

The San Francisco Call

CHARLES M. SHORTRIDGE,
Editor and Proprietor.

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TUESDAY, OCTOBER 29, 1895

THE CALL SPEAKS FOR ALL.

In the first place—the convention.

Give your civic patriotism a showing.

The milkmen have seen sights and now the butchers may look out.

In the theater of life the big pugilists have decided to take a private box.

Boston is with us and surely Chicago is sufficiently cultured to follow the example.

The patriot Cubans will make use of American balloons and liberty is in the air.

Unless all signs fail Sherman will be kept busy this winter writing a key to his memoirs.

The Ohio idea at present runs to hot stuffs of all kinds from lynching parties to politics.

It is certainly worth some of nearly every citizen's money to see a Presidential convention.

Up to date the vigorous foreign policy remains corked up in the ink bottle in Oney's desk.

Senator Hill must have been very badly loaded since the New Yorkers decided to unload him in Ohio.

Even if the Monroe doctrine does not apply to the case of Cuba the laws of liberty and humanity do.

Every policy of the Cleveland administration is foreign to the interests and the sentiments of this country.

There are some people who cannot talk straight enough to talk through a hat without damaging the rim.

It looks as if England's colonial policy consisted in taking trouble for the mere sake of getting more troubles.

Diplomatic straws about the European war cloud have been thrashed over so often they are little more than chaff.

If the British do not look out they will find that the hardest part of getting into Venezuela is getting out again.

While the Wilson tariff has lots of holes for Democracy to fall into there isn't a single one for it to crawl out of.

There is one consolation, the un-American policy will get an American roast as soon as Congress meets.

If the official survey of the Alaska boundary is not made very soon the friction along it may grow into a fight.

A political campaign started on the Pacific Coast would assuredly start from the right place to sweep the whole country.

No one at present seems willing to take stock in Democratic Presidential possibilities, and even speculation on the subject is dull.

It can hardly be regarded as an off year in National politics that promises to bring Kentucky and Maryland into the Republican ranks.

It appears that the Kaiser and the Czar have a little project to carry out, and the latter will railroad it through China to start with.

Nature and commerce have worked together ever well in California this year. We have had good crops and good sales all along the line.

The first big rainstorm that comes along in Washington may get the drop on the Mount Olympus volcano and prove it to be nothing but a forest fire.

As a general rule the report of a big strike in a mining country attracts hosts of miners, but in the Coeur d'Alene it simply calls out the militia.

Just as the Durrant case is about to close the Holmes trial opens in the East, and the sensational press has a new vista before it abounding in blood and gore.

Now that meat inspection is in progress it might be well to inquire whether the horse or Chicago has been unloading any horse flesh on us as prime beef.

As Corbett and Fitzsimmons promise to make their meeting strictly private and confidential there ought to be no further objection on the part of the public.

Since the New England men favor this City for the National Convention those from other sections of the country have no right to complain that the distance is too great.

From the way the campaign is going in Iowa it would seem there are hardly enough Democrats in the State to furnish milestones to measure the Republican procession by.

There is a growing belief in Europe that, despite the compliance of the Sultan, the Turkish people would just as soon split the war cloud wide open and start the reign of bloodshed as not.

In devoting the whole first page of the current issue to an account of "The New Call" the Esparto Press has paid us a compliment of more than ordinary value. We appreciate it as another evidence of the good will with which THE CALL is regarded by the interior press, and Editor Cliff may be sure THE CALL will cordially aid him in all that his paper may advance for the welfare of Esparto and Yolo County.

WHO IS LIEUTENANT-GOVERNOR?

Has California a Lieutenant-Governor, is the question of the hour, and if so, is he Senator Flint of San Benito or William T. Jeter of Santa Cruz? The death of Lieutenant-Governor-elect Millard has occasioned this complication and exposed a hiatus in the constitution which it may require a decision of the Supreme Court to bridge and an amendment of the organic law to correct.

The Governor claims the right to appoint a Lieutenant-Governor, under section 7 of article V. of the constitution, which declares that: "When any office shall from any cause become vacant, and no mode is provided by the constitution and law for filling such vacancy, the Governor shall have power to fill such vacancy by granting a commission which shall expire at the end of the next session of the Legislature or at the next election by the people."

If this section is to be construed to affect the office of Lieutenant-Governor, then those who framed it have provided a method of succession which is at once logical, rational and inconsistent with the general scheme of our State government. It is illogical for the Governor to have the power to appoint his possible successor. It is irrational that he should possess the right to inject into the State Senate an outsider not chosen by the people, who should have a voice in its deliberations to the extent of dominating its parliamentary action, and delivering in case of a tie the casting vote. It is inconsistent with our scheme of State government that the chair of Lieutenant-Governor should be occupied by the President pro tempore of the Senate during the Lieutenant-Governor's disability to perform his duties through illness, but that as soon as he is dead a stranger may be selected by the Governor to fill his place.

The position of Senator Flint is far more logical, rational and consistent than that which the Governor has assumed. The succession ought to descend in the natural order of things, through the already elected agents of the people, to the President of the Senate, in case the Governor and Lieutenant-Governor both should die. In the meantime the occupant of the latter office being dead, the Senate ought not to be ruled by a chairman neither of its own nor of the people's choosing. The better, safer and more consistent view to take is to construe the constitution that there shall be no successor appointed to the office of Lieutenant-Governor; that Senator Flint shall continue to perform the functions of President of the Senate, and that in case of the Governor's death the duties of chief executive shall devolve upon him. This view would involve no change in existing conditions. It would save to the State the salary of a Lieutenant-Governor for the remainder of the term and would be altogether more in keeping with the system of checks and balances by which each of the three departments of our State government is protected from undue interference by either of the other two. It cannot be denied that a President of the Senate, appointed by the Governor and possessing unchecked power in the appointment of committees and in the cast vote, would constitute a very serious interference with the independence of that most important branch of the State government.

WE MIGHT HAVE BOTH.

The Democrats of the West are evidently realizing the importance of securing the Republican National Convention for San Francisco. A glance at the list of local subscribers shows that leading Democrats are coming hand and foot to the front with generous subscriptions. This measures their public spirit and good common sense.

There is another consideration which they might well regard. This is that the bringing of the Republican convention through the assistance of Democrats will make all the easier the task of bringing the Democratic convention afterward. This is manifestly true for two reasons—one that Republicans will generously subscribe to their fund as a return compliment, and the other is that the enthusiasm for California which the Republican delegates will spread over the entire country will rouse the desire of Democrats to follow their example, for California, besides being notably the most royal and lavish entertainer in the country, has innumerable natural charms discoverable nowhere else.

It is just as essential to the future welfare of the West to have one of these conventions as the other. To secure only one of them would be to make only half the fight for this region; to secure both would be to win a complete victory, and it is easier to get both than one.

Any local political advantage which might accrue to the party holding its convention here would be offset by holding the other. This is brought forth by the consideration that some Democrats might be unwilling to assist in an undertaking which has a small chance of giving their political opponents a temporary local advantage. There is no reason to suppose that any such advantage would ensue, but it is well to know it could be offset.

The Democrats may feel assured that when the time comes for them to make their fight for the Democratic National Convention at San Francisco they will find the Republicans of the coast with them heart and soul.

It would be impertinent for a Democratic newspaper to suggest how best the Democrats might assist their Republican co-laborers in this great cause, and for that matter there are abundant intelligence and public spirit among the Democrats to handle the matter in the proper way. It might not be amiss, however, to call attention to the excellent plan adopted by the Union League Club of San Francisco.

Although the prospects for bringing the Republican convention to San Francisco are exceedingly good, the fight is by no means won. Every public-spirited citizen of whatever political belief is appealed to for his assistance.

INFORMATION IS NEEDED.

A citizen, unaware that the manager of the Market-street company had made a regulation requiring that passengers for the park must take the following cars on the Eddy-street line and that transfers to the park would not be given on the green cars, boarded a green car with his wife the other day. At Devisadero street, when he demanded transfers, they were refused. He declined to leave the car without them, and as the employees of the company had no discretion they attempted to eject him by force. A fierce fight resulted and several men were hurt. Four ladies besides this couple were refused transfers. They too were ignorant of the new regulation.

The incident will likely give rise to an interesting contest in the courts. It will likely be argued that the regulation is a violation of the contract which the company made with its passengers when it was established. It is a regulation which is reasonable and that it had been properly published. This latter point especially will be important.

Although the Market-street company has an exceedingly complex system of roads and transfer systems it nowhere has posted

THE SLIGHTEST INFORMATION CONCERNING SUCH TRANSFERS.

If it proceeds in this course on the assumption that it is the duty of passengers to keep a wary watch on the conductors and be prepared to demand transfers when they are called out the Eddy-street case cannot be included. In that case it had been a certain custom which was abandoned without sufficient notice to the public.

The Ferries and Cliff House system is so exceedingly complicated that only the regular patrons of the system have any idea of where they are likely to go when they board a car. The matter of transfers on this system is complicated enough, but the complexity is increased by changing the plan of running the cars at certain times of the day. Even in calling out transfers the conductors mention merely the name of the street to which the transfer is to be issued and say nothing about the destination. The plight in which persons unfamiliar with these intricate complications often find themselves is annoying to the last degree and of very frequent occurrence.

The whole trouble is that the company nowhere has posted an explanation of the intention which is so greatly needed. This is true alone of the streetcar systems, but of the ferry service as well. There, as on the streetcar lines, the scheme of sending out boats changes at certain times of the day, with the result of confusing all except the most constant users of the ferry.

We do not see why the municipal authorities, under the proper exercise of the police powers with which they are invested, cannot and do not require that all this greatly needed information is properly posted for the convenience of the public. It would really benefit the companies as well.

THE ALASKAN BOUNDARY.

The interest developed in Alaskan gold-fields has produced a condition of affairs that renders it important to have the disputed boundary line of the territory settled as speedily as possible. There is already a good deal of friction between our miners in Alaska and the Canadians, and while nothing in the dispute is likely to produce a war between the two nations, it may result in strife and bloodshed on the border if the boundary line is left open for controversy much longer.

No reason exists why there should be any delay in the settlement of the dispute. The issue involves no diplomatic question whatever. It is simply a matter of making an official survey and erecting suitable landmarks to define the line between the two countries. The boundaries between British and Russian America were defined by a convention in 1825. The terms of that convention are still binding. We own what Russia formerly owned. No more and no less. Until recently the line was never thought worth the trouble of surveying, but conditions have changed, and Congress should certainly provide for undertaking the work next summer.

Some of our contemporaries have been disturbed by a report that the Canadian Government has been running a line for the boundary and has encroached upon our soil. There is really nothing in such a report to excite any feeling whatever. Canada has no more authority to fix the line than Alaska has. It can be fixed only by an official survey in which both nations will be represented, and as surveying is a matter of mathematical measurements, there is hardly likely to be any dispute between the officials of the two Governments when they set about carrying out the scientific work.

It has been suggested that the Alaska dispute would compromise our position in regard to the controversy between Great Britain and Venezuela, the argument being that we cannot demand of England to submit her dispute with Venezuela to arbitration unless we are willing to submit the Alaskan line to arbitration. There is, however, nothing in the Alaskan boundary to be arbitrated. All that is required is that the two Governments should appoint a set of capable surveyors and send them out as soon as possible next spring to establish the line according to the British and Russian agreement, and thus put an end to any fear of conflicts between Alaskan miners and Canadian authorities.

LETTERS FROM THE PEOPLE.

SIZE OF BASALT BLOCKS.
To the Editor of the San Francisco Call:—Sir: I write to tell you of an idea that may be of benefit to the business of basalt-block making the taxpayers of San Francisco and myself (one who makes blocks). The sizes called for in the advertisement for blocks admitted for a great deal of variation. We were compelled to keep as near as possible to the smallest size in order to get the greatest number possible in the advertisement. If they were advertised for the ton, when the blocks would be made for the ton, we could make them up to the largest size. I feel sure you could cover more ground for the same money. I would like to see you make a few more of the largest size called for in the small advertisement. I am, Sir, your obedient servant, Melitta, Sonoma County, Oct. 27, 1895.

ANSWERS TO CORRESPONDENTS.

HOMESTEAD LAW.—Mrs. H. Oakville, Napa County, Cal. The law says that every person who is the head of a family, or who has arrived at the age of 21 years, who is a citizen of the United States, or who has declared intention to become such, shall be entitled to a quarter-section, or a less quantity, of unappropriated public lands. Any person applying to enter such lands shall first make and subscribe before the land officer, or the proper land office an affidavit that he or she is either the head of a family or over 21 years of age. A single woman who makes an entry under the homestead laws does not forfeit her rights by marriage, provided the requirements as to residence, settlement and cultivation are complied with.

A WIDOW'S WILL.—Subscriber, Capay, Yolo County, Cal. There is no law in the State of California that requires that the will of a widow should be drawn up before a notary public. A widow, like any one else, can write out her will herself, and all that is necessary is that it should clearly state what disposition should be made of the property, and if she writes it herself it must be in the handwriting of the testatrix, or she can call in a lawyer to draw up her will, and such a will must be witnessed by at least two witnesses. A will can be drawn up in any county of the State in which the testator or testatrix has one of his or her places of abode, and the time of writing to prepare such an instrument.

TARIFF OF 1894.—S. Ukiah, Mendocino County, Cal. That was commonly known as the "Wilson Tariff Bill" passed the House on the 1st of February, 1894. The bill was passed by a vote of 157 yeas and 100 nays. It passed the Senate July 4, was concurred in by the House, and on the 27th of August became a law without the signature of the President. This department has not the space to fully define the Wilson bill. Any bookseller will secure you a copy at small cost.

LENGTH AND WIDTH.—J. D. E. City. Length is invariably the longest measure of any object from end to end, parallel with the sides. Width is the extension of the object at right angles to that of length. A sheet of ruled paper may be eight inches long by five wide, in that case the length is eight inches and the width five inches. If the sheet is two inches in width, irrespective of the lines that once ran across the face of it.

CRABS.—B. L. subscriber. It is said that the best kind of bait for crabs is a piece of fresh fish. The best part of the bay of San Francisco to catch crabs is on the shore, between Powell-street wharf and Fort Point.

DATE OF A SHOOTING.—H. K. Sacramento, Cal. On the night of November 29, 1894, Lou Whitehouse and Max Rosenfeld were shot in the Rejoice saloon by a young man named Loughborough.

KEITH AND HIS PICTURES.

"Mr. Keith" inquired the critic as he strolled around the studio of one of California's best landscape painters, "when will you finish the sketch you made of the creek at Castle Craig last August?"

Mr. Keith looked up from his palette in astonishment.

"Way, my dear sir, I finished it when I made the sketch. I put all I could possibly see in it, and if I should work a year I could develop nothing more. You must understand me when I say that I finished it, I mean so far as I am concerned. It is probable that the picture-buyers would not care for it, but to me it conveys more than I would be able to express in words. When the scene struck me as worth a picture I was filled with the natural sublimity that it seemed to possess. I was full of the moon for that occasion. All my heart was

OUR NATIONAL FINANCES.

New York World.

The proposed increase in the beer tax would yield about \$30,000,000 a year. It would not add one penny to the price of beer sold to consumers. It would be paid by the brewers out of profits that are excessive almost beyond example. It would not tax the people. It would not add to anybody's cost of living. It would seem to be a peculiarly just, equitable and discreet device for raising revenue.

New York Mail and Express.

The deficit, together with the increased permanent debt, which has accrued under the new tariff law, now exceeds \$300,000,000. Still, in the face of these facts, the administration had the hardihood to report, in its last monthly official statement, a surplus of \$3,000,000 for the month of September. We took occasion to denounce this statement as

G. M. SHORTRIDGE'S IDEAS.

VIEW OF "THE CALL'S" EDITOR IN REGARD TO LEGITIMATE JOURNALISM.

New York Fourth Estate, October 17.

Charles M. Shortridge, proprietor of the San Francisco Call and the San Jose Mercury, has established Eastern headquarters at No. 34 Park Row, New York. He has handsome offices overlooking City Hall Park.

A novelty to metropolitan journalists is the sign on the door, "Walk In." The sign means "I'm missing and any one can easily gain entrance to the office of the San Francisco journalist."

Mr. Shortridge is a man of very positive convictions. He is a ready but earnest talker. His nephew, David M. Foltz, will be the Eastern representative of THE CALL, and will have commodious quarters.

A representative of the Fourth Estate called on Mr. Shortridge and found him busily engaged in his Eastern office. He asked the California editor's view on up-to-date journalism.

"Up-to-date journalism comprehends many things," said Mr. Shortridge, "that I scarcely know how to define. It means the straightforward, carefully edited, clean, condensed, thoughtful journal, which has a mission, a purpose to perform and goes about with a directness and a precision of action calculated to arouse the admiration of all thoughtful men and women."

"In contradistinction to this we have the faking-up of news, the sensationalism and the premium-giving newspaper, which furnishes the example of what I call the illegitimate. The legitimate newspaper strives to put value into its pages and offers the same for sale upon its merits. The other appeals to all the prejudices and lower passions of the people, and in addition to its cheap wares it offers all kinds of premiums as a means of gaining subscribers. I regret to say that some of the great journalists—those which deservedly stand high and are beloved by the people—have fallen into this gross error."

"Contemplate for a moment this premium-giving business. Every conceivable plan of attracting public attention has been resorted to. I have devoted considerable time in looking over the various premium lists offered, and I am amazed at the ingenuity displayed by many managers. In one place I find them giving shovels, bicycles and fishing tackle, and in another tickets entitling the holder to a day's outing at the seaside or a trip around the world. Another gives baby carriages and washing machines and cook-books. Some even give away as far as to give race-horses and cheap town lots and tickets to the circus."

"This, I say, is the crying shame and disgrace of the press of to-day. The up-to-date journal should scorn such practices. It is a virtual acknowledgment of the inferiority of the publication, and it is an admission that the product being offered for sale has not sufficient merit in itself to attract and hold the thoughtful reader. Think, for a moment, of some great author offering a spotted pup or a yearling calf as a premium to the subscriber to his book or publication."

"What would you think of the spectacle of seeing the immortal Blaine great political works offered for sale with a coupon attached entitling the holder thereof to a bicycle or a silver watch or a cheap suit of clothes? Think of the writings of the loved and venerated Lincoln being sold with a coupon attached entitling the holder to a cook-stove or a sewing machine! The thought is simply revolting."

"Suppose we should for a moment apply this to the great newspapers and offer them for sale with these trinkets as an inducement to readers or a stimulant to purchasers. Is it not plain that we are not selling the goods upon their merits? Is it not doing nothing more than being offered a cheap chromo as an inducement to subscribers?"

"The great publications of the day are sold for a mere pittance. The price places them within the reach of all. Why, therefore, offer these special inducements to gain circulation? If the paper will not sell upon its merits, why not improve it? Why not add to its telegraphic, its news and its literary departments the money that is offered in premiums? I believe the better rule to follow would be to either reduce the price or improve the merit of the publication."

"In saying this I am naturally criticizing the practices of a great many of the leading journals; but that is no reason why I should not be permitted to express my honest sentiments. To put it mildly, I would say the time has gone by for such illegitimate practices. The up-to-date newspapers should have nothing to do with the sale of books, bicycles or bull pups."

"I am satisfied, also, that the circulations obtained by such methods are not permanent; besides, the expense incurred, even though the circulation is increased, is usually comparatively worthless, is considerable, and this money could be better invested in engaging cultured writers, skilled artists and in gathering and condensing the news of the world."

"The daily newspaper is, indeed, a modern miracle. The capital and labor involved in the publication of a metropolitan newspaper is stupendous. Is it not humiliating to think that this great searchlight for truth, this great modern thought and action, should be offered for sale with a coupon attached entitling the owner to a coach dog?"

"It is not only disgraceful, it is unnecessary. It is expensive. It is degrading. It is a false light put out to attract the thoughtless, a cheap way of attracting the attention to a production which should rest upon its own intrinsic merits. The practice should be frowned down. The powerful, thoughtful, reliable, patriotic journal should take the place of this painted, padded fakir. It must not be forgotten that thousands of honorable merchants would be thankful and would appreciate the abandonment of all premium lists. It sets the merchant of his just reward. It sets the paper up as a street fakir, selling popcorn and apples and whistles to the passing crowd. The high purposes of journalism are forgotten in the wild, mad race to sell the paper as a sort of side issue to the attractive premium list."

"It may be claimed that some papers offer valuable prizes as inducements to subscribers and this claim that it is a meritorious practice. It is not a meritorious practice to defend, or rather to protect, the purchases of the premiums, but it is to protect the merchants, our great patrons, and the journals of the country themselves. I desire that they take a higher pride in their work, and that they offer inducements to readers."

"Consider the silly practice of asking your reader to count the number of words in your paper or to put together some brain-bending device. What a dignified thing it is to ask your readers to lay aside your paper—the product of your energy and skill—and to take up instead the foolish task of arranging a series of letters in the proper order to form a word. It can be made. This is simply ridiculous. It is small. It is undignified, and if the pride of the profession will not rise and crush it out the merchants of the country should see that their laws are passed prohibiting such practices."

"Let us appeal first to pride and patriotism, and if that will not work, then to law. A trader's license should be required at least of every publisher who attempts to set up a huckster's shop in connection with his newspaper."

Henry Dunant, the founder of the Geneva Red Cross Society, is now, at 67, in great poverty and nearly starving. He spent all he had in promoting his idea.



"I PAINTED IT FOR MYSELF," SAID MR. KEITH. [Sketched from life for "The Call" by Nankivell.]

wrapped up in it and I painted as I felt. There was nothing before me that was neglected. The atmosphere, the lights, the hour and the scene were there. I put on the colors as they presented themselves to me. The grass, the splashing water, the vista through the trees entered into my mind, and all that stood out in that corner of the world was placed on this canvas. Look at it. There I have conveyed all I saw. I was not forced to sit down by that stream and pain, but I desired it. There were plenty of other spots around me that might have appeared more beautiful to you or to another, but this scene was to me the best of all.

"I would not dare paint it again. I could not do it. The patrons who tell me that they want seldom get it. I know by bitter experience that the feeling one gets in a sketch can easily be removed when an attempt is made to finish it for the market. Cannot you see here many things that show the destruction wrought by mechanical precision? Here, look at these little sketches on the door. Do they convey anything to you that is not really there? Of course they do. There is the suggestion. Of course one cannot see the cow, her hoofs and horns and her tail, but she is there. I can see her. Every touch of the brush has its value. To me the picture is finished, and I painted it while I thought.

"Here is another picture. Every detail is worked out. I will sell it without any trouble. The buyer will look at it, see just exactly what it is and his intelligence is flattered. He has understood. He is wise. He is a critic. He is a buyer. How few people really know what a sketch means to the painter who produces it! Excuse me for feeling that way about it, but the sketch you refer to is finished. I painted it for myself."

THE MISSION OF THE PRESS.

Jeannette Rodgers Somerville, in Toronto Globe.

The gates of knowledge to unlock
And set its priceless treasures free;
To break the chains of ignorance,
And give its serfs true liberty.

To bid thought quicken thought, and mind
From the keener edge to mind, to sow
The seeds of truth; fair freedom's boon
To give for all men, high and low.

To drag into the light of day
Oppression, violence and wrong;
To shame the land that makes its law
To crush the weak and shield the strong.

Such hath been, is, and still shall be
The glorious mission of the Press,
The proudest mission of the age,
In love or fear its power ceases.

Freedom's bold champion, silenced oft,
Yet penit-like, arising still,
To ring even in the tyrant's ear
The clarion voice that bodeth him ill.

Not by the favored few alone
Are God's inspiring slingers heard;
The press repeats the glowing strain
Until the world's great heart is stirred.

The burning words of eloquence,
Live coals from Freedom's altar fire,
Re-echoed in the voiceless page,
A thousand waiting souls inspire.

The great, invincible phalanx,
Whose hands this matchless weapon wield—
Victors in many a noble strife,
Heroes in many a hard-fought field,

The glorious army of the Press,
Ready for action day and night,
Even upon its banners shine
"For God, for freedom, for the right!"

A FRIEND OF THE INTERIOR.

Lancaster (Cal.) Gazette.

The San Francisco Call ordered and George F. Weeks telegraphed 600 words descriptive of the meeting here Tuesday. The Call is the interior valleys' friend. This article with its big head-lines is a good advertisement for the valley.

WAGES REDUCED BUT FARES STICK.
Newman Tribune.

The West Side Railroad was completed four years ago and during that time railroad employees have suffered numerous reductions of wages, but the people still have to pay 5 cents a mile to travel on the road. Isn't it about time for a reduction?

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"The great publications of the day are sold for a mere pittance. The price places them within the reach of all. Why, therefore, offer these special inducements to gain circulation? If the paper will not sell upon its merits, why not improve it? Why not add to its telegraphic, its news and its literary departments the money that is offered in premiums? I believe the better rule to follow would be to either reduce the price or improve the merit of the publication."

"In saying this I am naturally criticizing the practices of a great many of the leading journals; but that is no reason why I should not be permitted to express my honest sentiments. To put it mildly, I would say the time has gone by for such illegitimate practices. The up-to-date newspapers should have nothing to do with the sale of books, bicycles or bull pups."

"I am satisfied, also, that the circulations obtained by such methods are not permanent; besides, the expense incurred, even though the circulation is increased, is usually comparatively worthless, is considerable, and this money could be better invested in engaging cultured writers, skilled artists and in gathering and condensing the news of the world."

"The daily newspaper is, indeed, a modern miracle. The capital and labor involved in the publication of a metropolitan newspaper is stupendous. Is it not humiliating to think that this great searchlight for truth, this great modern thought and action, should be offered for sale with a coupon attached entitling the owner to a coach dog?"

"It is not only disgraceful, it is unnecessary. It is expensive. It is degrading. It is a false light put out to attract the thoughtless, a cheap way of attracting the attention to a production which should rest upon its own intrinsic merits. The practice should be frowned down. The powerful, thoughtful, reliable, patriotic journal should take the place of this painted, padded fakir. It must not be forgotten that thousands of honorable merchants would be thankful and would appreciate the abandonment of all premium lists. It sets the merchant of his just reward. It sets the paper up as a street fakir, selling popcorn and apples and whistles to the passing crowd. The high purposes of journalism are forgotten in the wild, mad race to sell the paper as a sort of side issue to the attractive premium list."

"It may be claimed that some papers offer valuable prizes as inducements to subscribers and this claim that it is a meritorious practice. It is not a meritorious practice to defend, or rather to protect, the purchases of the premiums, but it is to protect the merchants, our great patrons, and the journals of the country themselves. I desire that they take a higher pride in their work, and that they offer inducements to readers."

"Consider the silly practice of asking your reader to count the number of words in your paper or to put together some brain-bending device. What a dignified thing it is to ask your readers to lay aside your paper—the product of your energy and skill—and to take up instead the foolish task of arranging a series of letters in the proper order to form a word. It can be made. This is simply ridiculous. It is small. It is undignified, and if the pride of the profession will not rise and crush it out the merchants of the country should see that their laws are passed prohibiting such practices."

"Let us appeal first to pride and patriotism, and if that will not work, then to law. A trader's license should be required at least of every publisher who attempts to set up a huckster's shop in connection with his newspaper."

Henry Dunant, the founder of the Geneva Red Cross Society, is now, at 67, in great poverty and nearly starving. He spent all he had in promoting his idea.

OUR NATIONAL FINANCES.

New York World.

The proposed increase in the beer tax would yield about \$30,000,000 a year. It would not add one penny to the price of beer sold to consumers. It would be paid by the brewers out of profits that are excessive almost beyond example. It would not tax the people. It would not add to anybody's cost of living. It would seem to be a peculiarly just, equitable and discreet device for raising revenue.

New York Mail and Express.

The deficit, together with the increased permanent debt, which has accrued under the new tariff law, now exceeds \$300,000,000. Still, in the face of these facts, the administration had the hardihood to report, in its last monthly official statement, a surplus of \$3,000,000 for the month of September. We took occasion to denounce this statement as

G. M. SHORTRIDGE'S IDEAS.

VIEW OF "THE CALL'S" EDITOR IN REGARD TO LEGITIMATE JOURNALISM.

New York Fourth Estate, October 17.

Charles M. Shortridge, proprietor of the San Francisco Call and the San Jose Mercury, has established Eastern headquarters at No. 34 Park Row, New York. He has handsome offices overlooking City Hall Park.

A novelty to metropolitan journalists is the sign on the door, "Walk In." The sign means "I'm missing and any one can easily gain entrance to the office of the San Francisco journalist."

Mr. Shortridge is a man of very positive convictions. He is a ready but earnest talker. His nephew, David M. Foltz, will be the Eastern representative of THE CALL, and will have commodious quarters.

A representative of the Fourth Estate called on Mr. Shortridge and found him busily engaged in his Eastern office. He asked the California editor's view on up-to-date journalism.

"Up-to-date journalism comprehends many things," said Mr. Shortridge, "that I scarcely know how to define. It means the straightforward, carefully edited, clean, condensed, thoughtful journal, which has a mission, a purpose to perform and goes about with a directness and a precision of action calculated to arouse the admiration of all thoughtful men and women."

"In contradistinction to this we have the faking-up of news, the sensationalism and the premium-giving newspaper, which furnishes the example of what I call the illegitimate. The legitimate newspaper strives to put value into its pages and offers the same for sale upon its merits. The other appeals to all the prejudices and lower passions of the people, and in addition to its cheap wares it offers all kinds of premiums as a means of gaining subscribers. I regret to say that some of the great journalists—those which deservedly stand high and are beloved by the people—have fallen into this gross error."

"Contemplate for a moment this premium-giving business. Every conceivable plan of attracting public attention has been resorted to. I have devoted considerable time in looking over the various premium lists offered, and I am amazed at the ingenuity displayed by many managers. In one place I find them giving shovels, bicycles and fishing tackle, and in another tickets entitling the holder to a day's outing at the seaside or a trip around the world. Another gives baby carriages and washing machines and cook-books. Some even give away as far as to give race-horses and cheap town lots and tickets to the circus."

"This, I say, is the crying shame and disgrace of the press of to-day. The up-to-date journal should scorn such practices. It is a virtual acknowledgment of the inferiority of the publication, and it is an admission that the product being offered for sale has not sufficient merit in itself to attract and hold the thoughtful reader. Think, for a moment, of some great author offering a spotted pup or a yearling calf as a premium to the subscriber to his book or publication."

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