why couldn't they let my copy alone?"

"One night the office suddenly found itself shy—pardon the expression, young gentlemen, but such was the fact—yong of a copy reader; and when they had looked around to see whom they could get to sit in, I was the only man available. And so I got my first chance at hacking copy.

"In the first batch of stuff thrown over on my desk was a little story of my own that I had written and turned in earlier in the day. I don't suppose it could have been intended that this should come to me, but here it was, and I picked it up and read it with a curious interest. I was looking at one of my own stories now from a new point of view—from the point of view of the copy reader.

"And, young gentlemen, it was rotten, simply rotten. It had a weak and unattractive beginning, and a lame ending, and it was all muddled up in the middle.

"The facts were in it, but yet in its written form the story was no good. It was not the work of a man who had come into the office with his work all planned out in his mind and with his opening sentence decided upon, ready to sit down and start the story off with a rush and keep it a-booming clear and strong to a stirring finish, but it was the work of a man who had put down his facts in 'most any sort of way, and with a great surplussage of words and with blind sentences scattered here and there which he hadn't even tried to straighten out, but had let go just as they were. It was a mixed up, jumbled, disconnected story, that didn't read true anywhere, as the writer himself must really have known, but which he had turned in just as it was, nevertheless, expecting that somehow it would come out all right in the paper!

"It was bum, if you will pardon me again, young gentlemen—bum; the bummeest line of copy that anybody ever put blue pencil to; and I made a railroad switchyard of every page of it, and then threw it all on the floor and wrote a clear, simple, straightforward paragraph embodying the facts, or I came as near to that as I could at that stage of the game, and let it go at that. And from that time on I ceased to wonder at why they couldn't let my copy alone.

"As a matter of fact, that was not only my first, but it was my only night at a copy desk; but from that brief experience of copy reading I learned that to get my stuff past the copy desk I must make good and workmanlike copy; a lesson that proved of great value."—*New York Sun.*

A typographical error is a hard thing to find in the proof, but in the printed and completed paper it looms up like a fat lady in a group of vegetarians.—*Western Publisher.*

**PERSONALS.**

W. E. Baldwin, of the Syracuse Journal, was in New York last week on business.

Louis B. Magid, editor and proprietor of the trade magazine Silk, has changed his address from Tallulah Falls, Ga., to Tallulah Lodge, Ga.

William F. Dowell, formerly with Harper's, and later circulation manager of Everybody's Magazine, has severed his connection with the latter periodical.

Charles V. Furness, one of the best known newspaper men of the Mohawk valley, has assumed charge of the Gloversville (N. Y.) Morning Herald.

Dr. A. E. Winship, editor of the Journal of Education, Boston, delivered a lecture in Rochester, N. Y., last Sunday night on "The Twentieth Century Standard."

E. W. Scripps, head of the Scripps-McRae League, who has been confined to his bed at Miramar, Cal., several months, with corneal ulceration of the eye, is much improved.

W. H. Porterfield, Eastern representative of the P. P. Papers, who spent the past two weeks in Boston, Cleveland, Chicago, Cincinnati, St. Louis and Pittsburgh in the interest of his papers, has returned to New York.

William A. Varty, correspondent at Havana, Cuba, of the New York Herald and the Publishers Press Association, is in Washington. Mr. Varty has been a newspaper man in Havana since the time of the Spanish-American war.

Professor H. Parker Willis, of the chair of economics at Washington and Lee University, has accepted the position of editor of Sound Money, a journal devoted to currency reform, and published quarterly in New York.

Charles H. Taylor, Jr., of the Boston Globe, president of the American Newspaper Publishers' Association, was one of the speakers at the dinner given last Saturday night by the New York Civic Federation for the executive committee of the National Civic Federation.

**A Hangman's Horoscope.**

They were hanging a murderer in Woodstock, Can., some years ago says the Saturday Evening Post, and as the case was a notable one, reporters were sent from all parts of the country to "cover" the story. The old United Press sent a brilliant reporter from Buffalo. The hanging was early on a winter's morning, and the United Press man sought to give a little color to his story by telling about the stars and the cold winter moon that hung low in the sky. Two or three hundred words of this sort of thing got in to the United Press office, when Walter Phillips, who was looking out for the story himself, telegraphed to the correspondent at Woodstock: "Please divest that hanging of its astronomical features and get down to facts."

**OBITUARY NOTES.**

John D. McCormick, editor of the American Potters' Journal of Trenton, N. J., is dead.

Edward G. Richman, vice-president of the Memphis (Tenn.) News, died last week.

Robert J. C. Walker, formerly editor of the Saturday Evening Post, is dead in Philadelphia.

Judge James T. Bell, one of the old-time newspaper men of Nashville, Tenn., is dead, aged 74 years.

The eighth edition of the annual financial review of the New York Times, will appear on Jan. 3.

**E. A. BERDAN.**

The Popular New York Representative of the Cincinnati Times-Star.

No Western newspaper is better represented in the Eastern advertising field than is the Cincinnati Times-Star, whose office in the Potter Building, New York, is managed by E. A. Berdan. Mr. Berdan has had a wide experience in the advertising field. He has made the acquaintance of the most prominent newspaper and advertising men in the country, and he is well known and well liked by all. That he has been more than ordinarily successful in his chosen work the short sketch which follows will show:

Mr. Berdan got his first taste of newspaper work on the Detroit Free Press, where he worked himself up to the position of advertising manager. He held that position for six years, at the end of which time he entered the services of the Scripps-McRae League, acting as foreign representative, with headquarters in Chicago. In 1892 the Tribune of Cincinnati made him a very tempting offer, and he accepted a position with that paper as advertising manager. He filled this position until the Tribune was consolidated with the old Commercial Gazette, forming the Commercial Tribune. Mr. Berdan then entered the service of the Times-Star as manager of the advertising department. His success in building up the advertising of the paper resulted in his being offered the position of manager of the New York headquarters. He came East two years ago, and since that time the amount of foreign advertising the paper has carried has doubled, showing that Berdan is the right man in the right place, and that he has the faculty of making friends and getting the business.

Even while in charge of the advertising department in Cincinnati, Mr. Berdan made periodic trips to the foreign advertisers, and in that way kept in close touch with them. This acquaintance has been kept up, and has proved valuable in his work as special agent.

As to the Times-Star, its merit is well known. A leading Republican paper in one of the strongest Republican sections in the United States, it has a splendid field. On May 20 the Times-Star broke all records among Cincinnati newspapers, selling 268,436 copies of a twenty-four page paper, containing 21,252 lines of advertising. These figures are said to surpass any record ever made by any other newspaper in Cincinnati, as regards either the amount of circulation or advertising.

**Buffalo Chronicle Makes Its Appearance.**

The Chronicle, a new weekly publication at Buffalo, made its appearance last Saturday. Edwin Fleming is the editor and publisher. The Chronicle will give much attention to commercial and industrial progress in Buffalo and Western New York. Prominent place will also be given to the work of organized forces of the city and the State in educational and philanthropic activities.

**Nashua Press Changes Hands.**

The Nashua (N. H.) Evening Press has been sold to Carroll Hill by Judge William O. Clough. Mr. Hill will be editor and manager, and Mr. Clough will continue to write editorial for the paper. Martin S. Babcock will remain as assistant manager, and Charles S. Bussell as city editor.

**In the Interest of Fisheries.**

A monthly magazine, to be known as the American Fish Culturist, will be issued at St. Johnsbury, Vt., the first number to appear in January. The editor is E. N. Carter. The magazine will be devoted to angling, fish culture, and the commercial fisheries.

**ETHICS OF JOURNALISM.**

Charles M. Skinner Says Press Is Salvation of Man in the Street.

Charles M. Skinner, well known as a journalist and author, spoke one night last week at a layman's meeting in the Church of Our Father, Brooklyn, on "The Ethics of Journalism." Among other things, he said:

"This is the day of the man in the street—the common man. And the press is the voice of the common man, speaking a little more clearly, and a little more highly than the man speaks in his person, but representing his aims and his interests.

"The faults of the press are known to itself, and there is a steady betterment. It is a betterment that keeps pace with that of its public. With all its admitted shortcomings, the press is right: it stands for health, safety, honor, progress, liberty. It does so, because the man in the street stands for exactly that. The newspaper that dares to stand for anything else—but it could not and would not; it would be the quickest mode of suicide. The newspaper represents all interests, not equally, but in such supposed measure as its clientele demands, and at base it must be true in all things.

"We need men who will fight municipal corruption. The press will always support such men. But it must not be supposed that it is any part of the duty of the press to turn aside from its news-gathering and its comment, actually to set in motion the machinery of the law against corruption. If men are content to be robbed, they deserve all they get. It is a healthful sign that, although in the last election the people voted for the wrong ticket, they did so against the almost united appeal of the whole press of the city. Here the people were wrong, but it showed that they had the courage of their convictions; that they were taking on a mood to fight their own battles. The world is growing better. The press grows better with it, and a little faster. In its ideal it represents, not the mob, but what the mob is capable of being. In a thousand years the man in the street will have 'arrived,' and the press is doing its share to aid in the arrival."

**EDITOR SUES "BLACK POPE."**

Claims He Was Employed by General of Jesuits to Fight "Americanization."

A cable dispatch from Rome says that Signor Spadoni, editor of the Roman Herald, recently caused a summons to be issued against Father Martin, General of the Society of Jesus, for the purpose of obtaining compensation, with costs, alleged to be due to the editor for work done by agreement with Father Martin in the propaganda against the "Americanization" of the Roman Catholic Church in the United States.

The editor says that Father Martin promised to obtain from Pope Leo an encyclical condemning this Americanism in the Church, and calling Archbishop Ireland to due obedience to the Holy See, while at the same time Spadoni was to arouse public opinion through the paper which he then published, and which was called the True Catholic American, issued in both English and Italian. Beginning in February, 1899, several thousand copies of this paper were sent to the United States.

Spadoni asserts that, owing to his writings and the influence of his paper, Americanism in the Church had disappeared to a considerable extent, and he called for the alleged promised compensation, not receiving which, he had recourse to the law courts. The case was to be argued on Dec. 18.

Father Martin declares that Editor Spadoni's allegation is false, and that the case is one of blackmail. He said he would not appear in court, but would leave the matter altogether in the hands of his lawyer.

**SITUATIONS WANTED.**

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

**ADVERTISING MANAGER.**

Would like to locate with a good mercantile house, advertising agency or newspaper. Best references. Now editor of a monthly trade journal. Address "L," care THE EDITOR AND PUBLISHER.

**ALL AROUND MAN.**

Circulation, subscription, exchange and general manager of 25 years' experience on only first class periodicals would like a change. Address "W. F. D.," care THE EDITOR AND PUBLISHER.

**JAPANESE WRITER.**

A graduate of an American University and of a college in Japan, a contributor to the leading magazines in this country, engaged at present in the editorial work of a Japanese paper (English edition), desires change and seeks connection with a weekly or a monthly. Address "U. A.," care THE EDITOR AND PUBLISHER.

**EDITOR AND MANAGER**

of well established class weekly, thoroughly experienced, is open to an engagement on a New York weekly as office manager or general assistant. Address "E. & M.," care THE EDITOR AND PUBLISHER.

**BUSINESS MANAGER.**

Has more than doubled "old business" on several papers. Never failed to increase receipts. Exceptional record as advertising and circulation manager. Experience in all departments. Highest metropolitan references. Successful, faithful, hardworking. Change about Feb. 1. Address "PROFITS," care THE EDITOR AND PUBLISHER.

**CITY, TELEGRAPH OR MAKE-UP**

Editor, 29, experienced and capable (employed), desires position on live daily; practical man. Address "S.," care THE EDITOR AND PUBLISHER.

**EXPERIENCED ADVERTISING MAN.**

An advertising manager who has had sixteen years' experience on evening daily desires change. Prefers paper of from 10,000 to 20,000 circulation. Expert on foreign advertising. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

**A PEN AND INK ARTIST.**

Desires position on newspaper or magazine where comic and semi-comic work is desired. Small contracts for pictures also taken. Address "D. R.," care THE EDITOR AND PUBLISHER.

**ADVERTISING MANAGER.**

for daily will change. Good acquaintance with the agencies. A business builder. Address "J.," care THE EDITOR AND PUBLISHER.

**ADVERTISING SOLICITOR.**

As advertising solicitor on small city daily, Pennsylvania preferred, by experienced, capable and reliable newspaper man. Address at once. "H. W. K.," 253 North street, Harrisburg, Pa.

**FOR SALE.**

Cylinder Presses. Now running. Must be sold at once. No offer returned.

Cottrell 2 Revolution, front delivery, air cushions, four form rollers, table distribution, trip and back-up, bed 38x51 speed 1500.

Cottrell & Babcock Drum, bed 32x46 1/2, air cushions, tapeless delivery. Rack and cam distribution, speed 1600 per hour.

Potter Drum Cylinder Press, air cushions, table distribution, four form rollers, bed 25x30. Speed 1700 per hour. Address "LUDWIG," care THE EDITOR AND PUBLISHER.

**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 Rathbun & Bird Co.,**

REPAIR AND REBUILD

**PRINTER'S MACHINERY.**

ALSO BUY, SELL AND EXCHANGE HIGH GRADE CYLINDER PRESSES

33 to 43 Gold Street, New York City.

**THE LOVEJOY CO.,** Established 1853.

**ELECTROTYPERS**

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

Dailies are being used through N. W. Ayer & Son, Philadelphia, to advertise the Phosphor-Mint Company.

A line of mail order advertising is being placed direct by G. Gross Hashrouck of 311 Third Avenue, New York.

George W. H. Moore, 931 Chestnut street, Philadelphia, is asking rates on two inches double column in dailies.

The Woodbury Company, Ltd., 150 Fifth Avenue, New York, is placing the advertising for Gold Lion Cocktails.

The Guenther-Bradford Company, Randolph street, Chicago, is using Western papers for the Bixby Consolidated Company.

The MacManus-Kelley Advertising Agency, of Toledo, O., is placing advertising for the J. F. Zahn Tobacco Company.

Macintosh's Extra Cream Coffee is being advertised through the J. Walter Thompson Agency, Times Building, New York.

George Quail, of 396 Broadway, New York, representing the McCaw, Stevenson & Orr Company, Ltd., is placing advertising direct.

The D. S. McPherson Advertising Agency, Flat Iron Building, New York, is placing the advertising of Sanosin, a consumption cure, in dailies.

The United States Cigar Store Company, is placing some advertising through the Sherlock-Barto Advertising Agency, of Syracuse, N. Y.

Business for the Quaker City Self-Filling Fountain Pen, 812 Drexel Building, Philadelphia, is being placed direct with a large number of dailies.

United States Lace Curtain Mills of Kingston, N. Y., with salesrooms at 434 Broadway, New York, is making some orders direct with publications.

The G. H. Haulenbeck Advertising Agency, Metropolis Building, Broadway, New York, is placing advertising for the Suburban Development Company.

The Nassau Advertising Company, of 5 Beekman street, New York, has arranged to handle the preparation Smith's Bile Beans during the coming year. It is understood that large copy will be used.

George J. Wallau, of 2 and 4 Stone street, New York, sales agent for the Carahana Company, manufacturers of French pharmaceutical preparations, is doing some general advertising through the Foster, Debevoise Advertising Agency, 114 Fifth Avenue, New York.

### The Gregorian Has a Press Agent.

The truthful and alert press agent has long been considered necessary to every well conducted amusement enterprise, but now he is widening his field of philanthropy. The Gregorian Hotel in West Thirty-fifth street, has recently acquired a press agent, and this fact is apparent to many newspaper readers who have noticed the recent prominence of the house in the news, society and hotel arrival columns of the dailies. This press agent calls daily for an hour or two, looks over the register, talks with Mr. Gregory—who is also one of the proprietors of the Yates House in Syracuse—pumps the steward, clerks and head waiter, and then sends his stuff to the papers in ship-shape order. All live dailies like to get stuff of this kind, and so the hotel press agent is, to an extent, as beneficial to the editor as to the landlord.

## MILLION-DOLLAR AD SCHEME.

London Times Concludes Its Campaign of Publicity for Encyclopædia Britannica.

After expending over \$1,000,000 in advertising the sale of the Encyclopædia Britannica on the instalment plan, the London Times last Saturday closed the biggest advertising scheme ever run in the British press. Henceforward the Encyclopædia can be purchased only through booksellers at more than twice the price charged by the instalment plan.

The Times made an effort the day before the campaign closed to bring in the waverers and establish a record in telegraphic advertising. Thousands of persons throughout the kingdom having obtained specimen pages, &c., but not having given an order, had been registered carefully, and on Friday morning 130,000 of them received telegrams, admonishing them to write then or wire, as "subscriptions are coming so rapidly that immediate action is your only safe course." Up to Friday evening over five hundred orders were received in answer to the telegrams.

Of the campaign by the Times the London correspondent of the New York Sun says:

"This long series of huge and costly press advertisements, which, exploited as they were under skilled American tuition, have become quite the feature of England day by day, now form an integral portion of British humor, having given birth to jests varying in length from a one-hundred-page volume to a two-line paragraph, while it is long since any after-dinner speech was complete without some reference thereto."

## PETITION IN BANKRUPTCY.

W. A. Moll, Advertising Agent, Has About 650 Creditors, Mostly Newspapers.

William A. Moll, advertising agent, of 41 Park Row, New York, has filed a petition in bankruptcy, with liabilities \$41,331, of which \$4,578 are disputed, and nominal assets \$39,985, consisting of notes, \$15,261; accounts, \$21,183; unliquidated claim, \$1,098; office furniture, \$1,325; cash, \$318, and two lots at Auburndale, Long Island, \$800. His life is insured for \$13,500, and he puts the amounts of the policies in the schedules. There are about 650 creditors, mostly newspapers and magazines, throughout the United States, for advertising.

Mr. Moll was formerly employed in this line for nine years, and started business for himself in August, 1901, with Edward Miller as a partner. Mr. Miller withdrew in December, 1902, since which time Mr. Moll has carried on the business alone.

Judge Holt, of the U. S. District Court appointed Marshall S. Hagar receiver of the assets. It was stated that it is necessary to continue the business so as to keep up the contracts for advertising. Some of the principal creditors are: New York American, \$620; Evening Journal, \$618; Evening Post, \$692; Press, \$859; Sun, \$1,236; Times, \$686; Tribune, \$600; Mail and Express, \$336; Evening Telegram, \$338; McClure's Magazine, \$388; Success, \$569; Boston Post, \$970; Boston Globe, \$675; Chicago Tribune, \$304; Philadelphia Bulletin, \$344; San Francisco Call, \$337; San Francisco Examiner, \$639; Los Angeles Times-Mirror Company, 309; Item, Lynn, Mass, \$408; W. N. Gates List, Cleveland, \$338; Park Company, Times Building, New York, \$582; Denver News, \$338; St. Joseph News, \$435; St. Louis Post-Dispatch, \$1,385; Washington Post, \$619.

The British and Colonial Printer has just passed its twenty-fifth birthday.

## OTIS H. KEAN, ADVERTISING.

Incorporation With Capital of \$25,000 to Meet Growing Demands of Business.

Otis H. Kean, Inc., Advertising, 140 Nassau street, New York city, is successor in the business of Otis H. Kean, which has been conducted for five years by him personally. Mr. Kean says that, on account of the growth of the business, it demanded additional capital, and the present concern has been incorporated with a paid in capital of \$25,000 and no liabilities. The officers are: President, Otis H. Kean; vice-president and treasurer, DeWitt Van Buskirk, who is vice-president of the Mechanics' Trust Company, Bayonne, N. J.; secretary, M. E. Paine, of New York city. The directors are: Otis H. Kean, William Van Buskirk, 15 Exchange Place, Jersey City, N. J.; De Witt Van Buskirk, same address; Charles C. Noe, president of the Mechanic's Trust Company, Bayonne, N. J., and Geo. Harrigan, president of Bayonne Bank, Bayonne, N. J.

The business of the new concern will be the same as heretofore, except that the present organization is prepared to extend and operate on broader lines.

## NEW CORPORATIONS.

The Directors' Publishing Company, Camden, N. J. Capital, \$10,000.

Old Dominion Publishing Corporation, Richmond, Va. Capital, \$300 to \$3,000. President, Dr. G. H. Bauman.

Tribune Publishing Company, Rutherfordton, N. C. Capital, \$5,000. A. L. Rucker and others, incorporators.

Rochester (N. Y.) Socialist Publishing Company. Capital, \$5,000. It will publish a weekly in the interests of the Social Democratic party.

Ledger Printing Company, of Ballinger, Tex. Capital, \$5,000. Incorporators: A. W. Sledge, Peter and Duncau McGregor, all of Ballinger.

The Chronicle Newspaper Company, of Marion, Ind. Capital, \$25,000. Directors: Acil C. Alexander, George B. Lockwood and Samuel F. Jones.

The News Publishing Company, of Kansas City, Kan., has been granted a charter. It is capitalized at \$5,000. The directors of the company are: U. S. Sartin, Charles H. Ridgeway, George W. Littick, C. A. Haug and S. H. Wisner.

Dante Alighieri Printing and Publishing Company, principal office, New York city. Objects, deal in newspapers. Capital, \$2,000. Incorporators and directors for the first year: A. Carigliano, G. Bongiorno, E. Carigliano, New York city.

The Alcolm Public Company, registered office, 37 Montgomery street, Jersey City, N. J. Capital, \$100,000. Incorporators: Joseph A. Dear, Edward W. Watson, William Y. Dear, John S. Watson. The company is to publish and deal in business directories.

## Florida Pastime, a New Magazine.

Florida Pastime, an illustrated monthly magazine of Florida romance and recreation, is to make its appearance in Jacksonville early in the new year. It will be published by the Industrial Record Publishing Company. A member of that concern says the new publication will not be a trade paper in any sense, and will aim only to entertain. He says it is the intention to depend on subscriptions rather than advertising for support, and that the magazine will have a circulation of 100,000 and go into every part of the United States. When it gets a large circulation, he adds, the proprietors will go for some high-class advertising, and not before.

## WARNING TO PUBLISHERS.

Arizona Corporation Charter Guarantee Company Described as Swindlers.

From the Middletown (O.) Daily Journal we have received the following letter which explains itself:

Middletown, O., Dec. 16, 1903.

THE EDITOR AND PUBLISHER,  
New York, N. Y.

Gentlemen:—Some few months ago we accepted a contract for advertising from the Arizona Corporation Charter Guarantee Company.

When the contract had expired and our money became due, we found that they did not respond very promptly to our requests for settlement. At last we placed the account in the hands of Edwards & Norton, attorneys-at-law, for collection. They immediately replied that the account was not worth the paper it was written upon.

We inclose you herewith a copy of a letter received from them relative to the standing of this firm.

We think it should be made public for the benefit of publishers at large, as we understand they are still trying to place contracts.

We should be pleased to have you give this matter such attention as you think it needs.

Yours truly,  
THE JOURNAL PRINTING COMPANY,  
R. C. Sullivan, Manager.

The letter from the Phoenix law firm follows:

Phoenix, Arizona.

The Journal Printing Company,  
Middletown, O.

Gentlemen:—In reply to your inquiry of the 12th inst., will state that the names of the men who run the Arizona Corporation Charter Guarantee Company are R. E. Daggs and A. J. Daggs. As to the swindling character of the men who run this concern, you can make as strong a statement as the English language will permit, without any fear of getting outside of the bounds of truth.

We suggest that you notify all the advertising agencies and as many periodicals as you possibly can, and that you also report your experience to R. G. Dunn & Co., and to the Bradstreet Agency. Your paper is only one of a very large number that these men and this concern have swindled. They are still engaged in pushing their advertising everywhere they can obtain credit, and as we stated in a former letter, they pay no bills.

To the extent that you spread the knowledge of the true character of these men, to wit, that they are swindlers, unscrupulous to the last degree, and entitled to no credit or confidence in any matter, manner or form—to that extent will your firm be entitled to the appellation of "public benefactor."

Yours very truly,  
EDWARDS & MORTON,  
Attorneys-at-Law.

## Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: New York city, J. R. & E. J. O'Donnell; New York city, Joseph C. Aste; Mingo Junction (O.) Advocate, Pine Bluff (Ark.) Courier, Paxton Ill., Eastern Illinois Register; Parkersburg, W. Va., The Labor Printer; Logansport (Ind.) Democrat.

Besides the above, additions have been made to plants in these offices: New York city, Languages Printing Company; Lansing, Mich., Journal Company; Astoria (Ore.) Astorian, Burlington, N. J., Enterprise Company; New York city, News Publishing Company, 6; Boston, Mass., Herald Company, 3; Albany, N. Y., J. B. Lyon Company, 2; Middletown (N. Y.) Times, Cleveland O., Vail Linotype Composing Company.

The J. S. Merrill Advertising Agency, is a new concern with temporary headquarters in the Flat Iron Building, New York. The agency will move to the Browning Building as soon as it is completed.

**"ASKS GORE FOR SLUR."**

**Milwaukee Editor Challenged to Fight Duel for Criticizing an Actress.**

Emil von Schleinitz, of the Germania at Milwaukee, has been challenged to fight a duel by Dr. Gustav Hoffmann, of Weimar, Germany, now in Milwaukee. The cause of the unpleasantness was the editorial criticism in the Germania of the work of Miss Margarethe Ruehnkorf, an actress at the Pabst Theatre.

Dr. Hoffmann, who is a friend of the Ruehnkorf family, took up the quarrel. He says Editor von Schleinitz, having once been a German soldier, was challenged, in accordance with the established practice in the German army. Editor von Schleinitz says this is America, and he fears he may be summoned before the grand jury to give evidence against Dr. Hoffmann for challenging him to fight a duel, which is contrary to law. He thinks, though, that the challenge is a joke.

The Chicago Tribune could not regard the affair in a serious light, and under the caption "Asks Gore for Slur" tells of the challenge in this fashion:

Emil Von Schleinitz, editor,  
Is asked to fight a duel.  
An actress fair he criticized  
In language that was cruel.

Herr Hoffmann is the champion  
Who wants to do the fighting.  
Against Von Schleinitz, who asserts  
He thinks he'll keep on writing.

"No longer," says the editor,  
"Am I a German trooper?"  
Herr Hoffmann intimates that he's  
A verbal loop the looper.

Meanwhile the actress has received  
Some splendid advertising,  
And thinks Milwaukee's thirst for blood  
Is really a sporting.

The pen is greater than the sword—  
Herr Hoffmann won't admit it,  
And when that paper's offered him,  
He mutters; "Ach, raus mit it!"

**NEW PUBLICATIONS.**

The Wrightsville (Pa.) Journal is a new weekly.

A new paper will soon be started in Welch, Okla., to be called the Watchman.

The Bennington (Okla.) Tribune is a new paper. Douglas & Co. are the publishers.

The Denton (Tex.) Advertiser, a monthly, has appeared. W. J. Minton is the publisher.

The Niagara Falls (N. Y.) Citizen is a new paper. S. C. Arrell and Thomas Whitecomb are the proprietors.

The Chronicle, a new weekly paper, has made its appearance at Mooresville, Ind. Edmond Dumont is editor.

The Eddy (Tex.) Enterprise has just made its initial appearance. J. S. Hair and W. W. Whiteside are the editors.

A new weekly paper has appeared in Tampico, Mexico, under the editorship of C. S. Warnock. It is called the Tampico Post.

The Sunday Recorder, of Mobile, Ala., is a new paper just recently started to expound Republican doctrines in the South.

The Southwestern Immigration and Real Estate Review is the name of a new publication to be started soon at Dallas, Tex. G. P. Lane is one of the promoters.

The Youngstown (O.) Vindicator issued a Christmas number of fifty-two pages, including colored covers. Advertising is an important part in Christmas specials, and indicates pretty well the paper's standing. The Vindicator had a plenty.

The Greensburg (Pa.) Daily Tribune claims a sworn average daily circulation of 3,759 for November; 3,671 for October.

Why do People send messages by telegraph

Why not use the mails?

**TO SAVE TIME.**

Why do modern newspapers use Telegraph and Cable service

Why don't they depend upon the mails and exchanges

**TO SAVE TIME.**

Why do so many papers use the PUBLISHERS PRESS report?

**TO GAIN TIME.**

**AND SAVE MONEY.**

**HOW DO WE DO IT?**

**THAT'S EASY.**

We have the most modern facilities, including the best reporters, editors and operators.

If you don't believe this, give us a trial.

The PUBLISHERS PRESS ASSOCIATION is prepared to furnish a first class service for both morning and evening papers, and will take pleasure in furnishing full particulars upon request for same.

ADDRESS ALL COMMUNICATIONS

**PUBLISHERS PRESS,**

Park Row Building,

New York

FROM BOSTON.

Special Edition of the Sunday Herald—Christmas Number of the Boot and Shoe Recorder a Winner.

Boston, Dec. 24, 1903.

TO THE EDITOR AND PUBLISHER.

of the finest supplement sections... time was that of last Sunday's Boston Herald, and the publishers of the paper are to be highly complimented upon its excellence.

from these features, were many of striking importance, one of the which was the publication of various members of Congress, accompanied by a story which was "The Birth and Adoration of the Babe Bethlehem by Early Italian Artists whose Works Survive," was superb.

every seventh day by issuing the finest magazine section published in New England.

By the kindness of the publisher, W. L. Terhune, the holiday number of the Boot and Shoe Recorder has reached the office. It is a splendid edition. It contains hundreds of advertisements from manufacturers of shoes, dressings, and every other article connected with hoots and shoes from all over the country.

C. F. Nettleton, formerly advertising manager of the Manchester Union, but who left some time ago to engage in other lines of work, has returned to the Union. He is now a solicitor in the advertising department.

First to Cross the Bridge.

The New York American claims for one of its circulators the honor of having been the first to drive a wagon across the newly opened Williamsburg Bridge. It was just 5 o'clock last Sunday morning when the wagon drawn by St. Blaise, said to be the fastest horse in the newspaper service in New York, started from the Manhattan end.

Burglars in Newspaper Shop.

The newspaper office of J. A. Bolles, editor and publisher of the New Milford (Conn.) Gazette, was entered the other night by burglars, who got about \$6 in loose cash. This is the third time within two months that burglars have broken into the shop.

reporter by the Traveler, died last week of pneumonia after a short illness. He had worked on several Boston and Chelsea publications. Arthur Allan McCartney, a member of the art staff of the Traveler, also passed away last week, after an illness covering a period of several months.

News of the death of Robert W. Sise, formerly of the staff of the Transcript has been received from St. Augustine, Fla. Four years ago, he resigned from the Transcript on account of illness, and since then has spent part of every year in the South.

At a recent meeting of the Boston Teachers' Club, Solon Stevens, of Lowell, spoke on "American Humor." During the course of his remarks he said that nearly every one of our humorists began as a newspaper reporter, and discovered his special gift, usually in some incident in current newspaper work.

Sneak thieves, thugs and other like "gentlemen" are not only getting in their work in houses and upon the streets, but one of these rascals, who gives the name of Walter Parker, entered the editorial room of the Boston Post, a few nights ago, and appropriated for his own a new overcoat belonging to E. J. Maguire, a reporter. Parker walked down the stairs leisurely, with the coat upon his arm, but later was identified on the street near the office by one of the reporters, who had seen him leave with the coat.

Another change of considerable surprise has been made on the Manchester (N. H.) Union, whereby O. H. A. Chamberlain, who for some time has been city editor, severed his connection with that paper, and is now doing locals on the Manchester News. George L. Kihhy, who was formerly State editor, now occupies the throne at the city desk.

C. F. Nettleton, formerly advertising manager of the Manchester Union, but who left some time ago to engage in other lines of work, has returned to the Union. He is now a solicitor in the advertising department.

Linotype Tabular Work

SET WITH NEW VERTICAL MATRICES USING BOTH LIGHT AND DARK FACES.

PULL AND HAUL RAILROAD TIME TABLE

Table with columns: Mls, WEEKDAY TRAINS-NORTH BOUND, SUNDAY. Rows include Philadelphia, Glenside, Tyson, Hillside, Rubleam, Willow Grove, Heaton, Fulmore, Hatboro, Bonair, Johnsville, Ivyland, Traymore, Grenoble.

6-Point No. 2 with Gothic No. 6 Two-Letter Vertical Slug Table Matrices.

PULL AND HAUL RAILROAD TIME TABLE

Table with columns: Mls, WEEKDAY TRAINS-NORTH BOUND, SUNDAY. Rows include Philadelphia, Glenside, Tyson, Hillside, Rubleam, Willow Grove, Heaton, Fulmore, Hatboro, Bonair, Johnsville, Ivyland, Traymore, Grenoble.

6-Point No. 2 with Ionic No. 3 Two-Letter Vertical Slug Table Matrices.

MERGENTHALER LINOTYPE COMPANY, NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

THE PAPER TRADE.

Market Unchanged—Strong Demand for News—Conditions Improved.

In its general market report last week the Paper Mill said:

"Paper trade conditions were not much changed this week. The slight falling off in the demand previously noted continues, and jobbers and dealers do not look for much improvement until after the annual stock taking season.

Philadelphia reported the demand for news to be good, due to holiday wants of newspaper publishers, who are getting out special holiday numbers, etc. Chicago quoted news at 2.45 to 2.80 cents.

"The heavy rains in Maine during the past week have improved manufacturing conditions in that State materially, for the time being, at least. A number of mills which had been compelled to close for lack of water were started up the first of the week.

"Trade conditions remain about the same as they were last week. Naturally, consumers of paper will buy as little as possible during the next two weeks, in order to reduce stocks before the taking of inventories, and little of activity is to be expected in the paper trade until after the first of the year.

The Windber (Pa.) Era now issues a daily edition.

LEUPP GETS A CHALLENGE.

Washington Correspondent Invited to Banks of Potomac to Meet Politician.

Francis E. Leupp, Washington correspondent of the New York Times, has been challenged to a duel by R. R. Tolbert, of Greenwood, S. C., a Republican politician who was a candidate for the Collector of Customs in Charleston, S. C., against the negro Crum. Tolbert alleges that Leupp has denounced him as a "political, physical and moral coward."

"If you desire to test my bravery, meet me on the banks of the Potomac or anywhere else with any weapon that you may select from a shotgun to a razor," was the message that Tolbert sent to Mr. Leupp through United States District Attorney John C. Capers.

Secret service men, it is said, were engaged by the friends of Mr. Leupp to keep a watch on the South Carolinian while he remained in Washington, where he went to attend the meeting of the Republican National committee.

College Paper to Own Plant.

The Columbia Spectator, the daily newspaper published by the undergraduates of Columbia University, is establishing a complete printing plant in its offices on the college grounds. The plant will include a Mergenthaler linotype machine of the newest pattern, a small press and type and materials. One of the chief difficulties which have confronted the editors has been the necessity of traveling down town each night to supervise the proofreading and make-up of the morning's issue.

The Aitona (Pa.) Times has recently installed a new perfecting Goss Press.



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