

THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 2, No. 15.

NEW YORK, OCTOBER 4, 1902.

5 CENTS A COPY.

PRESS AT SARATOGA.

SOME OF THE NEWSPAPER MEN WHO COVERED THE DEMOCRATIC CONVENTION.

Nearly Every Paper in the State Represented—Some One Hundred Newspaper Men Present, Nearly Half of Whom Came From New York City—Special Writers Detailed to Follow Devery's Doings—Arthur Brisbane a Delegate. May Be Nominated for Congress.

While Saratoga was filled with delegates to the Democratic State Convention early this week the hardest and, in a way, the most important work was done by the newspaper men. Like the men who decided upon a head for the Democratic ticket, they came from all parts of the state, no city of any importance failing to have a representative or several of them. New York, of course, sent the largest delegation and it made up something like half of the one hundred newspaper men present.

William S. Devery was the only politician who was honored by having men specially assigned to "cover" his doings. He gave them plenty to write about and it was good "stuff," for the former chief was easily the most spectacular feature of the convention.

All the New York city papers had from two to three men and the Evening Journal had five of its most experienced men at the Spa. Arthur Brisbane, the leading editorial writer of the Journal staff, was present as a delegate to the convention and he brought a little boom for senator in the Eleventh New York District.

It is believed that Brisbane will be the Democratic candidate for representative in Congress, to fill the vacancy caused by the death of Amos J. Cummings, for the Tenth Congressional District, and for the full term in the new Eleventh Congressional District, which embraces a large part of the old Tenth District.

Among the representatives from New York city papers at the convention were: Press, Jackson Tinker and P. F. Relahan; Sun, Eddie Riggs; Herald, John F. Burke and Mr. Dill; Tribune, E. L. Murlin and "Charley" White; Times, Arthur Greaves, John Hettrich and Mr. McGrath; World, Louis Seibold, Monte Cutler and Frank Perley; American and Journal, Max Ihmson, Louis Lang; Evening Journal, Clement Pollock, Mr. O'Brien, Mr. Murray and Finley Fauley; Evening Telegram, John S. Caldwell and Edward P. Massonneau; Evening World, Augustus Whiting; Evening Sun, Walter Hawley and Mr. McGrath; Evening News, "Al" Downs; Evening Post, Franklin Clarkin and Robert Emmet McAlarney; Mail and Express, Clark Crannell; Commercial Advertiser, Larkin Mead; Associated Press, G. E. Graham and staff; Publishers Press, John F. Tremain, Carl Brandebury and staff.

A. G. Mackenzie, city editor of the Salt Lake (Utah) Tribune, who has been confined in the hospital for several weeks, has recovered sufficiently to leave the hospital, and has left for Montana for a vacation.



EDWARD PAYSON CALL.

NOW PUBLISHER OF THE NEW YORK MAIL AND EXPRESS.

NEWSPAPER CHANGE.

EDWARD PAYSON CALL BECOMES PUBLISHER OF THE MAIL AND EXPRESS.

Associated With Henry L. Stoddard, the Editor in Future Conduct of the Paper. Faith in the Great Future of the Property, Mr. Call's Reason for the Move. Formerly Publisher of the New York Evening Post—Editorial Policy of the Mail and Express Unchanged.

The most important announcement of the week in New York newspaper circles is that of the change in the Mail and Express. Henry L. Stoddard, the present editor of that paper, and Edward Payson Call, for five years publisher of the New York Evening Post, announce that they have acquired a controlling interest in the Mail and Express Company and will hereafter be associated in the conduct of the paper.

Mr. Stoddard, who has had charge of the Mail and Express since the death of R. E. A. Dorr, remains editor of the paper, which will not be changed in policy except as it is improved from time to time. Mr. Call becomes publisher of the paper and brings with him a wealth of experience which will inspire confidence in the future of the property.

No expense will be spared to make the Mail and Express the best newspaper that brains and money can produce. Mr. Call's only reason for leaving the Evening Post for the Mail and Express was the opportunity he saw of developing the latter property, and his belief in a great future for the paper. His relations with the trustees of the Post continue to be most friendly.

The rumor that the advertising staff of the Mail and Express would be dismissed is untrue. With the exception of R. V. Tobin, who resigned as business manager of the paper, the present staff will be unchanged.

John C. Cook, late circulation manager of the Evening Post, goes with Mr. Call to the Mail and Express, where he will be advertising manager and general assistant to Mr. Call. He has had a wide experience in newspaper advertising work, being for a number of years assistant manager of the Philadelphia Press. He was advertising manager for John Wanamaker during the latter's first year of business in New York. He left to go with Mr. Call as circulation manager of the Evening Post, in which position he remained until his recent change to the Mail and Express. Mr. Cook enjoys the unique distinction of having been in the business department of each of the three high class evening papers of New York city.

There are few publishers in the United States better known than Edward Payson Call. He combines rare business ability with an affable disposition, and these qualities have won for him an enviable reputation in newspaper circles. His character and training especially adapt him for guiding the destinies of the high-class and conservative newspaper.

Mr. Call's business career began in 1871, when he engaged in a manufacturing enterprise. In 1875 he became

AN EDITOR SHOT.

Fatally Injured by a Prominent Attorney Whom He Attacked in an Editorial.

S. E. Robinson, editor of the Winchester (Tenn.) News Journal, was shot and fatally injured Sept. 24 by a prominent attorney of Winchester named Banks. The cause of the trouble was a political speech made by Banks some time ago in which references were made to Robinson, which the latter resented and replied to in an editorial. On the day of the shooting the two met on the street and after the exchange of a few hot words Banks drew his pistol and fired. The ball penetrated the abdomen and Robinson died from the effects of his injury on the following day. Banks was committed to jail.

A New French Paper.

A company has been organized to establish a new French paper at Holyoke, Mass., called La Presse. The company will have \$10,000 capital stock and include in the list of stockholders many prominent French people. O. E. Genest will be president, Louis Tesson, vice-president, and Joseph Belmar, secretary. Mr. Tesson will be the editor and manager. He has had experience in publishing papers in Louisiana and New York, and for some time was on La Presse, at Montreal. Arrangements are being made to build a large and thoroughly equipped plant. A daily will be issued as soon as the necessary facilities are acquired.

PATTERSON BUYS DENVER TIMES

Name Changed to Evening News—To Be Printed at Rocky Mountain News Office.

United States Senator T. M. Patterson has purchased the Denver Evening Times, the Republican corporation organ, and will conduct it as a Democratic paper in the future. The price paid is said to have been \$100,000. The name of the paper will be changed to the Evening News and it will be issued from the office of the Rocky Mountain News, the morning paper owned by Senator Patterson.

The Evening News will be published six days a week and the price advanced to 15 cents per week. The Rocky Mountain News will be delivered to former subscribers of the Sunday Times.

Proprietors of Irish Paper Jailed.

Thomas McCarthy, editor, and Thomas McDwyer, manager, of the paper called the Irish People, published at Dublin, who have been on trial charged under the crimes act with publishing intimidations, have each been sentenced to two months' imprisonment. They gave notice of appeal.

Editor Sentenced for Forgery.

Jefferson W. Bigley, formerly publisher of the Caldwell (O.) Press, against whom the grand jury found eight indictments and seven counts of forgery, was last week arraigned before Judge Mackey and sentenced to two years at hard labor in the Ohio Penitentiary. The sentence was made upon his pleading guilty to two counts.

secretary to Col. R. M. Pulsifer, of the Boston Herald. He resigned this position in 1882 to fill the office of publisher of the Boston Advertiser, but at the end of two years returned to the Herald as advertising manager. Four years later he was induced to accept the position of assistant advertising manager of the Royal Baking Powder Company. In 1895 Mr. Call was selected to fill the vacancy on the Philadelphia Press caused by William L. McLean resigning his position as advertising manager to become publisher of the Philadelphia Evening Bulletin. It was while Mr. Call was filling this position so creditably that he attracted the attention of the owners of the New York Evening Post.

The New York Times comments on the recent change in the Mail and Express as follows:

"A journalistic change of real importance is that by which Edward Payson Call, for some years past publisher of the Evening Post, becomes the associate of Henry L. Stoddard in the ownership of the Mail and Express. Mr. Call is not only a newspaper man of long experience and recognized ability, but in devotion to the highest standards of his profession he is equally eminent, and the paper in the definition and execution of whose policies his voice is influential can confidently be expected to seek prosperity and favor only by the best means. As the president of the New York City Newspaper Publishers' Association, Mr. Call has always been the vigilant advocate of that higher journalism which, while not ignoring profit, puts public interest before it, and can be courageous without being sensational. The Mail and Express is to be congratulated sincerely upon this latest addition to its executive staff, and we, with other New York newspapers, upon the new certainty that in the future as in the past it will be a neighbor to be proud of."

BRANDUR MAGAZINE SUSPENDS.

Publication Stopped After Three Issues. Paid Three Cents a Word for Stories.

The Brandur Magazine, a weekly "periodical of fiction and thought," recently established in New York has suspended publication after three issues. It was edited by Orlando J. Smith, president of the American Press Association.

No explanation was made by Joseph M. Hazzard, the treasurer and business manager, who said that a statement probably would be issued in a short time. He said the financial affairs of the magazine were in good condition, and that every debt it had incurred would be paid immediately.

The first number of the Brandur appeared on Sept. 20, and attracted considerable and favorable attention, being in the form of a large, well printed pamphlet of thirty-two pages, all devoted to stories and editorial articles by well-known writers. The two subsequent numbers held well the standard of the first. The magazine carried no advertising matter, and announced that it paid three cents a word for all contributions accepted, "the highest price paid by any periodical in the world." The selling price of the magazine was five cents.

In the third number, which was printed on Monday under the date of Oct. 4, there is no mention of the intention to discontinue the publication. In fact, the number contained an invitation for writers to send in their contributions. The office of editorial and business departments was at 150 Fifth avenue. Mr. Smith, besides being editor, was president and general manager; Joseph M. Hazzard was treasurer and business manager, and Courtland Smith was secretary.

The Riverside (Cal.) Press has installed in its printing office a Brown folder for its newspaper and job work.

A WOMAN'S NEWSPAPER.

To Be Issued Daily at Coming Exhibition in New York.

A newspaper edited, set up and run off the presses by a staff composed entirely of women will be a feature of the Woman's Exhibition to be held in Madison Square Garden, New York, this month. It will be known as "The Woman's Century" and will be printed daily. The office is to be established and the publication circulated purely and simply as an exhibit of the work of women in a field until recently monopolized by men. It will occupy spaces 64, 65 and 66 in the arena of the Garden, 300 square feet in all, and will be a perfect newspaper plant in miniature. There will be the usual complement of desks and typewriters, together with a supply of mechanical apparatus that would do credit to a similar establishment in a city of 100,000 population. The Mergenthaler company has promised the loan of two typesetting machines, while a printing press maker will provide a press capable of printing and folding an eight-page paper. This press company will also furnish a number of young women at present employed by it to do the mechanical work of getting out the journal.

The Professional Woman's League has not embarked on this because it wishes to superintend an independent account of occurrences at Madison Square, nor is "The Woman's Century" to be devoted to fashions or to the subjects usually exploited in the woman's department of daily newspapers. The league is anxious to show, on the other hand, that its sisters do not confine themselves to so narrow a range of thought. Anna Marble, who will be the editor of the paper, declares that it will be a small duplicate of the best newspapers published in New York. The front page will contain a summary of telegraphic news and a full account of happenings in the Garden, the fourth page will be filled with editorial comment and bright paragraphs and the remainder of each issue will be given over to special stories and literary features.

A force of artists under the direction of Emma Shields, who designed the official poster of the show, will illustrate the paper, but the making of cuts for this purpose will be in the hands of "mere men" in commonplace electrotyping establishments some distance from Madison Square.

CARD.

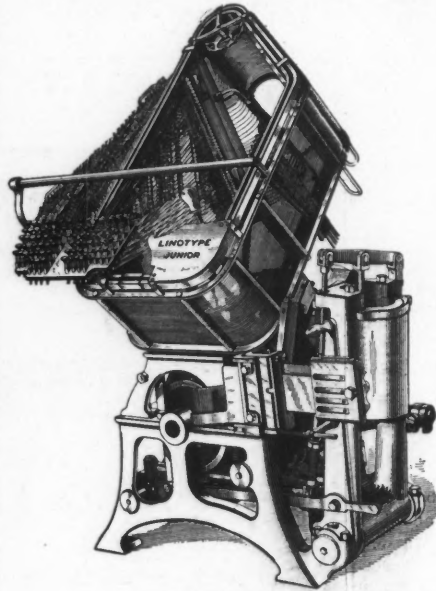
In answer to numerous inquiries and in anticipation of others I take this convenient method of informing my friends in the trade that on the 30th instant my personal services, undertaken seven years ago for Messrs. Hall & Ruckel as advertising manager, will be brought to a close. Inasmuch as a relative of the Messrs. Hall will probably succeed me I am unable to advise any of my friends to seek the position.

I have under consideration several plans for future business and very likely will reach some decision next month. Meanwhile, my address will be
FREDERICK L. PERINE,
P. O. Box, 1748, New York.
Sept. 24, 1902.

Mrs. Frank Leslie Again Publisher.

It is rumored on good authority that Mrs. Frank Leslie will soon start a new magazine devoted largely to the interests of women. Since severing her active connection with the "Weekly" Mrs. Leslie has been living quietly in New Jersey, but says she longs to get back at the editorial work which was so long the chief interest of her life.

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NEW YORK. CHICAGO. SAN FRANCISCO.

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We can promise delivery in sixty days if you order

NOW

DEATH OF JOHN LATEY.

Editor, Journalist and Well-Known Author, of London, Passes Away.

John Latey, editor of the London Sketch and the Penny Illustrated Paper, died in London Sept. 26, after a long illness. He was born in 1842.

Mr. Latey was the eldest son of the late John L. Latey, for many years editor of the Illustrated London News. In 1861 he commenced his journalistic career on the Penny Illustrated Paper, which he founded. He reported Parliamentary proceedings under the caption of "The Silent Member" for the Illustrated London News. He was also for a time assistant editor and dramatic critic of the same paper. With the late Capt. Mayne Reid he was joint editor of the Boys' Illustrated News.

As an author he was known through the novelettes "Love Clouds," "A Daughter of the People," "Hearts Are Trumps," &c.; the comedietta "The Rose of Hastings," a life of Gen. Gordon, and translations from the French. He was a founder of the London Press Club and a fellow of the Journalists' Institute.

NEW CORPORATIONS.

The Bee Publishing Co., Toledo, O., has increased its capital stock from \$50,000 to \$75,000. N. D. Cochran is president.

Globe Printing Co., Louisville, Ky. Incorporators: Henry Bacon, M. E. Bacon and George H. Specht. Capital, \$25,000.

The Lafayette (Ind.) Daily Democrat. Capital, \$20,000. Directors: Leroy Armstrong, James K. Risk and George W. Snyder.

Record Publishing Co., Cedar Falls, Ia. Capital, \$10,000. S. T. Walker, president; F. O. Jacobson, secretary; J. C. Johnson, treasurer.

Schultz Printing and Stationery Co., St. Louis, Mo. Capital, \$10,000. Incorporators: J. S. Schultz, Helen A. Zeider and C. W. Filkins.

H. V. Williams & Co., New York city, to do a printing and publishing business. Capital, \$50,000. Directors: T. G. Dorey and S. C. Worthen, of New York city, and H. T. Randall, of East Orange, N. J.

PAPERS THAT PAY

The Scripps-McRae League of Newspapers

The daily average guaranteed, sworn-to circulation for the year 1901:

The Cincinnati Post.....	139,048
The St. Louis Chronicle.....	51,968
The Cleveland Press.....	111,337
The Covington (Ky.) Post.....	12,625

Combined daily average circulation over 315,000 copies at a lower rate per thousand than is offered by any other list of newspapers in the country.

FOR RATES, ETC., ADDRESS

THE SCRIPPS-McRAE LEAGUE,

D. J. RANDALL, Tribune Bldg., N.Y. L. S. WALLIS, Hartford Bldg., Chicago.

A MODERN NEWSPAPER MUST BE EQUIPPED IN ...MODERN STYLE...

It Must Have Authentic, Crisp
Telegraph and Cable News of
To-day's Happenings To-day.

WE ARE PREPARED TO FURNISH A FULL LEAS-
ED WIRE REPORT, ALSO SPECIAL REPORTS, FOR
BOTH MORNING AND EVENING PAPERS. OUR
RATES ARE MODERATE. WE GUARANTEE OUR
SERVICE TO BE AUTHENTIC, CRISP, AND HANDLED
WITH THE GREATEST POSSIBLE DISPATCH. WE
SOLICIT PATRONAGE.

The following papers have commenced taking PUBLISHERS
PRESS Telegraph and Cable Service since August 1st.

RECORD.....	HELENA, MONT.
DISPATCH.....	NORFOLK, VA.
HERALD.....	MOBILE, ALA.
NEWS.....	ATLANTA, GA.
NEWS.....	NEW ORLEANS, LA.
NEWS.....	PARKERSBURG, W. VA.
SUNDAY TIMES-HERALD.....	DALLAS, TEX.
NEWS.....	CALAIS, ME.
PIONEER TIMES.....	DEADWOOD, S. D.
SUNDAY PRESS.....	DAYTON, O.
INTELLIGENCER.....	DOYLESTOWN, PA.
SUNDAY NEWS.....	BRADFORD, PA.
COURIER.....	DUBOIS, PA.
SUNDAY CALL.....	PITTSFIELD, MASS.
THE ARGUS.....	MT. VERNON, N. Y.
BEOBACHTER.....	PITTSBURG, PA.

FOR FULL PARTICULARS ADDRESS

PUBLISHERS PRESS

Park Row Building, New York.

POPE LEO INTERESTED.

INQUIRIES INTO WORKINGS OF AMERICAN SUNDAY NEWSPAPERS.

Great Interest Displayed in Father Evers' Report on the Special Early Mass for Park Row Printers—Pope Had Supposed Sunday Papers Were Printed on Saturday—Found it Hard to Believe so Many People Worked at Night.

The Rev. Father Luke Evers, rector of St. Andrew's Church, New York, who has just returned from Rome, where he had an audience with Pope Leo XIII., tells a good story of the interest His Holiness took in the workings of American journalism. The subject came up in the rector's report of the special mass for Park Row printers, which is celebrated at 2:30 o'clock every Sunday morning.

"It was on the 22d of July that I was presented to the Holy Father," said the rector. "I had gone to Rome to make my first report on the results of the early mass, which I am permitted to celebrate through a special dispensation. As soon as Bishop O'Gorman, who was introducing members of our party, told His Holiness who I was, the latter said to me:

"And how do the printers manage to get up so early in the morning?"

"They don't have to get up," I replied, "for they're already up."

"Why?" he inquired.

"They work all night," I explained, "because they have to get out the Sunday newspapers. They have to start on their work at 6 in the evening, and continue on duty until 2 in the morning."

"This seemed to surprise him very much. He wanted to know all about the way the Sunday papers were issued, and I told him. Evidently he had had the idea that the Sunday editions were printed on Saturday and then distributed Sunday morning. It took him several minutes to realize that my mass could be attended by from 400 to 600 night workers, and he told me Italy didn't have so many men who had to labor while most folks were sleeping."

"America is the place for all sorts of men," I told him "Over there we can work just as well by night as by day."

Father Evers made his report on the early printers' mass to the Prefect of the Propaganda. It was to the effect that the mass had been a great success, and that the number of worshippers was increasing steadily. The Prefect complimented the rector and authorized the continuance of the service at Duane street and City Hall Place.

The party to which Father Evers belonged numbered about 250 Americans. They were ushered into the audience chamber together, just after the Pope had received a large delegation of Indian Princes who had been to England for the coronation. All the Princes, Father Evers said, were clad in their most gorgeous robes, and it was a fine sight to see them file out of the Pontiff's presence in a column of twos.

"Pope Leo," said the rector, "appeared on July 22 just as he did seven years before—apparently pale and feeble, but full of mental energy."

Democratic Paper for Geneva, N. Y.

If plans now in contemplation mature it is said that the Democrats will have a party paper in Geneva, N. Y. during the coming campaign. The plan is either to purchase or lease the Evening Review and turn it into a Democratic organ.

The Piedmont (Ala.) Inquirer has suspended.

THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

ISSUED EVERY SATURDAY AT 17-21 PARK ROW, NEW YORK. TELEPHONE, 2643 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. McKlernan, 24 Park Place, foot of "L" station; Thomas Mead, 229 Broadway; in the Morton Bldg., 116 Nassau St., and at the corner of Fulton and Broadway. Park Row Bldg.; in front of Park Bank, corner of Fulton and Broadway; Postal Telegraph Bldg.; 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, OCTOBER 4, 1902.

LET THE EDITORIALS APPEAR.

We are of the opinion that proprietors of newspapers, who have decided to dispense with editorials, have made a serious mistake, and that they will recognize the fact sooner or later. While we do not believe it is wise and judicious to publish lengthy editorials on unimportant subjects, we do believe that there is in every city and town large enough to support a newspaper, at least one event for each issue of the paper worthy of editorial mention. We also believe that by eliminating the editorial columns from the newspaper its individuality is destroyed, or at least lessened.

The remark is often heard, "I read the on account of its editorials." Many papers are read mainly on account of their editorials. Again, the discontinuing of editorials in newspapers makes journalism more of a business than a profession.

Let the editorials appear. Let them be written by men of ability, honor and courage; by those who know the difference between honest criticism and abuse; by men who are willing to leave self outside of the editorial sanctum, and deal impartially with friend and foe; by men who will uphold right and condemn wrong, then the press will not only retain its present power, but will wield a greater power for good.

ON POLICE COURT NEWS.

A few weeks ago this department contained some comments on the dangers of police news, and the injustice which often follows the printing of fictitious names to shield from publicity persons of prominence who are arraigned in police courts. In this connection the following leaderette which appeared in a recent issue of a well-known English paper, Lake's Falmouth Packet, is interesting:

"In these columns we have frequently found it necessary to state that under no circumstances can we suppress local police-court reports, or misreport them by deliberately misspelling the names of accused people. We again find it imperative to publicly announce the fact, and trust that this further intimation will relieve us of the unpleasant duty of declining to accede to such requests. To favor some—the well-to-do and influential—and not others—the poor and influential—as is done locally and elsewhere, is, to be quite plain, dishonest journalism of the very worst type. The press represents the public, whether it be in the palace or in the police court, and to it the public look for 'the truth, the whole truth and nothing but the truth.' The Falmouth Packet aims at accuracy. We do not make a boast of it, because it is our simple duty to steadfastly adhere to facts, and if we at any time err, we do so unwittingly. However much we may

personally sympathize with those in distress, we are not swayed by sentiment in the reporting of police court cases. We decline to be intimidated or influenced by threats, or to be bought over, and in taking up this impartial attitude we are adopting the best traditions of the British press."

Journalism in Texas.

J. C. Mahoney, a newspaper man formerly of Logansport, Ind., is editor of the Trinity County Star, published at Groveton, Tex., having assumed editorial charge of the publication for eight weeks on a wager. The fate of his predecessors had discouraged editorial talent in that section, two editors of the Star having been murdered in cold blood by desperadoes. The paper was in sore need of an editor at the helm when Mahoney undertook the proposition. His life has been frequently threatened, but he continues to handle the tough characters without gloves and says he will remain in charge eight weeks and possibly longer. In a recent issue he advised the authorities to arrest the cowboys who persist in tethering their ponies in the court house yard while they carouse at neighboring saloons.

New York's Smallest Newspaper.

The smallest newspaper published in New York is probably the Port Morris Beacon, which prints the news of the Port Morris Congregational Church, at 135th street and Southern Boulevard. The paper is four pages and the size of the page is five by eight inches. It is published monthly. Rev. Claude M. Severance, pastor of the church, is the editor, business manager and publisher, all in one. He says that he is never bothered with strikes or labor troubles of any kind. He sets the type, makes up the paper and prints it by hand on a small press which he owns.

C. E. Chapin on The Editor and Publisher
The following was received from C. E. Chapin, city editor of the New York Evening World:

Dear Mr. Shale:—Thank you for calling my attention to the fact that my subscription has expired. Enclosed find \$1 for another year. I like your nice little paper very much and read every word of each issue.

Wishing you continued prosperity, I am sincerely yours

CHARLES E. CHAPIN.

Sept. 27, 1902.

A New Envelope Sealer.

The Eureka Novelty Co., of Boston, is putting out a clever little contrivance for moistening and sealing envelopes which is bound to take wherever extensive mailing is to be done. It consists of a cylinder filled with water to which is attached a felt strip to be used on the gummed surface of the envelope or wrapper. With it mailing can be done more easily, quickly and neatly than by the old methods. E. E. Hussey, 21 Park Row, is the New York agent.

PARTY NEWSPAPERS.

H. P. Hetherington, of the Detroit Journal,
Speaks to Republican Editors on the
Mission of Newspapers in Politics.

One of the most interesting papers read at the meeting of the Republican editors of Michigan, held recently at Hillsdale, was that of H. P. Hetherington, of the Detroit Journal, on the legitimate place of the newspaper in the field of politics. It was an eloquent plea for a paper that adheres to the principles of its party, as against a mere servile party organ which follows the mandates of a political machine. Mr. Hetherington spoke in part as follows:

The history of newspapers runs not to a time when the people of a country were not divided into political camps, nor to a day when newspapers did not elect to be the zealous champion of the principles of one of these opposing parties. Indeed, many newspapers owe their origin to the fact that the followers of political creeds felt the need of some one to do battle for them, and so long as newspapers shall last, so long will the idea of advocating certain principles be inseparable from the policy of a well-ordered newspaper.

The party organ stupidly follows slavishly all the mandates of the party managers, whether they be in accord with the principles which are the guiding stars of the party, or with the narrow, selfish aims of the politicians who use the party to further their own ambitions.

President Roosevelt said the other day that it was not brilliancy, but character that the republic demanded first in her public servants. This applies to newspapers as well as to men. The party organ supports the nominees, whether they be bad men or good. But just as Voltaire declared that there was an especially warm corner of hell reserved for the French tax gatherer, so there is probably a sultry nook reserved for the special use of the editor who thus goes astray.

Every time the organ helps to elect an unworthy candidate, it is most assuredly weakening its own influence. A newspaper is a piece of property. The editor who allows a political organization to edit his paper is as intelligent as a ship's captain who allows the passengers to navigate his vessel.

There is another way in which this blind, slavish indorsement of everything that wears the party label works harm. It not only weakens the newspaper, but it also does grave injury to the party. Every time an unworthy man is elected to a place of honor, the party electing him loses caste with the public. It takes a step down from its high state and the party organ smooths its descending way.

Through some unfortunate circumstances a nominee may be a man who is known to be a scoundrel. The party organ, with its unswerving and low-class loyalty, closes its eyes obediently to the scoundrel's character and helps to elect him. The party organ, which might have served its party truly by assisting in defeating the nominee, is responsible in a large measure for the harm he works.

In disagreeing, criticizing or even opposing actively the policies of its party, the newspaper is working for the highest good of the community and the party. It starts discussion; it throws light upon the subject; it broadens the thought of the leaders and so fits the party for greater deeds. Moreover it insists that the candidates of its party shall be clean men; than which it would be difficult to render a greater service. It will hold itself to be free and untrammelled, guided in its course of action only by those foundation principles in which it believes. It will pay no tribute, owe no allegiance to any leader or politician. It will advocate principles. The party may take them up, but it will continue to advocate those principles quite regardless of what the party may do.

W. M. Bunting will launch an evening paper at Montgomery, Ala., in the near future.

CLIPPED EDITORIALS.

The successes in advertising are made by the business men who look upon the purchase of newspaper space from a business point of view. The failures are made by those who either ignore the essential principles always to be considered, or in some way fail to exercise that good judgment which should rule in a matter of such importance.

No good business man nowadays will question the value of newspaper advertising, but there are plenty of business men who fail to take advantage of the opportunities which good advertising offers. It is often a question of cost that is considered; yet it is hardly possible that a good business man would hesitate at the expense if he felt assured that the increased business would warrant the expenditure which advertising requires. It is undoubtedly this uncertainty which deters many a business man from planning and carrying out an advertising campaign; and yet, no business man ever engaged in an enterprise without taking his chance at failure. It may have been remote, but the chance was there. There is an element of risk in every business undertaking, and advertising is no exception. To secure the best results in an advertising campaign it is always necessary to exercise that good judgment and common sense which is accorded other features of a business. Select the newspaper which offers the best opportunity for placing your announcement before the people you desire to reach. Satisfy yourself that you are getting a good circulation and do not lay too much stress upon the rate per line. The newspaper with a large and valuable circulation cannot afford to accept business at any price the customer may offer. It is not so much how much people pay for advertising space; it's what they get for what they pay. A newspaper with a daily average circulation of 10,000 copies is worth twice as much as the newspaper which prints only 5,000 a day. No sensible man will dispute that. After the selection of the medium it is necessary that the advertiser give careful attention to his business announcements, and with that perseverance which acquires success, good results are sure to come.—*Wilmington (Del.) Every Evening.*

"Skim-milk masquerades as cream, Things are seldom what they seem." The poet might have added that olive oil is expressed from the seed of the cotton plant, and that when smeared on small herrings the joint product becomes sardines; that the orange marmalade of commerce comes from the humble turnip; that the cherry which adorns your cocktail grows on the hoof of the calf, and so on an ad infinitum ad nauseam.

Only not so much so as formerly. Most of the states have laws against adulteration which are vigorously enforced. But there are no laws against substitution, and this is the age of substitution, the day of parasitism and piracy in business. One-half of the business world lives on the brains of the other half. The most familiar motto of the advertiser has to be: "Beware of imitations." For the one man who has an idea, and the courage and capital to exploit it, there are nine men waiting to steal it from him.

This is the meanest phase of human nature. The substitutor is a double-dyed knave, for he steals not only the purse, but the good name of his victim. The just-as-good kind of merchandise is never so good as the original, for if it were, it could be sold on its merits. Advertising can do much, but it cannot make the public buy a poor article more than once or twice. The substitutor, being a thief at heart, and having already stolen the good name of the producer, sees no reason why he should keep faith with the consumer. He tells him that "this is just as good" as the advertised article, and then deliberately gives him some preparation which may cause permanent injury because there is more money in the transaction for the heartless substitutor. There should be laws in every state against substitutions, and they should be enforced as rigidly as are the laws against adulteration and infringement of patent right.—*Buffalo Express.*

PERSONALS.

M. F. Merriman, editor of the Gallipolis (O.) Bulletin, was married Sept. 25 to Miss Emma Doepping.

G. Fred Muller, editor of the Sewickley (Pa.) Valley, who shot himself last Monday in his office, is improving, and it is thought he will recover.

Lucius H. Davidson, of the Chicago Inter Ocean, and Miss Nellie Carlson, of Jansville, Wis., were married Sept. 25 at the home of the bride's parents.

Col. W. C. Hamm, of the editorial staff of the Philadelphia Press, is spending a couple of weeks at Washington. He is well known by the leading men on Newspaper Row at the capital.

C. H. Lyle, editor of the Johnson City (Tenn.) Comet, has been nominated by the Democrats of the First Congressional District of Tennessee to oppose Representative Brownlow in the race for Congress.

George E. Kepple, a former Pittsburg newspaper man, who is now publishing a Republican paper at Houston, Tex., has been tendered the nomination for the state legislature by the Republicans of his county.

Mrs. Marie Louise Myrick, editor and proprietor of the Americus (Ga.) Times-Recorder, one of the strongest daily papers in the state of Georgia, has been spending a few days in Atlanta in the interest of Emerson H. George, who is a candidate for the Speaker of the House of the State. Mrs. Myrick is regarded as one of the most influential politicians in the State.

CHANGES IN INTEREST.

George H. Pike has purchased an interest in the Mayfield (Ky.) Mirror.

T. B. Bates has sold his interest in the Plattsburgh (Neb.) Daily Journal to his brother, R. A. Bates.

The Brookport (Ill.) Eagle has been purchased by Judge William Wright, who assumes editorial charge.

W. D. Settle has sold the Fayette (Mo.) Weekly Globe to J. M. Fuller, of Glasgow, Mo. Mr. Settle will be retained as editor and manager.

The Aitkin (Minn.) Age has been sold to Charles H. Warner. Mr. Warner formerly owned the Age and sold it a year ago to the retiring firm.

Will H. Eckenrode has sold the Carrollton (Pa.) News to G. E. Higgs, and purchased the Gallitzin (Pa.) Democrat, which he will conduct in the future.

The firm of Button & Brightman, who have been publishing the Creston (Ia.) Searchlight, have dissolved partnership, Mr. Brightman retiring and Mr. Button assuming entire management.

S. R. Blanton, editor of the South Georgia Home, published at Pelham, Ga., has disposed of his interest in that paper and moved to Thomasville, Ga., where he has purchased an interest in the Thomas County News.

The Legal News, a daily court paper published at Toledo, O., has been sold to Attorney Herbert J. Chittenden and Albert L. Irish by Cloyce G. Wilkinson. Orley Wilkinson, a brother of the late owner, has been retained as manager.

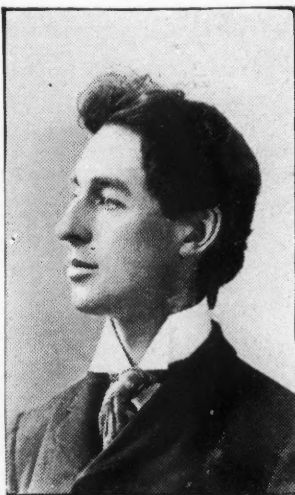
The Woodbury (N. J.) Constitution, the oldest Republican paper in South Jersey, has been purchased by Louis W. Albright, who for nineteen years has been the New Jersey editor of the Philadelphia Public Ledger. The Constitution was established in 1834.

WILLIAM HOPKINS DEAD.

Author of Boston Globe's "Under the Rose" Column Passes Away.

William Hopkins, assistant day editor of the Boston Globe, and the writer of its "Bud Brier" column, died at his home in Newton Upper Falls, Mass., Sept. 24. The body was sent to Zanesville, O., Mr. Hopkins' former home, for interment.

William Hopkins was born in Boston in 1865 and when a child moved with



WILLIAM HOPKINS.

his parents to Zanesville, O., where he became editor and proprietor of the Zanesville News. He was correspondent for many years for the Cincinnati Enquirer, the old Chicago Times and the New York World. Later he went to Boston, where he had charge of the Globe's "Under the Rose" column for eleven years, during which time it breathed a spirit of fun, philosophy, poetry and wit, which drew to it a large clientele of readers. Mr. Hopkins' work for Donahoe's Magazine was also widely popular. He was a genial, white-souled man, who made hosts of friends, and his loss will be felt by all who knew him.

OBITUARY NOTES.

W. H. Mitchell, for five years editor of the Toledo (O.) Enterprise, died Sept. 23, after a short illness. He was formerly editor of the Deshler (O.) Flag.

Arthur P. Childs, editor of the Carroll (Neb.) Index, died from a stroke of paralysis Sept. 21. He was one of the oldest and best known newspaper men of Nebraska.

Max Mueller, who for several years had been editor of the Volksfreund, published at Paterson, N. J., died Sept. 25 of lockjaw caused by his stepping on a rusty nail about a week previous to his death. He was 47 years old.

Edward P. McKissock, proprietor of the Battery Park Hotel, Asheville, N. C., died Sept. 28. Major McKissock was for years a successful journalist associated with the Charleston (S. C.) News and Courier, and was a member of the Gridiron Club of Washington, D. C.

FOR SALE.

Newspaper properties in 31 states. Cash required—\$1,000 to \$25,000.

C. F. DAVID, Abington, Mass. BROKER IN NEWSPAPER PROPERTIES.

BOSTON.

Special to THE EDITOR AND PUBLISHER.

Boston, Mass., Oct. 2.

Death has visited the Globe office a number of times within a brief period, the last call being for William Hopkins, assistant day editor, who for a dozen years, as "Bud Brier," edited the "Under the Rose" column. It was but a few weeks ago that J. B. Kincaid, of the business office, was drowned while on his vacation in Maine, and the funeral of John F. O'Sullivan, the labor editor, who was killed by a train at Lynn, took place the same day that Hopkins died. The Globe will continue to publish the "Under the Rose" column, the various members of the staff contributing to it as formerly.

Charles F. Nettleton, for many years the efficient advertising manager of the Manchester (N. H.) Union, has severed his connection with that paper to become the head of a patent medicine concern in Boston.

J. W. Reardon, city editor of the Traveler, returned on Wednesday from his vacation which had been spent "Way down in Maine."

Cards are out announcing the approaching wedding of George F. Madden, of the advertising department of the Post, and Miss Almira A. Robison, daughter of Mr. and Mrs. Abraham P. Robison, at St. Augustine's Church, South Boston.

T. Gilbert Hazel is the Boston representative of the combined New York Commercial and New York Price-Current, with post office address at Back Bay station.

G. A. Litchfield, publisher of the Traveler, returned last week from his stock farm at New Braintree, Mass., where he has been spending a month.

Herbert B. Turner & Co. have just published Stevenson's "Virginibus Puerisque" and Swift's "Tale of a Tub" in most artistic and attractive form.

STAFF CHANGES.

Oscar Herzberg, formerly editor of Printers' Ink, has become associate editor of Charles Austin Bates' magazine, "Current Advertising."

Col. William F. Switzer, has become connected with the Columbia (Mo.) Statesman after a brief retirement, during which he was engaged in writing the history of the University of Missouri.

Herman B. Biddle has been succeeded as city editor of the Carlisle (Pa.) Evening Volunteer by Charles M. Stewart, who has for some years been connected with the paper.

Moye Wicks, will soon begin his duties as editor-in-chief of the Austin (Tex.) Statesman. J. S. Bonner will be managing editor under the new regime.

Dr. G. Walter Barr, the author of "Shacklett," a story of political life, has resigned his position as city editor of the Keokuk (Ia.) Gate City to take charge of the Standard, a weekly society paper of Keokuk.

J. S. Mossgrove has resigned his position as city editor of the State Journal, published at Columbus, O., to accept service with an eastern surety company as its Columbus representative. Mr. Mossgrove was connected with the editorial department of the State Journal for seven years. His resignation has been followed by the promotion of Robert O. Ryder to the city desk.

C. F. Alward, business manager of the Buffalo Express, swears to a daily average circulation of that paper for the month of August of 29,010.

NOT HOW CHEAP BUT HOW GOOD.

CONNER, FENDLER & CO.,

56 Beekman Street, New York City.

Have to sell a large variety of Two Revolution and Drum Cylinder Presses, thoroughly rebuilt and so guaranteed, one of which is a Seven Column Quarto, 37 x 52 Campbell Two Revolution, front delivery, table distribution Press. Cost new, \$2,500—or rebuilt price, \$1,100.

ALSO NEW

TYPE—American Type Fdrs. Co. WOOD GOODS—Hamilton Mfg. Co. PRESSES—Chandler & Price Co.

and PRINTERS' PERQUISITES IN GENERAL.

LET US KNOW YOUR WANTS.

Changes in Washington Times Staff.

William Preston Leech, who has accomplished such fine work as business manager of the Washington Times, has resigned to accept a position on the San Francisco Chronicle, to succeed J. B. Elliott. It is unofficially announced that M. G. Seckendorf, manager of the Washington bureau of the New York Tribune, and his associate, J. J. Dickinson, both old time and prominent newspaper men, have signed a contract with Frank Munsey, owner of the Washington Times, to manage the plant.

Another New Agency.

Messrs. Van Cleave, Sykes and Wake-man, who have for many years been connected with the Paul E. Derrick Agency, in the Tribune Building, New York, have established an agency of their own in the Temple Court Building. It is understood that Col. F. B. Stevens, of Boston, who places Paine's Celery Compound advertising, is interested in the new agency.

SITUATIONS WANTED.

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

Non-union proofreader, a first-class compositor, wants steady place. Address READER, care of THE EDITOR AND PUBLISHER.

Practical, experienced man wants position as city editor on suburban afternoon daily. Yearly contract if mutually satisfied. Address, stating salary, 124 Eleventh Ave., Mount Vernon, N. Y.

All-round newspaper man, 25 years Washington experience, posted on politics, good paragrapher, wants place on good daily. Address "Howell," Washington Press Ass'n, Wash., D. C.

FOR SALE.

AT A GREAT BARGAIN—A Hoe Perfecting Press, including stereotyping outfit, with the exception of the melting pot. The press will print 4 or 8 pages, 7 or 8 columns, with mail and circulation folder, and deliver folded either way, 10,000 8-page papers per hour. It has been used for two years, and was discontinued on account of having installed a larger press. For further particulars and price address Times, Trenton, N. J., or care of THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES.

EXTRAORDINARY PERIODICAL PUBLISHING OPPORTUNITY.

A great publishing field remains unexploited. Splendid property buildable. Exceptionally fine foundation unexpectedly obtainable for fraction necessary cost. \$10,000 required. EMERSON P. HARRIS, 253 Broadway.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The Dabney Oil Co., 20 Broad street, N. Y., is asking rates for financial advertising.

The Nervine Food Co., Buffalo, N. Y., is asking for rates from New York and Pennsylvania papers.

The Adams Safe and Lock Co., New York, is asking for rates of papers in the middle west for an insertion once a week.

Advertising for the Chalmers' Son Gelatine is being placed by the Sherwood Advertising Company, 140 Nassau street, New York.

Victor M. Weil, Boston, is placing a nice line of business in different sections of the country for the Union Security Co., of that city.

Carter's Smart Weed Co., of Erie, Pa., is asking rates on two inches double column, every other day, from Pennsylvania papers.

Manning & Minton, 62 Trinity Place, New York, are putting out reading matter on prominent people in papers in all sections of the country.

W. S. Kilmer & Co., Binghamton, N. Y., have just resumed their large advertising for the winter with all papers with which they hold contracts.

The Norra Malted Food Co., of Battle Creek, Mich., which has been placing its advertising through Charles Anstin Bates, is now doing its advertising direct.

The advertising of the Wilcox Specific Co. has all been transferred from the Keystone Advertising Agency, of Philadelphia, to E. M. Hoopes, of Wilmington, Del.

Since the announcement of the dissolution of the Remington Brothers Agency, H. M. Clark, of Fredonia, N. Y., has entire charge and will place all business for M. M. Fenner, Fredonia, N. Y.

It is understood that Willard Everett, who has been advertising manager for C. I. Hood & Co., of Lowell, Mass., for many years, has transferred his activity to the Force Food Co., of Buffalo, N. Y.

The advertising of the Brown Medical Co., of Albany, N. Y., the firm that owns Ruterba, has again placed their advertising in the hands of the Pettingill Co., N. Y., after a short endeavor to place it direct.

William E. Geddes, of the St. Jacob's Oil Co., Ltd., is sending out propositions from London, England, for the renewal of contracts. He is placing the business from the other side, but states the bills will be paid through their Baltimore office.

W. R. Sullivan, advertising manager of the Mitchell Life Insurance Co., New York, is extending the advertising of that company in different sections of the country. He is asking rates on four inches every other day for three, six and twelve months.

The George Ethridge Company, Decker Building, Union Square, New York, has obtained a contract for the advertising of Messrs. Kranich & Bach, piano manufacturers, who will use about \$15,000 in space in New York newspapers alone within the next twelve months.

W. B. Jones has succeeded Ben P. Cooper as advertising manager of the R. T. Booth Co., of Ithaca, N. Y. Mr. Jones is asking for rates direct, but it is understood that the C. F. Wycoff Advertising Agency, of Ithaca, will continue to place considerable of the business.

NEW PHILADELPHIA AGENCY.

Clarence K. Arnold Opens Office in Bourse Building, Philadelphia.

Clarence K. Arnold, for the past five years advertising manager of the Philadelphia Press, has just opened an advertising agency in Philadelphia with offices in the Bourse Building. He will have associated with him Victor H. Young, for many years connected with the Charles H. Fuller Advertising Agency, of Chicago. A branch office will be opened in New York city.

Mr. Arnold has had sixteen years of experience in the advertising end of the newspaper business, begun in 1886 on the Philadelphia Record. After five years there he was in 1891 placed at the head of the advertising department of the Inquirer, and in 1895 succeeded Edward P. Call, now publisher of the New York Evening Post, as advertising manager of the Press. He was one of the promoters of the Pen and Pencil Club and was for some time secretary of the Stylus Club. He is a member of the Lotus, Hardware and Press Clubs of New York.

Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Battle Creek (Mich.) Pilgrim Publishing Co.; Alameda, Cal., Henry E. Pastor; Oberlin, O., The News Printing Co.; San Francisco (Cal.) Daily Racing News; Washington (D. C.) Feather; St. Joseph, Mich., The A. B. Morse Co., Toledo, O.; Toledo Typesetting Co.; Beaver (Pa.) Times; Reno, Nev., Nevada State Journal; Racine, Wis., Commercial Press; Redding (Cal.) Free Press.

Besides the above, additions have been made to linotype plants in the following offices: Washington, Pa., Observer Publishing Co.; Saginaw, Mich., Seaman & Peters; New York city, Law Journal; Terre Haute, Ind., Express Publishing Co.; Chicago, Ill., James L. Regan; Lima, O., Times-Democrat Publishing Co.; Butte, Mont., Butte Miner Co., 2.

Bates Enters Newspaper Advertising.

The Bates Advertising Company, New York, signifies its intention of entering the field of general newspaper advertising and has engaged S. S. Messiter, heretofore manager of Remington Brothers' Agency, to take charge of that branch of the business. An aggressive campaign for the development of new business will be instituted.

NEW PUBLICATIONS.

Watonga (O. T.) Evening Dispatch, Albert L. McRill, editor and manager.

The Morning Chronicle, published at Cleburne, Tex. Messrs. Scoot and Kindred are the proprietors.

The Christian Soldier, published at Wilmington, N. C., as the organ of the eastern Baptist Church of the South. Rev. J. L. Viperman and Rev. J. A. Smith are the publishers.

Le Journal de Salem, a French weekly published at Salem, Mass. The publishers are A. H. Libby, manager of the Salem Gazette, who will look after the business interests, and Arthur Barrette, now foreman of the job printing plant of the Gazette company. The paper will be printed in the Gazette office.

The Evening Times-Herald, published at Newport News, Va., has appointed R. J. Shannon, 150 Nassau street, New York, their eastern representative. The Times-Herald is the only afternoon paper in that city and guarantees a circulation of over 5,200 daily.

AMERICAN ADVERTISERS MEET.

Officers Elected—C. W. Post Tells of New Labor Union.

A special meeting of the Association of American Advertisers was held at the Board of Trade rooms, New York, Sept. 26, for the purpose of electing new members of the association and additional members of the board of control. The new members elected are the De Long Hook and Eye Co., of Philadelphia, and the Genesee Pure Food Co., Le Roy, N. Y.

The officers and board of control of the association are as follows: President, C. W. Post, Postum Cereal Co., Battle Creek, Mich.; vice-president, Y. Mott Pierce, M. D., World's Dispensary Medical Ass'n, Buffalo, N. Y.; secretary, R. McKean Jones, Wyckoff, Seamans & Benedict, New York; treasurer, L. H. Soule, the Bon Ami Co., New York; board of control—one year, W. Atlee Burpee, W. Atlee Burpee & Co., Philadelphia; J. N. Jaros, Mariani & Co., New York; Emery Mapes, Cream of Wheat Co., Minneapolis; F. E. Thompson, Moxie Nerve Food Co., Boston; C. H. Brampton, American Cereal Co., Chicago; Albert E. Clark, Joseph Campbell Preserve Co., Camden, N. J.; board of control—two years, James T. Wetherald, Lydia E. Pinkham Medicine Co., Lynn, Mass.; George A. Priest, Singer Manufacturing Co., New York; E. J. Baker, Scott & Bowne Co., New York; E. H. Mullin, General Electric Co., New York; Oscar E. Binmer, Lever Brothers, Ltd., New York, and the officers. T. E. Crossman is the assistant secretary of the association.

Charles W. Post, president of the association, delivered an address telling of the new union formed between employers and employes. In the course of his remarks he said:

"Thousands of workmen anxious to earn a living for their families are prevented by fear of violence or death from fanatics excited to a point of frenzy by labor agitators and lawbreakers. To meet these conditions and to supply steady work at satisfactory rates and with some assurance of protection to both workmen and employer, a new union has been formed, known as the Employers and Employes' Union.

"Under the rules of the new union a contract is entered into between the employer and employe for a term of six months and a year at a rate mutually fixed. The employer deposits a satisfactory bond in the hands of the treasurer of the union equal to the amount of \$25 for every employe, and each employe deposits each pay day two cents on the dollar of his pay until he has deposited with the treasurer of the union the sum of \$25. If the employer does not keep his agreement he forfeits \$25 to the employe, and the employe likewise forfeits out of the sum he may have on deposit up to the \$25 if he fails to keep his contract.

"Each employe reserves the right to quit if sick or incapacitated or ill-treated, but shall not quit to secure higher wages and shall not interfere in any manner with any other employe.

"The employer reserves the right to dismiss any employe if unfitted or incapable, but shall not discharge any employe to secure labor in his place at a lower price than agreed upon for the contract period, and the employer will in no way interfere with the employe's seeking work elsewhere.

"Neither employer nor employe shall be a member of any federation, union or agreement which by combination or otherwise seeks to force wages up or down."

He said that the work is now in charge of a temporary organization, but that a permanent organization will be formed as soon as attorneys can complete the necessary papers. The central office has been established at 825 Vermont avenue, Washington, D. C., where employers and employes can obtain blank membership forms upon application.

R. R. Time Tables.

NEW YORK CENTRAL & HUDSON RIVER RAILROAD.

THE FOUR-TRACK TRUNK LINE.

Trains arrive and depart from Grand Central Station, Forty-Second St., New York, as follows:

Leave New York.	Arrive New York.
3:15 a. m. Mall and Paper Train.....	7:00 a. m.
8:00 a. m. Syracuse Local.....	6:25 p. m.
8:30 a. m. Empire State Express.....	10:00 p. m.
8:45 a. m. Fast Mail.....	10:00 a. m.
10:20 a. m. Day Express.....	7:00 p. m.
11:30 a. m. Rutland Express.....	7:00 p. m.
1:00 p. m. Southwestern Limited.....	6:00 p. m.
2:00 p. m. N. Y. and Chicago Special.....	11:10 a. m.
3:30 p. m. Albany and Troy Flyer.....	11:10 a. m.
3:55 p. m. Albany Special.....	7:00 p. m.
4:00 p. m. Detroit Special.....	10:00 a. m.
5:30 p. m. The Lake Shore Limited.....	6:30 p. m.
5:30 p. m. St. Louis Limited.....	2:55 p. m.
6:00 p. m. Western Express.....	8:45 p. m.
6:25 p. m. Montreal Express.....	7:20 a. m.
7:30 p. m. Adirondack & Montreal Ex.....	8:55 a. m.
8:00 p. m. Buffalo Special.....	7:27 a. m.
9:20 p. m. S. W. Special.....	7:50 a. m.
9:30 p. m. Pacific Express.....	5:30 a. m.
11:20 p. m. Northern New York Express.....	7:27 a. m.
11:20 a. m. Midnight Express.....	5:30 a. m.

*Daily, except Sunday. †Daily, except Monday. Pullman cars on all through trains. Trains illuminated with Flitesc light. Ticket offices at 113, 261, 415 and 1216 Broadway, 25 Union Sq. W., 275 Columbus Ave., 133 W. 125th St., Grand Central Station, 125th St. Station and 125th St. Station, New York; 338 and 726 Fulton St. and 106 Broadway, E. D., Brooklyn. Telephone "900 88th Street" for New York Central Car Service. Baggage checked from hotel or residence by Westcott Express Company.

BALTIMORE & OHIO RAILROAD.

Leave New York City. South Ferry. Liberty St. Chicago, Pittsburg.....12:10 a. t. 12:35 a. t. Washington, Balto.....10:25 a. m. 10:30 a. m. Pittsburgh, Balto.....11:25 a. m. 11:30 a. m. Washington, Balto.....12:55 p. m. 1:00 p. m. "Pittsburg Limited".....8:55 p. m. 7:00 p. m. Cincinnati, St. Louis.....12:10 a. t. 12:15 a. t. Cincinnati, St. Louis.....10:25 a. m. 10:30 a. m. Cincinnati, St. Louis.....6:55 p. m. 7:00 p. m. Norfolk.....12:55 p. m. *1:00 p. m.

ROYAL BLUE TRAINS.

Washington, Balto.....8:25 a. m. 8:30 a. m. Washington, Balto.....10:25 a. m. 10:30 a. m. Washington, Balto.....11:25 a. m. 11:30 a. m. Washington, Balto.....12:55 p. m. 1:00 p. m. "Royal Limited".....8:35 p. m. 8:40 p. m. Washington, Balto.....4:55 p. m. 5:00 p. m. Washington, Balto.....6:55 p. m. 7:00 p. m. Washington, Balto.....12:15 a. t. 12:15 a. t.

*Daily, except Sunday. Offices: 113, 261, 414, 1300 Broadway, 6 Astor House, 25 Union Square W., 291 Grand street, N. Y.; 343 Fulton street, Brooklyn; Whitehall Terminal and Liberty street. Baggage checked from hotel or residence to destination.

"The Bonnie Brier Bush Company" in New York Central Restaurants.

The superintendent of the New York Central Dining Service recently received the following letter:

J. T. McKee, Supt. N. Y. C. Dining Service, Grand Central Station, New York.

Dear Sir:—Theatrical companies traveling over the country are often dependent on the restaurants at the different stations, and I want to express to you how we appreciated the excellency of those of the New York Central. We often had the opportunity of a direct comparison between those under your charge and those of other roads, and we all spoke of the superiority of the New York Central. Very truly,

(Signed) Bessie Baldwin. With J. H. Stoddart in "The Bonnie Brier Bush."

E. P. Remington Opens New York Office.

Edward P. Remington, of Pittsburg, will open a branch office of his advertising agency in New York. He has leased the offices at 346 Broadway, formerly occupied by Remington Brothers. J. W. Earnshaw, for several years cashier for the late R. R. Remington, has been engaged by E. P. Remington.

School of Journalism Scholarship.

The faculty scholarship in the New York School of Journalism has been awarded to Walter Maxwell Effross, of 465A Seventh avenue, Brooklyn, N. Y. This scholarship, which entitles the holder to free tuition in the school, is given annually to the student of the entering class who writes the best essay on a topic of timely interest.

ADVERTISERS' DINNER.**MEETING OF ADVERTISING MEN'S CLUB OF KANSAS CITY.**

Addressed by Samuel Davis, of the Page-Davis School, Chicago—Urges Conversational Style in Ad Writing—Importance of Women's Counsel—Keeping Merchants Satisfied—D. L. Taylor, of Lord & Thomas Agency, One of the Speakers.

The first full dinner of the Advertising Men's Club of Kansas City was held in the Coates House. Russell Whitman, president of the club, who acted as toastmaster, read several letters from advertising men of national reputation who regretted their inability to attend but promised to be present and make addresses at the next dinner, in the latter part of October. The principal speaker of the evening was Samuel Davis, president of the Page-Davis School of Advertising, Chicago. He said in part:

"I am opposed to laudatory introductions. They lead you to expect too much. The same is true of your advertisements. You promise too much. You must understand that you are dealing with a skeptical public, at the best, and your advertisements must tell the truth. Successful advertising is built upon faith and confidence, and the man who reads your ad must know that it represents the truth. "And another thing. You must be enthusiastic in your work. Lukewarm water never ran a locomotive. Go at the work of advertising, not as a boy going to school but as a boy coming from school.

"This is an age of newspapers, and it is an age of advertising. Show me a prosperous city and I will show you prosperous newspapers. Show me prosperous newspapers, and I will show you prosperous business men.

USE LITTLE WORDS.

"I want to warn you that in writing your advertisements you should not write for effect. Use little words. Big words show little brains. Every word that is put into an advertisement must be understood by every reader of it. The illiterate and the educated both understand little words. The trouble with an advertiser in writing for a paper with 100,000 subscribers is that he thinks he is talking to every one of those 100,000. As a matter of fact he is talking to but one man at a time. Advertising should be more conversational. Don't let your introduction be so effective that it obscures the meat of the ad. I once wrote an ad of which I was proud. But after it appeared in the paper the next morning I had an idea, and I asked a friend what he thought of it. He told me that it was fine, that it was exceptionally good. Then I asked him what I wanted to sell by means of the ad, and he didn't know.

"When writing advertisements it is a good thing to talk things over once in a while with your friends or your wives or your sisters or somebody else's sister. It is a fact worth your consideration that 90 per cent. of the goods sold are bought by women or the sale of them is influenced by the women. Talk your advertisements over with your women.

DISAPPOINTED CUSTOMERS.

"And remember, that the best advertising man can only bring people to your store. It remains for you to keep them there and to treat them so that they will come again.

"Disappointed customers do more harm to the most extensive advertisers than all the pages of a newspaper can redeem. To be a successful merchant a man must win the confidence of the people and his goods will never fail to bring the desired results. When you give the public logical reading matter the advertisement means more to the merchant than any word in the English language. Advertisers must learn to labor, to watch and to wait for results. Business

does not come immediately, but when it comes the merchant must see that he merits the public confidence placed in his goods. One of the most valuable adjuncts to successful advertising is effective illustrations. We want a high standard of publicity which will interest every reader. The work of the newspaper ends when the customer gets to the store. Then it is up to the proprietor to make good his representations. Spasmodic advertising will not bring forth the desired results, for the merchant must be consistent and regular in his public declarations if he expects to capture and retain the patronage of the people."

D. L. Taylor, of the Lord & Thomas Advertising Agency, Chicago, spoke on agricultural and mail order advertising. After detailing the best methods to reach country readers, Mr. Taylor said that any merchant or manufacturer in the country to-day will say that no good business has ever been worked up without the aid of effective advertising.

"Many people," said he, "do not consider the advantages of advertising until they want to buy something, and then they will quickly scan the columns of the daily newspapers. Advertisers must have faith and confidence in the results to be derived from advertising, and if they keep consistently at it there will be only a little time until they become millionaires.

ARTICLES MUST BE IN DEMAND.

"The man who spends his money for advertising must have something good to advertise. He must have something that is in demand or something for which a demand can be created, that will stay in demand after the demand has been created. The returns from last year's advertising or from year before last is where the business man makes his money. And after the business man has decided upon the articles to be advertised and the advertisement, he wants to look around for an advertising man or agent. When you are paying for an advertisement at so much a line or so much a word, every word in the advertisement means something to you. If the advertisement is worth being got up at all it is worth being gotten up well."

One of the guests who will be present at the next dinner is Walter Stevens, head of the bureau of publicity of the St. Louis world's fair. Mr. Stevens will tell how a big exposition is advertised. Another speaker at the October dinner will be S. S. Rogers, manager of the Chicago Daily News.

College Papers Merge.

The undergraduate newspapers of Columbia University, New York, are soon to be merged into a single daily publication to be known as the Columbia Spectator. The parties to the compact are the Columbia Spectator, published by the male students; the Barnard Bulletin, published by the girls at Barnard College, and the Teachers' College Bulletin, edited by men and women students. Barnard and Teachers' College news is to be put in separate columns with the captions, "Barnard Bulletin" and "Teachers' College Bulletin," respectively.

Now the Evening Leader.

The Corning (N. Y.) Daily Democrat has just celebrated its third birthday under its new management by changing its name to the Evening Leader. It claims a daily average circulation for the month of August of 4,369. New linotype machines have lately been installed in the plant and other modern improvements made to the property. Nothing could speak better for the able management of E. S. Underhill & Co., its proprietors, than these evidences of prosperity.

Public Ledger Company Charter.

Among the charters issued Sept. 29 by the State Department of Pennsylvania was one for the Public Ledger Company, of Philadelphia. Capital, \$1,000,000.

ALWAYS AHEAD.

Some Editorial Comments on the Publishers Press Service in Announcing President Roosevelt's Illness.

A LIVE SERVICE.

Ever since telegraphy became practical and, combined with the printing press, furnished means of quick dissemination of public intelligence there have been press associations, the Associated Press, the United Press and various agencies. These have had their rise and fall. The rule has been that the younger and more virile associations exploit the current news more effectively. The Publishers Press, which has for two years served the News most efficiently, is an example of how a young press service goes all around an old one. Time and again has the Publishers beat out the Associated. The Publishers Press yesterday afternoon forwarded to the News the fact that President Roosevelt had been taken to a hospital for a surgical operation and that the remainder of his western trip was off. This item, the grave importance of which was recognized in the extended sale which the News extra enjoyed during the evening, was bulletined at the News office twenty minutes ahead of the Associated Press papers.—Manchester (N. H.) News.

THE ONLY NEWS.

It was the Record and only the Record which gave the news of the President's sickness last night. The first bulletin was received from the alert Publishers Press at 5 o'clock and half an hour later the statement of Secretary Cortelyou was received. It was too late to get the news into the edition and so it was bulletined and read by thousands.—Biddeford (Me.) Record.

THE ELIZABETH (N. J.) JOURNAL'S SCOOP.

The superiority of the Journal's telegraphic news service, as received on its special leased wire in its own office, was evidenced yesterday afternoon when a bulletin was received announcing the illness of the President. This was immediately posted in front of the Journal office and attracted many anxious readers. The full story, with the official statement of Secretary Cortelyou, soon followed, and this was put in type and issued as a Journal extra. These extras found a ready sale all over the city and gave the people everywhere the important news which they would not otherwise have received until this morning. The Publishers Press, of which the Journal is a member, has correspondents in all parts of the United States and Europe, and almost invariably beats all its competitors in the point of quick and trustworthy service.—Elizabeth (N. J.) Journal.

AHEAD AS USUAL.

The Union, as usual, beat its competitors last evening in announcing the sudden termination of President Roosevelt's speech-making tour in consequence of an operation made necessary by an injury

More Ads

Of course you want more advertising in your paper, especially local advertising.

THE RETAILER & ADVERTISER, formerly BRAINS, can help you to get more and better advertising from your local merchants.

Drop us a line and we'll tell you all about it.

HAWKINS & CO.
150 NASSAU STREET NEW YORK

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.

BUY TUBBS.....

WOOD TYPE.

With over Forty Years experience in making Wood Type, we can sell you Wood Type of the very best quality and at a large discount from prices. Send for our Catalogue.

TUBBS & CO.,
SOUTH WINDHAM, CONN.

ESTABLISHED 1827.

THOMAS WILDES,

246 Water Street, N. Y.

STEREOTYPE, ELECTROTYPE,
LINOTYPE, MONOTYPE AND
BABBITT METALS.

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

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

he received in the accident at Pittsfield, Mass. The Union's extra containing the news was on the street and in everybody's hands some time before any other announcement of the rather startling intelligence was made. The excellent service of the Publishers Press, which this newspaper receives, enabled it in this instance, as in many others, to distance its rivals.—Rochester (N. Y.) Union and Advertiser.

J. C. Props, who has been connected with the Muncie Star for several years, has accepted the position of circulation manager of the Morning News-Tribune, of Marion, Ind. Mr. Props has been unusually successful in circulation work, having been mainly responsible for the remarkable success in circulation of the Muncie Star during the past year.

THE EDITOR AND PUBLISHER

is NEWSY, DIGNIFIED, FAIR and BRIGHT.

It is interesting to its readers and prints news that is valuable to the business managers of daily and weekly papers.

THE EDITOR AND PUBLISHER is conducted on original lines. It is the only publication devoted to editors and publishers.

Subscription \$1.00 a Year.

ADVER CONDENSED CAN BE PROCURED FROM ALL HOUSES AND AGENCIES OF THE AMERICAN TYPE FOUNDERS COMPANY

72 POINT

3A \$5 00 5a \$4 00 \$9 00

Another Useful Adtype

ADVER CONDENSED

A Useful Letter for Newspaper
and Magazine Display

12 POINT

18A \$1 15 36a \$1 35 \$2 50

A BEAUTIFUL DISPLAY TYPE
Made in Eleven Useful Sizes 8

14 POINT

16A \$1 25 32a \$1 50 \$2 75

ANOTHER NEAT DESIGN
Legible and Handsome 7

18 POINT

12A \$1 35 22a \$1 65 \$3 00

For NEWSPAPER and MAGAZINE Display 4

24 POINT

9A \$1 55 18a \$1 95 \$3 50

American Point JUSTIFICATION 78

30 POINT

7A \$2 00 12a \$2 00 \$4 00

NEAT Advertising LETTER 27

36 POINT

6A \$2 20 10a \$2 30 \$4 50

Condensed TYPE FACE 3

48 POINT

4A \$2 75 7a \$2 75 \$5 50

LEADING 9 Fashion

60 POINT

4A \$3 55 6a \$3 45 \$7 00

Original American Design

AN EVENING WITH SATAN

Editor's Strange Experience—What He Thought is Not
Known What He Said was a Plenty.

WELL-KNOWN NEWSPAPER

MAN'S UNWELCOME VISITOR

STOCK REPORTS

The Situation at a Glance—Prices
Said to be Soaring.

HEARD ON THE STREET

Rumors of a Big Railroad Deal—Sharp
Doings in the Real Estate World—A
Two Million Dollar Investment.

8 POINT 22A \$0 90 45a \$1 10 \$2 00

WE ARE POSITIVE THAT EVERY PRINTER
Will Admire this Magnificent Series 1479

10 POINT 20A \$1 00 44a \$1 25 \$2 25

THE ADVER CONDENSED IS VERY
Appropriate for Bold Scare Heads

Location of Houses of AMERICAN TYPE FOUNDERS COMPANY—Order from Nearest House

BOSTON, 270 Congress Street
NEW YORK, Rose and Duane Streets
PHILADELPHIA, 606-614 Sansom St.
BALTIMORE, Frederick and Water Sts.
PITTSBURGH, 323 Third Avenue
BUFFALO, 45 North Division Street

CHICAGO, 203 and 205 Monroe Street
CINCINNATI, 124 East Sixth Street
CLEVELAND, 257 St. Clair Street
ST. LOUIS, Fourth and Elm Streets
KANSAS CITY, 610 Delaware Street
MINNEAPOLIS, 24 First Street, South

DENVER, 1621 Blake Street
SPOKANE, 340 Sprague Avenue
PORTLAND, ORE., Second and Stark Sts.
SAN FRANCISCO, 405 Sansome Street
VANCOUVER, B. C., 116 Columbia Ave.
LOS ANGELES, 121 North Broadway

