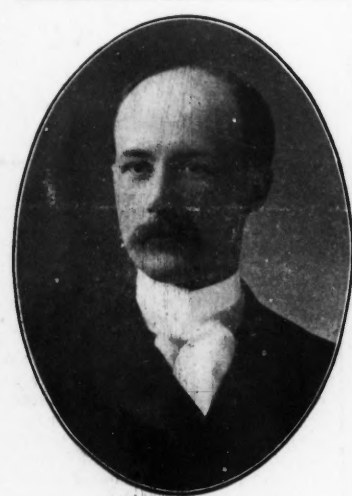


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A JOURNAL FOR NEWSPAPER MAKERS.

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G. HOWARD HARMON,
Secretary.

WHAT EDITORS THINK.

OPINIONS OF PROMINENT NEWS-PAPER MEN ON TREND OF DAILY JOURNALISM.

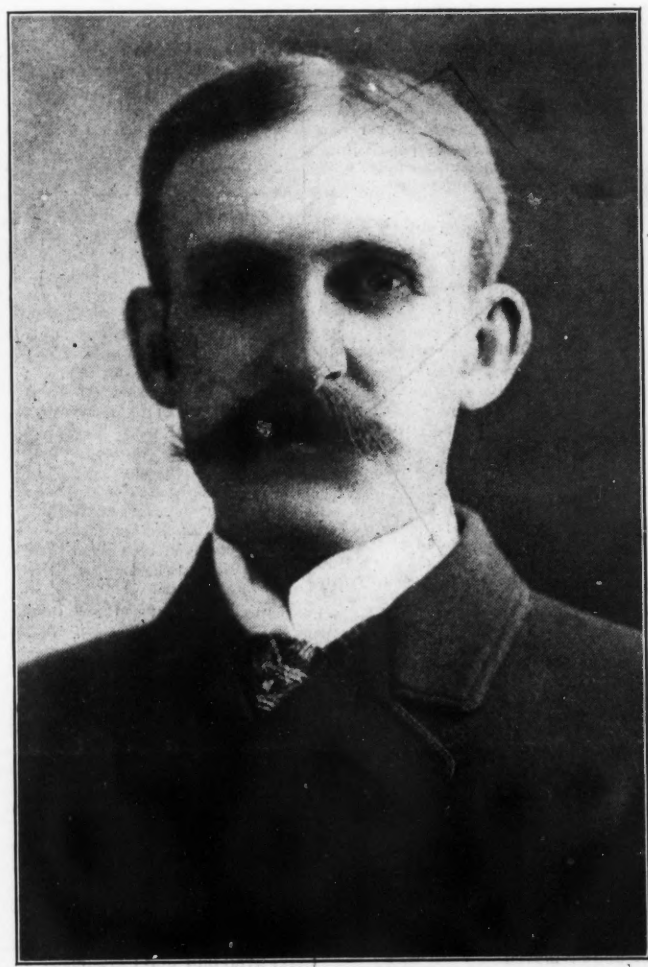
Called Forth by Albert Pulitzer's Announced Intention of Starting a Paper in New York on Wholly Original Lines. Many Different Views Expressed, But Consensus Seems to Be That Sensationalism Has Overstepped Itself and Reaction Is Inevitable—New York Papers Provincial, Say Westerners.

Following his almost sensational announcement that he would start a new paper in New York early next fall, Albert Pulitzer, founder of the old Morning Journal, writes a letter to the New York Herald, in which he says his paper "will aim at being something entirely distinctive and original and different from any daily paper that exists to-day or has ever existed." As to his ideas of sensationalism, Mr. Pulitzer says in part:

"My purpose is to slay sensationalism—I mean that kind of sensationalism which prevails in the New York press to-day. I do not think it is wanted by the readers. They are too intelligent, too bright, too intuitively quick to want such empty pabulum as blood and thunder headlines with nothing in the way of a story to follow them. This kind of sensationalism is an insult to the intelligence of the American people.

"Twenty-four years ago I tried to save New York journalism from the dryness which then prevailed by an effort to invest the record of all that happened in this 'vale of tears' of ours, with brightness and humor. The papers are not dry, as they were in 1882. On the contrary, in their effort to be full of life, they have, I think widely overshot the mark. A man may like to feel occasionally the exhilarating sensation of a thrill from a startling piece of news or a 'sensation,' but he would hardly care to get an electric shock every two and a half seconds. Thus a newspaper reader might like, as a relief from the monotonous round of his daily existence, to find something entertaining, amusing, even piquant, in his daily paper. But when

(Continued on page 6.)



H. HENRY DOUGLAS.
PRESIDENT OF THE MORSE INTERNATIONAL AGENCY.



IRVING M. DEWEY,
Vice-President and Treasurer.

PAPER TRUST GIVES IN.

COMPLETE SURRENDER OF THE WESTERN COMBINE IN THE GOVERNMENT'S SUIT.

Price of Paper Has Been Materially Reduced Since the Action Was Begun. Decision Has Important Bearing on Other Trust Proceedings—Opinions of the Federal Attorneys—Advantage of Being Able to Compel Corporations to Show Their Books—Plans for Reorganizing Paper Company.

A complete surrender by the General Paper Company, ordinarily known as the Western Paper Trust, was secured on Friday of last week by the United States Government in its suit at St. Paul to prove a violation of the Sherman anti-trust law.

It is said that since the Government instituted this suit the price of paper to the consumer has been reduced fully 30 per cent. Dealers declare that the decision against the company will restore competition between the mills and every newspaper and printing establishment in the West will reap the benefit. Already print paper, which was \$2.25 to \$2.35 a hundred pounds, has been reduced to \$1.85.

The Attorney-General began suit on Dec. 27, 1904, to dissolve an alleged combination between the General Paper Company and twenty-three other defendants on the ground that an agreement had been entered into by the defendants in restraint of interstate commerce.

At the hearing last week, after Judge Sanborn had ordered that the mandate from the United States Supreme Court affirming the order that the witnesses must testify be filed, and after the witnesses offered to testify and the defendants withdrew their answers, Attorney Kellogg announced that the Government did not care to examine the witnesses, and moved for a decree in favor of the Government.

Judge Sanborn ordered that the decree be entered for the Government for

CHANGE IN PROVIDENCE.

News Becomes Democratic Paper With P. J. Trumpler as Manager.

A change has taken place in the Providence (R. I.) News by which that paper, for fourteen years conducted as a Republican organ, becomes Democratic in politics. Peter J. Trumpler, for many years business manager of the Pawtucket Times and before that of the Providence Telegram, has been made manager, and the name of the paper has been changed to the News-Democrat to conform with the new policy adopted.

H. Irving Dillenback, formerly managing editor of the Providence Telegram and the Boston Post, will have charge of the editorial department.

The Providence News was established in 1892 by John L. Heaton of Brooklyn, N. Y. It was purchased in 1894 by ex-Gov. D. Russell Brown, who conducted it until the recent change. The News-Democrat will be a Democratic publication, but promises to be absolutely fearless in dealing with all matters vitally concerning the public good.

Clarence Austin, business manager of the Denver Post, has resigned and will probably locate in the East.

AUSTIN STATESMAN CHANGE.

A. G. Smoot Will Remain in Charge Under New Management

The Austin (Tex.) Statesman Company has been reorganized and was chartered last week with \$30,000 capital and the following incorporators: Joe Harrell, B. W. Randolph and R. L. Batts, all of Austin.

It is reported that A. G. Smoot, who has been connected with the Statesman for many years, will be in charge of the paper under its new management. He is one of the best known and most popular newspaper men in Texas and is thoroughly familiar with every branch of the business. He has been in editorial charge of the paper for some time

Thanks President Roosevelt.

Col. Frederick Driscoll, of Chicago, commissioner of the American Newspaper Publishers' Association, called upon President Roosevelt last Monday, and, on behalf of the association, thanked him for all he had done to advance the principle of arbitration. Mr. Driscoll said the present relations of the newspaper publishers with the several trades unions were superior to those of any other body of employers or employees.

the relief prayed and that the decree should be settled on June 16.

The three witnesses who refused to testify, C. L. McNair, of the Northwestern Paper Company; A. C. Bossard, of the Itasca Paper Company, and B. F. Nelson, of the Hennepin Paper Company, paid into court \$100 fine assessed against them for contempt of court for refusing to answer the questions put to them at a former hearing.

COMMENT OF ATTORNEYS.

Attorney General Moody said at Washington that the outcome of the suit in St. Paul against the General Paper Company was a complete victory for the Government. He said the companies, twenty-three in number, affected by the decree manufacture substantially the sole supply of news-print and fibre paper for the district west of Chicago and east of the Rocky Mountains.

Attorney-General Moody said he understood from reliable authority that there had been a material reduction in the prices of paper since the commencement of the suit.

James M. Beck, who, with Frank B. Kellogg, of St. Paul, represented the Government as special counsel in the Paper Trust cases, made this statement.

"The real significance of this case consists not merely in the important decision rendered by the Supreme Court as to the power of the Government to compel a corporation to produce its books and papers, notwithstanding the Fifth and Fourteenth Amendments, but in the fact that it is now held to be within the prohibition of the Sherman anti-trust law for a number of competing corporations to establish a common sales agency.

"In this case some twenty-three corporations formed the General Paper Company, and practically sold all of their product through the General Paper Company to the trade. The General Paper Company fixed the prices, made the various allotments among the constituent mills, and, after deducting a percentage for its expenses, remitted the balance to the various constituent companies, in proportion to their several outputs."

George A. Whiting, first vice-president of the General Paper Company, says the company will not dissolve.

"The newspaper publishers will find to their cost that they have killed the goose that laid the golden egg," declared Mr. Whiting. "When you consider that coal and other raw materials have gone up away above former figures, you will appreciate the very favorable prices that were granted to consumers. This yellow journal yawping about the General Paper Company has been absurd. I do not know at this time whether one company will be formed or not to combine all the mills under one management. There have been a great many plans suggested."

In the Market for a Plant.

It is understood the Evening Telegraph of Colorado Springs is in the market for an entire mechanical equipment, including four or five linotypes and presses, perfecting preferred. A first class second hand plant might receive consideration.

New Publishers Press Clients.

The Pittsburg Gazette-Times, the Pittsburg Dispatch and the Pittsburg Post all began this week to take the full leased wire report of the Publishers Press. The Wheeling (W. Va.) Intelligencer has also contracted for the Publishers Press service.

Special Agents Move Downtown.

Dickinsheets & Carpenter, Browning King Building, New York, will remove their offices from that building to 109 Liberty street. This firm has been appointed exclusive representatives of the Mechanical Index and the American Inventor.

TEST MINNESOTA'S MUZZLER.

Supreme Court to Pass on Law Which Prohibits News of Hangings.

To test the constitutionality of the so-called John Day Smith law of Minnesota, which prohibits the publication of the details of a public execution, the case recently decided against the St. Paul newspapers has been appealed to the Supreme Court. Judge Bunn, who held the law to be constitutional in the case against the St. Paul Dispatch, Pioneer Press and News, which were charged with violation in printing a story of the hanging of William Williams, certifies the case to the higher court for review and sets out the questions raised in the argument. The five questions upon which the Supreme Court will pass are as follows:

Whether the law upon which the indictment was based violates the article of the State constitution, which provides that "no law shall embrace more than one subject, which shall be expressed in its title."

Whether it violates the article providing that "the liberty of the press shall forever remain inviolate," etc.

Whether the law contravenes the spirit if not the letter of the constitution, which provides that "the accused shall enjoy the right of a speedy and public trial."

Whether the law is unconstitutional because it is unequal in its operation and violates section 1, article 14 of the Federal Constitution providing that "no State shall make or enforce any law which shall abridge the privileges or immunities of the citizens of the United States; nor shall any State derive any person of life or property without due process of law, nor deny to any person within its jurisdiction the equal protection of the law."

Whether the facts stated in the indictment constitute a public offense.

TARIFF AGITATION CONTINUES.

Movement for Removal of Duty on Composing Machines Promises Well

The situation at Washington seems to give considerable encouragement to those newspaper publishers who are allied with the Publishers' League in an effort to get the duty on typesetting machines removed.

Hundreds of petitions have been sent to Congress by newspaper publishers asking for the removal of the duty on the ground that the existing tariff has created a monopoly which is enabled, so the League claims, to sell for \$3,000 and upwards a machine that is said to cost about \$500 to manufacture.

The secretary of the Publishers' League has received numerous letters from members of Congress who volunteer their support of a measure giving relief to newspaper publishers.

A number of prominent newspapers have published articles favoring the work of the League, and directly and indirectly are helping the movement. Membership in the Publishers' League is growing, and now that the organization's work is understood, there seems to be a general desire to support it.

It is reported that the foreign manufacturers of linotype machines will soon put on an exhibition in several cities in this country sample machines showing the developments made abroad in mechanical construction. These machines, it is claimed, will sell for \$1,500, and will be equal to all work necessary in a newspaper office.

Milford Paper Changes Hands.

The Milford (Mass.) Daily Journal has been sold to a syndicate headed by Wendell Williams. George G. Cook, the present owner, retires on June 1.

THAYER LEAVES EVERYBODY'S

Declines to Undertake Building Up New Weekly Publication Planned.

It was announced last Tuesday that John Adams Thayer, treasurer and general manager of Everybody's Magazine, had withdrawn from active connection with the enterprise and sold the greater part of his third interest in the stock to his original partners, G. W. Wilder, president of the Butterick Company, and E. J. Ridgeway for \$250,000. At the same time it was stated that Mr. Thayer still retained the third largest interest.

The announcement of Mr. Thayer's retirement was made in this statement:

"John Adams Thayer, treasurer and general manager of the Ridgeway-Thayer Company, publisher of Everybody's Magazine, retires on June 1 from active participation in the management of the company. It is learned that while Mr. Thayer has sold the larger part of his stock to his original partners in the enterprise, he retains an interest which leaves him the third largest stockholder in the company.

"Mr. Thayer's reasons for withdrawing are wholly of a business nature. He is not in accord with his associates in their plan to start another publication at this time, in which he would have less than a controlling interest. Mr. Thayer's work has been chiefly directed to building up the advertising income of Everybody's, as earlier that of the Delineator and the Ladies' Home Journal.

"The amount of money involved in the transaction is not stated, but it is estimated at over \$250,000. The policy of the magazine will not be changed."

Beyond the fact that the new publication was to be a weekly Mr. Thayer said he could not tell anything about it, because he was unfamiliar with the details of the plans. As for his own future purposes, he said, the first thing ahead of him was a long rest from the labor of magazine making.

"I've been building up the advertising of magazines for the last fifteen years," he said. "First the Ladies' Home Journal, then the Delineator, then Everybody's. I have raised the advertising income of Everybody's from \$120,000 to over \$750,000, and I'm sufficiently tired of the work to find the idea unattractive of starting in with this new publication and building it up with only a one-third interest in it."

Mr. Thayer returned to New York from an extended trip through the West about a month ago. Since his return there have been rumors among the periodical publishers that a change was coming in the management of Everybody's.

Cost of Printers' Strike.

In the current issue of the Typographical Journal, the official publication of the International Typographical Union, there is an accounting of the international receipts and expenses of the strike for an eight hour day, from Aug. 24, 1905, to April 21, 1906. It shows that the expenditures out of the defense fund for benefits and expenses during that time were \$612,277.64, and that the receipts for the defense fund during the same period were \$669,109.30.

I. T. U. Election.

The election of officers of the International Typographical Union was held last Wednesday in the various locals all over the country. At the time of going to press the returns were not complete. Delegates to the convention to be held at Colorado Springs in August were also elected.

PHILLIPS QUILTS McCLURE'S.

Sells His Interest and Retires With Prominent Members of the Staff.

S. S. McClure on Thursday of last week purchased all of the interest formerly held by John S. Phillips in McClure's Magazine and in the book publishing firm of McClure, Phillips & Co., and Oscar W. Brady was elected treasurer of both companies to succeed Mr. Phillips.

Mr. Phillips severs all connection with the business, and A. A. Boyden, who has been managing editor of the magazine, has also retired. Mr. Boyden is succeeded by Witter Binner, who has been assistant editor. Will Irwin, who recently left the New York Sun to become editor of Public Opinion, which is now published from the McClure offices, will devote his energies to McClure's Magazine instead. Mr. Irwin takes a permanent position as staff writer for the magazine on June 1. At the office of the publication it was said that the position of editor of Public Opinion had not yet been permanently filled.

Percival Fitzgibbon, who has written recent studies of Russia, has left the London Standard to join McClure's, and Miss Willa Sibert Cather, a former newspaper woman and author of "The Tross Garden," has also been added to the staff. Howard Pyle will be adviser and editor in the art department.

Miss Ida M. Tarbell, Ray Stannard Baker and Lincoln J. Steffens, the three well-known members of the McClure staff, have retired from the publication, and it is generally thought they are planning with Mr. Phillips to start a new magazine. While Mr. Phillips would neither admit nor deny that he had any project of the sort definitely in mind, he did admit that if he should decide to launch a new periodical he would have Mr. Boyden, Miss Tarbell, Mr. Baker and Mr. Steffens as his associates in the venture.

Witter Binner, who is now in active charge of the editorial department, said last Wednesday that there had been no additions to the staff other than those mentioned above. "S. S. McClure always has been and will continue to be editor-in-chief of McClure's," said Mr. Binner at the time the announcement of the change was made. "He is the potent factor in all editorial policy."

RALPH TILTON EDITOR.

Will Carry Out Plans He Himself Formulated for the Delineator.

Ralph Tilton, who has been advertising manager of the Butterick Publishing Company, has been made editor of the Delineator, and with the August or September number a new policy for that publication will be undertaken. The Delineator will be almost completely made over, and will be enlarged and given a much wider range of interest. These plans were formulated by Mr. Tilton some time ago, when he did not expect that he would be the man to carry them out. It is said that Mr. Tilton will take the chair with perhaps the largest salary and most liberal editorial purse in the magazine field.

W. H. Black, who has had charge of the Chicago office of the Butterick publications, has been promoted to advertising manager.

J. A. Graham to Retire.

A vacancy is soon to occur in the managing editorship of the St. Louis Republic through the retirement of J. A. Graham, who has held that post for many years. Mr. Graham, it is understood, is about to take a long vacation on account of ill health, and at its conclusion will not return to newspaper work. His successor has not been chosen.

EARTHQUAKE ECHOES.

Chronicle's City Editor Describes Efforts of San Francisco Papers to Continue Publication—News Saved Its Linotypes by Burying Them.

A letter from Ernest S. Simpson, city editor of the San Francisco Chronicle, to a friend in New York, tells one part of an episode which the New York Sun, in printing it, says should be historical in American journalism—the unsuccessful fight of the newspaper men to get out extras on the morning of the disaster and the successful effort to keep the papers running without a break. The letter says in part:

"It is one of the things that I am proud of that the newspaper gang had so few 'run outs.' I dog trotted to the office, arriving there about 6 a. m. The managing editor was there, my brother, and a few others. Men from all departments came in steadily and I began hustling for an extra. The old building was not seriously hurt, and one elevator was in commission and we got a few typos upstairs. [The typesetting room was on the top floor.] I established the city desk in the business office, and soon had a bunch of copy going up while my brother was holding the men upstairs. At 8:15 o'clock we got another jolt—about No. 4, I guess—and no more upstairs for printers or stereotypers. The fire was coming at us from the east and south strong. We went upstairs to see what we could do with the machinery. Then we found that we were without water or power, and it was agreed to try to publish a one-for-all paper somehow and somewhere Thursday morning. As an emergency last chance, an Examiner bunch was sent over to the Oakland Tribune to get out a Chronicle-Call-Examiner, lots being drawn by Mitchellson, McNaught and me in the Bulletin office for order of precedence in title. [The Bulletin is an evening paper; the Chronicle, Call and Examiner morning papers.]

"The rest of the day was one hot weariness. We tried until 7 p. m. to get power on in the Bulletin office. Then the war-lords quit—those who had not given it up earlier—and scattered to the four winds. I had watched the Call and Examiner burn earlier in the afternoon. When the game was up for a San Francisco paper I plodded along the edge of the fire and out Market street, home, too weary to climb the office stairs if that had been possible. At 11 p. m. I reached home. We tried to sleep in our front doorway, but it was no go. We could hear the fire east and north of us and it was so light that you could read easily indoors and out. The noise of falling walls and cornices was like a string of firecrackers, and every few minutes the dynameters would punctuate it with an earth shaking explosion.

"My people were packed and provisioned and ready to move. I stayed with them until noon and then sent French to make a deal with the Oakland Herald and put Clarke, my second assistant, in charge locally. I butted into the committee of fifty, was made a member of the press committee, got a special policeman's star, commandeered automobiles until I had a good one—with a regular devil of a driver—picked up staff and reporters and got to Oakland about 10 p. m. I took my bunch to the Oakland Herald. There I found French and my brother Lynne. We managed by 5 a. m. to pull out 7,000 copies of a combined Call and Chronicle, differing in title and editorial. There was no more paper left after the Herald had run off its own extra at 1:30 a. m. These 7,000 I had to count, stack and tie myself, as well as police them from the gang that was trying to grab them—papers being as good as wheat in that crisis. I helped load them on a one-horse, rickety express wagon and sat on them for a four mile crawl through the dawn to the estuary, where I had a man holding a jayhawk launch with promises of money and threats of shooting. We piked in through

the wreckage of the wharves at 7 a. m., found that good automobile waiting, and tore through what was left of the town, giving away papers from Noe Valley to the Presidio. The people were crazy for them. Out in the park, crowded with refugees, a big chap got on our front board and refused to get off. If we had stopped anywhere we would have been stripped of our papers. I leaned across Jimmy Hopper in the tonneau and soaked Mr. Husky. We were running some and he spun like a top when he hit the macadam.

"At 9 a. m. I went up to Mr. De Young [the proprietor of the Chronicle]—this was Friday. He had saved his house after an all night struggle. He had got his people out to San Rafael. He had plenty of food, no water, plenty of automobiles and no gasoline. I got out and grabbed a can of oil with an order for more, and took Mr. De Young to Oakland. We had a dickens of a time getting there, making a deal with the Herald, arranging for white paper supply and getting back to San Francisco. We walked from the ferry to 1919 California—Mr. De Young, Whitcomb, Fred Bennett and I—carrying eggs, bread, butter and meat that I had bought at a restaurant near Emeryville. We all dined together at the De Young house. It was the first meal we had eaten in thirty-six hours. Then I took my share of the grub—a ten pound chunk of raw beef—hiked over to the general committee's night meeting on Fillmore street and at midnight plugged it home, being stopped by a militiaman with a gun every few blocks. I had had three hours of sleep in eighty-four and had walked so much that when, the next day, I pulled my clothes off my socks were stuck to my feet with blood.

"Since Saturday, April 21, we have been hucking the both-sides-of-the-bay game. It has been tough, but every hour has noted an improvement in conditions. At first, it was a man's job just to get to the ferry and nothing short of an automobile could make any time. Now there are some cars, and in addition to our crippled automobiles we have a motorcycle service carrying copy. Our papers are loaded on a Key route special, hauled to the pier, carried across to San Francisco in launches, brought out here in automobiles and passed along to carriers and newsboys. We make it, barring accidents, by 4:30 a. m., simultaneously with the Examiner. The Bulletin, using the Herald press, gets here about 7 p. m. The Argonaut has gone to San Jose, the remains of the News Letter are in Alameda, and the Wasp is whittling its stings out in Fruitvale way.

"The Chronicle is being built up from the bottom. Within two weeks we will be in business at Market and Kearney streets again with editorial quarters in the old mezzanine floor, business office where the old Chronicle bar was, and print shop on the second floor of the new building. One press has arrived and another is coming with twenty linotypes and necessary machinery and furniture. The Examiner will resume at Spear and Folsom, and the Call people talk of opening in the Spreckels tower, which was unhurt by the quake but had everything combustible swept clean by the fire. Steel is in Los Angeles getting out the Sunday supp in the Times office. "Bill, you sure missed it."

HOW NEWS PLANT WAS SAVED.

H. B. Clark, the Manager, Ordered All Machines Placed Under Ground.

The foresight of Hamilton B. Clark, manager of the San Francisco Daily News, together with the loyalty of a number of the employes, saved from destruction practically all of the working property, with the exception of the heavy presses, which could not be moved. Immediately after the first severe shock, Mr. Clark, whose home is in the Oakland suburbs, dressed and hurried to the office in San Francisco, fifteen miles away. Upon arriving there, he found practically the whole working force already assembled. Without delay, he directed that the entire battery of linotype machines

be carried to a vacant lot immediately back of the News Building, where a hole sufficiently large to accommodate them was dug. Into this hole were also placed the contents of the office safe, all type and other metals, files of papers, writing machines, etc. Several hours before the fire reached this district, which was swept absolutely clean, everything except the heavy presses was buried under three feet of earth.

The News Building had been completed only a very short time before the catastrophe. Its location, more than a mile west of the other daily newspaper plants of San Francisco, was all that saved the working plant from the destruction which the other dailies suffered. Immediately after the fire had passed through the section where the News plant stood, and had swept away practically every vestige of the News Building, the writing machines, etc., were uncovered and put into operation. Mr. Clark's presence of mind thus not only saved the Daily News from the utter destruction which other San Francisco dailies suffered, but also made possible the thoroughly efficient news service which has characterized the Scripps-McRae Press Association from almost the first hour of the disaster.

The Daily News was the last paper to leave San Francisco and the first to re-establish itself there. It was also the only paper to issue on the day of the earthquake, the edition being turned off on an old fashioned hand press, because all power had been shut off. After the fire a tent was pitched, a floor laid, the typesetting machines dug up, presses shipped by express, and gasoline engines procured for power. On the seventeenth day after the disaster the Daily News was again printing in its home city. From William D. Wasson, editor of the paper we receive the edition of May 5, the first published in the improvised plant, and a most creditable specimen of newspaper work under difficulties it is, too.

Reading Telegram's Relief Edition.

A "relief fund" edition of the Reading (Pa.) Telegram was issued on May 2, the entire proceeds of which were forwarded to the San Francisco sufferers. A special advertising rate of five cents a line for display, or two and a half times the regular rate, was set for the edition, and the paper sold for five cents a copy. The proceeds exceeded \$800.

BULLETIN'S TEMPORARY PLANT.

Crothers Paper Re-establishing Itself With Latest Improved Machinery.

A letter from J. H. Crothers, business manager of the San Francisco Bulletin, says that a new temporary plant for the paper is being established in San Francisco and will be in use within a few days. The Bulletin was unable to publish during two days of the fire, but has come out daily since that time through the courtesy of the Oakland Herald.

In re-establishing its plant the Bulletin has determined to put in only the latest and most improved machinery. Thus it is conforming to the spirit exhibited by all the San Francisco sufferers. They have had everything to try them, but they are not discouraged, and they have made up their minds that the new San Francisco is to be better in every way than the old. Nothing but the best will do.

To Boom Catholic Home Paper.

Martin Maloney, of Philadelphia, director in the America Tobacco Company, many times millionaire, has purchased control of the Men and Women Publishing Company, of Cincinnati, with the intention of making it one of the greatest publications in America. It is the national home paper of Catholics and as such it is intended to increase its circulation to a million. Mr. Maloney is now en route home from Rome, where he was received by the Pope and was signally honored. The capital stock will be increased from \$250,000 to \$350,000, of which Mr. Maloney will hold \$180,000.

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Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, MAY 19, 1906.

THE MIDDLE COURSE.

Whatever may be one's opinion of the feasibility of Albert Pulitzer's plan to establish in New York "a newspaper that is different," there is no denying that the discussion of journalistic methods which it has brought out has been instructive and valuable. It seems to show that a turning point has been reached, and that in the future the tendency will be reactionary. This means an approach to the happy medium, which, after all is said, appears to be the safest ground to build upon. The newspapers that are successful and that remain so, in season and out of season, are those that stick to the straight and narrow path between the two extremes. True, this road must vary somewhat according to the trend of events, now toward the sensational, perhaps, and then toward the conservative, but those that follow it need neither to screech nor to cower and freeze with fear. They have their purpose always well in view, that of giving the truth as they see it, and with such a lead they seldom lose their way.

It would be folly to attempt to belittle the good that so-called yellow journalism has done in training great numbers of people to become newspaper readers who never read anything before. It would be folly, too, to claim superiority for the dry-as-dust journals of half a century ago that looked only for cold facts and altogether neglected that warmth and beauty and human sympathy that forms such an important and helpful part of life. But, like so many other good things, "yellowness" has been overdone, and already it is defeating its own end.

There is nothing beautiful about a deformed child. Neither is there anything particularly useful in a dwarf or in a giant. It is the normal man, full of strength to carry out the dictates of a healthy mind, that arouses our admiration. So it is that after we have waded through all the froth of sensationalism we turn with a sense of satisfaction to the well-balanced, sane and reliable newspaper, feeling that, after all, it is getting through best with the work that is given journalism to do.

CONCERNING MUZZLERS.

A case full of interest to the newspapers of the country is that one against the daily papers of St. Paul for having dared to print the news of a hanging. The case has been appealed to the Supreme Court to learn if a State Legislature has a right to forbid newspapers from giving the people the details of a matter of such public concern as the

execution of a criminal. If the law makers can take things in their own hands to that extent, it may well be asked what departments of government administration are safe from abuse by careless officials who may hide securely under the cloak of a press muzzler. Suppose that a legislature should decide to prohibit the publication of news of accident and death on government contract work for fear it might intimidate laborers. Or, to go a step farther, we might imagine a law of strict censorship in the Panama Canal zone that would forbid any mention of the death rate there for the same beneficent reason. Some might object that the article in the Federal Constitution, guaranteeing the freedom of the press, would stand in the way, but to legislators what is a mere provision of the Constitution in comparison with a danger of inflaming the public mind?

PUBLICITY'S PART.

Speaking of the decision against the Western Paper Trust, the New York World says:

"This important victory for the people reflects no small credit upon the American Newspaper Publishers' Association, which urged the Government to undertake the suit, and upon James M. Beck and Frank B. Kellogg, who as counsel prepared and argued the case for the Government. But a power which is greater than those brought the case to hasty conclusion. That power is Publicity.

"The General Paper Company, in friendly agreement with another great combination of manufacturers, parcelled out the entire country into provinces which were held subject to the members of the trust in the important matter of printing paper. No man could read a book or buy a newspaper without paying indirect tribute to an illegal combination. Its monopoly was a tax on knowledge and a bar to the dissemination through the public press of that information on public affairs which is among the first needs of a republic.

"The trust at first refused to produce its books and its officials who were called as witnesses refused to answer questions. That attitude was maintained up to the United States Supreme Court and the company was beaten at every point. Its pretense of 'privilege' was swept away. Rather than open its books to public gaze, it surrendered unconditionally, and its officials who had refused testimony paid their fines and purged their contempt.

"This latest victory is one of a gratifying number of recent occurrence which show how prompt and how alert the Federal courts are in enforcing public rights against private aggression. It also shows that the way to enforce the law against monopoly is to get at the books."

PROPRIETARY ASSOCIATION.

Members Resolve to Co-operate With Retailers—Officers Elected.

The twenty-fourth annual meeting of the Proprietary Association of America was held on Tuesday, Wednesday and Thursday of last week at the Hotel Astor, New York. President Frank J. Cheney, of Toledo, was in the chair.

The following named officers were elected for the ensuing year: President, Frank J. Cheney, Toledo; vice-presidents, John W. Kennedy, Chicago; A. H. Beardsley, Elkhart; secretary, Orient C. Piuckney, New York; treasurer, W. S. Douglas, New York. Members of the executive committee—H. H. Good, New York; Joseph F. Hudes, Baltimore; William H. Gove, Lynn; H. E. Bucklen, Chicago; R. R. Land, Binghamton; D. M. Newbro, Detroit.

As a result of the conference between the retailers and the proprietors the following resolution was adopted:

Resolved, That the maintenance of cordial relations between the manufacturers and retail druggists is of the highest importance, and our members should earnestly study the best method of maintaining such relations and of securing cordial and hearty co-operation in all trade matters between the manufacturers and the retail druggists. This is a duty we believe our members owe to themselves and which can only be neglected at the peril of our interests. There was never a greater need than at this time, for a practical co-operation between the manufacturers and the retail dealers.

J. C. Gallagher, spoke in behalf of the National Association of Retail Druggists. Among other things he said:

"Since the last annual meeting of your association a great deal has been said in the magazines and elsewhere regarding the doubtful, not to say pernicious, practices to which some proprietary manufacturers have resorted in order to create and to maintain a demand for their preparations. Coming into immediate personal contact with the consumer, as our people do, these criticisms have been poured into our ears many times, and the members of our association, along with the other druggists of our country, have often been compelled to declare themselves as being opposed to the methods to which we have referred. As good citizens we could do nothing less than to take our places on the side of right, and inasmuch as right has not always been with the proprietors, but, on the contrary, has frequently been with their censors, we druggists have learned what we never before fully realized—the seriousness of the proprietary medicine situation, the hurtful character of the methods that have been employed by some proprietors and the extent to which these proprietors have carried their extremely questionable practices.

"We have but little patience with the hysterical outcry against all proprietary medicines which contain alcohol or which embody other agents, the excessive use of which or the long continued use of which tend to debauch the public, but the moderate and sane use of which is only helpful. On the contrary, we have the keenest sympathy with the criticism which differentiates between deserving and undeserving proprietaries, between those whose manufacturers make reasonable claims for them and those preparations the makers of which deliberately attempt to deceive the public and to profit by their blind confidence. It is because we believe your organization represents those manufacturers who want to deal justly by the afflicted that we have year after year sent delegates to your annual meetings."

JAMES GORDON BENNETT has just installed a DeForest wireless outfit on his yacht Lysisstrata. He evidently intends to use it as an adjunct to the cable in managing the New York Herald from afar.

STANDARD UNDER PEARSON.

Publisher Tells What Has Been Done With Staid London Dailies

C. Arthur Pearson, presiding as chairman at the recent annual meeting of the shareholders of the London Standard Newspapers, Ltd., told of changes that had taken place in those properties since they passed under the present management. He said the directors had been literally and figuratively engaged in pulling down and rebuilding on old foundations simultaneously. The whole business had had to be reorganized, most of its routine changed, the editorial methods revised, and the mechanical arrangements entirely altered; and while all this was being accomplished the papers had to be produced day and night without a pause.

The fact that the Standards changed hands was unquestionably detrimental to the business for a time, he said. Many old readers thought that all sorts of dreadful things were going to happen. But these feelings of alarm had worn off. Readers who were jealous of the reputation of their lifelong friend had found that, while its news services and general interest had greatly improved, it had lost none of its dignity, sobriety, tone or authoritativeness.

ADVERTISING MEN GOLF.

Annual Match Last Wednesday on the Montclair Links.

The annual golf contest of the New York Advertisers' Association, was held last Wednesday on the links of the Montclair Golf Club, Montclair, N. J. In the eighteen-hole handicap which was played in the morning there were thirty five competitors, and three tied for the gross score prize. M. Whitlatch, E. A. Freeman, and W. C. Freeman, of the American, all finished with scores of 85. The play-off later in the day resulted in favor of Whitlatch, who turned in a card of 80, while E. A. Freeman got the second prize with a score of 83. The net-score prize was won by Jason Rogers with a score of 88, 14-74. The offer of two booby prizes caused considerable merriment when presented. George F. Brown, for making the worst showing of the day, 136 strokes for eighteen holes, had to withstand the jokes of his companions.

In the afternoon a four ball foursome was played. M. Whitlatch and E. A. Freeman made a net score of 72 from 3 handicap, and the same score from 14 handicap was made by J. C. Platt, of Tiffany's, and J. H. Staats. The rival pairs tossed for first and second prizes, and Whitlatch and Freeman won.

French Editor in Duel.

Lucien Millevoye, editor of the Patrie, of Paris, and Count Mathieu de Noailles in a duel which they fought last week exchanged two shots at twenty-five paces without result. The trouble grew out of the recent elections. Both combatants were candidates in the Sixteenth district of Paris.

HIS "VADE MECUM."

Washington, D. C., May 13, 1906.

THE EDITOR AND PUBLISHER,
Park Row Building, New York.
Gentlemen:—Of course I want to renew my yearly subscription to THE EDITOR AND PUBLISHER. How on earth could I do without it. It's the newspaper man's *Vade Mecum*. Check enclosed.

Always yours,
ROBERT M. MCWADE,
Chief of Special Correspondence Bureau.

H. C. Ogden, general manager of the Wheeling (W. Va.) News, was in New York this week on business connected with that paper.

PERSONALS.

John Vandercook, editor of the Cincinnati Post, was in New York last week.

Hammond Lamont, managing editor of the New York Evening Post, is author of "English Composition," recently issued by Charles Scribner & Sons.

Frank W. Lovering, night editor of the Boston Journal, who has been confined to his bed with an illness of several weeks' duration has returned to his desk.

George H. Daniels, advertising manager of the New York Central Lines, was the guest of honor at a dinner given one night last week by the Liberal Club of Buffalo.

George P. Torbett, for the past three years with the Bristol (Tenn.) Courier, has resigned as city editor of that paper to become news editor of the Atlanta Evening Georgian.

R. E. Grier, of the reportorial staff of the Charleston News and Courier, has been designated by the Navy Department to stand the examination on June 11 for appointment as an assistant paymaster.

Tom Darlington, of the Topeka Capital and Mail and Breeze, is on a tour of Texas and is writing his impressions for those newspapers. He expects to spend two months investigating the resources of the Southwest.

Will J. Mathews, of Colorado Springs, one of the oldest newspaper men in Colorado in point of service, and owner of a number of country weeklies in that State, was stricken with paralysis last week and is in a serious condition.

Thomas R. Brown, recently publisher of the St. Paul American, a short lived Democratic campaign paper, has been elected permanent secretary of the "25,000 club," which is bent on securing the population named for Crookston, Minn.

Major William H. Davis, owner and editor of the Pittsburg News Agency, which supplies the dailies of the Steel City with routine local news, is being warmly supported by newspaper men for the appointment of postmaster of Pittsburg.

Miss Anna C. Wbite, formerly editor of Good Health, has been made editor of the Pilgrim Magazine, which was recently purchased by A. H. Finn, manager of the Franklin Press, Detroit. She succeeds Karl Edwin Harriman, who is now editor of the Red Book, Chicago.

Carroll McCrea, late of the Springfield (O.) Sun was married last Tuesday to Miss Mary Carpenter, of Washington Court House, O. Mr. and Mrs. McCrea will make their home in Toledo, where Mr. McCrea will take a position on the Toledo Blade.

Robert Latham, of the editorial staff of the Charleston News and Courier is a recent acquisition to the corps of newspaper workers in Charleston, having not long since resigned his position as stenographer of the Third Judicial District. He received his newspaper training in the office of the State, of Columbia, S. C.

George E. Holt and Lester R. Creutz, two Illinois newspaper men, will sail for Liverpool about the first week in June to start on a trip around the world by wheel. They will go through Russia, Europe, Northern Africa, across Asia and return by way of the Philippines, Hawaii and San Francisco. Mr. Holt has been engaged for six years on the newspapers of Moline, Ill.

Wollert Hildahl, editor of the Syd

Dakota Ekko, a weekly newspaper published in Sioux Falls, S. D., has been notified of his appointment as vice consul of the Norwegian government, with headquarters at Sioux Falls. The entire State of South Dakota will be within his jurisdiction.

Joseph Medill Patterson, formerly an editorial writer on the Chicago Tribune, who resigned as Commissioner of Public Works of Chicago with the announcement that he had become a Socialist, has been invited to be the editor of a new daily paper which the Socialists plan to start in Chicago.

R. F. Jones, well-known throughout the Northwest as the publisher of the Horseman and Stockman of Minneapolis, has retired from the ownership of the journal and the presidency of the corporation, and has been succeeded by Don C. Donnan and M. J. Conway. The Horseman and Stockman has been under the management and ownership of Mr. Jones for about sixteen years.

Percy Linden-Howard, president and general manager of the Central News and Press Exchange, World Building, New York, leaves for Europe on the St. Paul to-day to close up some foreign contracts and to make arrangements to secure the services of a number of prominent foreign authors. It is understood he will be absent from this country for two or three months, and that while abroad he will continue to write "The Letters of Mr. Devery," which have been appearing for some time in a number of newspapers over the country.

OBITUARY NOTES.

Philip S. Creager, for twelve years telegraph editor of the Kansas City Journal, died last week of appendicitis. Mr. Creager was a Kansan and went from Topeka to accept the position which he held until his death. He was 37 years of age. A brother, Marvin Creager, is a Kansas City newspaper man.

William Francis Williams, a musician and composer and once a member of the staff of the New York Evening Post, died last week, aged 74 years. While traveling in Italy he sent a story to William Cullen Bryant of the Evening Post describing an incident of a piano moving by some Italians, and the story led to his employment on that paper. He was a writer on musical topics for various publications.

Daniel David Merrill, one of the founders of the publishing house of Merrill & Baker, of New York, died last week in Chicago. His partner in the publishing business was Judge Francis E. Baker, of the United States Circuit Court at Chicago.

Daniel Suel Richards, a newspaper man who had worked in St. Paul, Minneapolis, Buffalo and New York, died last week in the J. Hood Wright Hospital, New York. His home was at Binghamton, N. Y.

DEATH OF CARL SCHURZ.

Editor, Soldier and Statesman Passes Away in His Seventy-Seventh Year.

Carl Schurz, soldier, statesman and author, who died last Monday in New York, did some of the greatest work of his life as a newspaper man. Immediately after the Civil War, through which he served with distinction, he resigned his commission as Major General, and for the next five years devoted himself to journalism, first as the Washington correspondent of the New York Tribune, then as editor of the Detroit Post, and finally as editor and part owner of the Westliche Post, of St. Louis, to which city he removed in 1867. In 1869 he was elected to the United States Senate from Missouri, where he served a full term. In 1877 he was appointed Secretary of the Interior by President Hayes.

After the retirement from the Hayes Cabinet in 1881, Mr. Schurz was engaged for a couple of years as one of the editors of the New York Evening Post with E. L. Godkin and Horace White. The death of William Cullen Bryant had left the New York Evening Post without a head. Henry Villard and his associates purchased the newspaper, united it with the Nation and offered Carl Schurz the editorship. The Evening Post, which had been regarded as the personal organ of William Cullen Bryant, increased in circulation and influence under Mr. Schurz. Mr. Schurz retired from the editorship in 1884.

Then began his purely literary work, which included his admirable "Life of Henry Clay," and his numerous contributions to leading periodicals, notably his article in the Atlantic Monthly on Abraham Lincoln, and his memoirs, the earlier chapters of which have lately appeared in McClure's Magazine. While this last work was not wholly complete at the time of his death, all the important part of the manuscript had been finished.

Carl Schurz was born in Liblar, near Cologne, Prussia, in 1829. His dramatic career in the days of the Revolution of 1848 is well known. Early in life he turned his attention to newspaper work, and was an editor at 19. He fled to Scotland and then went to Paris, where he supported himself by writing letters for German newspapers. He came to this country in 1852 and began his career which earned for him the title of "the greatest man that Germany ever gave America."

A. W. Naylor, manager of the Pittsburg office of the Publishers Press, was called to Newton, N. J., last Thursday on account of the death of his father.

THE LOVEJOY CO., Established 1853

ELECTROTYPERS

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

TELEPHONE 4945 JOHN.

WALTER B. DAVIS

L I N O T Y P E C O M P O S I T I O N

Syndicate Work a Specialty

108 Fulton Street

DOWNING BUILDING, NEW YORK.

**TYPEWRITER
RIBBONS
FLIMSIES
CARBON PAPER**

WE MANUFACTURE THE BEST LINE OF

Typewriter Supplies

ON THE MARKET—SEND FOR CATALOG

THE S. T. SMITH CO.

11 BARCLAY STREET, NEW YORK CITY

SITUATIONS WANTED.

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

NEWSPAPER MAN

with experience on city, telegraph and news desks; also special work, is open for an offer. Address "EXPERIENCED," care THE EDITOR AND PUBLISHER.

PROOFREADER

wishes position on publication; accustomed to O. K. for press. Can furnish first class references, if desired. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

CORRESPONDENT.

Journalist, thoroughly alive to the doings at the Capitol, desires to act as special correspondent for several good weeklies or semi-weeklies. Will give personal attention to happenings of special interest to your section. Rate, \$1 per column. Address "BOX 59," Washington, D. C.

CAN FURNISH UNEXCEPTIONAL

references showing that I know how to fill the desks of managing, news or general editor of any paper. I am after a permanent place where ability counts. Would like afternoon paper in town of about 50,000, where a well-equipped man can advance with the results he accomplishes. Address "G. H. M.," care THE EDITOR AND PUBLISHER.

CARTOONIST.

Boost your circulation and advertising by local cartoons and illustrations. I draw striking cartoons full of humor and originality. I know how to please the readers. Position in West or South preferred. Salary moderate. Address "ILLUSTRATE," care THE EDITOR AND PUBLISHER.

TRADE JOURNAL CORRESPONDENT,

thoroughly familiar with the trades in the entire Pittsburg district, desires to correspond for a few more first-class trade papers. Address "GEORGE D. STEELE," 1008 Western avenue, Allegheny, Pa.

FOR SALE.

HOE ONE ROLL FOUR PAGE WIDE

Printing and Folding Machine. Works four-page papers at 48,000 per hour, six or eight pages at 24,000, and twelve or sixteen pages at 12,000 per hour. Length of sheets 22 inches. Six columns of 13 or 13½ ems plea to page. WALTER SCOTT & CO., Plainfield, N. J.

GOSS CLIPPER FOUR AND EIGHT

page stereotype web press for sale, in good condition. Length of page 23½ inches, 6 or 7 columns to page. Speed 10,000 per hour, folded to quarter page size. Can deliver quickly. WALTER SCOTT & CO., Plainfield, N. J.

HALFTONE OR LINE REPRODUCTIONS

delivered prepaid, 75c; 6 or more, 50c each cash with order. All newspaper screens; service day and night. Write for circulars. References furnished. "NEWSPAPER PROCESS-ENGRAVER," P. O. Box 815, Philadelphia, Pa.

BUSINESS OPPORTUNITIES.

WANTED TO BUY

Double-deck linotype, also 16-page press. Make us your best offer. Address "M. M.," care THE EDITOR AND PUBLISHER.

HELP WANTED.

BUSINESS MANAGER WANTED

for a \$12,000 plant, publishing afternoon daily, weekly and conducting general printing; splendidly equipped; linotype; three-story brick building; both papers in good condition. Party must understand advertising and be good solicitor. This is a rare opportunity for one who wishes permanent home in thriving and desirable town of ten thousand population. Business incorporated and right party can buy interest. Address WALTER L. COHORN, Elizabeth City, N. C.

\$4,000 CASH

and deferred payments of \$5,000 will buy Pennsylvania daily as owner wishes to go West soon. City of 12,000. Gross annual business \$11,000. Returns to owner for time and investment year ending April 1, 1906, shown as \$4,220. Equipment includes one Mergenthaler.

Proposition No. 139.

C. M. PALMER, Newspaper Broker
277 Broadway, New York

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

N. W. Ayer & Son, Philadelphia, are asking for rates.

The New England Food Company, South Norwalk, Conn., is contemplating a newspaper campaign.

The Starke Agency, Temple Court, New York, is asking for rates on 1,500 and 2,000 lines in Ohio dailies.

The Alfred E. Gratz Agency, Philadelphia, will make up the list for the Welsbach Light advertising next month.

Louis V. Urmy, 41 Park Row, New York, is using Southern papers for the advertising of Siddall's Soap.

The Oxyneura Medicine Company, Reading, Pa., is asking for rates on 2,500 lines in daily papers generally.

The Volkman Agency, Temple Court, New York, is placing seventeen lines for one year for the B. Q. Perry Produce.

The George M. Batten Agency, East Twenty-fourth street, New York, is sending out some orders for the Beacon Shoe advertising.

Powers & Armstrong, Philadelphia, are opening up an advertising campaign in the New England States for the Franklin Automobile.

Henry Webb, advertising agent, Temple Court, New York, is placing the advertising of Hotel York in daily papers on a trade basis.

Albert Frank & Co., Broad Exchange Building, New York, are placing a thirty-inch ad for three insertions in daily papers for the United Cigar Manufacturers' Company.

Duke Munyon, advertising manager of the Munyon Remedy Company, is now making up the list of papers that will be used to advertise the Munyon Remedies during the coming year.

J. H. Freymann, the American agent for Cailler's Chocolate, is undertaking an experimental newspaper campaign in the East. The business is being placed by the Ben B. Hampton Company.

The George L. McCracken Agency, 21 East Twenty-first street, New York, is about to place a large patent medicine account. This agency is also sending out orders to magazines for the New York Realty Company.

Van Zandt, Jacobs & Co., one of the largest collar manufacturers of Troy, N. Y., have just started on a campaign of advertising their Triangle brand of linen collars. The copy is large and attractive. The campaign has started in the Chicago newspapers. The business is placed by the Ben B. Hampton Company, of New York.

The Newspaper of Iowa The Des Moines Capital

an evening paper with 40,000 circulation guaranteed.

You cannot cover the field without it.

Rate Five Cents Per Line Flat

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

ADVERTISING NOTES.

John P. Glass, western manager of C. J. Billson's list of papers, was in New York this week.

Fred Fayram, general manager of the Housekeeper, Minneapolis, Minn., is in New York.

Lawrence P. Foley, of the advertising department of the Binghamton (N. Y.) Herald, was in New York this week.

Clarence Blosser, of Atlanta, Ga., manager of Dr. Blosser's Catarrh Cure, is in New York calling on the special agents.

Charles H. Eddy, foreign advertising representative, New York and Chicago, has been appointed the Western representative of the New York Tribune.

E. E. Ring, billboard and newspaper advertiser of Hartford, Conn., is in New York getting advertising for the souvenir program that he is getting out for the Centennial at Meriden, Conn.

J. P. Limeburner, of Chicago, representative in the foreign field of W. J. Bryau's Commoner at Lincoln, Neb., is in New York calling on the general advertisers.

F. I. Thompson, of the Smith & Thompson Special Agency, New York and Chicago, is on a trip West and South in the interests of the Known Circulation List.

Frank Hughes, for many years manager of the small advertisement department of the Denver Post, has cast his fortunes with the Rocky Mountain News and the Denver Times, in the same department.

Henry Webb, the advertising agent, Temple Court, New York, has returned from a four week's trip to Goldfields, Nev. Mr. Webb states that he secured several large contracts while in the West.

W. W. Carpenter, member of the firm of Dickensheets & Carpenter special agents, Browning King Building, New York, had his left foot cut off while attempting to board a moving train at Mamaroneck, N. Y., last week. Mr. Carpenter is in the New Rochelle Hospital and is getting along nicely.

Capt. D. W. B. Spry, who for the past three years has been manager of the Montreal branch of the H. Gagnier Company, Limited, publishers of trade journals, Toronto, has been promoted to the position of manager of the advertising department of all the journals published by that company, and will make Toronto his headquarters.

Register and Leader's Showing.

In April the Des Moines Register and Leader claims to have carried 13,242 inches of home advertising, 5,912 inches foreign, and 10,160 inches classified, making a total of 29,214 inches. The number of classified ads is given as 14,324. Its record in advertising for the past four months in inches is as follows: January, 19,893; February, 22,761; March, 23,309; April, 29,214. The circulation of the Register and Leader also shows substantial gains for these months. The paper now claims a city circulation of 10,500 copies.

Daily Newspapers Best Mediums.

Before the National Association of Piano Dealers in convention last Wednesday in Washington, J. P. Simmons, of New Orleans, read a paper on advertising, in which he recommended the use of the daily newspapers in preference to other mediums as being productive of the best results.

MORSE INTERNATIONAL AGENCY.

Its New Quarters Well Suited to Handling of Extensive Business.

For over half a century what is now known as the Morse International Agency has been recognized as one of the most solid advertising agencies in the United States. It was on April 1 last that the title was changed from the Lyman D. Morse Advertising Agency to the Morse International Agency, in the belief that the more comprehensive name would facilitate business dealings with clients and publishers, especially with those abroad, where the agency now carries on an extensive business with offices in London and direct representatives in Paris, South America and other foreign countries.

Closely following the change of name came a change of address, when on May 1 the agency moved from the quarters it had occupied for eighteen years in the Potter Building to commodious offices in the Revillon Building, 19 West Thirty-fourth street, New York. There the agency has an entire floor, running from Thirty-fourth street through to Thirty-fifth street, making 8,000 square feet in all, about twice that occupied in the old location, which long ago had been outgrown. The new offices are exceptionally well suited to accommodate the large clerical force which the expanding business of the agency both at home and in foreign lands has made necessary.

If there is one thing that characterizes the Morse International Agency more than another it is its ability to hold the accounts it has developed. The long and successful advertising campaigns conducted by this agency for Cuticura, Beecham's Pills and Pear's Soap, to mention only three accounts, proves the superiority of the agency and the faith reposed in it by its clients.

When the Morse International Agency announced its new title and location, it said:

"This change of name and address does not change the personnel, nor affect the clientele, policy, nor interests of the agency in any way; it is solely due to the growth and development of the longest established agency in the world, which for fifty-seven years has endeavored to represent the better element and most approved business methods in the development of trade through advertising."

The Morse International Agency was founded in 1849 by S. M. Pettingill, under the name of the S. M. Pettingill Company. Soon thereafter J. H. Bates was admitted to partnership and the concern became known as the leading advertising agency in the United States. After twenty-seven years of success, Mr. Bates in 1886 bought out the entire interest of Mr. Pettingill, thus becoming sole owner of this large business, under the firm name of J. H. Bates. Then on Jan. 1, 1893, Lyman D. Morse, who had been active with Mr. Bates for a number of years, became partner in the concern and caused the firm style to be changed to Bates & Morse.

Two years later Mr. Morse became the sole owner of the business, and the name of the firm was again changed, this time to the Lyman D. Morse Advertising Agency.

On March 1, 1898, H. Henry Douglas became the partner of Mr. Morse, and so continued until the latter's death on March 6, 1901.

On April 1, 1901, the firm was incorporated under the laws of the State of New York under the same name and with the following officers: H. Henry Douglas, president; Irving M. Dewey, vice-president and treasurer; G. Howard Harmon, secretary. These men continue as officers of the Morse International Agency.

WHAT EDITORS THINK.

(Continued from page 1.)

he turns over his favorite journal and finds nothing in every column but thrills and shocks, may he not become a trifle satiated, however robust his appetite may be? This is what I contend for."

Since the first announcement of Mr. Pulitzer, the New York Herald has devoted from one to two columns a day to the opinions it has gathered from editors and proprietors of large daily newspapers on the need for a change in journalistic methods. In the following extracts an effort has been made to give some idea of the position the prominent newspaper men of the country take in the matter:

ARTHUR BRISBANE'S OPINION.

Arthur Brisbane, chief editorial writer of the New York Evening Journal, in commenting on the charge that newspapers are dull, said:

"Newspapers are not dull. They are simply more or less accurate reflectors. People are dull, life is dull, crime, races, politics, divorces—all these are dull when seen by dull brains.

"Newspapers must always be dull to the man whose mind is dull. If we see in news reports only the crimes which they narrate, the selfish struggles for public office or the monotonous pursuit of money, the thing is dull indeed.

"But if we see in the events of to-day great improvement upon the past; if we realize that what seems mere selfishness now is really foundation building for the future, we need not find the newspapers dull.

"One man looks at the sky and says, 'it looks like rain.' Another looks at the same sky and paints a beautiful picture. It is the same sky."

As to the charge of sameness Mr. Brisbane said:

"The newspapers are very much alike in their telling of news. They hire good reporters. The writing, considering the hurry, is remarkably well done in the principal newspapers. The newspaper is not alone what the reporters make it. It depends for its character and for its 'groove' on the view which the newspaper's directing mind takes of the events which the reporters describe."

"Do you agree that the headlines of stories take up too much space?" he was asked.

"Yes, and the display windows of the big stores take up much space also. But in a busy nation the first necessity is to attract attention. The big store window wasting space and the big type apparently wasting space are necessary features of quick development."

Regarding independence of utterance he said:

"As to the newspaper controlled by organized capital, it has, of course, only one character. A Greek said that if the camels had a god the god would have four legs and a hump. Whenever organized capital has a newspaper it has the dollar mark stamped on both sides of it. A man's newspaper, like his god, is apt to reflect his own peculiarities."

NEW YORK PAPERS PROVINCIAL.

Rawson Bennett, chief editorial writer on the Chicago Inter Ocean said:

"Many newspapers, and not in New

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York alone, seem to believe that they must shriek all the time, whether there is anything worth shrieking about or not. As a result, in my judgment, they lose the influence they seek thus to retain. The public, sated with alarms generally found to be false, comes to regard them as did the shepherds in the fable of the boy who was always crying 'Wolf!'

"I would suggest to Mr. Pulitzer that he endeavor to establish in New York a newspaper somewhat less provincial in tone and more broadly American in spirit than are the great majority of those published there now. To many of us who live outside New York and know without argument that the United States and civilization do not end just across the Hudson, nor even at Buffalo, the New York newspapers are tiresome because so many of them seem to be entirely ignorant that anything worth much consideration exists further West."

NEW PRESCRIPTION WANTED SAYS CLARKE.

J. I. C. Clarke, who was recently appointed press agent of the Standard Oil Company, was for many years managing editor of the New York Morning Journal, owned by Mr. Pulitzer. On the plan for a new paper Mr. Clarke said in part:

"The present rage for a competitive sensationalism offers a very good field for the enlightened innovator. There is a chance for the reformer. The man with the new idea and the necessary funds can now, as heretofore, try his experiment. In fine, it is a new prescription that is wanted. If it is a good one and properly financed it will prevail. Then it will induce imitation, and so in time will modify the whole face of journalism."

"A distinguished newspaper proprietor once said: 'I may not be smart enough to hit upon every new idea, but it will be my own fault if anybody makes exclusive use of a novelty for more than twenty-four hours.' That sounds piratical, but it merely anticipates what happens to all good ideas in the course of time."

"The question of more newspapers in New York is like the question of daily transportation. If any man can project and equip a new route it is almost instantly made use of to its capacity. A new newspaper, with a new idea, would 'catch the town' in the same way. But no new paper can succeed in New York on the lines of imitation."

TOO MUCH FOR THE MONEY.

Hart Lyman, editor of the New York Tribune, has been on the editorial staff of the Tribune since 1876, and he has seen the rise and fall of numerous experiments in journalism.

"Albert Pulitzer's rather sudden presentation of his views concerning American journalism, in which he seems disposed to re-embark, is suggestive, to say the least," said Mr. Lyman. "The starting of a newspaper is likely to be in an interesting process to watch, whether it ultimately fails, as it usually does, or succeeds, as it sometimes ought to, and I am sure that those who are going to be Mr. Pulitzer's esteemed contemporaries, if he carries out his present intention, will observe his proceedings with benevolent interest."

"Of one thing I feel pretty sure, and that is that fierce and furious competition has resulted in the production of papers which give too much for the money, at least in quantity, and if Mr. Pulitzer is able to restore and generally apply the art of condensation he will be deserving of imitation to that extent at least."

NOYES DEFENDS BIG PAPERS.

Frank B. Noyes, publisher of the Chicago Record-Herald, when asked if he thought newspapers gave too much for the money, said:

"We address the newspaper not to the proposition that everybody wants everything in it, but that somebody wants something in it. Nobody, for instance, needs all that a Sunday newspaper contains."

"Tabloid journalism is no more satisfactory than tabloid foods. You may

convince a man that a small pellet contains as much real nourishment as a pound of steak. He will accept the fact, but he will choose the steak before the pellet."

"If Mr. Pulitzer intends to conduct a paper which will meet the approbation of normal people I think he will find the field occupied. The average newspaper makes conscientious efforts to procure the news of the world and have its headlines epitomize that news."

"The first duty of a newspaper is to print the news. It must print the news to gain readers. After that it may give as much advice as it pleases. What would be the use of a preacher who had no listeners?"

He ended by saying:

"I hesitate to criticize New York newspapers, but since you ask for it, I should say that their main shortcoming is their complete provinciality. Their horizon is bounded by the East River and the North River. I take it that in that they represent the people of New York truly. But a newspaper ought to be a transcript to the news of the world."

VIEWS OF CLEVELAND EDITORS.

Charles E. Kennedy, acting editor-in-chief of the Cleveland Plain Dealer, says:

"The fault—if fault there is—which Mr. Pulitzer is aiming at lies with the American people rather than with the American newspapers. While newspapers in general are educators to a certain extent, they are educated by the public. The public buys what it wants most. The biggest selling papers are the radical, not the conservative ones."

"There's not an editor in this city who has not in his heart a contempt for the morbidness of the public. But the people—they are the arbiters of the question."

Will McKay, managing editor of the Cleveland News, says:

"It's always refreshing to see something different and novel in any direction. They'll stand for anything in New York. Some of the worst papers in New York (and that's saying a good deal) succeed as well as the best."

Harry M. Riekey, editor-in-chief of the Scripps-McRae League, says:

"If Mr. Pulitzer is an abler journalist than the gentlemen who are running the New York papers he will get better results from the application of his theory, even though the other editors have the same theory. If Mr. Pulitzer can add anything, he is ever so little, to the total sum of knowledge about newspaper publishing I am sure that every editor and publisher worthy of the name will enthusiastically welcome his new publication."

Nat C. Wright, editor-in-chief of the Cleveland Leader, says:

"If Mr. Pulitzer succeeds in blazing a new path he will not lack for followers. The newspapers of to-day are made to suit their readers. Publishers are printing papers as they must, not as they wish. The successful daily reflects the character of its readers rather than that of its publishers. And if Mr. Pulitzer can get closer to the wishes of the people than have the other papers of New York, he will have performed a notable service."

AVERAGE MAN THE BAROMETER.

James Keeley, managing editor of the Chicago Tribune, had this to say:

"A state of mind is fairly general in New York that there are no real newspapers other than those printed on Manhattan Island. The provincialism of New York newspapers, with one exception, is an accepted axiom in the remainder of the United States."

Possibly Mr. Pulitzer may have an idea of paying some attention to the country as a whole, and if so, more power to his elbow. He will find some models in the great West and Southwest.

"On the headache headline question I heartily agree with Mr. Pulitzer. A paper that puts a seven column head on a trivial story is doing itself actual damage in addition to uncoining its readers. It destroys the reader's valuation of a news story and, worse than all, it breeds

in the office a distortion of proportionate judgment of stories."

"The independent paper cannot decrease for the simple reason that a newspaper draws its life blood from the average citizen. The rich cannot make or support a successful paper; neither can the submerged."

"Capital never can dominate the newspapers of America, and even those who make the wholesale charges of cash register editing know that the blanket accusation is inaccurate."

"As a tuning fork is true to the key, so the real newspapers of America that decline to make merchandise of their reputations will respond in perfect accord to the note of public spirit and national righteousness."

A FORECAST.

Charles W. Knapp, publisher of the St. Louis Republic, has some interesting things to say about newspapers of the future. We quote:

"Nobody doubts that the typical newspaper of ten years from now will be radically different from what it is today. In every large city newspapers have been leading the reader, to a greater or less extent, a sort of yellow debauch. From this there is quite clearly apparently a revolt on the part of the reader."

"I will not undertake to forecast the coming journalism in this country except to express my confident belief that two changes are coming:—First, that the newspaper of the future will be accurate in the presentation of facts and more precise in the language employed to set forth the facts; second, that neither the Sunday nor the week day newspaper will grow any smaller. If they change at all, they will contain more pages instead of fewer."

"Papers will grow in size, because with the increase in population of cities there comes an increase in advertising. Yes, you might say, 'Put up the price of advertising,' but that has not been found to benefit anybody. To lower the price is rather the evolutionary thing to do in all businesses. The more advertising a journal gains the more reading matter it will have to supply to carry the reader to it."

TOO MUCH MUCKRAKING.

George W. Ochs, general manager of the Philadelphia Public Ledger, said in part:

"In my judgment the American people are growing tired of the garish, grotesque circus poster headlining, just as they are growing tired of the muckrakers and sensation mongers and the scavengers who are constantly burrowing in the mud sills of humanity."

"A newspaper should have no raison d'etre other than to chronicle the events of the world in a truthful, accurate and trustworthy manner. This is its chief function; a secondary function is in its editorial columns to interpret current events for the benefit of its readers in conscientiousness and sincerity. The newspaper that appeals to perverse appetite, and like a raging beast stalks forth seeking what it may devour, by scandal, sensationalism, extravagance and exaggeration, and the beating of tomtom's to attract attention in itself may gain an ephemeral circulation, but it is not enduring. Some other newspaper will outdo it, and this has been the case in the mad race for sensationalism in the last fifteen years, which has already reached its climax."

BIG TYPE USEFUL IN TEACHING.

R. W. Patterson, publisher of the Chicago Tribune, said:

"A newspaper is always as brisk and interesting as the news of the day. If Mr. Pulitzer expects to go beyond that he expects to go beyond the real news and the facts for liveness and piquancy. For my part I am not an advocate of spurious vivacity in journalism."

Asked if he thought the headline madness had gone too far, he replied:

"I don't see that it has done anything except to make people read newspapers who, before the Pulitzer innovation, did not read them. Big type made it easier for them. You will often see the readers of these papers making their lips

go as they spell them out, following the lines with their fingers. They belonged to the class which up to that time had been reading nothing but 'detective stories' and 'dime novels.'"

BETTER PERSPECTIVE WANTED.

Charles Emory Smith, editor of the Philadelphia Press, said:

"I think there is a reaction from sensationalism in journalism. The spectacular has been carried too far. The poster style of headings is creating some revulsion of public feeling. There is coming to be a demand for better discrimination between the important and unimportant and for such presentations as will be proportionate to the relative importance of the matter."

"The strong headlines will not be abandoned, but it will be reserved for what it deserves."

"In these busy days, when people have to read newspapers rather hurriedly, they ought to study how to aid the reader. With this view, the caption should convey as much as possible and should aim to be both accurate and intelligent."

"So far as politics is concerned, the tendency is more and more to independence. The day of the mere political organ has largely gone by."

"The great thing is to get back to a truer perspective. There has been too much of superlative and too little of the merely positive and comparative."

"Mr. Pulitzer was one of the leaders in the new departure of the sensational journalism nearly a quarter of a century ago. If now, as he suggests, he proposes to lead in a new departure away from it, he will be doing a public service, and he is quite likely to strike the psychological moment, as he did before."

LET SENSATIONALISM BE TRUE.

Leigh Reilly, managing editor of the Chicago Evening Post, said:

"If Mr. Pulitzer would give New York a genuine novelty in newspapers let him found an honest yellow journal! Let him establish a newspaper which shall have not only 'interest' but principle. Let him create a journal intelligent enough and courageous enough to face the platitudes that there is nothing so sensational as truth. Yellow journalism is genuine. The yellow journals are false. In this is the difference between the ideal and the institution prostituted and debased."

"If Mr. Pulitzer is in earnest and has a mind to public service let him organize his new journal for the dramatic statement of the real news."

"Let him satisfy wholesomely the natural and commendable desire to find in life the rhythm and warmth and magic that belong to it. Let him establish a journal as sensational as life and as honest. Let him keep his journal clean of cowardly innuendo, snivelling hypocrisy and bullying braggadocio, from slush and sentimentality and falsehood of letter and spirit."

Arkansas Plant Damaged.

Fire recently did \$3,500 damage to the plant of the El Dorado (Ark.) Tribune. The insurance amounted to \$2,000.

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COMMERCIAL TELEGRAPHERS.**National Organization of Knights of the Key Meet in Cincinnati.**

Milwaukee has been selected as the place of the next biennial meeting of the Commercial Telegraphers of America, which will be held the second Monday in June, 1908. At the meeting of the organization last week in Cincinnati, Daniel L. Russell, of New York, was selected as delegate to the American Federation of Labor meeting in Washington, D. C., and to all similar meetings for the next two years.

S. J. Small, of Chicago, was re-elected president, winning by eleven votes over Daniel L. Russell, who made no fight for the place. The other officers elected were: Vice-presidents, W. W. Beatty, Washington, D. C.; O. A. Glenn, Winnipeg; H. J. Horn, Cincinnati; secretary and treasurer, Wesley Russell, Chicago. W. C. Long was chosen editor and manager of the Telegraph Journal. The following constitute the executive board: M. J. Keidy, Boston; R. J. Fowler, Memphis; S. J. Kohenhamp, Pittsburg; J. M. Sullivan, New York; C. E. Hill, Toronto.

Boot and Shoe Recorder Incorporates.

The Boot and Shoe Recorder Publishing Company was incorporated on Thursday of last week, under the laws of Massachusetts, with a capital stock of \$150,000. The officers of the new company are: President, William L. Terhune; vice-president, Charles H. McDermott; treasurer and clerk, Everit B. Terhune. The Boot and Shoe Recorder is now in its twenty-fifth year of publication, without a single change in management, having been started on April 1, 1882, by William L. Terhune. It now claims to be the largest weekly trade journal in the world. The publishers' statement issued for March and April, 1906, shows that in these months the paper made a greater gain than in any two previous months in the twenty-four years' record of its history.

Big Issue of Detroit Free Press.

Otto Carmichael, publisher of the Detroit Free Press, calls attention to the issue of that paper of Sunday, April 29, consisting of eighty-four pages, which he says is the largest paper ever published in Michigan. This was not a special issue, but merely one of sufficient size to meet the requirements of the 6,437 inches of paid advertising which it contained. Detroit is prosperous and all of its papers show gains in advertising as compared with one year ago. The Free Press in this issue showed a gain of 2,345 inches.

Minneapolis Advertising Man Dead.

Max A. Sturm, Minneapolis, representative of the St. Paul Dispatch, died last week of heart failure. He was 35 years old, and went to Minneapolis from Chicago six years ago. He once engaged in newspaper advertising work, and was in that business at the time of his death. The pallbearers chosen from his newspaper friends were W. McK. Barbour, Carl L. Wallace, T. E. Andrews, J. T. Mannix, W. M. Regan and L. Metzger.

Free Press and Prairie Farmer.

Manitoba Free Press and Prairie Farmer is the name under which the weekly edition of the Manitoba Free Press is now published. It is represented in the foreign advertising field by Louis Klebahn, Temple Court, New York.

An "At Home" in Buffalo

The Morse International Agency, New York, Buffalo and London, and the Macdonald Olmsted Advertising Company, of Buffalo, gave an at home last Tuesday night in their new quarters on the second floor of the German-American Bank Building in Buffalo.

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