

# THE EDITOR AND PUBLISHER

A JOURNAL FOR NEWSPAPER MAKERS.

VOL. 2, No. 24.

NEW YORK, DECEMBER 6, 1902.

5 CENTS A COPY.

## TELEGRAPH WILL SELL

NEW YORK THEATRICAL PAPER  
TO PASS FROM RECEIVER.

Hearing Last Thursday to Decide Whether to Dispose of Property at Private Sale or at Auction—Attorney for Receiver Stated Property Losing \$200 a Day. At Hearing Monday Large Creditors Favored Sale, Smaller Ones, Supported by Blakely Hall, Blocked Motion.

The hearing before Judge Lacombe to decide whether the New York Morning Telegraph should be sold at private sale or at auction was set for Thursday at four o'clock. At the time of going to press it could not be learned which course was to be pursued.

Attorneys for two sets of creditors of the Daily Telegraph Company appeared before Judge Lacombe last Monday when receiver Arthur H. Masten asked the court to direct him to accept some one of several offers made for the property. An offer of \$100,000 cash for the Telegraph and the Metropolitan Magazine was the most acceptable to creditors for \$169,000. Creditors for \$10,000 preferred an offer of \$1 cash and \$208,000 in 5 per cent bonds to take up the debts and asked for an adjournment of two weeks. They were supported by Blakely Hall's attorney who said that he was hurrying back from Europe and that an effort was being made to freeze him out.

For the receiver Charles W. Gould said that the paper was losing \$200 a day and would have to suspend publication unless money was raised at once. Judge Lacombe reserved his decision until Thursday.

Mr. Kirby, of the law firm of Gould and Wilkie, said on Thursday to a representative of THE EDITOR AND PUBLISHER that there had been no developments in the case since the hearing Monday and there would be nothing to give out until after the decision had been rendered.

It was reported early in the week that plans had been matured by which the Sunday and Morning Telegraph might be taken from the control of the receiver, who has had charge for nearly a year, and turned over to a company now practically formed. Boston and New York capital, it is understood, will be provided to continue the publication, which will not be turned from the lines which have been followed in the past.

Mr. Masten, the receiver, is said to have stated that he had received an offer to buy the paper for \$20,000, the purchaser to form a corporation with a capital of \$200,000 and an issue of \$200,000 in four per cent bonds, of which \$110,000 shall be allotted to creditors of the Daily Telegraph Company, the remaining \$90,000 and all the capital stock to belong to the purchaser. The understanding is that Charles W. Gould, of the firm of Gould & Wilkie, solicitors for the receiver, will form the company which will purchase the paper under the terms suggested by Mr. Masten.

Miss Marguerite Bouvet, of Reading, Pa., the author of folk lore stories and books for children, has gone to Boston, where she will become editor of a new children's magazine.



ED L. KEEN.

(See Page 7)

MANAGER OF THE WASHINGTON BUREAU OF THE PUBLISHERS PRESS AND SCRIPPS-MCRAE PRESS ASSOCIATIONS.

## WATTERSON ATTACKS MEDICS.

Decries Body Snatching After Saving Corpse of Friend from Dissectors.

Through a paragraph heading the editorial column of the Louisville Courier-Journal last Sunday, on the outrages of body snatching, it became known that Henry Watterson was responsible for the rescue of the body of Nathan B. Walker, formerly of New York, from the demonstrator's pool in the dead house of the five medical colleges of Louisville. The body now lies in the lot in Cave Hill Cemetery owned by the Courier-Journal and purchased years ago that its faithful employees might have a resting place.

It seems Mr. Watterson had known Walker in his days of prosperity and had directed that the body be embalmed and held for his friends and buried decently if they turned a deaf ear. The night Walker died at the city hospital, the body was taken to the deadhouse. After a search it was recovered from a heap of thirty bodies. The indignation shown by Mr. Watterson, thus unwittingly revealing his act of charity, promises further revelations.

Walker was formerly a member of the Lotos Club, in New York. He served in the Civil War in the Sixty-seventh New York.

## Suit Over Daily News Dropped.

A suit instituted by Col. W. L. Brown, who owns about 47 per cent. of the stock of the Daily News, against Frank A. Munsey and the other directors of the New York News Publishing Company, was discontinued Monday after the trial had been begun before Justice Bischoff. Munsey's lawyers said that they had agreed to the discontinuance, but had no part in bringing it about. Col. Brown wanted his dividends for 1901.

Frederick Dowd, formerly with the circulation department of the New York World, is now circulation manager of the Sun.

## MANILA EDITOR CONVICTED.

Director of the Libertas Found Guilty of Libeling Gen. Bell.

The trial of the editors of the Libertas, a friars' organ published in Manila and strongly anti-American in its policy, for libeling Gen. Bell, concluded Monday and resulted in the conviction of the director of the paper, Manuel Ravago, and the acquittal of Friar Tamayo, the paper's religious censor. The prosecution experienced some difficulty in showing the identity of the publishers of the Libertas, although Ravago finally testified that he alone was responsible.

At the opening of the hearing the defense admitted that the libelous article was false. The trial failed to disclose the actual author of the article, and it is possible that another Dominican priest may be arrested. Judge Ambler, in passing judgment, suggested the enactment of a statute requiring the newspapers to publish or register the names of their proprietors and responsible editors in order to prevent anonymous journalism. Sentence on Ravago was deferred.

## Onoto Watanna Gives Bail.

Onoto Watanna, the Japanese authoress of New York, whose married name is Babcock, surrendered herself Wednesday at the Sheriff's office, and gave bail in the suit for libel brought against her by David Belasco, whom she accused of plagiarism.

## DIED.

OLIVE BLANCHE SHALE, aged 16, daughter of J. B. Shale, president of THE EDITOR AND PUBLISHER CO., New York, at 4:35 p. m., Wednesday, December 3.

## CANADIAN PULP DUTY:

STILL AGITATING THOSE INTERESTED IN PAPER TRADE.

Ontario Claims That She Suffers From Retaliation of the United States and Some Propose Reciprocal Arrangement—Attitude of Congress Against Tariff Revision and Its Rests With the Canadian Parliament—American Industry Shown to be Independent.

All who are affected by the conditions in the paper trade continue to watch with interest the controversy over the duties on Canadian wood pulp imported into the United States. A correspondent from Toronto, Ont., has this to say on the subject:

"Ontario has to suffer apparently because the Government imposes a discriminating tax on pulp wood entering the United States. For that reason pulp from Ontario is subjected to a retaliatory import duty at United States ports of entry. It is true Ontario itself requires all its pulp wood cut from the Crown lands to be manufactured within Canada alone; that is, it prohibits the exportation of such timber to the United States. But as we were shown in some of the testimony before the United States Board of Appraisers, only a small proportion of the Ontario pulp wood received in the United States came from Crown lands here.

"According to the Trade and Navigation Returns, which appeared a few days ago, \$1,194,038 worth of pulp wood was exported from Canada to the United States in the fiscal year ending last June. How much came from Ontario the report does not say, but the United States pulp manufacturers are little incommoded by the Ontario Crown land regulation affecting the exportation of pulp wood, and apparently it is not from a desire to get back at Ontario that the extra duty is put on. Quebec has provoked it.

"A prominent Canadian pulp man expressed himself strongly in favor of a reciprocal arrangement. He does not ask the United States to come the whole distance either. Let it take off 50 per cent. of its duty on pulp, he says, and have Canadian pulp wood without stint. If the American duty were cut down to one-half what it is now, he would recommend Ontario to drop its manufacturing condition and Quebec to repeal its differential stumpage tax."

The editor of the Paper Mill, New York, in the last issue of that journal, sums up the situation in the following words:

"One of the most important matters to be considered by the Canadian government during the next few months is the policy to be pursued in regard to the cutting of pulp wood on Crown lands for shipment to the United States. The matter is important inasmuch as an international question is involved. It is of consequence on this side of the line, not because we need Canadian pulp wood or Canadian wood pulp, but because a condition has arisen which has caused a great deal of annoyance in the industry and has disturbed, to some extent, calculations of the cost of manufacture.

"One suggestion to the government, which comes from a pulp manufacturer, is that the Dominion authorities shall

offer to the United States government the free export of pulp wood in return for a reduction of 50 per cent. in the duties now levied upon Canadian pulp. In an academic sense the suggestion is not a bad one. But the sentiment in the United States is against any tariff revision at present, and if there is to be no remodeling of the tariff laws it will be exceedingly difficult to persuade Congress to cut down the very low duty of one-twelfth of a cent a pound, or \$1.67 per ton, on ground wood pulp, or the proportionately equally small tariff of one-sixth of a cent a pound, or \$3.34 per ton, on sulphite pulp, even if the free shipment of pulp wood be offered in return.

"It is hard for the Canadians to believe that we are not suffering for want of their pulp wood. But the fact is that it is a convenience to American pulp and paper manufacturers, and not a necessity. The Canadian Trade and Navigation returns for the year ending in June last show that during that year Canadian pulp wood of the value of \$1,194,038 was shipped to the United States. There are no statistics to show just how much pulp wood was made into paper in this country during those twelve months, but the Twelfth Census of the United States shows that during the calendar year 1900 we worked up \$9,837,516 worth of pulp wood into pulp or paper, or more than eight times as much as was imported from Canada in the year ended in June last, and we certainly used more pulp wood during the twelve months last mentioned than in 1900. It should be clear, therefore, that Canadian pulp wood is not as yet vitally necessary to the American pulp and paper industry."

#### British Journalist Here.

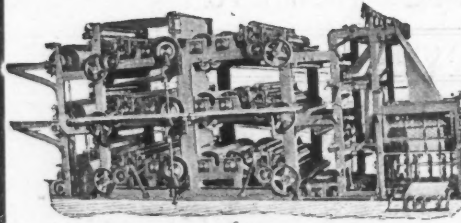
St. Leo Strachey editor of the London Spectator and one of the foremost of English journalists is now on a visit to the United States. Harper's Weekly says of him:

"Mr. Strachey's most pleasing characteristics are his incisiveness and breadth. It goes without saying that his early education was neglected, because, forsooth, this is his first visit to America; nevertheless, he knows a deal more of our country than many of ourselves know, and, while viewing our idiosyncrasies with that amused tolerance which no true Britisher can hide and which, in turn, is amusing to us, he is the most conspicuous, consistent, and staunch friend of the United States to be found in London. He is also, in our judgment, the ablest of English journalists. It is well that he should come here and acquaint himself with our people, and it is fitting that we should express our pleasure at seeing him and our wish that he might remain longer."

#### The Week's Paper Trade.

Conditions in the paper trade and industry continue favorable, says the weekly review in the Paper Mill. While the demand for paper is perhaps something less than it was to be expected judging by the trade of September and October, it is strong enough to absorb practically all the paper produced, and with the coming of cold weather it will undoubtedly increase. Manufacturing conditions are, generally speaking, to the liking of the mill owners. There is water enough for power and for mill use, pulp wood is, at all events, not scarce and there is coal enough in hand and in sight to relieve the mill men from any anxiety as regards fuel. Prices are well maintained, and small advances are noted from time to time. Taken as a whole the paper industry is in as prosperous a condition as it has known for many months.

## SCOTT THREE-TIERED PRINTING AND FOLDING MACHINE.

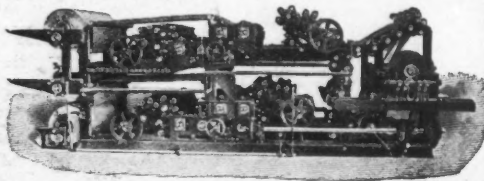


This press will produce copies of 4, 6, 8, 10 or 12 pages, insect, pasted, cut and folded, at a running speed up to 26,000 per hour, and put two copies of 8, 10 or 12 pages, once folded, together, and again fold them as a 16, 20 or 24-page paper, at a running speed up to 13,000 per hour. It will also produce magazines with pages about one-half the size of the newspaper page and consisting of 8, 12, 16, 20, 24, 32 and 48 pages, all inset in book form and folded.

## SCOTT TWO-TIERED PRINTING AND FOLDING MACHINE FOR MEDIUM-SIZE DAILIES

"IT NEVER FAILS TO CATCH THE MAILS."

This machine will produce papers consisting of 4, 6, 8, 10, 12 and 16 pages, at a running speed of 18,000 per hour, delivering them in book form, folded to half or quarter page size, or both, as ordered and counted in fifties.



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Chicago Office, Monadnock Bldg.  
St. Louis Office, Security Bldg.  
Boston Office, Winthrop Bldg.

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AGENTS  
T. W. & C. B. SHERIDAN, London, Eng.  
WILLIAM E. LOV. . . San Francisco  
LOUIS L. LOMER. . . Mexico City

#### Victor Herbert's Second Suit.

Last Monday counsel for Mark A. Blumenberg, editor of the Musical Courier, New York, appeared before Supreme Court Justice Leventritt to ask that certain portions of the complaint of Victor Herbert against his client be stricken out as irrelevant. Victor Herbert has started a second suit for \$50,000 damages as a result of the criticism published about him in a musical publication of which Mr. Blumenberg is editor-in-chief. In the first suit, which was tried recently, the defendant was the musical publication company, and the verdict was \$15,000 for Mr. Herbert. The new suit is instituted against Mr. Blumenberg personally. The justice took the papers and reserved his decision.

#### The Sun's Editor as a Nimrod.

Chester S. Lord, managing editor of the New York Sun, has been playing havoc with the ducks on the Great South Bay lately. He has made several trips to that section, and each time has returned home with a good sized string of birds. The guides near Patchogue, L. I., say no better shot ever visited that part of the bay than Mr. Lord, but the editor-hunter wears his honors modestly. One day last week his party bagged thirty-two birds in a few hours' shooting.

#### Another Cuban Editor in Trouble.

Congressman Sobrado, editor of the Reconcentrado, published at Havana, Cuba, will be prosecuted on the charge of sedition, if Judge Landa, setting in the cases arising from the recent strike, is allowed to follow out his plans. He has announced that he will ask the Supreme Court for permission for such prosecution. Sobrado wrote a letter to Judge Landa, admitting responsibility for incendiary articles.

Bernard Peters, so long editor and proprietor of the Brooklyn Daily Times, is to be remembered by a beautiful memorial window in All Souls' Universalist Church, Brooklyn, of which society Mr. Peters was leader from 1856 to 1864.

#### CHANGES IN INTEREST.

The Faribault (Minn.) Journal has been purchased by the Faribault Printing Co., comprising Postmaster Kaiser and his wife and M. T. Stewart, one of the present proprietors. The new company assumed charge Dec. 1. The paper will continue to be Republican.

The Boston Saturday Evening Gazette has been sold to William D. James, owner of the Sunday Budget. Robert K. James will be editor of the paper with John W. Ryan his associate.

J. K. Groom, formerly of Galesburg, Ill., has bought the Urbana (Ill.) Courier and assumed control of the business. Mr. Groom has recently been connected with the Galesburg Republican-Register.

#### Linotype Combine Conference.

At a meeting of the shareholders of the London Linotype Company Tuesday, the chairman, Mr. Lawrence, confirmed the report that negotiations were on foot looking to the amalgamation of all the linotype companies. He said that the company had been in communication with important capitalists in America and Berlin, and if the directors received good proposals they would be submitted to the shareholders. Regarding the dispute with the Canadian company, the chairman said that there would be a conference soon between representatives of the two concerns.

#### New York Commercial's Raise.

It is announced that after the first of the year the price of the New York Commercial will be raised from one to two cents. The Commercial is said to have had an almost phenomenal growth in circulation during the past year and is enjoying its share of prosperity.

The publication of the Bryn Mawr (Pa.) Home News will be continued by the family of the late deceased editor and publisher, Frank A. Hower. Improvements are promised in the near future.

#### DINNER TO MARK TWAIN.

Given in Honor of His Sixty-seventh Birthday—Those Present.

On Friday evening of last week, Samuel L. Clemens, "Mark Twain," was given a dinner at the Metropolitan Club, New York, in honor of his sixty-seventh birthday, which occurred the Sunday following. On the invitation of George Harvey, the executive head of the Harper firm, with all its publications, and of the North American Review, fifty-three other friends of Mark Twain gathered to do the humorist honor.

In his account of the dinner Dr. St. Clair McKelway, editor of the Brooklyn Eagle, spoke as follows:

"The gathering was remarkable in several instances for the representative character of the men. John Hay, William Dean Howells, Henry H. Rogers, Joseph H. Twitcheil, Wayne MacVeagh and Thomas B. Reed were perhaps the most intimate friends of Mark Twain to be observed, and they were all there.

"Among his associates in literary relations with the Harpers were also to be seen Robert W. Chambers, John Kendrick Bangs, George W. Cable, Richard Le Gallienne, Thomas A. Janvier, Will Carleton, F. T. Leigh, Frederick A. Duneka, Booth Tarkington, Henry M. Alden and E. Thompson Seton.

"There were also present among editors Samuel Bowles, Horace White, Adolph S. Ochs, Hamilton W. Mabie, William M. Laffan, Henry L. Stoddard and St. Clair McKelway.

"Among financiers besides Henry H. Rogers were Thomas F. Ryan, Daniel O'Day, William B. Leeds and August Belmont.

"Others whose presence graced the occasion and whose position in the realms of higher work in the world are self-defined were Charles Frohman, George W. Young, E. W. Townsend, Will N. Harben, Dr. C. C. Rice, John W. Alexander, Brander Matthews, Henry Van Dyke, Howard Pyle, James Lane Allen, Hamblen Sears, Hamlin Garland, Adrian H. Joline, F. Hopkinson Smith, William A. Nash, J. Henry Harper, Roy Roll Gilson, David A. Munro, Dumont Clarke, Henry S. Harper, Van Tassel Sturphen and Chauncey M. Depew.

"It was explicitly announced that there would be no speeches. Therefore a large number were made.

"After the other speeches had been made George Harvey let Mark Twain loose and Mark Twain let himself loose for about thirty-five minutes. He was never brighter, he was never more sardonic, he was never sweeter, he never more successfully brought humor and pathos into closer or finer relationship in all his life. He simply reveled in reminiscence, characterization and gratitude.

"This is one indiscretion he charges on Tom Reed: He said that Reed had declared that 'while we could not all be optimists, we all could, duly improving our opportunities, become bigamists.'

"And this, much foreshortened, is what he said about John Hay: 'More than fifty years ago both of us were barefooted boys, getting stone bruises, and not breaking the Sabbath more than once a week, out West. And now look at us. He has been poet, author, soldier, diplomat, orator, historian, and is now secretary of state. And I—I am a gentleman. It is given to every American to become what he is fit for.'

"And this he also said: 'There are fifty-four men here. Of them thirty-nine are my dear personal friends. They know me and I know them. Of the remaining fifteen I am confident that I can borrow money.'

"And he said very much more, closing with a splendid tribute to his wife as the best of consorts, the trust of friends, the kindest of critics, and adding: 'Her heart, my heart, our single heart, you will find full of love and memory for you all. My birthday will be Sunday, and hers, God bless her! was Thursday.'

The Paterson (N. J.) Morning Times will soon be issued from the new office of the Paterson Evening News.



**FEEDING A PAPER MILL.**

**Immense Tracts of Timber Land Necessary for Supply of Pulp.**

The sale announced last week in THE EDITOR AND PUBLISHER of thirty thousand acres of timber land in the northern part of New York state to supply the paper mills of the Block River, draws attention to the great expanse of forest necessary to furnish the rolls of paper that are fed into the huge presses of the newspapers every day to supply people with the news.

There are many large paper mills in the Adirondacks and the foothills of the big North Woods. It is in these Adirondack mills that the big machines rattle away every day and are scarcely able to supply the demand. The timber, which is felled by the hardy woodsmen in the winter, in the spring and fall freshets is floated to the mills, where the logs are fed into the saws and cut up into small sections. Then the barking machines strip off the outer covering. The bark goes to the furnace rooms to be fed into the furnaces, while the clean logs go to the grinding room.

Big flumes carry the mountain water to the grinding room, where the water has an enormous work to do. Turbines, propelled by the water power, turn the hard grindstones until the monarchs of the forest are turned to pulp. It is estimated that from 12,000 to 15,000 horse power energy is required to reduce one cord of spruce wood to pulp. Cold water flows continually on the grindstones to prevent friction setting fire to the wood, and the mixture of ground wood and water runs over dams and through screens and dry machines until, a thick mass, it is either put in storage tanks in bulk or formed by machinery into thick sheets, which can be rolled up like cloth. It is then ground wood pulp, and it is ready for paper making machines.

The spruce timber supply of the large paper mills on the Block River has been gradually failing, and it was for the purpose of keeping up the volume of business that the Gould Paper Company, of Lyons Falls, N. Y., and C. W. Pratt, another paper manufacturer, at Carthage, purchased the Page, Fairchild & Co.'s big tract of timber land near Utica.

**AMONG THE MAGAZINES.**

A feature of Wilshire's Magazine for December is "An Idyl of the Strike," a stirring tale by Julian Hawthorne, who has lately become associated with the editorship of the publication.

A new dramatic magazine called the Green Room is being published at Boston. Carlton R. Foster is editor and Ernest D. Foster business manager.

The Banker, published at Chicago, one of the leading financial journals of the Middle West, has an article this week on the recent Bankers' Convention at New Orleans. Among the illustrations is an excellent picture of Horace White, editor of the New York Evening Post, who addressed the convention.

The last mail brought the Sun Trade Journal, published in far off Japan, in both English and Japanese. This essentially modern publication claims an actual circulation monthly of 100,000 copies and shows that it is meeting a need in furthering the interests of oriental and occidental trade.

**Brooklyn Newstands Must Go.**

The borough authorities in Brooklyn have practically decided to have the three newstands fronting on the county buildings in Fulton street, which have been landmarks for half a century, removed, the plan of substituting ornamental iron stands for them having been abandoned.

**A NEW WASHINGTON BUREAU.**

**Permanent Office Established There by the Newark Evening News.**

The Newark (N. J.) Evening News has established a permanent bureau in Washington. J. Martin Miller, well known as a globe trotting newspaper correspondent and the author of several books, is doing telling work for the great New Jersey daily at the national capital. Mr. Miller began as its correspondent during the very dull season, but he at once started a service that has attracted attention and been quoted widely. The Newark Evening News is served by the Publishers Press Association. It is, by the way, one of the great newspapers of the United States. It is one of the dozen or so of dailies in America that have reached the top in prosperity, and by prosperity we mean circulation, advertising patronage and excellence as a newspaper. Then too, as a money maker, if we counted up twenty of the most prosperous of American dailies, the Newark Evening News would be one of the twenty. The New York Herald, World, Evening Journal, Chicago News, Kansas City Star, Indianapolis News, and one or two papers in each of the cities of Boston, Philadelphia, Baltimore and St. Louis, and you have the class in which the Newark Evening News ranks.

Newark is so near New York that it is not realized that that city is as large as Detroit, approaches in size Cleveland, Cincinnati and Buffalo, and is twice as large as Kansas City and almost equal in population to St. Paul and Minneapolis combined.

**Diplomacy Superseded by the Press.**

Sir Edmund Monson, the British Ambassador at Paris, in a speech at the annual dinner of the British Chamber of Commerce Tuesday night, gave an interesting picture of the changes that have taken place in the diplomatic profession in the past fifty years. He said that one of the chief functions of the diplomatist of the past was to collect information, but he has been superseded by professional journalists, whose accuracy and dispatch have become so trustworthy and enterprising that diplomatists cannot attempt to cope with them on their own ground. The correspondents have further invaded the diplomatists' field by sending enlightened comments on news. Indeed, the serious change in diplomacy is largely due to the representatives of the great newspapers.

**Boycott Against Los Angeles Times.**

The International Typographical Union has ordered a general boycott against the Los Angeles (Cal.) Times, of which Gen. Harrison Gray Otis is editor and publisher, as a result of the latter's refusal to comply with the demands of the Los Angeles branch of the union. A complete list of the foreign advertisers in the Times has been sent out to labor unions of the country with the hope of inducing them to withdraw their patronage from the paper. Gen. Otis maintains that, inasmuch as the Times pays more than union wages and its employes are satisfied, there remains nothing to arbitrate.

**Editors Give Banquet.**

The editors of the two papers at Warsaw, N. Y., Levi A. Cass, of the Western New Yorker, and John Underhill, of the Wyoming County Times, gave a banquet a short time ago, in honor of the Board of Supervisors. The county officials and other men of prominence of that section were numbered among the guests who made merry with the newspaper men.

A daily paper containing twenty pages was published in the interests of the teachers' bazaar at Buffalo, N. Y., during Thanksgiving week.

**A HOME OF NEWS BUREAUS.**

**Some Interesting Facts About the Building at Washington.**

The following story is told of the plot of real estate on which now stands the building occupied by the Western Union Telegraph Company and the Washington bureaus of the leading newspapers:

John R. McLean, owner of the Cincinnati Enquirer, who has made Washington practically his place of sojourn for the past fifteen years, and is one of the largest property owners at the nation's capital, for years yearned to lay claim to the piece of real estate at the corner of F and Fourteenth streets. The lot for over forty years was owned by Joseph C. Willard, the well known hotel man of Washington. Mr. Willard was cranky, and no one could purchase it, nor would he improve it.

McLean, thinking that a big price would tempt the old man, proposed to cover the valuable and spacious lot with silver dollars if Willard would sell.

"I will give you my answer tomorrow at noon," said Willard.

McLean was on hand promptly. "I may not have understood you, Mr. McLean," remarked the owner. "Did I hear you say that you would cover that lot with silver dollars, so?"—placing two silver dollars flat in his hand—"or did you mean that you would place them so?"—putting the coin up edgewise.

McLean said he meant flat. "You must cover the lot edgewise, or I could not think of parting with the property."

No amount of money could have bought the property, Willard having become contrary simply because so many rich men were after it. After his death his son and sole heir promptly erected a substantial building on it, which has since been occupied by the Western Union and the paper bureaus.

Mr. McLean recently paid the highest price for business property ever realized in Washington—\$50 a square foot. It was for the old Riggs banking corner, occupied by the bank building, where Corcoran and Riggs laid the foundations of their large fortunes.

**Young Indiana Journalism.**

Pupils in the schools of Evansville, Ind., are arranging entertainments to raise funds with which to buy small printing presses. One will be provided for each room, and the boys will be taught to operate them. It is the intention to issue small papers from some of the rooms, the pupils to have entire charge of the work. Superintendent C. W. S. Cooley originated the scheme. The labor unions of the city are discussing plans for operating a newspaper of their own. The plan is for each union to take stock in the enterprise.

The Baltimore News has just passed its 30th year.

**The Lackawanna Habit**

**ONCE CONTRACTED HARD TO BREAK**

Any one of the numerous Lackawanna Railroad passenger trains between New York and Buffalo, Chicago and St. Louis will give it to you. Smooth roadbed, luxurious sleeping and parlor cars, a la carte dining service, roomy coaches, courteous trainmen, absence of smoke and dust are the causes. Ticket offices at

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and Manufacturers of Electrotype Machinery,  
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**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.

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**THE SCRIPPS-McRAE LEAGUE,**

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

# THE EDITOR AND PUBLISHER

A JOURNAL FOR THE MAKERS OF NEWSPAPERS.

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

TELEPHONE, 7615 CORTLANDT.

PUBLISHED BY THE EDITOR AND PUBLISHER COMPANY.

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

Copies of the EDITOR AND PUBLISHER may be found on sale in New York City at the stands of L. Jones & Co., in the Astor House; W. H. McKiernan, 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, 108 lines to a column); Reading Notices, 25 cents an agate line; Small Advertisements under classified headings, such as Situations Wanted, Help Wanted, For Sale, Correspondents, &c., 50 cents for four printed lines or less. Four agate lines Situations Wanted free. Discounts for page ads and long time contracts.

Entered as Second Class Matter in the New York Post Office.

NEW YORK, SATURDAY, DECEMBER 6, 1902.

## SUBTLE INFLUENCES.

Every now and then we see something about J. Pierpont Morgan's aversion to newspaper notoriety. The following is taken from an English paper of recent date:

"Morgan doesn't like the newspapers, they worry him, and Mr. Harry Walker, of the New Yorker, tells us that he has become excessively sensitive to newspaper criticism and talk. He finches under it like a man scourged with a cat-o-nine tails. The other day, in conversation with a friend, he commented with great bitterness on the attitude of the newspapers toward him of late, and said: 'I do not understand why I should be held up as I am in the newspapers and made a subject of offensive notoriety. To read the newspapers these days and see the cartoons they publish about me, and the affairs I am supposed to be connected with or responsible for, one might well imagine that I am the greatest criminal on earth. This sort of attention is objectionable and the notoriety given me brutal and unjust. What I am doing is not for my own advantage, especially, and I am not in business any longer for the money there is in it.'

And so it was reported not long ago that Mr. Morgan had established a sort of clearing house for news emanating from his office in Wall street. The same article which told of this small news trust observed that other men on the "Street," only less powerful than Mr. Morgan, continued to see reporters when used be, although they remained quite as reticent as usual concerning their affairs. We do not see these magnates complaining so seriously of the invective of the press and we wonder why.

A reporter sent out on a story is a machine in the hands of his city editor, and he remains a machine until he returns to write his story. He is accustomed to rebuffs, to gruff language, and we may say insult, but these do not affect a machine. It is when he sits down to grind out his stuff that the reception he has received at the hands of the powers that be rancors in his soul. If he has been turned down he knows that he has with him, if not the sympathy of his editor, at least the attendant umbrage of the latter because of losing a good story, and in the account he writes he knows the little adjectives of bitterness with their larger connotation will slip by the blue pencil and get into print.

After all he is human and if he has been received courteously and dropped gently his story will mirror his feelings as certainly as a photographic plate will reveal the character behind a sunny face. It is not a case of blackmail; it is a case of acting on the theory that an exchange of courtesies does not stop at squaring accounts, but leaves a balance to the credit of either side. It would be hard indeed for a reporter who had just interviewed Sir Thomas Lipton to dip his pen in gall.

Whatever the worth of newspaper favor

may be, whether it is of great material advantage or not, we must admit that the press of the country is a great reflector of the characters in public life.

To the one struggling among the briars of a forest Nature says, "So warm my little man?"

## AS A POST-GRADUATE COURSE.

The newspaper is the library and school of modern man, says the Austin (Tex.) Statesman. He takes information on the wing, as it flies by him in the daily press. The scribe who sits with a shade over his eyes and works till late at night preparing his paper for the reader's eye the next morning, is, as a rule, personally unknown, but he is none the less an important factor of advancement. His identity is so merged in the impersonality of the newspaper that, for purposes of selfish glory, his individuality is lost, but his task is none the less dignified and responsible.

It is the customary thing to declare that the great public schools are the bulwarks of our liberties, the palladium of our freedom, but, to the newspapers that distinction might with equal propriety be awarded.

"Milk for babes—meat for strong men," is an aphorism applicable to the difference between the preliminary training of the child at school, on the one hand, and the more difficult and more practical branches he must master in after life, on the other hand.

In this post-graduate course of practical instruction, the newspaper plays a leading part. Speaking in a general way, they are the great levers of modern progress, the social and political safeguards.

The first newspaper in England was published in the sixteenth century, to apprise the English people of the preparations and movements of the great Armada which the Spanish Philip was putting in readiness to launch against Great Britain with the intention of overthrowing that English liberty which was so constant a contrast and menace to Spanish despotism. Even as that prototype of the modern press was to expose the machinations of tyranny, so may it ever be the mission of the newspaper to expose and subvert conspiracies of wrong doers against the public welfare.

## St. Paul Trade's New Quarters.

With the Thanksgiving special number of the St. Paul Trade, which, by the way, was a credit to its new management, that paper announces that it is ready to welcome its friends to its new quarters in the Pioneer Press Building. St. Paul Trade has come to the front rapidly in the last few months and the merchants of the Northwest are deciding that they must have it on their desks.

## CHICAGO PROFESSORS.

New York Tribune Thinks It Time to Let Up on Fantastic Stories Concerning Them.

Undoubtedly queer things happen in and come out of Chicago, but in our opinion the time has arrived for judicious persons to attempt to draw the line and at least refuse to believe statements which would be dismissed as utterly ridiculous if they related to any other city of the habitable globe. The fact is, there has been for a good while considerable evidence of the existence in Chicago of an establishment for the manufacture of fantastic falsehoods about more or less conspicuous residents of the Western metropolis, and it is a curious feature of the business that the line of goods thus offered for sale, and, we regret to say, snapped up at exorbitant prices by the newspaper press of the country, is largely educational. It is not surprising that a centre of instruction should attract some eccentric practitioners of the art of teaching, but it has yet to be proved that the proportion of such characters is greater in Chicago than it is elsewhere. Certain it is that many of the weird tales which have passed into general circulation from that source have been flatly contradicted on the highest authority, while others have refuted themselves to the satisfaction of every sane mind.

Hereafter, therefore, in case a Chicago professor of literature is reported to have informed his pupils that any woman who has divorced her third husband because he insisted on wearing his wooden leg hind side in front can make an enormous fortune in six months by raising bricks on strawberry vines, we advise the public to reject the story at once. Or when it is announced that the gentleman occupying the chair of homiletics and the pastoral charge in one of Chicago's educational institutions is willing to bet all comers that he can shoe a horse and bathe a baby at the same time without turning a hair, it will be entirely safe and eminently proper to assume that he has been misquoted.

These are mere examples of the kind of stuff which the inventors and purveyors of scandal have been sending out of Chicago for several years. That city is by no means above reproach, and people who live in glass houses themselves are occasionally justified in throwing a stone or two toward the setting sun; but it is time to stop giving encouragement to nonsense which has become stupid and looks malicious.

## Some Pen Names.

Pen names are coming into fashion again. In the old days men and women used to choose two or three and write under them as well as under their own—or worse. Many writers do better work when in hiding, but they obtain less personal advertising. A young writer, now considerably sought after, is "Theodosia Garrison." Some admirers think her superior to "John Winwood." Others regard Miss McCrear Pickering as in advance of both. And not one reader in a million knows that this trinity is one flesh, and that she is the fair daughter of our old friend Silas W. Pickering, wit and philosopher. Miss Pickering's output is so large that magazine editors do not like to publish all of it under one name. To do so would smack of favoritism. —New York Press.

## To Offset Rosewater.

It is rumored that the railroad interests in Nebraska will soon cause to be established a new daily in Omaha to offset Edward Rosewater's attacks in his paper, the Omaha Bee, against the present basis of railroad taxation.

## CLIPPED EDITORIALS.

### NEWSPAPERS AND LABOR QUESTIONS.

A correspondent writes to the New York Tribune, taking note that newspapers hesitate to grapple with the problems involved in strikes, boycotts and labor union conflicts. It was a queer place to send such a letter, as the New York Tribune speaks plainly its mind on such subjects. But there is a manifest hesitancy on the part of many, perhaps most, newspapers to discuss these questions on plain principles of human rights. Most newspapers are, no doubt, largely sympathetic with legitimate labor union work. They recognize the oppressiveness of capital in some of its most powerful combinations, and maintain conscientiously the right of labor to organize and secure its rights in the only possible way. They contribute a good deal to the legitimate growth and power of labor organizations, and do it because they believe in it. But when it comes to such questions as that raised by the action of the painters' union in Schenectady, in discharging a member because he served in the national guard, many are silent, even though they disapprove heartily and feel as though such an act is intolerable in a free country. They are silent, partly because they consider this an exceptional case with which the better sense of the wiser union leaders will deal if let alone. No doubt, also, most papers actually dread to get into a controversy which will alienate a considerable body of their readers. For business reasons they would rather avoid such subjects, if they can. It is, however, the duty of the press to speak its mind courageously on these as on other subjects. It is, in the long run, the best business policy, as well as the only right course. The plain truth, and the vigorous presentation of primary principles of liberty and right, will anger and alienate some. But in the long run such principles are bound to triumph in this country, and the defender of them will command the respect of the clearer-minded, the fairer, the braver and more substantial elements of society. These are what every newspaper has got to depend upon for support that is permanent and worth having, and the cowardly journals which surrender everything to the passion and prejudice of the hour will profit for a moment, perhaps, but in the end will continue to occupy the degraded position which gives them so low an estimation of human character among their readers. —Waterbury (Conn.) American.

### NEWSPAPER JUVENESCENCE.

It is a rule of newspapers that in a sense they become younger as by measure of time they become older. This is simply due to logical causes. The newspaper is the mirror, the microcosm of its century, of its half century, of its decade, of its year, of its day, of its hour. That is why world, church, science, art, business, education, philanthropy, culture, being more and meaning more now than they were and than they meant in 1841, the Eagle, reflecting them all here, ministering to them all here, and itself ministered unto by all of them here, should be, and we trust is, better, broader, stronger and essentially younger now than it was then. That is why in homes and solvent journalism old is young and age is youth, and sixty-one years are an evidence not of decrepitude, but of lusty juvenescence. This, in form a paradox, is in fact a truth, as the thoughtful can in a moment see. —Brooklyn Eagle.

### Kansas City Star's Paper Mill.

Work has been begun on the foundation of the Kansas City Star's paper mill in the block bounded by Shelley, Guinotte and Woodland avenues and the Missouri Pacific Railroad tracks, in the east bottoms. Contracts for the power plant of the mill were to be let last week. The paper making machinery was contracted for two weeks ago and is now in course of construction in Eastern manufactories. Forty freight cars will be required to transport the paper machines alone.



## PERSONALS.

Norman E. Mack, editor and proprietor of the Buffalo Times, is being talked of in some quarters for Democratic leader of New York.

M. Jules Huret, editor of the Figaro of Paris, who is in this country studying social conditions, delivered a lecture at Columbia University, Thursday, on "The Social Question in France."

Alexander von Landberg, formerly editor of the German Union, of Syracuse, N. Y., has been sued for divorce by his wife, Mrs. Marie von Landberg. Mr. von Landberg, now lives in Canton, O., and is the editor of a German paper there. It is understood he will not contest the suit.

J. N. Miller, Washington correspondent of the Chicago Evening Post and the Newark News, was a business visitor in New York this week.

William Rosenthal, editor of the Reading (Pa.) Daily Post, was tendered a complimentary banquet on the occasion of his 80th birthday anniversary.

John Boden, Jr., formerly editor of the sporting department of the New York Press, is now racing editor of the Sun.

## A Plea for Truthful Journalism.

The Rev. Dr. W. S. Rainsford, in his Thanksgiving sermon at St. George's Church, New York, had some interesting things to say about the wrong and right sorts of journalism. He spoke in part as follows:

"The chief danger threatening the life of this country to day, in my judgment, arises in the unsatisfactory state of journalism more than from anything else. There are journals with an immense sale whose one effort is to exploit the news of the country rather than to tell the truth. No lie is more misleading or vicious than a half statement or perversion. The one thing that threatens our democracy in this country is the perverse effort to spread before the people not the truth itself but the truth garbled and distorted when it suits the purpose of the paper. Millions have been spent in colleges and millions in libraries, and the money has been well spent. Sure as you live, the time is at hand when far-seeing men will come forward prepared to spend millions in placing the truth, so far as it can be ascertained, before the people of the United States, for the cause of humanity, which is the cause of democracy, can live by nothing else."

## BRIEF ITEMS OF NEWS.

An industrial edition was recently issued by the Monessen (Pa.) News, devoted to the manufacturing interests of that vicinity.

To save money it is proposed to print the New York City Record hereafter in solid brevier type instead of its present luxurious wide spacing and wide margins.

A meeting of the board of directors of the Associated Press will be held next Wednesday at the general offices of the association, 195 Broadway, New York.

Thomas B. Garner, editor and owner of the Southern West Virginian, published at Williamson, W. Va., discovered a coal mine on his farm near that place. It is a six-foot vein of the best quality of black diamond and promises to yield him a small fortune.

The gifts of Mrs. Phoebe Hearst to the departments of archaeology and anthropology of the University of California this year amount to \$111,000.

The Vincennes (Ind.) Capitol published the President's message last Monday after signing an agreement to hold it until released.

## M. De BLOWITZ.

## ONE OF THE GREATEST OF EUROPEAN JOURNALISTS.

Vance Thompson, in the Saturday Evening Post Tells of the Accomplishments of the Man Who Has Been One of the Most Influential Forces in the Moulding of Modern Europe, His Characteristics and Some of His Ways of Doing Things.

In the Saturday Evening Post last week there was a brilliant article by Vance Thompson on M. de Blowitz, who has just recently retired from active newspaper work. M. de Blowitz joined the Paris staff of the London Times in 1871 and has since been, perhaps, the most powerful factor in European journalism, if not, indeed, in European politics. Mr. Thompson speaks in part as follows concerning this great, mysterious man:

"Who is M. de Blowitz? Upon my word I do not know. I open the latest biographical encyclopaedia and I read—will you look over my shoulder and read it with me?—this:

"Blowitz (Henry, George, Stephen, Adolphe, Opper of Blowitz): born in 1825; was naturalized as a Frenchman in 1870.

Then follows a page account of what he has done since 1870. But it's a far cry from 1825 to 1870. What happened in those years?

"In that red crisis of the Franco-German War he appeared in Paris, dimly. In the records you will find the date of his naturalization—that is all. He was not a young man then. Within six months he made Thiers President of France. The Bonapartists and the Royalists were in a majority. And yet—no one knows quite how unless it be M. de Blowitz—after quarrelsome days Thiers was made (March 17) chief of state—a republic was established, and Thiers led the war to what end you know and created a new France. What was it De Blowitz did then? Mystery.

"That is the only answer to anything about M. de Blowitz. When the Germans left France M. de Blowitz was already established in Paris. He was working for Laurence Oliphant, the correspondent of the Times.

"For the first few months he was an insignificant figure in the bustle of that great office. Oliphant, however, marked him and studied him. Perhaps you may have a literary recollection of Oliphant. He was a man who bulked big over his generation—a poet, a mystic, a soldier; he had carried a fragment of liberty into the dim edges of the Orient before he became the London Times man in Paris; he was a diplomatist, too—altogether a rare man. He loved liberty and peace. For these ends he toiled, as adventurer or newspaper man. Having studied De Blowitz he said to him one day: "You can do this work better than I can—so I'm going." And he went to what Kansas or Nebraska I have forgotten for the moment—to found a socialistic colony of honest men which failed.

"Oliphant was off to what new world he knew not; De Blowitz had found, or made, his opportunity. He was the Paris correspondent of the London Times. I should like to explain what that means, but only the professional journalists—perhaps of them only a score—would understand what it does mean. You will understand readily enough that the Times is the leading newspaper of the world; you cannot compare it with the yellow journal that comes in with your morning coffee; the Times is more than an institution—it is England. Its sen-

sitive tentacles reach across the globe. Therefore the man who represents the Times in Paris—where the currents of all national interests cross and clash—is not a journalist; he is a diplomatist; or, in more meaning words, a maker of events. Even in Oliphant's day the Times office in Paris was merely a bureau for political gossip. That it is an institution is due wholly to De Blowitz—it was he who made it, as, perhaps, he made himself. Diplomatist among diplomatists, he is more powerful than any of them, because he works in the interests of the whole rather than in that of a part. His loyalty to the Times is unquestionable. Yet that seems to be merely an incident in his career. He does not so much represent the Times as he has made the Times represent him—so that day by day the Times seems to be a cinematograph reproduction of this large, staunch, mysterious old man in the quilted-silk dressing-gown. He has spun a web around the globe—news of whatever happens in Europe or America or the Orient comes trembling along the filaments of his web and he smiles and knows and acts.

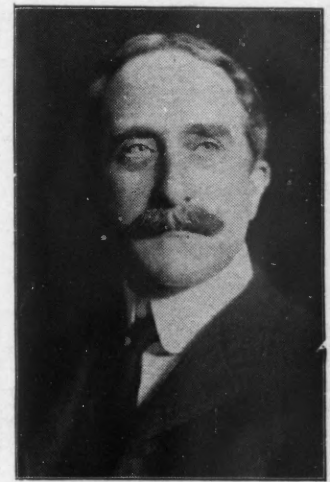
The hours of M. de Blowitz for receiving callers are from five to seven. Mr. Thompson thus describes the first impression: "A mysterious curtain drops and you see M. de Blowitz in a doorway. The light is on that big, domed, full-browed head; you see that first—then the famous fluttering necktie and the roomy, muscular body of the man. You comprehend, as you see him, how it was that he leapt the wall of Versailles palace one night and sent abroad a piece of news that changed the politics of Europe.

"M. de Blowitz is a very busy man and yet you would never know that he works, should you see him dawn to the new dawn. His ideal of a dinner is twelve people—four men and the other seven women; he admires women and believes in their honesty and power far more than casual observers do. When dinner is over and the women have gone to the drawing-room, M. de Blowitz smokes his cigar and talks to the men—I beg your pardon, he lets the men talk to him. All this time you fancy he has been merely an idle, charming host? A perfect host and charming he has been, but not idle. "Will you join the ladies?" he says; "Then he will vanish—in half an hour he will come again, but in the mean time he will have dictated his daily article to the Times.

"M. de Blowitz affords a singularly fine example of what the man of will and brain can make of his life. Circumstances aided him very little. He had neither the collaboration of a great fortune nor the assistance of a well known name. By his own position which no man ever held before and no man probably will ever hold again. No ruler of Europe has been so potent a factor in preserving European peace. Yet he is not a statesman. A master of journalism, who could instruct the most expert American reporter, he is not a journalist. He checkmated Bismarck and "cooked Count Munster's goose"—to use the late Lord Lytton's phrase—and yet he is not a diplomatist. He is De Blowitz. That is all you can say. An accomplished gentleman, a man of broad and cosmopolitan culture, expert in life, knowing men and women, he has entered the lists with a stronger lance and taken a wider career therein than any man of our day. His work will loom larger in the perspective of history. When the little negligible facts have dwindled into their due insignificance De Blowitz's role in the drama of the last thirty years will stand out huge and clear.

## HELP WANTED.

Experienced advertising solicitor wanted for morning daily. Good salary to the right man. Address "Opportunity," care THE EDITOR AND PUBLISHER.



Frank Presbrey, head of the well known advertising agency of the Frank Presbrey Co., is one of the most successful men in New York. He is a graduate of Princeton University, a member of several clubs, and an inveterate golfer. He is thoroughly in touch with the leading business men of this metropolis and handles some of the largest advertising contracts given out in this country. His agency is especially popular with the big steamship and railway companies.

## THE GRIEVANCES OF BORIS.

What the Grand Duke of Russia Thinks of American Reporters.

The newspaper reporters had lots of fun and made lots of copy at the expense of the Grand Duke Boris of Russia during his visit to the United States, which may be described as one long spree.

After arriving in Paris he authorized his secretary to speak for him. His indictment of American newspaper reporters is as follows:

"I can only compare them to street roughs. At San Francisco they were not so bad, but in Chicago and New York their conduct was disgusting. "They came into my room at 7 a. m., without knocking, helped themselves to my cigarettes and began asking indecent and disgusting questions about the prince.

"The slipper and champagne incident was an absolute invention, likewise the Gambrell dinner incident.

"The representatives of American newspapers are anything but gentlemen. They are, I repeat, a set of roughs.

"When I informed them the grand duke was not in his room they told me that I lied.

"In the New York Sunday papers his highness' photograph was placed beside those of ballet dancers and demi-mondaines."

## SITUATIONS WANTED.

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

City editor desires reportorial or other work in South or California. Address "Southwest," care of THE EDITOR AND PUBLISHER.

An experienced artist and reporter, does good work in pen and chalk plate, best references, and will send samples to bustling paper. Prefer West or South. Address "Strenuous," care of THE EDITOR AND PUBLISHER.

## FOR SALE.

Two second-hand Duplex Linotypes. Good condition. Cash bargain. Address "MIRROR," Altoona, Pa.

Cox Duplex Press, prints four, six or eight pages, can deliver at once. Address Walter Scott & Co., Plainfield, N. J., or any office of the company.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

W. R. Sullivan, advertising manager, of the Mutual Life Insurance Co., New York, is preparing new copy, which is likely to go out the first of the year.

The Dr. Slocum copy is expected to start about Jan. 1.

A. R. Elliot & Co., of 66 West Broadway, New York, are asking rates for four inches single and four inches double two times a week for a year.

The Dr. Howard Co., of Binghamton, N. Y., has been sending out broadcast requests for rates since last July, but it seems no one as yet has obtained any business from them.

The H. N. Goddard advertising agency of New Orleans is asking for rates from southern papers.

### Worth of the Advertising Solicitor.

The advertising solicitor is an important adjunct to a newspaper. The latter uses the solicitor more than any other line of business. It is unfortunate for some newspapers that they should think that any sort of a man or woman will answer for that kind of work. As a fact, a successful solicitor should possess a number of virtues, such as courtesy, intelligence, a good English education and a pleasing address. He should not be loquacious, nor given over to boasting or lying statements about circulations. Advertisers do not expect every solicitor to represent papers having the largest circulation in the world, nor those which go only to the rich and well-to-do. Much of the exaggerated statements about circulation have their origin in the fierce competition between advertising solicitors. Such unreasonable claims affect seriously the reputations of the papers involved.—*Printers Ink.*

### HEADINGS AS A STUDY.

#### One of the Highest Arts in Journalism, Quite as High in Advertising.

The headline is the first bid for business. It is the eye catcher—the attention attractor—the life and essence of the ad. If successful the advertisement is read. If it is unsuccessful the time and money spent on the publicity is wasted. Therefore advertisers should study headlines.

Among the highest paid men in metropolitan journalism are the headline constructors. They aim to present the news of the day at a glance in the types display above the "stories." Their headlines are pithy, pointed, striking and sensible. Every advertiser can well study their efforts. They study dramatic effects. They play upon the readers' emotions. They use alliterations. They never waste words. They go to the heart of the subject. They fly as straight as a bullet. They say something. So should the advertiser.

Common place advertising floods everywhere. It neither attracts nor repels the eye. If the reader has time or is particularly interested in the article advertised he reads the advertisement—if not, he skips it. Its common place headline and common place character make not even a momentary impression on the average reader. Not so with the advertisement topped with an interesting caption.

The good headline alone makes an impression possessing a distinct financial value. Its mercantile importance is proven by the increased business it sends in as compared with the ordinary ad topped by the ordinary headline.—*Retailer and Advertiser.*

The New York Times claims to have carried 426,064 agate lines of advertising during November.

## A WRONG IMPRESSION.

### Central Advertising Agency of Ohio Writes to Correct Errors.

The following letter was received from W. F. Harris, manager of the Central Advertising Agency of Canton, Ohio: Canton, Ohio, Nov. 26, 1902. To THE EDITOR AND PUBLISHER, New York City, N. Y.

Dear Sir:—A recent issue of Newspaperdom devoted several columns to the Central Advertising Agency, attempting to show that this agency had misrepresented matter to Ohio newspaper publishers with reference to newspaper advertising contracts which we have made during the past six months for the Life Plant Company, of Canton. We have written to the editor of Newspaperdom a complete reply to all of the statements and insinuations made, which we believe will put our agency in the right light. The article in question gave a list of about 75 Ohio newspapers with whom we have contracts for, the Life Plant Company aggregating over \$20,000, all payable by non-assessable stock in the Life Plant Company. A communication was published in the article from the business manager of the Crescent News, Defiance, Ohio, one of the papers in the list, which stated that no contract had been made by our agency with that paper. Nevertheless, we hold a contract covering 3,000 inches of the Life Plant Company advertising in the Crescent News, executed on Oct. 11, 1902. This contract was made with J. L. Patterson, president of the Northwest Printing Company, Findlay, Ohio, with whom we also contracted at the same time for this advertising in the Courier, Findlay; Messenger, Fremont; Forum, Bryrus; Tribune, Bowling Green; Republican, Upper Sandusky and the Times, Van Wert. The advertising was to run on the inside pages of these papers, Mr. Patterson at that time doing the printing of one side of each of the publications named, at Findlay.

All of the other contracts which we have made with Ohio publishers have been made direct. No misrepresentations have been made.

The Life Plant Company is composed of reliable business and professional men. The president is Mr. H. B. Stewart, one of the public spirited citizens of Canton, and a member of the legal firm of Taylor & Stewart. The secretary is Mr. A. H. Elliott, a prominent young attorney who has just moved to Canton from New Philadelphia. We handle their advertising as we would that of any other client, believing them to be men who will carry out their contracts to the letter, and believing that the newspapers accepting our proposition will realize handsomely for their space.

Yours truly,  
H. F. HARRIS,  
Manager.

### Linotype Shipments.

During the past week the Linotype Company has shipped machines to the following offices for the establishment of new plants: Louisville (Ky.) Baptist Book Concern, Los Angeles (Cal.) Evening Express Company, 8; San Francisco, Cal., Williams & Collins; South Bethlehem (Pa.) Sun.

Besides the above additions have been made to linotype plants in the following offices: Grand Rapids (Mich.) Evening Press Company, Boston (Mass.) Advertiser Newspaper Company, 3; Kansas City (Mo.) Journal Company, 2; Elizabeth (N. J.) Leader, Syracuse (N. Y.) Evening Telegram, 4; Seattle, Wash., Lowman & Hanford Stationery and Printing Co.; Findlay, O., Jeffersonian Publishing Co.; Birmingham (Ala.) News Publishing Co., Sacramento (Cal.) Record Union, San Francisco (Cal.) Bulletin, San Francisco (Cal.) Star, San Francisco (Cal.) Examiner, San Francisco (Cal.) American Press Association, Somerville (Mass.) Journal Co.

## ADVERTISING AGENTS' GUILD.

### Principal Concerns of the Country Form Association Headquarters New York.

The leading advertising concerns of the country have organized an association called the American Advertisers Association, with headquarters at 150 Nassau street, New York. It is incorporated under the laws of the State of New York, with Charles H. Fuller and D. M. Lord, Chicago, and George Batten, New York, as the incorporators.

The purposes for which the corporation is formed are: To provide a common agency for gathering and disseminating information of value to publishers of reputable publications and advertising agents; to protect them from irresponsible customers; to act as agent or attorney in fact for corporations and individuals in all transactions in which corporations or individuals may lawfully engage and employ an agent or attorney in fact, and to render such other assistance or service to its stockholders and others as may be within its corporate powers.

When asked the reason for incorporation, John W. Barber, the secretary, said that it was simply considered more advantageous to the association and that there was no secrecy in regard to it as some had seemed to think.

The officers of the association are: Charles H. Fuller, of Charles H. Fuller's Advertising Agency, Chicago, president; C. E. Raymond, of the J. Walter Thompson Company, New York, first vice-president; Frank Presbrey, New York, second vice-president; J. W. Barber, secretary, and George Batten, treasurer.

Executive committee—D. M. Lord, of Lord & Thomas, Chicago, chairman; A. R. Elliott, George Batten, U. K. Pettigill, Conrad Budke, F. B. White and H. H. Douglas.

Membership committee—Paul E. Derrick, chairman; John Lee Mahin and M. V. Putnam.

The members of the association include the following:

The Banning Advertising Agency, Chicago; J. W. Barber Advertising Agency, Boston; George Batten & Co., New York; Nelson Chesman & Co., St. Louis; Blaine-Thompson Company, Cincinnati; Clark Advertising Agency, Chicago; Paul E. Derrick Advertising Agency, New York; A. R. Elliott, New York; E. N. Erickson Advertising Agency, New York; Charles H. Fuller's Advertising Agency, Chicago; William Hicks, New York; J. Frank Hackstaff Company Advertising Agency, New York; W. H. H. Hull & Co., New York; H. B. Humphrey Company, Boston; Hungerford & Darrell Advertising Advertising Agency, Washington; H. W. Kastor & Sons Advertising Agency, St. Louis; Samuel Knopf & Co., New York; Lord & Thomas, Chicago; Lyman D. Morse Advertising Agency, New York; Mahin Advertising Company, Chicago; Pettigill & Co., Boston; George G. Powning, New Haven; Frank Presbrey Company, New York; George P. Rowell Company, New York; J. Walter Thompson Company, New York and Chicago; Frank B. White Company, Chicago.

### The Christmas Collier's.

None of the Christmas editions is finer in artistic make up or more replete with attractive features than Collier's Weekly. With this issue Charles Dana Gibson becomes a regular contributor and his study in black and white called "The Parting Wall" is one of the best things that has come out for a long time. He also illustrates a sketch by Mr. Dooley on "Guesses About Women." The number leads off with a story by Kipling called "The Captive."

## 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. Expedition Flyer.....7:00 a. m. 7:54 a. m. Syracuse Local.....7:23 p. m. 8:30 a. m. Empire State Express.....10:00 p. m. 8:45 a. m. Fast Mail.....10:00 a. m. 10:30 a. m. Day Express.....7:00 p. m. 11:30 a. m. Rutland Express.....7:00 p. m. 1:00 p. m. Southwestern Limited.....6:30 p. m. 1:00 p. m. Chicago Limited.....1:30 p. m. 3:30 p. m. Albany and Troy Flyer.....11:10 a. m. 3:35 p. m. Albany Special.....9:01 p. m. 4:00 p. m. Detroit & Chicago 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.....7:25 a. m. 9:20 p. m. S. W. Special.....7:50 a. m. 9:30 p. m. Pacific Express.....5:30 a. m. 11:30 p. m. Northern New York Express.....7:25 a. m. 12:10 a. m. Midnight Express.....5:30 a. m. \*Daily, except Sunday. †Daily, except Monday. Pullman cars on all through trains. Trains illuminated with Pintsch 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 138th St. Station, New York; 338 and 726 Fulton St. and 106 Broadway, E. D., Brooklyn. Telephone "900 28th Street" for New York Central Cab Service. Baggage checked from hotel or residence by Westcott Express Company.

### BALTIMORE & OHIO RAILROAD

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Offices: 113, 261, 414, 1300 Broadway, 6 Astor House, 25 Union Square W., 391 Grand street, N. Y.; 343 Fulton street, Brooklyn; Whitehall Terminal and Liberty street. Baggage checked from hotel or residence to destination.

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STEREOTYPE, ELECTROTYPE, LINOTYPE, MONOTYPE AND BABBITT METALS.

### Newspaper Man Sets Western Post.

Oliver P. Newman, a young newspaper man of Washington, has been appointed assistant architect at the Government Sanitarium at Fort Stanton, N. M.

Before his departure last week to begin his new duties, Mr. Newman's newspaper friends gave a dinner in his honor at the New Willard. Robert H. Patchin was toastmaster and the responses were full of congratulation and good wishes for Mr. Newman.

While the dinner was in progress many "faked" dispatches were received from prominent statesmen and others expressing regret at their inability to be present.



ED L. KEEN.

Washington Manager of the Publishers Press and Scripps-McRae Associations.

Ed L. Keen, who takes care of the Publishers Press and Scripps-McRae Press Associations' interests at Washington is a native of Ohio and a graduate of the Ohio Wesleyan University, at Delaware, O. He began his newspaper career as a reporter on the Cincinnati Post and later became telegraph editor and then managing editor of that paper.

In December, 1896, he went to Havana to report the progress of the Cuban revolution for the papers of the Scripps-McRae League, and it was while enroute on this mission that he secured and sent to his papers the first news of the treacherous killing of the Cuban leader, Maceo.

Mr. Keen went to Cuba again immediately after the disaster to the battleship Maine, and reported the investigation of the board of inquiry.

He returned to Cincinnati and continued as managing editor of the Post through the war with Spain. Anxious to get a glimpse of the new possessions he took advantage of the chance offered him by the Publishers Press and Scripps-McRae Press Associations to go to the Philippines. He served as correspondent of these associations for about a year and a half, sending the first news of the Filipino outbreak on Feb. 4, 1899, and subsequently participating in all the important expeditions against the insurgents. He was one of the authors of the round-robin protest by the correspondents against the censorship of the news at Manila.

Returning to the United States he managed the Publishers Press and Scripps-McRae Pacific Coast Bureau, at San Francisco, until the Boxer outbreak in China, when he was sent to Peking to cover the exciting events that followed. After peace was restored he was sent to Washington.

This brief sketch of a few things that Mr. Keen has done shows that he has had rather an active life for a young man just passed 33. He has had charge of the forces of the two associations at Washington for a little more than two years and is known as one of the best news managers at the national capital.

German Editors in Irons.

Two cases have lately occurred in Germany where editors of papers convicted of trifling offenses in the way of libel have been led through the streets of their respective towns handcuffed to criminals. One of these was a German editor in Dortmund. The other was a Polish editor of Beuthem. The former was to undergo three months' sentence, the latter two months. The Prussian law provides that it is not permissible to manacle prisoners except when there is reason to suspect that they will attempt to escape. The Polish editor had served all but a week of his sentence when he was made to suffer the degradation. The principal papers of Germany have protested only in the mildest way.

Lost in Newspaper Deal.

William Sanford, of Poughkeepsie, N. Y., who with the late John Bagnall established the Poughkeepsie Evening Star, in which he lost considerable money, was last Wednesday declared incompetent to manage his property. Evidence was presented to a Sheriff's jury that in the past few years he had squandered at least \$40,000 and that he had no idea of the value of money.

Col. Thomas C. Zimmerman, of the Reading (Pa.) Times, will soon publish a collection of his poems and translations. The edition will be limited to 500 copies, most of which are already subscribed for.

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

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.
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.
ENTERPRISE.....	BEAUMONT TEX.
SPIRIT OF THE TIMES.....	BATAVIA, N. Y.
JEWISH MORNING JOURNAL.....	N. Y. CITY.
TRIBUNE.....	EAST LIVERPOOL, O.
SUNDAY PRESS.....	ST. JOSEPH, MO.
SUNDAY SENTINEL.....	SEDALIA, MO.
SUN.....	ATTLEBORO, MASS.
DEMOCRAT.....	LAFAYETTE, IND.
HERALD.....	JAMESTOWN, N. Y.
TIMES.....	RUMFORD FALLS, ME.

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New York.

## WOMEN JOURNALISTS.

### THE PATH NOT ONE STREWN WITH ROSES.

Way to Recognition Long and the Compensation Only for Those Who Enter the Work for the Love of It—Commendation on High School Essays Means as Little to Editors as Personal Acquaintance—It Is the Work Itself That Touches His Tender Side.

The following extracts are from an article by Kate Thyson Marr, author of "Bound by the Law," on women in journalism:

"Why are so many women crazy to enter the journalistic field?"

"It is a pathway full of thorns with precious few roses to brighten it, and which are apt to be a long stretch out of reach.

"A woman who wants to write for the sake of writing, and for the fame or the lucrative advantage pertaining thereto, does not want influence or favoritism to give her ephemeral status that will not bear the strain of the wear and tear of future efforts. Her work should be of such quality as will speak for itself, and gain her recognition that will improve as time adds to her experience.

"Now, I do not believe that 'journalism,' as it is properly called, can be taught. I do not believe that a taste for writing can be cultivated or acquired.

"For journalism one must have what the newspaper boys call 'a nose for news,' that is, one must have a certain aptitude that will teach one to discriminate as to what will prove acceptable reading matter to the majority of readers. What might be a splendid story for one paper another will turn down with an ice-cold shower.

"Young girls are apt to think that because they have made a small sized 'hit' with a school composition that they have lots of talent, but it is not so much a question of ability as it is a gift of insight, to cater to human nature by selecting such topics as will keep your fingers on the popular pulse.

"Then there is the girl who perhaps has written a few fashion notes for the local paper, and because they have had a certain amount of eclat she fancies that if she could get to New York she could make her fortune. Now, in this line of work, the field is monopolized by a few women who have made it a study for years.

"If you are a society reporter you must put your pride, like a pair of cork soles, in the bottom of your shoes, so as to trample it down well at every step of the way. You may have been at the top of the heap socially yourself and be a sorry 'has been,' but the Madam Newly Got There thinks it her bounden duty to patronize you in the most offensive manner, and the society reporter must be meek and lowly of spirit as 'get her story, even if she should run the risk of being ousted with a club. And there is no woman on the face of the earth who learns to know other women with the same deep, abiding knowledge as is given unto the society reporter.

"Then, too, the woman reporter must visit all sorts of places, courthouses and anywhere the editor may send her. Of course, he will not send her where a woman should not go, yet she may have to go to many places that just harrow up poor feelings. The editor of a large paper has precious little sentiment. He is wound up himself to the limit at all times, and he expects the same of his staff. As long as you do exactly as he tells you, you are all right, but if you do not, then he will tell you very curtly that if you cannot do the work he must find someone who can. He is a business proposition from the ground up, and it is his duty to call upon you at any time for any extra service. You cannot well get an evening off.

"The man or woman to be successful in literary work of any kind must engage in it for the love of it. The mere financial

consideration would not be sufficient incentive to vitalize one's entire ability. It is hard work, but the dash of bohemianism makes it fascinating. Other work may be done from habit or necessity, but good literary work must be done from a love of it.

"For what is called 'special features' in the Sunday papers, any woman has the chance to enter the race. This applies also to short stories in the way of fiction that appear in nearly all the dailies and are largely controlled by a few concerns.

"Now, never suppose that it is necessary to know the editor. It is not. In fact, you will stand a much better chance if you do not. (The editor ought to raise my salary for that.) He does not want to know his women correspondents. If one should happen to be a forlorn, rusty, narrow-gauge, black-alapaca widow, he will feel sorry for her, and it may warp his judgment. If she is a stunner, a man, even a newspaper man, has been known to succumb to the fascinations of an attractive woman. If your story is all right—it will go. If it is not—it won't, and the editor would much rather judge the cold, nerveless paper than either the tearful pleadings of a woman in hard luck or the goo-goo eyes of the lovely creature who wants to paralyze him. After you have captured him by your ability, or your wit, you may possibly get the chance to make love to him fast and furious later on, but get on the newspaper side of him first by doing such work as he wants; that is the real soft, mellow side, after all."

### NEW PUBLICATIONS.

The Farm Journal has come from the press of the McKenzie (Tenn.) Herald. Tom D. Biles is editor, and Jos. T. Biles associate.

The Anderson (Tex.) Enterprise. C. A. Dane is editor and manager.

It is reported that a new semi-weekly Democratic paper will be started in Des Moines, Ia., soon, of which Horace H. Rebock is to be editor-in-chief.

The Paul's Valley (I. T.) Morning Messenger is the name of a new daily published in the Chickasaw Nation. Parham Brothers & Allison are the publishers.

The Brunswick (Me.) Record, a weekly. T. B. Nichols of the Bath Times is the chief promoter. J. A. Cook, formerly of the Boston Journal, is editor, and John H. Dunning, business manager.

### New York Herald on Foreign Affairs.

The New York Herald continues to find fault with the so-called "yellow" journals for their statements in regard to foreign affairs. This time it took Russia for its theme. The following paragraph is from one of its editorials:

"The Herald has from time to time exposed these bugaboo stories from Russia, and to-day its special cable from Paris gives an interview with Mr. Charlemagne Tower, the newly appointed Minister from the United States to Berlin, who understands Russia thoroughly, and whose statement floors the 'yellow' journalist once more."

### STAFF CHANGES.

Charles M. Scott, who for some two years past has been the city editor of the St. Cloud (N. D.) Times, has accepted a like position with Grand Forks (N. D.) Herald.

E. E. Faville has become associated with J. G. Heaps in the editorship of the Farmers' Tribune of Des Moines, Ia. Improvements in the paper are promised soon.

The typographical union of Havana, Cuba, has called out all its members in sympathy with the cigar workers and a general suspension of the newspapers is thought possible.

### ARGUMENT FOR BREVITY.

Say a Thing Well and Say It Loud, Then Quit.

I have still left a few ideas about brevity, says George Murray in St. Paul Trade. I have talked short ads until I am almost black in the face and still the pages of the papers and magazines are filled with mile-long price lists and pages of catalogues. It looks to me as though a first class advertising man need have but one gift now-a-days—that of saying something and quitting.

The thing is getting worse instead of better. In spite of all that has been written, talked and lectured into merchants' ears for years they are as prone to-day as they were ten years ago to fill every inch of space with small type. Will advertisers ever learn that the great majority of people will not read these long-winded, tiresome pages.

Cut it short. Say one thing and say it strong. Don't scatter a column of small type all over the map and obliterate your message. One big bullet that hits the mark will kill an elephant. A thousand small shot will never "phase" him. Now and then you run across a great, clean, splendid page with a strong illustration and a few words in clean clear type. Before your eye has time to miss it you have unconsciously read every word. That ad pays.

### A Newspaper's "At Home."

The Lockport (N. Y.) Union-Sun held an "At Home" last Saturday from two o'clock to six, at which hundreds of people in that city and adjoining country enjoyed themselves. It was the occasion of the installation of the newspaper's equipment in its new building which has just been completed. The visitors were shown through the various departments and each was given as a souvenir a line of type set by machine, containing the visitor's name. Moreover, refreshments for the guests were not lacking. Several newspaper men from that section of the state were present, among them: Messrs. Balliet and Jocelyn, of the Buffalo News; Messrs. White and Duell, of the Niagara Falls Gazette; Editor Greenough, of the Hornellsville Tribune and E. T. Williams, of the Niagara Falls Cataract-Journal.

### OBITUARY NOTES.

Harry P. Lusk, editor of the Parsons (Kan.) Morning Sun, died there last Saturday, aged forty-seven years, after a long illness. He was prominent for many years in Republican politics and was one of the best known newspaper men in the Southwest.

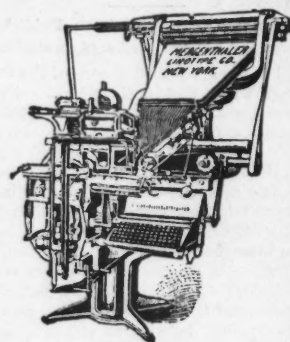
Nathan J. Milliken, for fifty years editor and proprietor of the Ontario County Times, died at his home at Canandaigua, N. Y., Nov. 26. He was born at Keene, N. H., in 1821.

Alex Leinonen, who established the first Finnish paper in the United States, died at Calumet, Mich., aged 56 years.

George Lindsay of 462 Jefferson avenue, Brooklyn, died suddenly Wednesday morning in the type foundry at 77 Fulton street, Manhattan, which he and his two brothers established fifty years ago and of which he had been manager since the purchase of the foundry by Burr Dauchy, in 1881.

William Allan Wilde, a well-known publisher of Boston, died suddenly Wednesday at his home in Malden, Mass., of apoplexy.

C. M. Baskett, editor of the Mexico (Mo.) Intelligencer, has been placed on the program to read a paper on any suitable subject at the winter meeting of the Missouri Press Association at Columbia in January.



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### REMINISCENCES OF GREELEY.

Last Saturday the Thirtieth Anniversary of His Death.

Did any newspaper note that last Saturday, Nov. 29, was the thirtieth anniversary of the death of Horace Greeley? I had been up the Hudson on a case of mysterious drowning, and was coming back on the cars when I heard that Horace Greeley was an inmate of a sanitarium near Pleasantville. I got off the cars at Pleasantville and found that he had died that day. Two hours later the coffin containing his remains was brought to the Pleasantville station. The following morning New York and the nation rang with the news of the unhappy ending of a great man, whose life work, however, had really been accomplished when the Emancipation proclamation was signed.

Mr. Greeley was undoubtedly insane for several weeks before the election in which he was a candidate for President. He was too bright a man not to foresee the inevitable, and the prospect was too much for his reeling brain. The evidence in the contest over his will, which was reported for the Sun, showed that his mind had given way while the campaign was pending.

It was a strange campaign. Chauncey M. Depew was running for Lieutenant Governor on the Democratic and Liberal Republican, that is, the Greeley ticket.

I was sent one evening to report a speech of his at Stapleton, Staten Island. A small rabble of boys and girls and loungers—the usual village flotsam—gathered to hear him. It was an awful "frost," but Chauncey talked with earnestness and eloquence, and the Sun gave him a front page column.

Everybody foresaw the end. The Greeley ticket was buried too deep for a Rocky Mountain snowplow; Greeley died, and Grant came to attend his funeral.

And the world has forgotten it all, just as it will forget the Odell-Coler campaign and various other events that have seemed of perennial interest, and so it goes to the end of the chapter.

"Where are the gods of yesterday?"  
HENRY MANN



