

THE REVIEWS DEPT. SEP 10 1906

Nab in A 12-18-07 073

PUBLIC LIBRARY

# THE EDITOR AND PUBLISHER

## A JOURNAL FOR NEWSPAPER MAKERS.

THE NEW YORK PUBLIC LIBRARY

VOL. 6, No. 12.

NEW YORK, SEPTEMBER 8, 1906. CHR

OTHER LIBRARY AND COPY TELETYPE FOUNDATION

### LEAGUE'S GREAT MEET

#### DENVER CONVENTION BEST IN HISTORY OF PRESS CLUB ORGANIZATION.

Edward Keating, of the Rocky Mountain News, Chosen President After T. J. Keenan Had Declined Renomination. Birmingham, Ala., Gets Next Annual Convention—Promise of Generous Endowment for Journalists' Home—Fund of \$2,500 and Tract of 600 Acres of Land.

Edward Keating, managing editor of the Rocky Mountain News and president of the Denver Press Club, was unanimously elected president of the International League of Press Clubs at the convention in Denver last week, after T. J. Keenan, of Pittsburg, founder of the organization, had declined to accept the honor of renomination. St. George Kempson, editor of the New York Insurance Journal, was re-elected treasurer, and Lewis G. Early, editor of the Reading (Pa.) Times, was again chosen secretary. The following vice-presidents were elected: George J. Brennan, of the Philadelphia Inquirer; Jackson D. Haag, of the Pittsburg Post; Mrs. Ada Cable, of the Bradford (Pa.) Herald, and Elden Small, of the Detroit Times.

The session for the election of officers was the most novel in the history of the League. It was held at Coroua, two miles above sea level, on the continental divide from which the waters from the melting snowbanks flow on one side toward the Mississippi and on the other toward the Pacific. When Charles M. Beattie, of New York, chairman of the nominating committee, presented the name of Mr. Keenan for president again, a storm of applause came from the 250 delegates to the convention, but Mr. Keenan rose from the president's chair and said:

"I have been three times president of this great club, and my interests shall be with it so long as I live, but I am a very busy man, and with your permission I must decline to accept this honor. Allow me to place in nomination Edward Keating, of Denver. I knew Mr. Keating in Pittsburg, and know him to be a man after my ideal. I shall be in perfect harmony with any policy in which Mr. Keating may lead you."

The name of Edward Keating brought forth prolonged cheering, and with the second of J. A. Hennessy, of the New York Press, the delegates broke forth in a unanimous "aye" for Keating, in the midst of which President Keenan declared the Denver man elected, and retired from the chair as the new president took up his duties.

Resolutions were then adopted thanking the people and various organizations of Denver and Colorado for the entertainment which the delegates had enjoyed; recommending the teaching of the principles of peace and arbitration in the schools; expressing appreciation of the services of the retiring officers of the League; and recognizing the courage of the people of the Pacific Coast in the instant resumption of business activity and extending fraternal and sympathetic greeting to the members of the press

(Continued on page 7.)



JAMES MARTIN.

WHO BECOMES PRESIDENT AND EDITOR-IN-CHIEF OF THE NEWARK ADVERTISER.

#### JAMES MARTIN'S CHANGE.

Leaves the New York Tribune to Take Charge of Newark Advertiser.

James Martin, managing editor of the New York Tribune, resigned last Wednesday to become president and editor-in-chief of the Newark Daily Advertiser of Newark, N. J.

Mr. Martin was made managing editor of the Tribune in March, 1905, at the time of the reorganization of the staff in consequence of the appointment of Whiteaw Reid as Ambassador to England. He has been connected with the Tribune since 1895. In 1899 he was made news editor, and when Mr. Reid was getting ready to go to England he selected Mr. Martin as the man best suited to take executive charge of the news department.

Mr. Martin formerly had charge of the New Jersey edition of the Tribune. He has been active in promoting the cause of good government in this State, and is a persistent advocate of non-partisanship in municipal affairs. His close study of Jersey politics eminently qualifies him for the position he is now to assume.

Mr. Martin was born in Dundee, Scotland, in 1862. Altogether he has been engaged in newspaper work for about twenty years.

#### PURPOSE OF SPELLING ORDER.

President Roosevelt Explains That Intention Is Not at All Revolutionary.

President Roosevelt in a letter to Public Printer Stiilings last Monday, explaining his spelling reform order, said: "Most of the criticism of the proposed step is evidently made in entire ignorance of what the step is, no less than in entire ignorance of the very moderate and common sense views as to the purposes to be achieved.

"There is not the slightest intention to do anything revolutionary or initiate any far reaching policy. The purpose simply is for the Government, instead of lagging behind popular sentiment, to advance abreast of it and at the same time abreast of the views of the ablest and most practical educators of our time as well as of the most profound scholars—men of the stamp of Prof. Lounsbury and Prof. Skeat. If the slight changes in the spelling of the 300 words proposed wholly or partially meet popular approval then the changes will become permanent without any reference to what public officials or individual private citizens may feel; if they do not ultimately meet with popular approval they will be dropped, and that is all there is about it."

### BRYAN TO THE CRAFT.

#### DEPLORES WHAT HE CALLS THE SELLING OF CONSCIENCES FOR A SALARY.

Makes an Inspiring Address Before More Than a Hundred of the Working Newspaper Men of New York—An Eloquent Plea for Loyalty to Ideals—Says America Offers Greater Opportunities to Writers for the Press Than Any Other Country in the World.

"Fellow members of a great profession." These were the words used by William Jennings Bryan in opening his address to the one hundred and fifty active newspaper men of New York city who gathered last Saturday night at Healey's restaurant to do the great Nebraskan honor. Mr. Bryan was detained by his reception in New Jersey and did not arrive at the dinner till nearly midnight. Then the newspaper men had been waiting since 9 o'clock for their guest, but it is safe to say that not a one of them regretted staying, for the speech that followed was conceded to be one of the most inspiring ever delivered to the writers of the daily press. Many expressed the opinion that it was even finer than the one which Mr. Bryan delivered two nights before at Madison Square Garden.

"Gentlemen," said Mr. Bryan, "I am under great obligations to you for your coming here to-night, and under still greater obligations for your staying, and I appreciate the courtesy which you have shown in giving me this opportunity to meet you face to face.

"I have two thoughts to-night that I want to give the newspaper men here," he continued. "The newspaper man ought to be glad he lives in the United States, which is the greatest country for him as it is for a man in any other walk of life. It is impossible to visit other countries without a proper appreciation of the superiority of our own country. The American newspaper has a greater opportunity than is given to it in any other country. England has free speech, but it has also caste, and it is hard here to appreciate this difference—here, where the newspaper man can defend a man, no matter who his father was.

"In this country the newspaper is a molder of public opinion. No other country in the world is so blessed with newspapers as this. In my travels I found that progress was always measured by the number of newspapers in proportion to the population. In Japan you find the newspapers on every hand. You see men reading them on their doorsteps, in the cars and in the market-place. And how different it is in China! In going from Peking to Hankow, a distance of 800 miles, I did not see one newspaper. Yet, where you do find newspapers springing up in China you find signs of progress in proportion.

"If the newspaper man has a great opportunity here, he has also a great responsibility. His opportunity is measured in exact relation to his responsibility. We are all idealists, though we may scoff at ideals, and yet I venture the prediction that there is not one person here who would sell his ideals for all the money in the world. The danger is, however, that we may sacrifice them without knowing that we are selling them.

"There is no great question that is

NARA

not a moral one; there is no one thing that you can appeal to so effectively as to conscience. Nearly two thousand years ago there was asked a question which to my mind was the greatest ever asked. It was this: "What shall a man give in exchange for his soul?" This is the question that should always confront us. The ideal is a man's conception of life.

"The problem before us is to stop in the editorial rooms the selling of consciences for a salary. No newspaper can be run without brains, and brains there must be in the editorial rooms. Men in this country who have grown rich by predatory means cannot write editorials. There is one way to stop all unlawful accumulations of wealth and that is to refuse to write one word that we can't put our consciences into.

"If a corporation starts to rob a city or a State it must have its attorney in the shape of a newspaper. It can't accomplish its ends through the stockholders, for they have not usually the sense to write editorials.

"It is because there is not the moral sense behind the editorial that you'll often find the man winning whom every newspaper is fighting. If he goes before the people and convinces them of his honesty he can't be beaten by hired editorials, and he'll be elected in spite of them. I ask you if it is not time in this country for an appeal to the ideals there are in men? We are showing in this country a great moral awakening, and the newspapers must have their share in it.

"Is it not time for the newspaper men to search themselves? It is as immoral to defend a thief as it is to steal. The editor stands upon a watch tower. He is in a position to see what others can not know so well.

"Recently we had in this country a great investigation into a business, and the result of that is still fresh in our minds and we remember it with much of sorrow in our hearts. Yet I venture to assert that most of the editors in this room knew as much about all this corruption five years ago as they do to-day. Yet you did not speak out. Why?"

"We would have lost our jobs," some one interrupted.

"Because you had not the moral courage to voice your knowledge and convictions," continued Mr. Bryan, ignoring the interruption.

"Fortune has smiled on me," said Mr. Bryan earnestly, lifting his head and talking with some emotion. "I can make my living easily. There is not a millionaire in this country who has a surer foundation for his income. I can travel around the world with my family and come back to my home with more money than I had when I left it."

"Tell us how?" some one asked.

"With my pen and my speech," thundered Mr. Bryan, "and there's not a dollar of it all that has a single stain upon it."

"If we had done ten years ago some of the things that we are doing to-day we would have saved ten years and saved a few men from ignominy and death. It may be some satisfaction to me to know where the greatest contributions to campaign funds came from, but I tell you the satisfaction is swallowed up in sorrow when I think of the disgrace that has been brought upon honest names, and all of which might

have been saved had the editors been courageous.

"For myself, I refuse to accept the criminal statute as my definition of morality.

"You call this a sermon? And yet you don't write an editorial any day in the year that does not embody just the views that I have outlined to you, and I ask you if it is not time that you throw your influence on the side of what you believe to be right?"

"And then you may say, 'But I am only an assistant editor. What can I do?' or 'I am only the editor. If I owned this paper, it would be run far differently.' But, if every newspaper man would say 'I have my brains for sale for all who want me to write what I think is right and against what is wrong,' you see the newspapers soon could not find men of any other kind to do their work. If in the editorials you would say 'I will not sell,' a miracle would be wrought."

Mr. Bryan said in closing that he realized that it was by the newspapers that a man was judged, and that in speaking as he had he was presuming to address the men who had the molding of public opinion in their own hands and who could keep him on his farm in Nebraska forever or could raise him to the highest pinnacle of fame. "And yet," he concluded, "I had a message that I wanted to convey to you, and when I think a thing ought to be said I generally say it. That is the reason I came here to talk to you to-night."

As Mr. Bryan sat down there was enthusiastic applause, as there had been after almost every eloquent period in the address.

Arthur Greaves, city editor of the New York Times, and chairman of the committee in charge of the affair, announced that Mr. Bryan would hold a brief reception in the corridor, and as the diners filed out to shake hands with Mr. Bryan expressions of admiration for the sentiments expressed were heard on every side. It was unquestionably one of the most successful dinners ever given by newspaper men in New York.

Besides Mr. Greaves, who presided, the committee on arrangements consisted of John W. McDonald, secretary and treasurer, who is secretary of the Amen Corner and ex-secretary of the Press Club; Thomas C. Quinn, of the New York Daily News; Leo Redding, of the Herald; P. T. Rellihan, of the Press; William E. Lewis, of the New York Morning Telegraph; Erwin Thomas and T. O. McGill, of the World; Caleb R. Van Hamm and N. C. Messenger.

The dinner, which was arranged before Mr. Bryan's return from Europe, was made as informal as possible, at his request. In accepting the invitation, he said he would "like to sit down with the boys to an old-fashioned American dinner." The room was decorated with American flags and an orchestra played popular and patriotic airs while the dinner was in progress. When it began to grow late and Mr. Bryan had not yet arrived, the musicians struck up "Waiting at the Church," which caused a hearty laugh and tided over what under other circumstances might have been an embarrassing situation. Then Mr. Greaves, in response to calls from several parts of the room, asked Augustus Thomas, the playwright, to make a speech. Mr. Thomas gave some of his early experiences as a newspaper man and told how when he first came to New York from Missouri he met John W. Keller, former commissioner of charities, in the hope of furthering his dramatic aspiration, and was later surprised to find that Mr. Keller was not the magician.

When Mr. Thomas arose at the table where he was sitting there were loud cries for him to take the platform, to which the dramatist calmly replied that

he believed the platform had not yet been written. His off-hand talk, with its brilliant sallies of wit, was a real treat. The constant badgering of Mr. Keller caused those present to call upon the former commissioner to reply, which he did. Mr. Keller was giving Thomas as good as he sent when he was interrupted by the announcement that Mr. Bryan had arrived.

Among others present at the dinner were C. V. Van Anda, managing editor of the Times; N. N. Kantor, managing editor of the Staats-Zeitung; Herbert Gunnison, publisher of the Brooklyn Daily Eagle; Justin McGrath, city editor of the American; Norman E. Mack, of the Buffalo Times; C. C. Selden, of the Evening Post; Harry W. Walker, of the Bryan reception committee; Allan Dawson, of the Globe; Walter Scott, of the New York Press Club; Henry N. Cary, of the Morning Telegraph; Orlando J. Smith, president of the American Press Association. William E. Lewis, managing editor of the Morning Telegraph; Henry Tholens, of the Evening World, and Charles T. White and S. H. Horgan, of the Tribune.

#### SPELLING REFORM PROGRESS.

Action of Government Officials—Carnegie Proposes Joint Board.

In accordance with President Roosevelt's directions, Public Printer Stillings last Wednesday began the distribution of the little booklets containing the list of the 300 words recommended by the Simplified Spelling Board. The notice on the fly leaf of the booklet is as follows:

"By direction of the President the following list of words, showing the revision in spelling, is issued for the use of the Government departments. All copy for publications to be printed at the Government Printing Office should be prepared in accordance with this list."

Civil Service Commissioner Cooley also announced that in future candidates for civil service positions will be allowed to spell either in the old-fashioned way or according to the simplified method in writing their examination papers.

Andrew Carnegie, in a letter to the London Times, answers the criticisms against the methods of the Simplified Spelling Board and proposes a joint board of English and American scholars to co-operate in the movement for reform. In closing, Mr. Carnegie says:

"There can be little doubt that after another four centuries English will be even more efficient than to-day, not, however, through the action of those who resist, but of those who welcome duly considered changes from time to time, knowing that a human language must grow or wither."

#### F. G. Hay Goes With Everybody's.

F. G. Hay has resigned as circulation manager of the Indianapolis News to take a position with Everybody's Magazine, New York. Mr. Hay has served the Indianapolis News for twenty-three years.

#### ANOTHER DAILY AT SYRACUSE.

Morning Citizen, Started by J. K. McGuire, Will Support Hearst.

James K. McGuire, formerly Mayor of Syracuse, N. Y., began this week the publication of a daily paper there, called the Morning Citizen. He is publishing the paper from the plant of the Syracuse Printing and Publishing Company.

Mr. McGuire once had charge of the Evening Telegram and met with considerable success in its management. The new paper will support W. R. Hearst for Governor.

#### Change in Corinth Paper.

The Corinth (Miss.) Daily Corinthian last Saturday passed into the hands of K. F. Beers, who for some time has been traveling for the Memphis Commercial Appeal, and for two years was connected with the circulation department of the Memphis News. Mr. Beers will install a typesetting machine and make other improvements in the plant.

### Available Daily Newspaper Properties

Daily and real estate in large city, \$2,000,000.

Two-thirds interest another large city daily property, \$2,000,000.

Both are paying properties.

Controlling interest well known New England property, \$150,000.

Alabama daily, \$12,000.

Arizona daily, \$4,000.

California daily, \$13,600.

Illinois daily, \$12,000; another at \$25,000.

Indian Territory daily, \$6,000.

Kansas daily at \$7,000; another at \$4,500.

Kentucky daily, \$40,000.

Michigan daily, \$3,000.

Mississippi daily, \$30,000; another, \$16,500.

Missouri daily, \$5,000; control of another, \$10,000.

New York State daily, \$18,000; another, \$50,000.

Ohio daily, \$8,000; control of another, \$10,000; a third with an exceptionally solid and profitable business, \$85,000.

Oregon daily \$20,000.

Pennsylvania daily, \$28,000.

Dakota dailies at \$12,000 and \$25,000.

Carolina daily, \$5,000.

Eastern daily, \$50,000.

Southern daily, \$20,000.

Details to responsible inquirers. Many other propositions in daily and weekly properties or interests. Individuals disposed to purchase frequently find that I can cite, locate and develop propositions nearer ideal for their purposes than they can find personally or through other sources. All communications confidential.

C. M. PALMER,

Newspaper Broker,

277 Broadway, New York.

## To the New Jersey Coast Resorts

USE THE  
**SANDY HOOK ROUTE**  
New Jersey Central

Boats leave Pier 51, Foot W. 424 St. L.: 9:00, 9:35, 10:30 a. m.; 12:30, 1:30, 8:00, 4:15, 5:40, 7:45 p. m.; Sundays, 9:25 a. m., 12:35, 2:35, 7:45 p. m.	Boats leave Pier 10, Ft. Cedar St. N. R.: 9:20, 10:40, 11:00 a. m.; 1:30, 2:00, 3:45, 4:45, 6:00, 8:10 p. m.; Sundays, 10:00 a. m., 1:00, 4:00, 8:10 p. m.
---	--

TELEPHONE 4945 JOHN.

WALTER B. DAVIS  
LINOTYPE COMPOSITION  
Syndicate Work a Specialty

108 Fulton Street  
DOWNING BUILDING, NEW YORK.

TYPEWRITER  
RIBBONS  
FLIMSIES  
CARBON PAPER

WE MANUFACTURE THE BEST LINE OF

Typewriter Supplies

ON THE MARKET—SEND FOR CATALOG

THE S. T. SMITH CO.

11 BARCLAY STREET, NEW YORK CITY

**MORE EDITORS REPLY.**

**Additional Opinions on Matter of Simplified Spelling—Magazine Men Also Express Themselves in Answer to The Editor and Publisher's Inquiry.**

Since the last week's issue of THE EDITOR AND PUBLISHER went to press, the following replies have been received in response to the letter sent out asking for opinions concerning President Roosevelt's order on spelling reform:

Charles E. Kennedy, Editor of the Cleveland Plain Dealer:

"The view of President Roosevelt upon the so-called spelling reform will naturally attract widespread attention and comment. It is doubtful, however, that his indorsement will justify an immediate revision of spelling books in our public schools. Many of the new forms are already used in some newspaper offices, and others may be adopted, but before they become part of the language they must receive the stamp of good usage, and in any event the change will be gradual. 'White House' spelling, when publicity is made, must come under the stern scrutiny of a thousand expert proofreaders in the leading American newspaper offices; and you know how relentless those gentlemen are when any attempt is made to interfere with 'the style of the shop.'"

Lafe Young, Editor of the Des Moines Capital:

"There is no question but what the spelling of the English language should be improved upon. President Roosevelt's effort to make this improvement should be commended. It will take some time, of course, as all reforms do, and although the Capital is not in favor of adopting the reform at once, there is no question but what various words will be given the new spelling from time to time.

"On Monday, Sept. 3, the Capital issued a paper containing the new spelling. This was for one day only. It gave our readers a chance to judge of the merits of the new spelling."

Edwin A. Nye, Editor of the Des Moines News:

"While President Roosevelt's order has given spelling reform a distinct impetus each editor will do as he pleases. This reform, like all others, must come gradually—a few words at a time. We want evolution, not revolution."

Charles R. Williams, Editor of the Indianapolis News:

"I doubt very much the wisdom of the President's action. Changes in the language can hardly be brought about by Government dictation or to any considerable degree by Government example. The newspapers are not likely to adopt the new forms all at once; they will print English as English is commonly written. The most, it seems to me, that the President's order will accomplish will be to stimulate discussion of the spelling problem; to direct attention in a striking way to the proposed reform, and to encourage the reformers to greater effort. In my opinion spelling reform must come gradually as it has come in the past."

Fred L. Purdy, Editor of the Indianapolis Sun:

"Spelling is being reformed gradually by common consent. The new dictionaries, as compared with the old, prove this statement. The reform will continue slowly and naturally—it cannot be controlled by peremptory executive action. Until simplified spelling is taught in the schools, and a generation exists that knows the new forms, the newspapers are not likely to adopt it generally. At present the public will continue to place the man who chews his tongue as he writes and the spelling reformer in the same class."

John S. McLain, Editor of the Minneapolis Journal:

"In reply to yours of Aug. 27, the

Journal adopted the revised spelling of the twelve words recommended by the N. E. A. four or five years ago or soon after the list was given out by the association. This paper is in sympathy with the revised spelling movement altho it has not yet adopted all of the 300 words recommended by the Board of Simplified Spelling. This is a matter which must be accomplished gradually but it will be brought about in time because it is in accord with common sense. It means the elimination of many, if not all the absurdities in spelling which we now endure, and many which are not only not convenient but are not historical. It will also help to make the English language more commonly the language of commerce thruout the world."

Charles W. Knapp, President and General Manager of the St. Louis Republic:

"It will take but a few words to meet your request for my opinion about President Roosevelt's order on spelling reform."

"About half the so called reform is no reform at all, because everybody in the United States has been spelling at least half the words included in the President's order exactly as he directs they shall be spelled. About half the remainder ought to be spelled as the reform proposes and the executive order is likely to accomplish this result. The remaining suggestions, being about one-fourth of the whole list of words, are so questionable that the Presidential precedent will quite likely be ignored both by newspaper and book publishers.

"This is an abstract statement, but, if you want concrete examples, they can be given briefly. It is not a new spelling for Americans to write 'labor' instead of 'labour,' or 'theater' instead of 'theatre.' It is not the general custom, however, to write 'program' instead of 'programme,' 'catalog' instead of 'catalogue' and the example given in Government documents may make the reformed spelling of such words universal, but on the other hand, there is no present probability that there will be any general adoption of such spellings as 'blest' for 'blessed' or 'dropt' for 'dropped,' These condensations and others of similar kind are not phonetically correct and they are etymologically confusing. There is very little probability, therefore, they will be commonly adopted."

William B. Kenny, Editor of the St. Louis Star-Chronicle:

"A modification of some of our outlandish methods of spelling some words is very desirable. We are progressing and newspapers are leading the way. Of the 300 words changed by President Roosevelt, 194 have been used in the new form by all the papers of the Scripps-McRae League for six years. These include words like 'cigaret,' 'catalog,' 'daetyle,' 'clue,' the transposition of the final 'tre' to 'ter' as in 'miter,' 'miter,' the abolition of diphthongs and the dropping of the final 'me' in such words as 'program,' etc.

"The substitution of the terminal 't' for 'ed' in such words as 'kissed,' 'missed,' 'nipped' etc., I do not believe will be countenanced by newspapers in our lifetime."

FROM MAGAZINE EDITORS.

John Clyde Oswald, Editor of the American Printer:

"Answering your letter of the 31st ultimo, we would say, that the American Printer has for several years used the improved spelling recommended by the Standard Dictionary, even tho many letters (in gradually decreasing quantities, however), mildly contemptuous in tone, came to us from subscribers as a result. I am therefore in hearty sympathy with the simplified spelling movement.

"President Roosevelt's letters to the Public Printer on the subject seem to me to be so reasonable and justifiable that it is difficult to comprehend the newspaper criticism they have invoked. I predict that it will not be long before the 300 words will be in common use, and that we shall then be ready and willing to begin on a second instalment of a like number."

Bailey Millard, Editor of the Cosmo-

politan Magazine:

"I do not believe in giving the President of the United States the power to prohibit a universally established system of spelling, of geography or arithmetic. Such 'reforms' cannot be instituted by a Chief Magistrate; they will work themselves out gradually, as they have been doing ever since Cbaucer spelled bed 'bedde.'"

Erman J. Ridgway, Editor of Everybody's Magazine:

"I do not take kindly to the idea of arbitrarily and brutally maiming and deforming many of the friends and enemies of my early boyhood. 'Tbru' could never be but half way 'through' to me. And I must continue to 'laugh' to the end of the chapter. I don't begrudge the time. And I do object to having the proposed kinks put in my tbrnk cbain."

John A. Sleicher, Editor of Leslie's Weekly:

"I believe in the common sense of President Roosevelt's suggestion in favor of spelling reform, but Mr. Carnegie suggests the easiest and best method of securing this reform, namely, by the appointment of a joint board of scholars from the United States and England to pass upon the matter. We are kith and kin, and can well afford to act together in seeking any reform of our common mother tongue."

J. A. Mitchell, Editor of Life:

"As a firm believer in the need of spelling reform, I regret President Roosevelt's thoughtless haste in trying to force it upon the public. His action creates hostility and delays a good work."

Gaylord Wilsbire, Editor of Wilsbire's Magazine:

"I approve of the changes advocated by President Roosevelt, but admit that, regarding their use to Wilsbire's Magazine, I am doubtful as to the expediency in this particular case. Wilsbire's Maga-

zine is essentially a propaganda magazine for the dissemination of Socialistic views, and I feel that any deviation from the ordinary way of spelling would attract the reader's attention from the thought tried to be conveyed. Therefore, I myself do not propose making the changes in my own publication."

Arthur T. Vance, Editor of the Woman's Home Companion:

"I am one of the unregenerate who believe words were made for man, not man for words. I therefore must be consistent and say I am in sympathy with any reasonable movement to simplify the language. Spelling reform is both reasonable and practicable and therefore I think it is bound to come. I do think, however, that this like most other reforms, will be gradual, not revolutionary."

William Seaver Woods, Managing Editor of the Literary Digest:

"Spelling simplification is not a matter of opinion, it is a fact. Our spelling is growing simpler year by year. To oppose simplification is senselessness."

F. N. Doubleday, of Doubleday, Page & Co.:

"Our idea is to make changes very slowly. If we see a good reason for changing the spelling of a word, we do so."

"Pres Bot" Makes a Hit.

The unarmored cruiser Eugene F. Moran, which was manned by newspaper men and photographers at the naval review last Monday hung out a streamer bearing the words "Pres Bot" in deference to the President's views on simplified spelling. The "stunt" made a hit and wherever the vessel went it was cheered by all the attending water craft.

The Lititz (Pa.) Times is a new paper.

## R. HOE & CO.'S

### Improved Metal Furnace and Pumps

Used in Connection With New "Equipoise"  
Curved Casting Moulds for Stereotype Plates



**GRAND PRIZE  
ST. LOUIS  
1904**

**MADE WITH ONE, TWO OR THREE PUMPS**  
AFFORDS THE QUICKEST AND MOST CONVENIENT METHOD  
FOR PRODUCING PERFECT STEREOTYPE PLATES

A Valuable Time and Labor Saving Apparatus, Which Will Soon Repay the  
Cost of Installation.

Prices and other particulars desired promptly given upon application.

**R. HOE & CO., 504-520 Grand St., New York.**

192 Devonshire St., BOSTON, MASS. 143 Dearborn St., CHICAGO, ILL.  
160 St. James St., MONTREAL, QUE. 109-112, Borough Road, LONDON, S. E., ENGLAND

# THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 7446 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

SUBSCRIPTION, \$1.00 A YEAR. FOREIGN, \$2.00. SINGLE COPIES, 5 CENTS.

Copies of THE EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jous & Co., in the Astor House; Thomas Mead, 229 Broadway, H. J. Linkoff, 140 Nassau St.; Park Row Bld'g; Tribune Bld'g; Postal Telegraph Bld'g.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, SEPTEMBER 8, 1906.

### A FIGHT FOR IDEALS.

"The problem before us is to stop in the editorial room the sale of consciences for a salary." This passage in the address of Mr. Bryan before the active newspaper men of New York last Saturday night struck a responsive chord, and the round of applause that followed its utterance was a sad commentary indeed on the system that dominates all too many newspaper offices.

That Mr. Bryan's criticism was so well received was probably due to a total absence of the bitterness that almost always characterizes the strictures of the layman. Mr. Bryan has been an active newspaper man himself and his business now is that of editor. This has given him a sympathy that causes him to look upon what he views as unfairness in the press more in sorrow than in anger. He has never treasured up against the men themselves the partiality of their writing. He does not even hold it against them if they barter, as he charges some of them with doing, their consciences for a salary. "The trouble is," he says in tempering his criticism, "that we may sell our ideals and know it not."

Always it is the system against which he complains. That there is ground for his criticism most newspaper men will agree, just as those did almost to a man who heard him Saturday night. But who is to blame, and what is to be done? That is another question. The newspaper is only a part of the great machine of present civilization. It is caught in the maelstrom of current custom and it must fight fire with fire, out and upward with the rest. It is surrounded with no halo and it must move cautiously and count the cost, even as Mr. Bryan must do himself. This is not a pleasant thought, but it is conditions, not theories, with which we must contend. Mr. Bryan is undoubtedly right in the abstract. Let us take from him all the inspiration we can and fight for our ideals as hard as the environment with which we are surrounded will allow.

### Cable Now Reaches Iceland.

Another link in the great telegraphic chain around the world was completed by the Great Northern Telegraph Company, when its Icelandic cable was opened to public traffic last week. When the land lines are completed, which probably will be about Oct. 1, the official opening of cable connection between the Danish and Icelandic capitals will be celebrated.

The Gazzetta Italiana Publishing Company, publishers of the national magazine known as L'America, has moved from Chicago to Galveston, Tex.

### NO SKETCHING IN COURT.

London Newspaper Artists Forbidden to Draw Pictures of Divorce Witnesses.

In the London Divorce Court newspaper artists are forbidden, beginning with the October term, to make sketches of witnesses in the court room on the theory that it renders the objects of the delineations self-conscious, embarrassed and nervous. The illustrated weeklies are especially aggrieved on account of the order and have consulted counsel in regard to it. But, as the London Tribune remarks, many artists do not do their sketching in court, relying instead entirely upon memory, and so there will probably still be portraits of the principals in big and sensational cases. It is not thought the judge's order will extend to work actually done outside the court room, and artists who can work from memory will probably be in greater demand than ever.

The editor of a largely-circulated London weekly recalled to a representative of the Tribune that Mr. J. C. Priestley, K. C., once pointed out that practically the only punishment suffered by wrongdoers in divorce cases is the punishment of publicity.

### EARLY NEWSPAPER ENTERPRISE

Tom Paine's Report of His Own Death Proved to Be Exaggerated.

The following from the Augusta (Ga.) Chronicle of April 20, 1809, gives an interesting glimpse of the strenuous attempts at news enterprise moat a century ago:

"In our last we announced the death of Thomas Paine upon the authority of a New York paper. It seems he is not dead, and the following article will show how it happened that he was reported to be so, and from which it will appear that Paine was not to be believed, even when he believed himself to be on the brink of the grave:

"The report of the death of Tom Paine, originated, we are told, in this way—Paine, believing that he could not live many days, requested a friend to report on board the ships Pacific and Mentor, the morning of their departure, that he was dead, in order that early news of this event might be known to his friends in France and England. When we noticed this gentleman's death, we believed that he was actually no more. Paine still lives."—N. Y. Gazette."

### Original Bryan Man.

T. B. Shoaff, editor of the Shelbyville (Ill.) Leader, claims to be the original Bryan man in the campaign of 1908. It was while getting out a special edition of the Leader on the night of the last Presidential election, when it was evident that Parker was defeated, that Mr. Shoaff decided Bryan should be the next Democratic standard bearer. Accordingly Bryan's name and picture were put at the head of the editorial column of the Leader. They have been there ever since.

### TO MUZZLE THE CRITICS.

London Manager Wants Newspapers to Wait a Week Before Judging Plays.

London is experiencing a taste of censorship in the matter of dramatic criticism, something akin to that enforced against James S. Metcalfe, of Life, and one or two other critics in New York.

Actor-Manager Bouchier, of the Garrick Theatre in London, last week notified the London editors that he had decided not to invite dramatic critics to attend his first nights, or any other nights in the first week of his productions. If any of them wish to go later on they may obtain passes by asking for them. In a note to the editors Mr. Bouchier said:

"Mr. Bouchier sincerely hopes that he will have your co-operation in what he believes a most helpful method to assist dramatic criticism from sinking into the obscurity of mere reporting, which the present system of writing against time, owing to the lateness of the hour, now necessitates. Apart from this, a piece is naturally seen under fairer advantages to the play and players after the first few performances."

Certain papers, including the Times, replied to this by ignoring the production of a new play the following night at the Garrick. Other papers were represented by critics who bought tickets, but no newspaper of importance had a word to say about the new play.

Such a thing as excluding the critics had never before been done in London, and it is generally thought that Mr. Bouchier will very soon reach the conclusion that he has been both tactless and discourteous in his treatment of the newspaper writers.

The New York Times thought the story from London justified it in calling on New York theatrical magnates for their views of the matter, but the local managers were wary of expressing themselves.

"My son," said one of the managers to the reporter, "don't you know that I have several big attractions to put on this winter in New York? Can't you realize that I'm bound to be careful? The critics have done much better by us so far this year. There has been a decided change for the better since the end of last season, and I hope for the best this year in the matter of dramatic criticism."

Even William A. Brady, who made nightly speeches against the critics last season, approached the Bouchier plan with care. As the avowed enemy of first-night criticism, it was expected that he would comment at length on the London innovation. All that he would say was:

"Any reasonable method that could be adopted in the interest of the public judging for themselves would be a step in the right direction."

As to the practicability of Mr. Bouchier's scheme of barring the critics he would say nothing.

Marc Klaw, of Klaw & Erlanger, sent word that he would have nothing to say. To the Klaw & Erlanger theatres three critics are said already to be denied admission.

"I can't appreciate the feelings of the English actor-manager," said Henry M. Blossom, Jr., the librettist. "His action may be just the result of a 'roast.' I have not seen many critics go wrong in their judgment of first-night shows. This morning they all agreed that Mr. Jones's play, 'The Hypocrites' was a great play. They were all impressed similarly, and I'll warrant that it is all that they say of it."

"Although I have not heard the critics sing any loud praises of my work, I will

not say they should be kept out of the theatre on the first night or kept away from a new piece for a week. They generally hit it right, and critics are only human. If they make a mistake and roast a good play, the good play survives the roast. I think the Bouchier plan is nonsensical."

Henry Arthur Jones, whose play "The Hypocrites" was praised unaniously by the New York critics who witnessed its first production the night before, said that certainly he was the last man to advocate any restriction on the work of the reviewers.

"Aside from my own experiences," he said, "I may say that I believe that generally the first impression is the right one. There may be conditions in London that would make a first-night criticism more liable to cause managers anxiety. The papers there go to press at midnight. But that is a matter for the critics themselves to determine, whether they can give a review in the short time. The managers cannot stop first-night criticisms, because the public wants to know right off what is happening in the theatres. They want to have their news when it is hot. There are slips in judgment, perhaps, in first-night criticisms, but when the audience and the critics are moved by a play, the spontaneous impression and criticism that follow are generally right."

"It is a compliment to the theatrical managers that the public demands its information about the plays immediately. It shows the interest of the people in their business. A second judgment by the critics might serve to correct errors that might have been made in the first criticism, but that would be all. There is no way of getting away from the first-night criticism. The people who go to the theatre want it and they won't do without it."

Mr. Jones says that he hopes to give the first production of his next play in this city. He sailed for London last Saturday but will return in October to lecture at Harvard, Columbia and Yale. He has the theme of his next play "simmering," as he describes it, but will not begin to write it until after Christmas.

### DISAGREES WITH BRYAN.

St. James's Gazette Takes Exception to Remarks About English Journalism.

A special cable to the New York Times from London says the St. James's Gazette objects to the remark Mr. Bryan made in his speech to the New York journalists that restrictions in rank and caste prevent English newspaper workers from using their opportunities in the fullest sense.

"We had not suspected that," says the St. James's. "Has Mr. Bryan observed the freedom, approaching gaiety, with which we roast our peers and the sons of our peers when they do anything foolish? If you ask an English newspaper man why he is not so free as the Americans he will never complain of a shackled sense of humor or limited publicities. He will say he is less free partly from a sense of decency (not very troublesome at all times), partly from the stricter law of libel, and partly from the rooted notion that when he can he ought to get hold of the facts."

"Snobbishness takes a queer turn with us. It actually makes scandal about rank or caste much better reading than most other things."

### A GOOD THING.

Denver, Colo., Aug 31, 1906.  
THE EDITOR AND PUBLISHER,  
Park Row Building, New York.  
Gentlemen:—Check inclosed as per inclosed bill. THE EDITOR AND PUBLISHER is too good a thing to be without.  
C. C. WILLIAMS,  
Manager of the Scientific Farmer.

**PERSONALS.**

E. H. Cooney, editor of the Great Falls (Mont.) Daily Leader, has been appointed postmaster of Great Falls.

J. T. Little, business manager of the Beaumont (Tex.) Journal, was married last week to Miss Lucy Lockhart of that city.

A. N. Lawson, editor of the Norwalk (O.) Herald, was in New York this week. He came to meet his wife, who has just returned from a trip to Europe.

Maurice E. Hornish, news editor of the San Angelo (Tex.) Daily Standard, has been nominated by the Republicans of his district for the State Legislature.

B. F. Wright, editor of the Charles City (Ia.) Daily Press, and father of the temperance movement of Iowa, is practically assured of election as State Senator from his district.

Arthur Brisbane, editor of the New York Evening Journal, delivered an address last Tuesday night before the Heast Twenty-seventh Assembly District convention.

Leon Brown, of the Des Moines Register and Leader staff, has returned home from Lincoln, Neb., where he assisted in the successful campaign of his brother, Norris Brown, for the Republican nomination for United States Senator.

Joseph H. Johnson, Jr., a former New York newspaper man and head of the band of political reformers known as the Order of Acorns, has been appointed an inspector in the new Bureau of Statistics at a salary of \$4,000 a year.

G. E. Bowers, editor of the Sioux County Herald at Orange City, has been placed in charge of the literary bureau of the Iowa Republican State Central Committee in the coming campaign. He will be assisted, it is understood, by Ora Williams, of the Cedar Rapids Gazette and Sioux City Tribune, and Leon Brown, of the Des Moines Register and Leader.

**English Rights to Sinclair's "Jungle."**  
Upton Sinclair, author of "The Jungle," has signed over to George H. Brennan the English rights to the dramatization of the novel. The dramatic version was made by Mr. Sinclair and Margaret Mayo. There will be simultaneous productions in England and America.

**Muck Rake Is Its Name.**

At last there is a publication called the Muck Rake. It is a neat little pamphlet issued monthly at Norfolk, Va., and edited by a local writer of some repute, who poses under the nom de plume of "Abe Runcator." Liberally interpreted this means a man who pulls up weeds by the roots.

**Loses Arm in a Press.**

Robert Gless, who is employed as pressman in the printing establishment of Sackett & Wilhelms Lithographing Company, New York, let his arm get caught in a press one day last week, causing such a serious wound that the arm had to be amputated.

**Press Service for Socialist Papers.**

Socialist editors are planning to establish a press news service in Oklahoma and the Indian Territory for the purpose of spreading propaganda. Oklahoma City will be the distributing point.

**Scripps-McRae Paper in Pueblo.**

A new afternoon paper called the Sun began publication at Pueblo, Colo., on Sept. 1. It is conducted by the Scripps-McRae interests, and is under the management of E. L. Rector, late of the San Francisco News.

**DEATH OF EDWARD ROSEWATER.**

**Stirring Career of Founder and Editor of the Omaha Bee.**

With the death last week of Edward Rosewater, proprietor of the Omaha Bee, there passed away another of those exponents of personal journalism who were such a power a quarter of a century ago. From the time he founded the Bee in 1871 Mr. Rosewater was one of the most potent factors in influencing the opinion and thought of the people in the great Middle West. A man of indomitable energy and perseverance, he overcame obstacles that to the ordinary person would have been insurmountable. His life was one long fight against evil as he saw it.

Mr. Rosewater's energies had been devoted largely to the upbuilding of Omaha and Nebraska. Aside from his editorial efforts, he had given largely of his financial means to the progress of Omaha. He built for the Bee one of the largest and most modern newspaper buildings in the country, the cost of which exceeded half a million dollars. This building was the pride of Mr. Rosewater and he did not hesitate to expend effort and money to keep it in its original state of preservation. In it he had a splendidly appointed reception room, and he used to like to tell of the prominent men he had entertained there.

While his activities were turned to many things the great work of his life was the building up of the Omaha Bee. From a small afternoon paper he developed it into one of the largest newspaper properties in the West. A few years ago he gave over the active management of the paper to his two sons, Victor and Charles Rosewater, though he retained the title of editor.

Edward Rosewater was a native of Bohemia. He was born in 1841 in a village about fifty miles from Prague. In 1854 his parents removed to the United States and settled at Cleveland, O. Here young Rosewater secured employment in a general store. He managed to take a course in a commercial college and later became a telegraph operator. When the Civil War broke out he joined the United States Military Corps and served for about a year. Then he was made manager of the Atlantic and Pacific and Great Western Telegraph companies at Omaha, and it was while holding this position that he founded the Bee.

In 1864 Mr. Rosewater was married to Miss Leah Colman, of Cleveland, daughter of the merchant who was his former employer. He took his wife to Omaha immediately after the marriage and set up housekeeping in a little cottage which he had acquired with his savings, and which stood on the site now occupied by the Bee Building.

Mr. Rosewater always had a leaning toward politics, and like other great editors of his time took the keenest interest in National issues. It was the active campaign for the Senatorship of his State, in which he was just recently defeated, that is supposed indirectly to have caused his death. At its close he showed signs of physical weakness, but he revived quickly and addressed the convention, thanking his friends and pledging his support to Norris Brown, his successful opponent. On Thursday of last week he made an address at Waterloo before a gathering of old soldiers. Returning to Omaha he went directly to the Bee Building. On Friday morning he was found dead in the District Court Room in the Bee Building. It is thought that he sat down on a bench there to rest, fell asleep, and died of heart failure.

Mr. Rosewater was, at various times,

member of the Nebraska Legislature, member of the Republican National Committee, member of the United States Mint Commission, and representative of the United States to the Universal Postal Congress, of which he was vice-president. He was the original promoter of the Transmississippi Exposition, held at Omaha in 1898.

W. J. Bryan learned of the death of Mr. Rosewater, his personal friend, while on the train en route to New Haven last week. He immediately sent the following message to Mrs. Rosewater:

"Just learned with great sorrow of your husband's death. Mrs. Bryan joins me in expressions of sympathy."  
"WILLIAM JENNINGS BRYAN."



**"America's Greatest Railroad"**

Operating more than 12,000 miles of Railway east of Chicago, St. Louis and Cincinnati

**COMPRISING THE**

- New York Central & Hudson River
- Lake Shore & Michigan Southern
- Big Four Route
- Michigan Central
- Boston & Albany
- Pittsburg & Lake Erie
- Lake Erie & Western
- Chicago, Indiana & Southern
- Lake Erie, Alliance & Wheeling
- New York & Ottawa
- and Rutland Railroads

For a copy of "America's Winter Resorts" send a two-cent stamp to George H. Daniels, Manager General Advertising Department, Grand Central Station, New York.

C. F. DALY,  
Passenger Traffic Manager,  
NEW YORK.



**THE WATER WAY BETWEEN Buffalo and Detroit**

The D. & B. Line Steamers leave Buffalo daily at 5:30 p.m. (eastern time) and Detroit week days at 5:00 p.m., Sundays at 4:00 p.m. (central time) reaching their destination the next morning. Direct connections with early morning trains. Lowest rates and superior service to all points west.

**Rail Tickets Available on Steamers**  
All classes of tickets sold reading via Michigan Central, Wabash and Grand Trunk Railways between Buffalo and Detroit, in either direction, will be accepted for transportation on D. & B. Line Steamers. Send 2 cent stamp for illustrated pamphlet. Address A. A. SCHANTZ, G.S. & P.T.M., Detroit, Mich. Detroit & Buffalo Steamboat Co.

**The STANDARD ENGRAVING CO.**

A NIGHT FORCE  
SEVENTH & CHESTNUT STS. PHILADELPHIA.  
WE ARE EQUIPPED TO DO OUR OWN OUTSIDE PHOTOGRAPHY AND FINISH THE PLATE IN ALL STYLES FOR THE ILLUSTRATION OF BOOKS, CATALOGUES, CHECKERS, BOTTLES AND ARTISTIC PUBLICATIONS.

**THE LOVEJOY CO.,** Established 1858  
**ELECTROTYPERS**  
and Manufacturers of Electrotyping Machinery  
444-446 Pearl Street, New York.

**SITUATIONS WANTED.**

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

**EXPERIENCED WRITER**

seeks engagement with daily to supply regularly original stuff similar to "Reflections of a Bachelor." Terms reasonable. Address "R. P. W.," care THE EDITOR AND PUBLISHER.

**EXPERIENCED REPORTER**

(now employed) wants position as reporter and special writer on Sunday or daily paper. College graduate. Address "K-8," care THE EDITOR AND PUBLISHER.

**BUSINESS MANAGER**

of marked ability and experience, desires situation on first class paper. Address "H. D. B.," care THE EDITOR AND PUBLISHER.

**AN ADVERTISING MAN,**

familiar with general field, known to all advertisers and agents in the United States, wants a high class daily to represent in Eastern field in connection with three others. Only a paper that will pay a high priced man considered. Highest references furnished. Address "K. C. T.," care THE EDITOR AND PUBLISHER.

**NEW FIELD WANTED.**

Having resourcefulness, executive ability, and exceptional experience in the management of the business department of large daily newspapers I am desirous of securing new situation as business manager, or assistant business manager, on good daily. Highest references. Address C. T. M., care THE EDITOR AND PUBLISHER.

**CIRCULATION MAN WANTED**

of integrity and ability, with ten years' successful experience in building and handling circulation, wants to get in correspondence with a publisher who can use such a man. Has a clean record and highest references. Am willing to start on a reasonable salary to convince you. Address "CIRCULATION MANAGER," care THE EDITOR AND PUBLISHER.

**EDITORIAL WRITER AND DESK MAN**

Thoroughly competent all-around newspaper man, original and rapid editorial writer, seeks an immediate position. Is capable of taking entire editorial charge. Address "P. M. G.," care Scranton Tribune, Scranton, Pa.

**BUSINESS MANAGER.**

A hustler and systematic business builder wishes situation as business manager or assistant on Eastern daily. Experience. References. Address "C. T. M.," care THE EDITOR AND PUBLISHER.

**FOR SALE.**

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

**POTTER SCOTT ANGLE BAR PRESS;** length of sheet, 24 inches, width of sheet, 38 1/2 inches; works 4 and 8 pages; 8 columns to page; folds at right angles to half; size: 10,000 of 8 pages; 20,000 of 4 pages; has pasters; with stereotype machinery.

**GOSS CLIPPER WEB;**

length of sheet, 23 1/2 inches; works 4 and 8 pages; 6 and 7 columns to page; folds to quarter page size; speed up to 10,000 per hour; no pasters; with stereotype machinery.  
For prices and further information write to WALTER SCOTT & CO., Plainfield, N. J.

**THE CHEMICAL ENGRAVING CO.**

HIGH GRADE PHOTO-ENGRAVING AND DESIGNING	LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES.
--	---

18 & 20 OAK ST. NEW YORK.

**NEWS PHOTOGRAPHS**  
WHICH FOCUS FACTS.

We have 15,000 subjects in stock and agents all over the world. Text supplied.  
WE BUY interesting photographs.  
Send for our daily bulletin of news subjects.  
**GEORGE GRANTHAM BAIN,**  
15 PARK ROW, NEW YORK.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

E. S. Pickell, 103 Twentieth street, Detroit, is placing a small advertisement in a limited list of papers.

The Griffith Rheumatic Cure Company, 67 Third avenue, New York, is asking for rates in Eastern papers.

R. A. Foley, Philadelphia, will shortly place the advertising of the Franklin Mills Company, Lockport, N. Y.

The Empire Fair Company, 348 Sixth avenue, New York, expects to place some advertising this fall in daily papers.

The advertising of the Urice Company, Syracuse, N. Y., is being placed through the Charles H. Fuller Agency, Chicago.

E. T. Harvie, 1236 North Twenty-second street, Philadelphia, is asking rates in Pennsylvania papers for some automobile advertising.

The Mumm-Romer Company, Columbus, O., is making contracts for the Dr. D. M. Bye Company, Indianapolis, to run from October to March.

German papers are being used through the Frank Presbrey Agency, West Twenty-ninth street, New York, for the advertising of the Marlin Arms Company.

L. A. Sandlass, advertising agent, Baltimore, contemplates some advertising in the near future for Schloss Bros., clothing manufacturers, Baltimore, Md.

Street & Finney, 27 East Twenty-second street, New York, are offering exchange deals for the advertising of the Tampa Bay Hotel, Tampa, Fla. No commission is asked.

The Pine Ozone Company, 256 West Twenty-third street, New York, is placing big copy in the East. New York and Pennsylvania papers only are being used at the present time.

The Darland Advertising Agency, Atlantic City, N. J., is arranging for the advertising of the St. Dennis and Martini Hotels, New York, on a trade basis. The agreement is made for one year.

The W. S. Power Company, Pittsburg, is putting out some advertising in Pennsylvania papers for the Equitable Life Assurance Society. The space to be used is eight inches for thirty-nine insertions.

A. J. Porter, formerly of the contract department of the Ben B. Hampton Agency, New York, who has just recently resigned from the Wyckoff Agency, Buffalo, and established an agency of his own in Cincinnati, is asking rates on 20,000 lines in daily papers for the advertising of the Leach Chemical Company.

Enos T. Drum and W. R. McKinney, proprietors of the Warren (Pa.) Mail, have dissolved partnership, and the business is taken over by Mr. McKinney and W. S. Pittman.

The Newspaper of Iowa  
The  
Des Moines Capital

an evening paper with 40,000 circulation guaranteed.

You cannot cover the field without it.

Rate Five Cents Per Line Flat

Eugene Van Zandt, Mgr.  
New York Office, 166 World Bldg.

## TO CONTROL RATES.

### Constitutional Provisions of the Indiana Newspaper Publishers' Association.

Articles of the association of the Indiana Newspaper Publishers' Association, organized some weeks ago to control rates for foreign advertising, have just been received from the president, F. F. Singleton, editor of the Martineville Republican. When fifty publishers join the movement the organization will be made permanent and will then undertake the soliciting of general advertising and the establishing of uniform rates therefor. A membership fee of \$10 is charged and any paper in Indiana that has been in existence for two years prior to the filing of applications may be admitted. A member transfers to the association all authority for the sale of space in his newspaper to general advertisers for a period of five years, and agrees to furnish at all times any proof of circulation required by the officers of the association or be liable to expulsion.

A member may indicate the minimum rate at which space in his paper may be sold, but such rate shall not be less than four cents per inch for electrotyping matter in a daily newspaper of 1,000 circulation or less, nor less than seven cents per inch per insertion for matter in a weekly of 1,000 circulation or less. The representatives of the association are forbidden to sell space in any newspaper for less than the minimum rate indicated by that newspaper.

The directors of the association shall consist of one member from each Congressional district, and they shall elect as officers a president, vice-president, secretary and treasurer. In addition there shall be a secretary-manager not necessarily a member, who shall have charge of the active work of the association and visit commercial centers for the purpose of soliciting business.

The headquarters of the association are to be in Indianapolis. F. A. Haimbaugh, of Muncie, is secretary.

## ADVERTISING NOTES.

O. R. Johnson, advertising manager of the Indianapolis News, was in New York last week.

Dan A. Carroll, special agent, Tribune Building, New York, spent several days in Boston and Philadelphia last week in the interests of the papers he represents.

A. W. Knox, of the Hand, Knox & Cone Co., publishers' representatives of New York and Chicago, was called to his old home at Niles, Mich., last week by the sudden death of his son, George. Mr. Knox returned to New York last Tuesday.

### Invites Examination.

Richard M. H. Wharton, business manager of the Harrisburg (Pa.) Telegraph, swears to an average circulation of that paper for the first seven months of 1906 of 13,501 copies a day. The Telegraph backs up its claims with an offer of 5,000 inches of advertising free to any advertiser that disproves them, or \$1,000 to charity, and it opens its books for investigation.

A new monthly magazine called the Central New Yorker has been started at Seneca Falls, N. Y.

F. W. Jacobs will launch a new newspaper in Guthrie, Okla., about Sept. 1 to be called the New State Constitution.

Jordan Puryear will start a Sunday paper in Nashville, Tenn., about the beginning of the new year.

## WITH BROADWAY MAGAZINE.

### B. A. Mackinnon Takes Position as General Manager.

B. A. Mackinnon, for the past two years circulation manager of Everybody's Magazine, has resigned that position to become general manager of the new Broadway Magazine. Mr. Mackinnon has had considerable experience in the magazine and publishing business. While still a student at Harvard University, from which he was graduated in 1902, he was connected with the King, Richardson Company, book publishers of Springfield, Mass. Soon afterward he became Eastern circulation manager of McClure's Magazine, and a year later was the Eastern circulation manager



B. A. MACKINNON.

of the American Magazine, Good Housekeeping and Success.

Mr. Mackinnon had such faith in the future of the Broadway Magazine that he and some of his friends purchased control of the publication with a determination to push it to the front. The advertising staff will be reorganized at once, the art department will be strengthened, and a number of new features will be introduced with the idea of giving the publication a bright, snappy character that will appeal to the popular taste.

## NEW CORPORATIONS.

Bensonhurst (N. Y.) Leader Bookbinding and Job Printing Company, to print and publish papers, job printing. Capital, \$5,000. Incorporators: Lucius Lodd, Jr., Wallace H. Sanborne, Ida Wilson Pike, Bensonhurst; Marion J. Pike, 167 World Building, New York.

Burr Printing House, New York. Capital, \$30,000. Directors: W. H. Layng, Jr., Brooklyn; W. J. Williams, Summit, N. J.; T. M. Jones, Orange, N. J.

Mail Printing Company, Camden, N. J. Capital, \$5,000. Incorporators: F. R. Housell, William F. Eidell, George H. B. Martin.

Chain Reference Bible Publishing Company, printing and publishing. Capital, \$25,000. Incorporators: F. C. Thompson, Genesee, N. Y.; J. C. Winters, J. M. Prophet, Mt. Vernon, N. Y.

### Join Sunday Magazine List.

The Memphis News-Scimitar is another addition to the list of the new Illustrated Sunday Magazine, which already included the Buffalo Times, Cleveland Leader, Columbus Dispatch, Louisville Courier-Journal, Milwaukee Sentinel, Pittsburg Gazette-Times, Providence Tribune, Washington Post. It is also reported that the Detroit News-Tribune will use the magazine. The first issue of the publication will appear on Oct. 7.

## REMOVES TO ALABAMA.

### Elmer B. McKee Leaves Towanda, Pa., to Manage Anniston Evening Star.

Elmer B. McKee, for twenty-one years business manager of the Towanda (Pa.) Daily Review, severed his connection with that paper last Monday to take the position of general manager of a publishing company that is to take over the Anniston (Ala.) Evening Star. He is succeeded in Towanda by Joseph A. Doane, who for seventeen years has been his associate.

Mr. McKee, with his brother, Frank C. McKee, now manager of the Carlisle Printing Company, and editor of the American Volunteer at Carlisle, Pa., took charge of the Towanda Daily Review on June 15, 1885. Later a weekly was established, and in 1896 Mr. McKee purchased the Bradford Republican. On Oct. 1, 1903, the Towanda Printing Company was formed and the properties of the Reporter-Journal Printing Company and McKee Brothers were consolidated. Of this company Mr. McKee has been treasurer and business manager. He is also president of the Carlisle Printing Company, owners of the American Volunteer.

Mr. McKee was born in Bradford county, Pennsylvania, in 1859. Before he engaged in the newspaper business he taught school and was principal and instructor in the county institute work of the State. His business ability became apparent as soon as he turned his talents in that direction. The success of the publications with which he has been connected is the best evidence of his aptitude for newspaper work.

Mr. McKee has always been interested in the welfare of the publishing business, is active in both State and National editorial associations, and is a member of the association organized to secure a more reasonable libel law for Pennsylvania. In addition to his other interests he is a director and treasurer of the Towanda Electric Illuminating Company, and a director of the New York State Telephone Company and the Towanda Gas Company.

### Governor Wants to Entertain Editors.

Gov. Warner, of Michigan, who entertained the sixty members of the Republican Newspaper Association of that State at dinner last summer on the lawn surrounding his home at Farmington, wishes to repeat the fete champetre this year and has extended the invitation through President Powers of the association. It is probable the editors will be his guests some time in the month of September.

### New Terre Haute Daily.

W. F. Cronin, formerly with the Terre Haute (Ind.) Tribune and E. M. Lucas, who has been connected with Terre Haute papers for several years, are to be editor and business manager, respectively of the Post, a new evening paper soon to be started in that city. The paper will be independent in politics with a tendency toward Democracy.

## THE SYRACUSE JOURNAL

The only one cent and the only independent paper in Syracuse. Reaches all classes.

CIRCULATION EXCEEDS 17,000

The Journal is doing things and advertisers should investigate before placing business.

New York Office, 166 World Bldg.  
Eugene Van Zandt, Mgr.

**LEAGUE'S GREAT MEET**

(Continued from page 1.)

clubs of California. This resolution was also adopted:

"Resolved, That we note with satisfaction the influence of the International League of Press Clubs in the tendency of newspapers to approach a higher degree of accuracy in reporting important and minor events of public interest, and we pledge ourselves to further support this noticeable advancement of the public press."

J. A. Rountree, delegate from the Birmingham Press Club, was so successful in presenting the claims of his city for the next annual convention that Birmingham was selected before the first ballot was finished, although there were nine other cities in the bidding. Two of the strongest of these were Omaha and Norfolk, Va., the latter basing its claims on the advantages offered by the coming Jamestown Exposition.

**GIFTS FOR THE HOME.**

The plan to build a national home for aged and invalid newspaper men, which has been one of the highest purposes of the League, was given impetus during the convention, when the announcement was made that Simon Guggenheim, of the Denver Press Club, had given \$2,500 as a nucleus of a building fund. Mr. Guggenheim would like to see the home established in Colorado, but he does not make that a condition of the gift. Mr. Keating, the new president of the League, is in communication with a number of wealthy men who are in sympathy with the movement, and hopes soon to swell the fund to \$10,000.

Following the announcement of Mr. Guggenheim's gift came that of Dillon C. Willoughby, president of the Natur Valley Company, and a former European correspondent, that his company would donate 640 acres of land in the fruit belt of Colorado as a site for the home. It is proposed to devote 400 acres to fruit orchards, which will provide an endowment for the home, and to use the remainder for buildings and grounds. Mr. Willoughby says the tract should yield an income of from \$30,000 to \$40,000 a year.

"There is not space to attempt an enumeration of the many receptions and other features of entertainment provided for the delegates. Chief among them, however, was the literary symposium to which Opie Read, Samuel E. Kiser, of the Chicago Record-Herald; Wilbur F. Nesbit, of the Chicago Tribune; Daniel L. Hart, of Wilkes-Barre, Pa., and other literary men and women of prominence were contributors.

Seven new clubs were admitted to membership in the organization. They are: The Writers' Club of Denver, Jamestown Press Club, Norfolk, Va.; Woman's Press Club, St. Joseph, Mo.; Studio Club, Omaha, Neb.; Pike's Peak Press Club, Colorado Springs; Texas Woman's Press Association, Austin, Tex.; Ohio Woman's Press Association, Cleveland, O.; Cripple Creek District Press Club, Cripple Creek.

President Roosevelt sent this message of regret at not being able to be present:

"To the Denver Press Club:  
"I am sorry it was impossible for me to attend the convention of newspaper men in Denver, but while I am not with you in person I am with you in spirit and wish you all the joys that can come to such a gathering. Sincerely yours,  
"THEODORE ROOSEVELT.

"The White House, Aug. 28."

Before the convention was half over the opinion was generally expressed that it had been the most successful ever held by the League.

Alexander Moore, publisher of the Pittsburg Leader, was in New York for several days this week.

# SPEL IT AS YOU PLES

But if you are going to make your newspaper a success you must have news to print.

WITHOUT a live telegraph and cable news service your paper will not be numbered among the best.

WITH the PUBLISHERS PRESS service you can set a pace for your contemporary that will make him hustle to keep you in sight.

The PUBLISHERS PRESS service is the best that brains and money can produce.

Think it over and send in your application for our report.

HERE IS OUR ADDRESS:

## PUBLISHERS PRESS

PARK ROW BUILDING, NEW YORK CITY.

# The JUNIOR AUTOPLATE

## The Evening Post

Publication Office, 206-210 Broadway,  
NEW YORK CITY.

August 7th, 1906

P. O. Box 794. Telephone, Cortlandt 84.

Henry A. Wise Wood, Esq.,  
President, Campbell Printing Press & Mfg. Co.,  
1 Madison Avenue, City

My dear Mr. Wood:-

On Friday last I accepted the Junior Autoplate which you installed for us, and sent you our check in final settlement of same.

I was impelled to take this step as the machine has greatly exceeded what we had expected of it. We have been able to get plates for our first press, from the time the form was delivered to the Stereotype Room until the plates were placed on the elevator for the Pressroom in five minutes and twenty-five seconds, whereas, formerly our average time was six minutes. On all three presses we have made a total gain of a little over five minutes after getting our start. This of course has been very beneficial to us, as it means a considerable increase in the sale of the paper.

In addition to this the machine has proven to be a great labor saver. We have been operating it with two men, and we propose to continue to do so. I should say that it is possible for this machine to cause a reduction in the force of any Stereotype Department where the casting box is used by at least two, and possibly three men. We also find that we can get better plates than we did formerly by the old method. The metal is better mixed and, owing to your method of pouring, the metal which goes into our plates is of a much better quality than we got before this machine was installed. And we are additionally pleased with the fact that we have altogether dispensed with hand finishing, our plates going directly from shaver to press without further manipulation.

It affords me great pleasure to state these facts and to say that we shall be very happy at any time to show the machine to anyone who may desire to see it.

Sincerely yours,

  
Publisher

Note: A THIRD MAN REMOVES THE PLATES AND SHAVES THEM.



