

THE EDITOR & PUBLISHER

UNIVERSITY

AUG 7 1918

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Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year

NEW YORK, SATURDAY, AUG. 3, 1918

10c Per Copy

(This is the tenth of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The eleventh will appear in an early issue.)

What the War Is Doing For Advertising

By BERT MOSES

These are times that try men's souls.
The world is being partially unpeopled.
The world is being made over.

Changes of inconceivable magnitude are going on and will continue to go on until civilization is rebuilt upon the ruins that remain when the struggle now in progress is won.

Uncertainty exists, and commercial progress for the time may seem to hesitate and falter.

Economy is now closely linked with patriotism, and expenditures are more rigidly scrutinized than at any other time in the memory of this generation.

The advertiser is today thinking harder about his problems than he ever thought before.

To keep before the public is vital.

Also it is vital to conserve expenditure and stop waste.

"How can I economize and hold my own?" is a question that perplexes us all.

* * * * *

The one-paper-in-a-city idea is finding favor more and more and more.

It is the nearest approach to the solution of the prevailing advertising problem that has so far been reached.

In some cities the one-paper plan is faulty, because in those cities a single paper may not dominate the situation.

But in Chicago the situation is almost as simple as the annals of the poor.

The Chicago Daily News, in my opinion, is the most remarkable newspaper and the greatest all-round single advertising medium in America.

Of its great circulation of 379,681 copies daily, average for the first six months of 1918, 94% are sold within a 40-mile radius of the city itself.

Only 6% of its total circulation goes out into the adjacent country.

The advertiser will look in vain for a replica of this amazing condition.

He will look in vain for a concentrated circulation such as The Daily News enjoys in Chicago.

He will find no other field of as great or lesser magnitude where a single medium so completely centers its output in a fixed spot.

* * * * *

To the advertiser who plans to adopt the one-newspaper-in-a-city idea The Daily News easily and incontrovertibly supplies the medium in the ambitious, pulsing, tireless, undaunted, aggressive and progressive city of Chicago.

It represents the Chicago people—it is edited for the Chicago people—it voices the thoughts and hopes and aspirations of the Chicago people—and Chicago people buy and read and believe it by the hundreds of thousands.

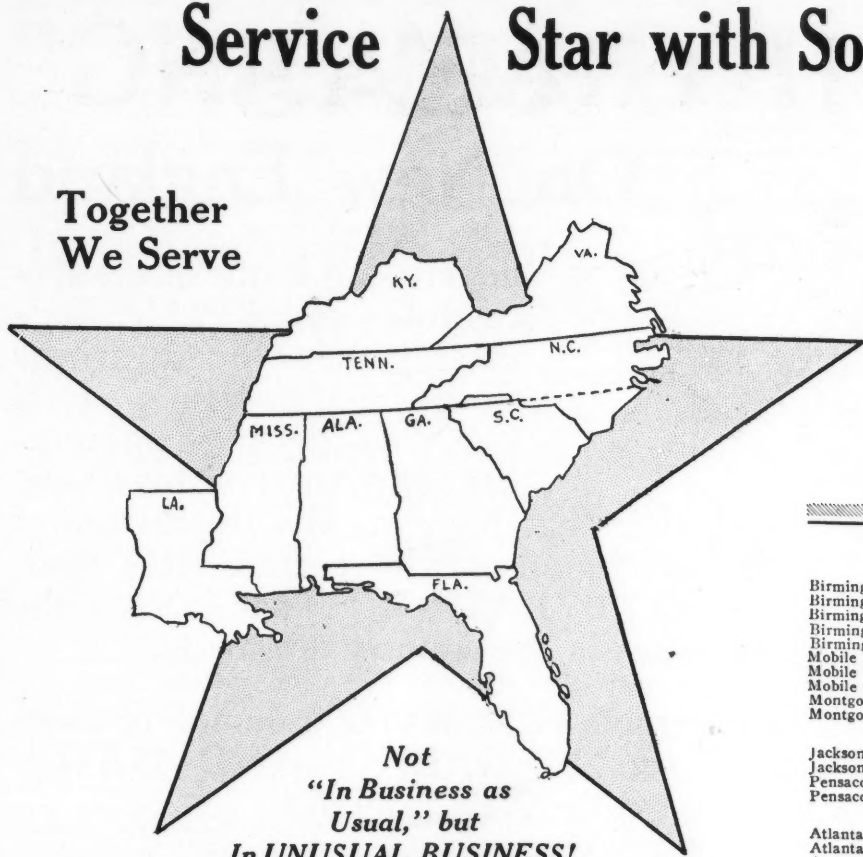
It is supreme in Chicago—absolutely first and foremost.

Why this ad was written:

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things: "I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."
"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me."
"When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then what do you say?"
And Mr. Woodward said: "Go to it!"

Service Star with Southern Map

Together
We Serve



Not
"In Business as
Usual," but
In UNUSUAL BUSINESS!

Everybody KNOWS that Army Camps and Stations and Training Fields bring piles of money into *Southern Circulation*;

That shipyards from the Potomac to the Rio Grande are paying out millions for material and wages;

That the South is furnishing four-sevenths of the lumber cut in the United States;

That its crops last year amounted to almost half the value of the whole country's production;

And if those are not enough good reasons for you to advertise and push your business in the South under such UNUSUAL conditions, then HITCH YOUR WAGON TO THE STAR OF ITS FUTURE!

Know that the South has struck a gait of steady progress, accumulative and enduring.

It is progressing by permanent developments and the constant discovery of numerous new sources of wealth.

Outside capital rolls in without pushing and invests itself in utilities. It harnesses the rivers and sets all nature working. It is making life less laborious but MORE INDUSTRIOUS.

Do YOU belong?

Are you a part of the present that will participate in the future?

Far-sighted manufacturers are telling the people about their wares in these daily newspapers that cover the homes of the cities and the countryside.

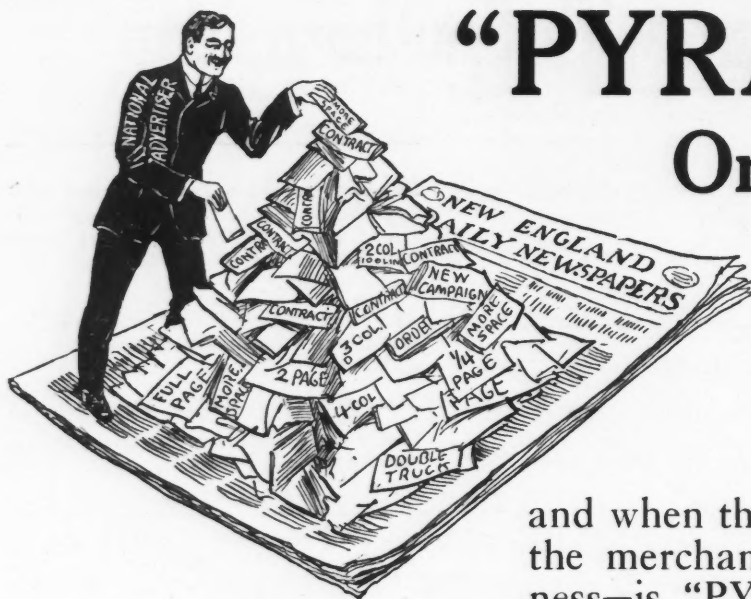
They are working up "good will"—the biggest asset a business can acquire.

Why don't you do the same thing?

Get your pointers from the papers. Ask them questions.

ALABAMA			
	Net Paid	2,500	10,000
	Circulation	lines	lines
Birmingham Age-Herald (M)	22,516	.07	.05
Birmingham Age-Herald (S)	31,604	.08	.06
Birmingham Ledger (E)	40,504	.07	.07
Birmingham News (E)	47,000	.07	.07
Birmingham News (S)	54,000	.08	.08
Mobile News Item (E)	7,993	.03	.03
Mobile Register (M)	17,997	.04	.04
Mobile Register (S)	24,802	.05	.05
Montgomery Advertiser (M)	19,723	.05	.04
Montgomery Advertiser (S)	21,782	.06	.05
FLORIDA			
Jacksonville Metropolis (E)	17,723	.04	.04
Jacksonville Times-Union (M&S)	32,714	.055	.055
Pensacola Journal (M)	5,385	.0172	.0172
Pensacola Journal (S)	6,500	.0172	.0172
GEORGIA			
Atlanta Georgian (E)	62,537	.08	.08
Atlanta Sunday American (S)	105,287	.12	.12
Augusta Chronicle (M&S)	8,671	.035	.025
Augusta Herald (E)	12,029	.03	.03
Augusta Herald (S)	11,203	.03	.03
Columbus Ledger (E)	7,000	.035	.018
Macon Telegraph (M)	21,220	.04	.04
Macon Telegraph (S)	19,307	.04	.04
Savannah News (M&S)	14,037	.04	.03
KENTUCKY			
Louisville Courier-Journal (M)	41,078	.1250	.07
Louisville Courier-Journal (S)	61,815	.15	.09
Louisville Times (E)	37,372	.10	.08
Louisville Herald (M)	55,786	.07	.07
Louisville Herald (S)	48,562	.07	.07
LOUISIANA			
New Orleans Times-Picayune (M)	65,500	.10	.10
New Orleans Times-Picayune (S)	81,250	.12	.12
New Orleans Daily States (E)			
New Orleans Daily States (S)	41,267	.08	.06
New Orleans Item (E)	62,141	.10	.10
New Orleans Item (S)	80,288	.12	.12
NORTH CAROLINA			
Asheville Times (E)	8,710	.025	.02
Charlotte Observer (M)	13,696	.055	.03
Charlotte Observer (S)	17,826	.065	.04
Greensboro Daily News (M)	12,753	.045	.035
Greensboro Daily News (S)	18,219	.06	.04
Winston-Salem Sentinel (E)	7,084	.02	.02
SOUTH CAROLINA			
Charleston American (M)	11,151	.0286	.0178
Charleston American (S)	11,151	.032	.0215
Columbia Record (E)	11,325	.025	.025
Columbia Record (S)	9,216	.025	.025
Columbia State (M)	22,456	.05	.05
Columbia State (S)	23,990	.05	.05
Greenville News (M&S)	9,620	.03	.025
Spartanburg Jour. & Car. Spartan (E)	5,337		
Spartanburg Herald (M)	3,751	.03	.03
Spartanburg Herald (S)	6,548		
TENNESSEE			
*Chattanooga News (E)	20,133	.035	.035
Chattanooga Times (M)	26,341	.06	.06
Chattanooga Times (S)	21,682	.06	.06
Knoxville Sentinel (E)	23,279	.05	.04
Knoxville Journal-Tribune (M)	25,000	.04	.04
Knoxville Journal-Tribune (S)	81,185	.12	.10
Memphis Commercial Appeal (M)	118,359	.14	.12
Memphis Commercial Appeal (S)	46,078	.07	.07
Nashville Banner (E)	46,078	.08	.08
Nashville Banner (S)	53,000		
*Nashville Tennessean (M)	53,000		
*Nashville Evening American (E)	20,000	.08	.08
*Sunday Tennessean & American (S)	40,000		
VIRGINIA			
Newport News-Press-Times-Herald (M&E)	12,320	.025	.025
Newport News Daily Press (S)	7,024	.025	.025
Norfolk Virginian Pilot (M)	31,241	.05	.05
Norfolk Virginian Pilot (S)	39,739	.06	.06
Norfolk Ledger-Dispatch (E)	46,998	.07	.06
Richmond News Leader (E)	39,401	.08	.06
Roanoke Times (M&S)	10,567	.04	.035
Roanoke World-News (E)	9,918		

Government Statements April 1, 1918.
*Publishers' statement.



“PYRAMIDING” On New England

advertising is one of the successful National Advertiser's most popular occupations these busy wartime days. For he's getting unprecedented returns on his space,

and when that happens, the watchword of the merchandiser who corrals BIG business—is “PYRAMID.” That is how the greatest business advertising successes in the country are made.

And the wise advertising “pyramider” bases his pyramid of ever-increasing advertising contracts, on NEW ENGLAND DAILY NEWSPAPERS—because they best cover New England.

They REACH and TEACH New England's more than 7,000,000 people—of whom over 1,250,000 are industrial workers, earning the highest wages ever paid, totalling over \$600,000,000 yearly.

Go to it—STRONG—with your advertising campaign in these

STANDARD NEW ENGLAND DAILY NEWSPAPERS

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
MASSACHUSETTS				MAINE			
Boston American(E)	380,291	.40	.40	Portland Express(E)	22,970	.06	.045
Boston Advertiser and American(S)	321,483	.35	.35	Portland Telegram(S)	17,952	.045	.035
Boston Globe(ME)	277,151	.30	.30		40,922	.105	.080
Boston Globe(S)	316,790	.35	.35	Population, 762,787.			
Boston Herald-Journal.....(M)	252,822	.30	.30	VERMONT			
Boston Traveler(E)				Barre Times(E)	7,249	.017	.0143
Boston Post.....(M)	497,125	.45	.45	Burlington Free Press.....(M)	10,304	.025	.0179
Boston Post(S)	354,706	.35	.35		17,553	.042	.0322
Boston Record.....(E)	50,650	.15	.15	Population, 361,205.			
Boston Transcript(E)	47,794	.18	.18	CONNECTICUT			
Fitchburg Sentinel(E)	5,587	.02	.015	Bridgeport Post-Telegram..(M&E)	38,870	.0850	.07
Lynn Item(E)	13,150	.036	.046	Bridgeport Post(S)	10,311	.04	.025
*Lynn Telegram-News ..(E&S)	16,000	.04	.04	Hartford Courant(MS)	21,256	.06	.05
Lowell Courier-Citizen ..(ME)	18,145	.035	.035	Hartford Times(E)	31,339	.06	.06
Salem News(E)	18,949	.05	.04	Meriden Journal(E)	4,897	.025	.0143
Springfield Union(MES)	30,742	.09	.06	New Haven Times-Leader..(E)	18,978	.04	.035
Worcester Gazette(E)	30,123	.07	.05	New London Day.....(E)	9,977	.0285	.025
				Norwich Bulletin(M)	9,508	.04	.02
Massachusetts totals	2,623,737	3.1362	3.0286	Waterbury Democrat(E)	7,086	.017	.017
Population, 3,605,522.				Connecticut totals	152,222	.3605	.2663
RHODE ISLAND				Population, 1,114,756.			
Pawtucket Times(E)	23,840	.06	.04	Government Statements April 1st, 1918.			
Providence Bulletin(E)	52,966	.10	.10	*Publisher's Statement.			
Providence Journal(M*S)	34,050	.075*09	.075*09				
Providence Tribune(E)	28,089	.07	.06				
Woonsocket Call-Reporter .(E)	10,247	.0357	.0214				
Rhode Island totals.....	149,192	.3206	.2965				
Population, 591,215.							

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

Entered at the New York Post Office as second-class matter.

Vol. 51

NEW YORK, SATURDAY, AUGUST 3, 1918

No. 8

HELP WANTED, MALE, ADVERTISEMENTS NOW UNDER U. S. GOVERNMENT REGULATION

Plants Engaged in War Work Must Get Permits From Service Board to Advertise for Unskilled Labor—No Employer May State Wages Nor Use Language Tending to Cause Restlessness or to Entice Men Away From War Work, Railroads, Mines or Farms

THE Federal Employment Service, of the War Industries Board, has taken over the task of recruiting unskilled labor for war work, beginning its control on August 1, and will control all advertising for such labor.

The intent is that all unskilled labor seeking or accepting employment shall pass through the Employment Service, and that all efforts to engage unskilled labor shall be made through it. This includes advertising for unskilled workmen, as well as every other form of attracting and placing unskilled workmen in factories or other plants engaged in war work.

At present the Employment Service finds itself without the equipment to handle properly the advertising for unskilled labor, and so has arranged for permits that may be obtained at local headquarters, allowing manufacturers or others engaged in war work to do their own advertising independently, but subject to the supervision and control of the local Employment Service Boards. Without these permits employers coming within the regulations of the Employment Service cannot advertise for either skilled or unskilled labor, and even with the permission to advertise, they must make their advertisements conform to the regulations.

Objects of Recruiting

The four principles upon which the Employment Service will work are:

- (1) War work must have men at any cost.
- (2) Withdrawals of workers from non-essential industries for war industries must be equalized.
- (3) The volunteer principal will be followed in dealing with the individual worker.
- (4) Only fit men will be sent to war industries.

To do the work effectively, each State has been organized as a unit. So that local conditions may be satisfied, each State has been divided into communities, each having its local Employment Service Board in charge of recruiting labor within its limits. The object of this is to keep labor localized, and to prevent one community from attracting men from another in which war work is going on. Each community is provided with a board composed of an equal number of representatives of employers and representatives of wage-earners, which is to operate with the representatives of the Employment Service in that locality.

GUIDE FOR PUBLISHERS ON ADVERTISEMENTS UNDER EMPLOYMENT SERVICE RULES

BY A STAFF CORRESPONDENT.

TAKEN in conjunction with the regulations governing advertising, printed herewith, the following explanation made by Nathan A. Smyth, will be a guide to publishers and classified managers. Late on July 31, just before the regulations became operative, Richard N. Neustadt, assistant to the Employment Service Director for the State of New York, issued the following letter, telling THE EDITOR AND PUBLISHER that it was a temporary expedient, used only because the Service was not yet fully equipped, and that the process was being duplicated in all States:

"After August 1 all employers engaged in war work may advertise in the public press for unskilled labor under permit, which can be obtained upon request from the United States Employment Service, 230 Fifth Avenue. Until such permit is granted, employers may advertise, but no advertisement shall carry any statement of wages, conditions of work, or set forth any superior inducement."

The programme does not apply to female labor in any field.

It does not put the burden of responsibility for decision as to what advertisements are right or wrong on the newspaper, excepting as to offerings of specific wages.

It does not forbid private employers advertising for skilled labor.

It does not prevent employers engaged in war work from advertising for skilled labor locally, or outside employers advertising for skilled labor in any field that is not closed to recruiting. The New York field is expected to remain open for some time.

It does not contemplate forbidding stating of wages to be paid in case of ordinary employments, not competing with war industries, as in mercantile, domestic or office clerical lines.

It does contemplate closing down on advertising for unskilled labor in war work.

If in doubt about an advertisement received, call up the local United States Employment Bureau. There is no penalty for newspapers going wrong. They are expected to use judgment in mention of wages and cut it out in war work advertisements. The Bureau will notify the newspapers if they are running prohibited copy.

Private employers may advertise for unskilled labor, provided they do not mention wages or compete with war industries, or use language tending to cause restless shifting of labor.

The United States Employment Service will do some general advertising of announcements, but does not intend to use the want ad columns for specific recruiting of unskilled labor. It will not permit war industry plants to run advertisements for unskilled labor, or give addresses of plants where applicants may go. The Government intends to take over wholly the war work unskilled labor service, and guide it all through the Government bureaus.

For the time being, non-essential manufacturers, farmers, and war plants employing fewer than 100 workers, and the transportation industry, are not included in the prohibition against private recruiting, though their activities will be regulated by the Employment Service. A number of the railroads, however, have agreed to get their labor exclusively through the Service, and their agencies will be taken over by that organization.

To aid in the work of recruiting, the Employment Service is organizing a

corps of 20,000 scouts, who will work in collaboration with the Employment Service, inspecting the labor in plants, and finding out the sources from which recruits can be drawn and sent to places where the need for them is greatest. These scouts are all volunteers, but it is expected that their work will be as effective as that of the volunteers in Liberty Loan, War Savings Stamps, Red Cross, or other activities connected with the prosecution of the war. Thousands and thousands of four-minute speakers will be sent to ad-

dress motion-picture audiences and other assemblages, especially meetings that are customarily attended by workmen, to explain the plan of the Employment Service and repeat the splendid results they achieved when they were sent out to get men for the great shipbuilding operations.

Each State has been assigned a quota of workmen to recruit that quota to be redistributed to the various communities in each State in accordance with its population and requirements. The quotas are not to be drafts upon the State, but will constitute a protection for it. Some States have been drawn upon too heavily heretofore by inducements offered in other sections of the country, response to which has weakened the man-power of the injured State for war work. This migration of workmen is one of the chief things the Employment Service has been organized to prevent.

Labor for war industries within a State will be provided by withdrawals from non-essential industries within its borders wherever possible. For instance, calls for small numbers of men by war industries in Pennsylvania will be met by taking men from non-essential industries within that State, while calls for a larger number than can be furnished by these means will be met by transfers of men from non-essential industries in other States.

It is especially the province of the Employment Service to prevent labor scouts from inducing farm labor to quit the fields by placing before them the lure of higher wages in war industries, especially at this season of the year, when crops are being harvested. This can be done under the present temporary system of permits, but with greater effect, doubtless, when the Employment Service is so equipped that all demands for labor shall pass directly through the offices of the Service boards.

The question of advertising for workmen has been agitating the minds of publishers and classified advertising managers, especially the latter, all over the country. With full desire to serve the Government, and with the knowledge that no penalty attaches to newspapers for violation of the regulations of the Employment Service, publishers have been anxiously seeking definite rulings from the War Industries Board on what advertising they may accept and what

(Continued on page 34)

JASON ROGERS PROTESTS AGAINST HALF-WAY ECONOMY MEASURES

Says Publishers Must Face Conditions Squarely and Cut Both Text and Advertising to Meet the Requirements—Injustice of Recent Recommendations Cited

BY JAS IN ROGERS,
Publisher of the New York Globe.

THE print paper situation grows more serious and threatening as week-kneed publishers seek to provide a substitute for straight-out economies in consumption to get within the possibilities of the case. Increasing costs, represented by higher freight charges, higher wages for labor, and other items trotted out by manufacturers seeking to continue their ruthless profiteering only add a theatrical turn to the affair.

If the Government must curtail transportation, the use of coal and other items to the extent that we can have but 50 per cent. of our previous supply, it is up to us to take our medicine like men, and without seeking to secure trifling advantages by getting unfair allowance through misrepresentation, lack of understanding, or failure to play the game.

Condemns Attitude of Some Publishers

It makes me tired to hear a group of newspaper men say they cannot get along with less than so much paper, as if in the present great emergency that makes any difference to anybody but themselves, for selfish motives. Such men are worse than foolish, and apparently don't fully realize what they are up against. They seem to think that, because they are in the newspaper business, they are entitled to be spoon-fed.

Every attempt on the part of the Government officials to get the newspapers to suggest reasonable and workable curtailments in the use of print paper has thus far only led to a mass of camouflage resolutions, as ineffective as they were insincere. I say these things because I think the situation demands straight talk and action, and not a lot of spacious conversation, conferences, and prettily worded resolutions.

If the situation demands that the use of print paper for 1918 be reduced from 2,000,000 tons to 1,000,000 tons, the problem easily reduces itself to simple arithmetic, and yet there are many among us who won't concede the answer, but dodge the issue by trotting out objections to Government control of supply, Government apportionment, or Government supervision.

Of course, it should be obvious to every one that each and every newspaper in the country is essential to the winning of the war, and regardless of the necessity of hauling troops, ammunition, and other supplies, we must have print paper upon which to print the advertising of some corn-cure that will help us pay running expenses. Our contribution of space to Liberty Loans, Red Cross, and other causes exonerates us from the hardships of war!

What a lot of wabbly jelly-fish we really are, looked at in the net. Uncle Sam will be forced to tell us to charge enough for our newspapers to get along without advertising, and not to print more than four, six, or eight pages in total. Wouldn't that be a jolt to some of the big fellows who have bought up paper mills to insure their own supply, regardless of the rights of others.

Small-City Dailies Conserve Paper

After very careful investigation I am satisfied that there is a much smaller degree of waste of print paper among the newspapers in the smaller cities. Most of them could cut from 15 to 25 per cent, without injury, but the net as compared with economies that could be more easily affected in the big towns would be as probably 1 to 1000.

Few of the small-city dailies print

more than twenty-four to thirty columns of reading matter. Yet it is most amazing in many instances how completely they cover the news of the day. In the larger cities it has been demonstrated that a great newspaper can thrive on the sixty-column basis, while others insist on trying to prove that they require from ninety to one hundred columns to tell their daily story.

The latest recommendations by the committee of the A. N. P. A. to Thomas E. Donnelly, chairman of the Pulp and Paper Section, is another attempt of the big city newspapers to put one over on the rank and file of smaller newspapers of the country. I predict that it will never be put into operation because it is based upon subtle schemes to allow those who have gotten away with increased consumption to continue to do so.

Injustice of Proposed Plan

It is absurd for anyone to talk about a flat reduction in consumption based on the experience of the first six months of 1918. Hundreds of sincere publishers put in force great economies during those six months, while others went on doing business as usual, and actually consumed more paper than during any previous first six months in any year. We must go further back before applying any flat rule.

For instance, in the case of the New York Globe, we in 1916 if left alone would have used 11,000 or 12,000 tons, but during the last three months we stopped our presses at 212,000 a day, when we were running over 260,000, and cut our more than 250,000 lines of advertising to keep within our contract allotment, and finished the year with a consumption of 9,700 tons. During 1917 we cut our consumption to 7,900 tons, and in 1918 we will probably get by with probably 6,500 tons.

It is ridiculous for a group of publishers who are using more paper in 1918 than they did in 1916 to now ask us to make flat reduction. Until they come down to an even basis in comparison with pre-war experience, and an equitable starting point, I fail to see how we are going to effect anything worth while.

I believe that the only way out is to get figures covering the average use of all newspapers during the years 1913, 1914, and 1915, and use the total thus reached as the starting point for any computation as to allowance for any subsequent year. Because some have sought to pile up increased circulation while others have sought to conserve supply is no reason why they

should be permitted to hold an advantage.

I believe that the Government will be forced to control all paper supply and allot it on the basis of a certain percentage of pre-war use in order to bring consumption within possibilities of supply and bring about fair and more reasonable prices.

As I stated before, if we can use only 1,000,000 tons instead of 2,000,000 tons, and our average use during the pre-war period for an individual paper was, say, 9,000 tons, the war allowance for that paper should be 4,500 tons. It would be then up to the publisher to sink or swim, according to his ability to operate inside of the allotment made to him.

He would probably have to reduce the volume of reading matter considerably, and cut down the allowance of inordinate space by big local advertisers. He would be compelled to ask more per copy for his paper than previously and to increase his advertising rates for considerably smaller circulation than in the past. Notwithstanding theory to the contrary, such steps would not meet serious resistance.

For the purpose of enabling me to put before the print paper administrator in Washington the case of those newspapers which have made material savings such as I have done, as against those who now seek to gain advantage over us by urging a flat reduction in consumption, I shall be pleased to get statements from publishers which will give the facts.

No matter what the facts, or how serious the impending situation, the newspapers of the country are acting like a lot of rank amateurs in letting themselves be gouged and robbed in detail because they most foolishly will not get down to the vitals of the case and act like men. It is up to us to cut and cut deeply, voluntarily if we know what is best for us, or it will be forced upon us if we resist.

As stated above, the whole situation is merely one of backbone. We must have a uniform standard of size of newspaper at various prices. Then we must adjust our retail prices and advertising rates to meet the new conditions. Short of this, we will be failing in our duty to our readers and our advertisers.

CHARGED WITH MAIL FRAUD

George Graham Rice, of New York, Said to Have "Record."

The Federal authorities have taken into custody George Graham Rice, who has been conducting an elaborate stock brokerage office in New York, on a charge of using the mails to defraud. Rice has been sending a publication called the Industrial and Mining Age to prospective customers throughout the country.

The officials say that his right name is Jacob Simon Herzig, and that he has served several prison terms for crimes involving fraudulent financial transactions. For some time Rice has been in business at 27 William Street, where he has a staff of 125 persons, his payroll amounting to about \$2,300 a week. His arrest was the outcome of his alleged efforts to defraud an Ohio farmer from whom he obtained about \$700 in cash and a \$100 Liberty Bond. The money was turned over to Rice with instructions to buy ten shares of common stock of the American Car and Foundry Company. According to the Government, Rice made no acknowledgement after receiving the money.

THIRD PAPER FOR W. F. HERMAN

Owner of Saskatoon Star and Regina Post Buys the Windsor (Ont.) Daily Record—A Comer in Canadian Journalism.

TORONTO, July 30.—It was announced to-day that W. F. Herman, proprietor of the Saskatoon Star and the Regina Post, had acquired the Windsor Daily Record. The purchase marks the culmination of a rather interesting train of events. Several weeks ago, acting through F. M. Scanders, secretary of the Border Cities Chamber of Commerce, Mr. Herman laid plans for the establishment of a new daily in Windsor, to be known as the Border Cities Star. Arrangements went so far as to reach the point where a news franchise was sought. This application having been turned down by Canadian Press Limited, Mr. Herman turned around and started negotiations for the purchase of the existing paper, the Record. A deal was finally arranged with John A. McKay, owner of the latter, the purchase price being in the neighborhood of \$150,000.

Mr. Herman is one of the "comers" in Canadian newspaperdom. An American by birth, he was originally a printer. Several years ago he entered Saskatoon, and in due course obtained possession of one of the local newspaper plants, establishing the Star, which he has since developed into one of the most successful dailies in western Canada. Later he acquired the Regina Post. He is a man who believes in doing things on a big scale and, being an independent in politics, is fearlessly aggressive in his editorial policy. Eastern newspaper men are watching his advent into the Ontario field with interest, and are predicting that he will shake things up among the cities of the western peninsula.

TO LINK AUSTRALIA WITH AMERICA

Visit of Foreign Newspaper Publishers Starts Movement for Establishment of Adequate Cable Connections with Their Peoples.

Better cable facilities for news exchanges and for business purposes between the United States and Australia and South America were urged at a luncheon which the Council of Foreign Relations gave at the Lawyers' Club in New York city to representatives of Australian newspapers who are in New York on their way to the western front. On this subject a special committee, composed of F. Kingsbury Curtis, Howard E. Cole, and Frank N. Doubleday, issued the following report:

"It is the sentiment of this committee that it should be the policy of the United States Government, in the furtherance of international and commercial relations, to establish adequate cable communications with those countries with which our international and commercial relations are of sufficient importance, even though the commercial demands for such service are not sufficient to the extent of justifying the construction of such cable connections by private enterprise, and that this committee be authorized to cooperate with the proper governmental departments in an effort to establish such a policy."

LAMONT BUYS N. Y. EVENING POST AS O. G. VILLARD RETIRES

Control of Property Placed With Theodore N. Vail, Dr. Henry S. Pritchett and Ellery Sedgwick as Trustees—
Staff Personnel Unchanged

THE New York Evening Post has been sold by Oswald Garrison Villard and his fellow stockholders to Thomas William Lamont, a member of the firm of J. Pierpont Morgan & Co. and a director in a number of financial institutions. Mr. Villard will devote his attention to The Nation, a weekly paper of which he is owner and editor, which is published in the Post Building, and will soon begin the publication of a fortnightly supplement to The Nation treating of international affairs.

Mr. Lamont has placed the control of the property in the hands of the present editors and three trustees—Theodore N. Vail, president of the American Telephone & Telegraph Company; Dr. Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, and Ellery Sedgwick, editor of the Atlantic Monthly.

Associates Had Stock Option

It became known in the early part of the week that Mr. Villard had given an option upon his stock to four of his associates, namely: Alexander D.

Lamont is a director of the First National Bank, the Guaranty Trust Company, Lamont, Corliss & Co., J. G. White & Co., International Agricul-



THOMAS W. LAMONT,
New Owner of the New York Evening Post.

Noyes, financial editor of the Post; James Sherwood Seymour, of the board of trustees; Emil M. Scholz, publisher, and Rollo Ogden, editor. In the final transaction these men transferred their option and their own stock holdings to Mr. Lamont. The latter, therefore, becomes sole owner of the property. It is understood that all four of these men will continue in their present positions.

In taking the ownership of the Evening Post, Mr. Lamont returns to a business with which he was previously connected, having been a reporter on the New York Tribune in 1893-4. Besides being a partner in J. Pierpont Morgan & Co., Mr. La-

tural Corporation, and other concerns. He is a member of the Union League, Metropolitan, City, Harvard, University, Century, Players', Englewood Country, and Sleepy Hollow Country Clubs, and of the Down Town Association.

Sought Bloodless Peace

Mr. Villard has been in control of the Evening Post since 1897, succeeding his father, Henry Villard. He is a grandson of William Lloyd Garrison, the abolitionist, and was born in Weisbaden, Germany, March 13, 1872. He is a graduate of Harvard, and served as a reporter on the Philadelphia Press before taking charge of the Post.

Many have considered lately that Mr. Villard's separation of the Post was inevitable. He is an advocate of peace without victory, and opposed the entry of the United States into the war. An article in the Nation, after Mr. Villard had separated that paper from the Post, characterized as "disappointing" President Wilson's declaration that "force to the utmost" would be used to overcome Germany. His adherence to his principle of non-resistance have caused a breach, temporary, perhaps, but a breach none the less, between him and President Wilson, though since this country declared a state of war existed between it and Germany, the Post has been an ardent advocate of the Washington Administration and of the war.

In announcing the change of ownership of the Post, Mr. Lamont made the following announcement:

Establishes Trusteeship

"I have personally acquired from Mr. Oswald Garrison Villard and his associates all the shares of the stock of the New York Evening Post. I have been led to make this purchase partly because of a personal interest in the Evening Post formed when my brother, the late Hammond Lamont, was the managing editor; but chiefly because I have believed that a journal, with the sound traditions of the Evening Post is an institution of value to the public, if conducted with vigor and independence.

"It is obviously impossible for me to devote my personal attention to the conduct of the Evening Post. Accordingly, following the precedent established by the owners of the property during the many years when it was conducted with such fearlessness and effectiveness by the late E. L. Godkin, and in order to emphasize the independent character which I desire the publication to bear, I am lodging all my stock in the hands of Theodore N. Vail, Henry S. Pritchett, and Ellery Sedgwick, as trustees.

"These gentlemen have, with a sense of public spirit, consented to accept this trust. They will, of course, not be responsible for the opinions which the Evening Post expresses, nor for its daily management. But their counsel and their matured judgments will, I am assured, be always available for the assistance of those who are in charge of the newspaper.

Ogden to Remain

"With such management, the editorial staff (as ably led by Mr. Rollo Ogden, the present Editor-in-Chief), will be completely entrusted; for to command the permanent confidence of the community a newspaper must be free from outside direction, both in its presentation of news and of opinions. With the future thus assured I look to see the Evening Post steadily increase in vigor and influence and realize more fully than ever before the high aims cherished by its founders of a century ago and by its subsequent owners.

"THOMAS W. LAMONT."

The statement of the trustees was as follows:

"Mr. Lamont's statement needs no amplification. Had he followed a natural course and retained under his personal control the stock of the Evening Post, his reputation would have been sufficient assurance of a just and liberal policy. But, in view of his desire to prevent the possibility of misconception, we accede to his request and, in accepting this trust, agree to use our best and independent judgment in voting Mr. Lamont's stock and in

electing from time to time suitable directors for the Evening Post Corporation.

"THEODORE N. VAIL,
"HENRY S. PRITCHETT,
"ELLERY SEDGWICK."

Villard Glad to Quit

Mr. Villard said:

"It is a great satisfaction in relinquishing the ownership of the Evening Post, after thirty-seven years of control by my family, to feel certain that its high journalistic standards and its tradition of public service since 1891 will be maintained under the new ownership. I am particularly pleased that a plan of trustee control like that devised by my father, Mr. Henry Villard, in 1881 should appeal to Mr. Lamont. The editors of the Evening Post have ever since been free to speak their own minds unhampered by the ownership. No newspaper in this country has a more devoted set of workers or one more patriotically loyal to our American institutions and the democratic principles which underlie them, and I rejoice that they are to continue to manage the property. I gratefully acknowledge how much it is due to them that I am able to turn over the newspaper with the widest public support it has ever enjoyed and with its prestige unimpaired. Since it is a human institution, the Evening Post has its faults and shortcomings, but since 1881 it has never been used to advance the personal fortunes or prestige of any individual, and it has had no other ambition than to serve the city, the State, and the nation without fear or favor."

Will Publish Nation

Mr. Villard stated that he had contemplated retiring for more than six months, during which he had received numerous offers for the property. Mr. Villard will continue as editor and proprietor of the Nation, which was founded by his uncle, Wendell Phillips Garrison, and Edwin L. Godkin, in 1865. He is also proprietor of the Nautical Gazette, and has other publishing interests. His office will remain in the Evening Post Building. The Nation will be enlarged and developed, and on October 5 will begin the publication of a fortnightly international relations supplement, which will be modeled after the New Europe, in England, and will contain authoritative articles on the political progress of the warring nations, official documents, treaties, speeches, etc.

Had Many Famous Editors

The New York Evening Post was established by William Coleman, a Massachusetts lawyer, November 16, 1801. Among its first subscribers were Aaron Burr, Col. Barclay, Strong Sturges, Anthony Lispenard, Joel and Jonathan Post, Isaac Ledyard, John Jacob Astor, and Philip Livingston. Its first steam press was installed in 1840, a single-cylinder, with a capacity of 750 copies an hour.

William Cullen Bryant began to write for the paper in 1826, and was made chief editor three years later. Parke Godwin became managing editor in 1836 and held the place until 1865, and became editor, on the death of William Cullen Bryant, holding that position until 1881. Carl Schurz was the editor from that year until 1883, two years after the control of the property had passed to Henry Villard, father of Oswald Garrison Villard. Edwin L. Godwin came to the Evening Post in 1883 as editor, and was succeeded by Horace White, who served as editor until 1903, when Rollo Ogden took the position.

PROPAGANDA INQUIRY INVOLVES HAMMERLING, VIERECK AND HALE

Federal Investigators Tell How They Attempted to Influence American Opinion in Favor of Germany—Effort to Buy Boston Journal

THE names of Louis Hammerling, president of the American Association of Foreign Language Newspapers, with headquarters in New York city; Dr. William Bayard Hale, former Berlin correspondent of the International News Service; George Sylvester Viereck, who formerly published the pro-German Fatherland in New York, were drawn during the past week into the Federal investigation of German propaganda work in the United States, which is now in progress in New York. It also became known that the German "ring" had tried to purchase the Boston Journal, but failed.

The most interesting witness was Hammerling, who furnished information that has long been sought as the source of the advertising campaign that ran in publications throughout the United States just before Congress declared war on Germany, in an effort to stop America supplying the Allies with munitions. Hammerling is said to have admitted that the advertising was directed by himself and Dr. Edward A. Rumely, who is now under arrest charged with perjury in connection with charges that he represented the German Government in purchasing the New York Evening Mail. Hammerling says he did not correctly understand matters at the time.

Negotiated for \$2,000,000 Campaign

It seems that they were ready to launch a much more powerful advertising campaign in 1917, when forestalled by the recognition of war with Germany by the United States.

Alfred L. Becker, Deputy Attorney-General, declared that Le Roy Andrew Van Patten, president of the Van Patten Advertising Agency, had made a statement to him in which he declared that in March, 1917, Hammerling conducted negotiations with his company for a \$2,000,000 advertising campaign which was to be backed by the Hamburg-American Steamship Company.

Hammerling told Harry J. Pruden, of his organization, Mr. Van Patten said, that Germany was going to sweep the Allies from the seas by virtue of its unrestricted submarine campaign, beginning in February, 1917, and that by the end of June peace would be declared. The German advertising campaign, all written and ready, with plates completed to be sent to the publishers, was to start a week after the peace terms were signed.

In a statement made to Mr. Becker, Hammerling denied Pruden's story, but admitted he had falsified regarding his birthplace when he was naturalized in Pennsylvania in 1901. According to the records of his naturalization papers he declared Hawaii was his birthplace. He told Mr. Becker he really was born in Austrian Poland.

Hammerling, independent of his examination under oath by Mr. Becker, submitted a written statement over his own signature in which he admitted that Dr. Edward A. Rumely gave him \$205,000 with which to pay for the newspaper advertising campaign in March and April, 1915, which was designed to arouse sentiment throughout the country through foreign-language newspapers, and influence Congress and President Wilson to pass legislation preventing munitions shipments to the Allies.

Hammerling said he did not know where this money came from when Dr. Rumely gave it to him in the Manhattan Hotel until he had to give the receipted bills to Dr. Albert. Then he said, he thought there was something wrong about it, and he dropped the advertising propaganda entirely.

Van Patten's Story

In answer to this statement, Mr. Becker told at length the story related by Mr. Van Patten. Van Patten said that, in February, 1917, Hammerling came to Pruden and said he would soon

place in their hands a large and profitable account. He would tell nothing more about it on this first visit, except that the business would amount to \$1,500,000. The advertising campaign, he said, would be launched through the United States, Canada, Central and South America.

Ten days later, Van Patten declared, Hammerling visited Pruden again. His principals, Hammerling said, had decided to increase the contract, but that he could not give any more of it than he had previously promised to the Van Patten Company. The rest of it, Hammerling said, would be given to the Collin Armstrong Advertising Company and another firm, the name of which Van Patten could not remember.

On the third visit, Hammerling told Pruden the unrestricted submarine warfare was going to win the war, and that peace would be declared at the end of June. He added to Pruden that the advertising campaign was going to be launched exactly one week after the peace negotiations had been concluded and signed.

It was not until the fourth visit, made a few days later, that Pruden learned what the subject of the advertising matter was to be or who was behind it. Hammerling told him the hills were to be paid by the Hamburg-American Line and that its name was to be signed to all the publicity matter.

The matter placed with Collin Armstrong and the third company was to be signed by the North German Lloyd and financed by them.

Pruden reported these conversations to Mr. Van Patten, who decided that his company would not handle the matter unless they vised all the advertising copy and had the right to edit it. Mr. Van Patten told Mr. Becker that he did not have any dealings with Hammerling on this matter. He remembered only one conversation with him.

Where Money Came From

Hammerling, in his written statement admitting his activities in the newspaper propaganda in 1915, stating that he got the \$205,000 from Dr. Rumely, said he met the former owner of the Evening Mail in Chicago in 1912. He did not see him again, he said, until March, 1915, when he accidentally ran into him in the Hotel Manhattan. The two men met several times afterward. Dr. Rumely told Hammerling he was interested in a "humane" campaign to stop the manufacture of war munitions in this country by Germans and other

foreigners, which were to be sent overseas to kill their countrymen.

Rumely told Hammerling, according to his statement, that he had talked to several publishers of foreign-language newspapers who were willing to sign a petition and publish it broadly in newspapers of thirty different languages over the United States. Rumely declared he had some friends who would pay \$100,000 to further this "humane work," which was intended to sway Congress and the President. The work was mapped out and Hammerling told Rumely the campaign he had planned would cost \$205,000.

Toward the end of March he saw Hammerling again in the Hotel Manhattan and paid him \$100,000 in cash. A few days later he appeared again with another \$100,000 in cash. He told Hammerling he had obtained the money from two well-known Americans.

The Deputy Attorney-General, commenting on this part of the statement, declared that this was not true. His investigation, he said, had proved that the \$205,000 used by Dr. Rumely for this purpose had been drawn from the accounts of von Bernstorff and Dr. Albert.

The remaining \$5,000 was paid on a third visit to the Manhattan. The advertising matter, according to Hammerling, was written and prepared, and space bought, by the John Lee Mahlin Advertising Company in the Monroe Building, Chicago. For this work they received \$48,000. The balance went direct to the American foreign-language newspapers.

Hammerling asserted in his statement that United States Senator Hitchcock's paper in Omaha, the World-Herald, printed the advertising matter free, saying "it was timely and humane and a service to humanity."

About ten days after all these bills had been paid Hammerling declares he was ill with a cold, when he was visited there by Dr. Rumely with another man, who proved to be Dr. Albert. He said he gave Dr. Albert all the bills.

Didn't Think It Strange

When questioned by Mr. Becker as to whether he thought it must have been German money if Albert received the vouchers for its expenditures, he answered "he did not think it was strange."

Pressed by Mr. Becker, whether he didn't tell Pruden that the Hamburg-American Line was to pay for the advertising campaign planned for 1917, he consistently denied the whole story.

"Well, what was the nature of the alleged nature of the advertising?" Mr. Becker said he asked Hammerling. The Deputy Attorney-General declares that Hammerling answered, "They claimed it was to be advertising that the Germans are all right and their boats"—and then he stopped and went on denying the story.

One of the principal points in his statement on which he was closely questioned by Mr. Becker was his declaration that Rumely had given him money to send agents to Bridgeport and other munition towns to get "confidential information" for use in the newspaper advertising campaign of 1915.

Denial by Armstrong

Regarding the mention of his agency's name in the case, Collin Armstrong, of Collin Armstrong, Inc., has issued the following statement:

"Le Roy A. Van Patten is quoted as testifying that Louis N. Hammerling told him or his representative that a part of it (namely, the advertising) had to be given to the Collin Armstrong Company."

"This is the first we have heard of

any such arrangement. Neither Mr. Hammerling nor any one else has ever approached us with even a suggestion that we should handle or place any German-propaganda advertising. We know nothing whatever about the matter."

Further Information on

Viereck's Propaganda Work for Germany

Deputy Attorney-General Becker has announced the possession of evidence which showed that George Sylvester Viereck, publisher of the Fatherland, had collected more than \$100,000 in this country for German propaganda, even after the United States had entered the war. Not only German sympathizers, but many Americans totally innocent of the real object of this fund, responded generously to the approaches of Viereck's agents, on the understanding that the moneys were to be used to promote the work of the Agricultural Farm Labor League, which Viereck organized, ostensibly for the relief of unemployed labor, and especially enemy alien labor, after the entrance of the United States into the war had made it impossible for him to obtain further funds from Berlin.

"We have confessions from most of these agents," said Deputy Attorney-General Becker. "When Viereck was confronted with them he admitted that he received \$26,000 from this project which he said he spent in publishing different hooks and pamphlets. He said he did not keep any books and could not account for the money. The agents' records, however, when checked up, showed that he collected more than \$100,000 for the Agricultural Farm Labor League.

"Viereck started this organization when his supply of money furnished by the German Government ran out and he could not get any more, because we were at war with Germany."

Deputy Attorney-General Becker stated that an examination of Viereck's personal bank account shows him to be worth more than \$100,000 now.

"When he started the Vaterland at the beginning of the European war," said Mr. Becker, "he had absolutely nothing. Von Bernsdorff made the initial contribution to that project—a check for \$1,000."

After the United States entered the war Viereck changed the name of the Vaterland to Viereck's Weekly, under which name it is still being published. By his own admission, Viereck contends that he has received no more than \$100,000 for propaganda work, and by his own admission he is worth more than \$80,000. Asked whether he made \$80,000 out of the publication of his magazine and books in the last four years, he replied: "No; I had other ways of making money. I bought stocks."

Knew of Rumely's Purchase

Viereck, Attorney-General Lewis said, was known to have sent letters to neutral cities in Europe for retransmission to Germany as late as the fall of last year, perhaps "as late," he added, "as last November or December." The letters were mailed in quadruplicate, two to Denmark and two to Sweden. These letters were intended for Louis Viereck, the father of George Sylvester Viereck and the Berlin correspondent of Viereck's pro-German paper, the Fatherland. "Whether the letters sent since our entry into the war were in code," said Mr. Becker, "I am not prepared to say, but I will state that we have no evidence to the contrary."

Deputy Attorney-General Becker re-
(Continued on page 12)

EDITORIAL

"GOVERNMENT CONTROL OF WHITE PAPER CONSUMPTION"

—COMMENTS ON AN EDITORIAL BY ARTHUR BRISBANE

ARTHUR BRISBANE, in his own newspaper, the Washington Times, and in the Hearst newspapers, which feature his editorials nowadays under his own name, has recently printed a remarkable preachment on the subject of "Government Control of White Paper Consumption."

He approves such control, seeing in it a wise policy to assure economy. "It is in no way an interference," he says, "with liberty of the press, but an organized effort on the part of Government to bring about in the widest possible way a saving in white paper, labor, machinery, coal, and freight cars."

He asks: "In what way shall paper be saved? What rule shall be adopted and followed?" And he proceeds to contend that it is necessary to ask these questions "because some editors' hearts live in their pocketbooks."

A special conservation committee of publishers, as has been related in these columns, recommended to the Paper Division of the War Industries Board a plan and programme by which the consumption of news print might be curtailed to the extent of perhaps 15 per cent. These recommendations, in addition to specifying the entire discontinuance of one-cent newspapers, the abolition of free copies and returns, etc., provided for certain reductions in the amount of text matter printed in the newspapers, suggesting a schedule on which such reductions could be based. They did not recommend reductions in the advertising space of newspapers, and it is on this phase of the matter that Mr. Brisbane bases his preachment.

HE asserts, first, that advertising is important—but that merchants will agree to a reasonable reduction in advertising space. But, he proceeds to say, the guarantee of the freedom of the press, as written in the Constitution, involved only the printing of news, opinions, criticism—that the framers of the constitutional guarantee did not have in mind the "keeping up of advertising revenue, for the building of private yachts and accumulation of large fortunes for newspaper owners."

Mr. Brisbane believes that if the matter should be referred to the President, "as it will be if necessary, he will decide exactly the other way." That is, in Mr. Brisbane's view, the President would decide that the cut in newspaper space should apply wholly to the advertising columns and not at all to the text matter. "Let the editor first cut down the money making end of his paper, before he talks about the sacred liberty of the press."

We are to infer, then, that for a newspaper to make money is an evil thing. If Mr. Brisbane's suggestions are sound, and our newspapers must ruthlessly sacrifice their revenues, thus making their publication impossible, it becomes somewhat difficult to figure out how they are to serve at all as purveyors of news, cartoons, opinion, etc. There seems to be just one solution for the problem on the line of reasoning adopted by Mr. Brisbane. Our newspapers should be taken over by rich philanthropists, who could assure their publication irrespective of the deficits in revenue resulting from the elimination or drastic reduction of advertising.

YET would not this solution tend to place our newspapers in the control of the very men whose influence in our public affairs Mr. Brisbane has always condemned as a danger to the public welfare? Only rich men, able to finance enterprises run at a loss, could afford to own newspapers under the Brisbane plan. Would that assure the freedom and the usefulness of the press?

"The editor should be told," Mr. Brisbane says, "that he may have for his use a certain amount of paper—which ought to be equivalent to that allotted to his competitors in the same field. If the Government has anything to say about the use to which an editor's allotment of white paper can be put, it will, of course, leave unlimited the amount of the editor's paper that may be devoted to things that interest his readers, and that interested the writers of the Constitution. And any restriction will be put upon the business, the money-making, advertising end of the newspaper."

That is, the Government would be quite right in ordering an editor to print the news, etc., as fully as he had ever done, while denying him the right to earn the revenues with which to pay for the publication of his paper. Would this policy fall far short of the enforced suspension of a majority of our newspapers?

MR. BRISBANE refers to his own newspaper, the Washington Times, as having made the greatest gain in advertising volume in the past year scored by any American newspaper. When Mr. Brisbane bought the Times he said: "THERE IS A DEFINITE LIMIT TO THE AMOUNT I CAN AFFORD TO LOSE IN PUBLISHING A NEWSPAPER." From his own admission now it appears that he has not incurred losses, but has made money—THROUGH THE GREAT GAIN IN VOLUME OF ADVERTISING CARRIED. If he had sought to curtail the volume of advertising carried by the Times, instead of increasing it, is it not conceivable that he might have before now reached the limit of the amount he could afford to lose? What might then have been the plight to-day of his newspaper? Would it have held the enviable position it now holds for rendering public service according to Mr. Brisbane's conceptions and convictions?

HE refers, also, to the New York Evening Journal, "which is by at least 100 per cent. the most successful and the most influential newspaper in the country." Is it possible to conceive of the Evening Journal having reached either success or influence without the great volume of advertising which it carries?

Mr. Brisbane's whole argument is reared on the assumption that the advertising in a newspaper serves but one purpose—to earn a profit for the publisher. While admitting, rather grudgingly, that advertising is important, he ignores its relation to the newspaper as a whole—ignores its service value to readers, ignores its news value, ignores the vital part it plays in the commercial and economic life of the nation. He stresses unduly the fact that the fathers, in making provision for the freedom of the press, did not specify advertising as an integral part of a newspaper. They did not specify at all. They had in mind the newspaper as it existed in those days and as it would be developed through the unfolding of our national life. Advertising, as it has happened, has been the greatest single factor in making possible the modern newspaper—first, through paying a large share of the cost of production, which is proper, because the advertiser profits from his expenditure; and, second, through helping to make the modern newspaper a complete creation for public service, carrying the news of the stores as well as of the courts and battlefields; educating the people to buy wisely, to keep in touch with new commodities. Through advertising we hear the voice of the industries—know what the workers in the factories are doing for our comfort and convenience in living, become informed as to the merits of commodities and the prices to pay for the things we need.

MR. BRISBANE discounts the usefulness of classified advertising in saying: "When the founders of this country guaranteed the freedom of the press, they had in mind opinions, criticisms, news, not the desire of the deserving lady to find a position as a cook or that of some gentleman to sell a second-hand automobile." The classified ads afford useful service to the readers of newspapers, performing for them essential tasks of daily life in a direct and economical way. They add tremendously to the service-value of a newspaper to the people of its community and are, in effect, a public convenience and utility to be classed with the telephone and the street cars. One of the first of American classified advertisers was George Washington. Classified advertising has developed steadily as an integral part of our newspapers. To belittle the importance of these little ads is to exhibit a contracted vision of a newspaper's function. The "desire of the deserving lady to find a position as a cook" is a matter of very direct interest to a host of housewives, and the desire of a man to sell a second-hand automobile may often be of more interest to a community than "dope" about a baseball player or the piffle about the doings of pleasure seekers at summer resorts.

SOME years ago in a big Western city the publisher of one of our greatest evening newspapers decided to issue a morning edition. He had a great idea. He would print a small paper, WITHOUT ADVERTISING. It would be a novelty, an inspiration. The paper was issued. It was a model—of that sort of newspaper. Canvassers were sent out to enroll subscribers. They reported that the people did not want the new paper BECAUSE IT DID NOT CONTAIN ANY ADVERTISEMENTS! This is not a story of fiction. It is history. The publisher saw a great light. He realized that people demanded advertisements in their newspapers, and that the appeal of his successful evening paper rested in part on the large volume of advertising it carried.

Mr. Brisbane has written much on political and social problems—always with force, audacity, and the confirmed habit of thinking far in advance of his times. His most lenient critics ascribe to his writings an evolutionary spirit. In this matter of the relation of advertising to the problem of newspaper publishing he is not taking an evolutionary attitude—he writes as a reactionary, which is a new role for this brilliant editor. It is difficult to take him seriously in this matter, but the fact that millions of his readers do take him seriously at all times makes it worth while to thus utter a protest against an argument which, if it should be followed to its logical conclusions, would wreck the industry of newspaper making. In a period when the economic waters are greatly disturbed, Mr. Brisbane is recklessly rocking the boat—and that is not a proper occupation for a man of his genius and ability.

A NEWSPAPER must first make secure its own existence before it can render service to the Government and the people in this time of stress. To cut down newspaper revenues, at a time when costs of publication are constantly mounting, would be disastrous. That is why the committee of publishers has advised that any necessary reductions of space should apply to text matter and not to advertisements.

DONNELLY CONSIDERS MANY PLANS TO CONSERVE NEWS PRINT

May Order Flat Tonnage Reduction, Leaving Each Paper to Adopt Scheme Best Suited to Its Individual Requirements

THE Pulp and Paper Section of the War Industries Board, of which Thomas E. Donnelly is the head, will probably discard the scheme for conserving paper that was submitted by the Conservation Committee of the A. N. P. A., which was explained in THE EDITOR AND PUBLISHER last week. Mr. Donnelly, evidently, has considered that its enforcement on an order might result in some confusion, that disputes might arise about its application, and that it might not bring about an equitable division of the conservation aimed at.

While the Pulp and Paper Section has not yet announced any alternative plan, there is little doubt that conservation by newspapers will be put upon a tonnage basis, as was forecast in the last previous number of THE EDITOR AND PUBLISHER. Consideration by Mr. Donnelly is now centering upon a conservation plan that will have tonnage as its foundation.

Must Reduce 15 to 20 Per Cent.

The War Industries Board is determined that a reduction of from fifteen to twenty per cent. shall be made in news print consumption in order to relieve transportation. At the same time, it is appreciated that a considerable number of papers have for months exercised great care and have lessened appreciably their consumption, while others have not. If, therefore, an order were to issue directing a flat percentage reduction from last year's consumption, those papers that had shown a disposition to aid the Government would be the worse sufferers.

Several plans other than the one submitted by the publishers have been discussed and are still under consideration. One is that daily papers shall use, month by month, and comparing each month by the similar period of a year ago, 15 per cent. less tonnage than before, and that Sunday papers shall make a 20 per cent. reduction, using the same periods for comparison.

Another suggestion is that daily papers shall make a 20 per cent. cut on reading matter and 10 per cent. on advertising matter, and that Sunday papers shall cut their reading matter 30 per cent. and their advertising 10 per cent., calculating each month with the same month of last year. Practically applied to daily papers, this would mean for those running 50 per cent. of reading matter and 50 per cent. of advertising matter, a reduction of 15 per cent.; for papers running 40 per cent. of reading matter and 60 per cent. of advertising, a cut of 16 per cent. of news print, whether running 60 per cent. of reading matter and 40 per cent. of advertising, a total cut of 16 per cent. of news print. Whether or not this scheme would be fair to papers that have decreased their consumption already has not yet been arrived at by the experts of the Pulp and Paper Division.

Effect of No Returns

Mr. Donnelly was asked a few days ago by a publisher if, with the reductions noted above, taken together with the cut necessarily made by the enforcement of the no-returns and no-free copies order, the demands of the War Industries Board would be met. He replied that figures that would permit a reply were not yet available.

It is considered more than probable that the result of all the conferences between publishers and the Section, and all the investigation by the latter, will be a flat order to newspapers that a certain reduction, placed between 15 and 20 per cent., must be made, and each paper left to decide for itself how it

shall make it. Conditions in newspaper offices vary so widely and for so many reasons, that the task of telling any one of them just what to do to effect the tonnage reduction that must be made has grown to be like that of Hercules with the Augean stables, with no river handy to turn into them.

Start Saving Campaign

AS WAS foretold several months ago by THE EDITOR AND PUBLISHER, the Government has begun an organized movement to save paper other than news print, and including every phase of its use. A general publicity campaign is about to be launched by the War Industries Board with the object of educating the public to the conservation of paper as a war measure. Manufacturers have agreed to limit their output, in some cases making a curtailment of 40 per cent.

The public will be appealed to to save every kind of paper—writing, wrapping, tissue, cardboard, and all varieties of paper products. The War Industries Board, in urging the national need for this saving, says:

"Every pound of paper wasted represents not only the waste of valuable materials, such as coal, pulp, chemicals, etc., but also the waste of productive labor, working capital, and transportation space, in all of which there is an increasing scarcity."

The publicity campaign is to be carried on through newspapers and magazines, by the use of posters and by every other available means. Statements will show the vast increase in the needs of the Government for paper, ranging from the stationery demanded by the increased Government business to the cardboards and other paper used by the draft boards, and the paper containers and wrappings used by the army and navy.

In direct charge of the campaign will be Dr. E. O. Merchant, a member of the Pulp and Paper Section and statistician for the Federal Trade Commission.

Printers and publishers, stores, business offices, hotels, clubs, and private homes will be asked to cooperate with the Government to the end that all uneconomical use of paper may be eliminated, and all waste paper, rags, etc., be saved, collected, and returned to the mills for use again in paper making.

An Evening Newark Ledger

NEWARK, N. J., July 31.—The publishers of the Morning and Sunday Ledger will start an evening edition on August 5. L. T. Russell is the Ledger's publisher.

SALE OF LOUISVILLE PAPERS EXPECTED

Judge Bingham Said to Be Ready to Take Over Courier-Journal and Times—Henry Watterson Will Probably Retire.

LOUISVILLE, Ky., August 1.—Announcement of the sale of the Courier-Journal and the Times to Judge R. W. Bingham is expected at any moment. Judge Bingham, who has just received \$5,000,000 from the executors of the estate of Mrs. Bingham, holds options good until August 30 on the controlling stock of the newspapers, and as he came into his wife's bequest last week, he is said to be ready to complete negotiations. At present the Judge is travelling in the East and will not be home until next week. He was in New York city last Saturday, but would not discuss the purchase subject.

Judge Bingham also holds separate options on the other properties owned by the corporations controlling the Courier-Journal and Times, the office building and the storage warehouse, and it is understood that his plan is to take over the entire holdings.

Though no estimate of the consideration involved is forthcoming from parties interested, it is understood that an amount considerably in excess of \$1,000,000 will be paid over for the four properties.

Under the terms of the deal now so near consummation Judge Bingham obtains approximately 425 shares out of 500 in the two Haldeman newspapers. He acquires the holdings of Gen. W. B. Haldeman, Henry Watterson, and Miss Isabelle Haldeman, who is represented by General Bennett H. Young, though it is understood a portion of Miss Haldeman's holdings are held in trust and may not figure in the transfer.

Bruce Haldeman, former president of the companies operating the Courier-Journal and the Times, who recently instituted court action over his removal from office, will retain his stock. He owns 175 shares.

Bruce Haldeman's Statement

Bruce Haldeman made the following statement:

"Several days ago Gen. Bennett H. Young informed me that an option on the controlling interest in the Courier-Journal and Times companies had been given. He declined to let me know under what terms the option was made. W. B. Haldeman also refused to divulge the terms offered Judge Bingham. Doubtless it is the hope of these two to embarrass me by leaving me at the mercy of the purchaser of the majority of the stock. However, I can not help believing that I will be better off in the company of almost any other majority holder than themselves.

"I have absolutely no information concerning the terms of the option given. No one has made any offer to me for my interest in the two companies. About a month ago a well-known business man of Louisville asked me whether I wished to offer my stock, stating at the time that the gentleman he represented was negotiating with the other owners of the Courier-Journal and Times stock. He refused to give the name of the would-be-purchaser. I told him that I did not care to sell and that I was not interested in the inquiry from an anonymous source.

"In this connection I may be permitted to state that the willingness of W. B. Haldeman, Henry Watterson,

and Bennett H. Young, acting for my sister, to dispose of their interests rather indicates a lack of faith in the management of the papers under their direction. After a year's experimenting under the 'booster' plan of giving away the papers in order to secure a large circulation they have been brought to a realization of the actual cost of running a newspaper under war conditions and within the past few days have announced a return to the prices which prevailed under my management. I warned them against the absurd programme instituted at that time and the books of the two companies will show the useless waste indulged in during the past year.

"The statement that Judge Bingham has an option on 425 shares of the Courier-Journal stock out of 600 cannot be correct, as my sister has 60 shares in trust at the Louisville Trust Company, and these shares, I am confident, are not included in the transaction. I own 175 shares.

Other Offers for the Papers

Gen. W. B. Haldeman, chairman of the executive committee of the corporations owning the newspapers, issued the following statement:

"Judge R. W. Bingham has not purchased the control of the Times and Courier-Journal companies. He has an option to purchase such control, however. That this option will be exercised I cannot absolutely affirm, as there are contingencies that might arise to prevent the consummation of his purpose.

"The holders of the controlling interest in the Courier-Journal and Times have received a number of offers in the past for the purchase of the two properties. Personally, I have always taken the position that my own stock would never be allowed to go into hands which might swing the influence of the two papers to the support of Republican party policies. Judge Bingham is a Democrat."

The title of the corporations operating the Courier-Journal and Times is held by the present owners under the will of the late W. N. Haldeman. Until a year ago Bruce Haldeman was president and general manager of the companies, when control was shifted by a combination of the stock of W. B. Haldeman and Miss Isabelle Haldeman.

The general management of the property was placed in the hands of an executive committee. This committee consisted of W. B. Haldeman, Col. Bennett H. Young, representing Miss Haldeman and Bruce Haldeman. W. B. Haldeman and Col. Young voted their stock together, and Mr. Watterson, who owns about 10 per cent. of the stock, also acted with them. In this way Bruce Haldeman lost control of the management. Recently Mr. Watterson was elected president of the corporations to succeed him.

In the lawsuit which followed, W. B. Haldeman and Col. Young were represented by Judge Bingham. Bruce Haldeman endeavored unsuccessfully to retain control by a contract made previously and signed by the stockholders. It is understood the deal will involve no changes in the operative management of the two newspapers, and that Arthur B. Krock will continue as general editorial director of both, with Robert E. Hughes as business manager.

Henry Watterson, probably the best-known journalist in the country, will in all likelihood be asked by Judge Bingham to continue as editor of the Courier-Journal.

The expected usually happens—including misfortune.

APPEAL TO TRADE COMMISSION TO FIX HIGHER PRICE FOR PAPER

Manufacturers Tell of Increased Cost of Labor and Materials for Last Three Months, Amounting to \$10.75 Per Ton—Commission Reserves Decision

BY A STAFF CORRESPONDENT.

WASHINGTON, July 30.

AFTER listening patiently and sweetly through two sessions to learned discussion by eminent counsel as to its powers and their limitations, and as to what was in the minds of those who drew the contract under which the newsprint hearings have been held, the Federal Trade Commission decided at noon on Tuesday to take under advisement the appeal of the news print manufacturers for increased prices on news print as of May 1, June 1, and July 1.

Henry A. Wise, chief counsel for the ten news print manufacturing concerns asking the increase, referred to the proceeding as the second news print hearing, and very frankly admitted that he might deem it entirely proper to appeal the finding of the Commission in this proceeding while the appeal in the first hearing was pending before the arbiters, the judges of the Second United States Circuit

Tells of Changed Cost Conditions at Mills

Mr. Wise told the Commission that the International Paper Company had used up its nine-thousand-cord wood-pile and that the manufacturers are now using their 1917-1918 wood, which is worth 35 per cent. more than the wood consumed in 1917 and the first three months of 1918.

He told the Commission that freight rates had been advanced 15 per cent. in April and 25 per cent. on June 25; that very recently the War Labor Board had made its award and had asked the Commission to take the same into consideration in fixing the price for news print and that, taking these four things into consideration—two freight rate increases, wood and labor, the manufacturers were able to demonstrate an added cost of \$10.75 per ton.

Mr. Wise stated that the price of \$3.10 fixed by the Commission was so close to manufacturing costs that the International Paper Co. had practically no margin of profit.

Judge Henry E. Davis, of counsel for the A. N. P. A., characterized the request of the manufacturers as untimely and premature. He asserted that the function of the Commission was suspended pending the appeal to the Judges of the Second Circuit.

Judge Davis contended that the Commission had no further jurisdiction in the matter until the Circuit Judges had either affirmed the \$3.10 finding of the Commission or established what would be a "definitive price." Then such an appeal would be proper, providing it could be shown that some new conditions had developed making it necessary for either party to file application for such a hearing.

Attitude of the Department of Justice

Mark Hyman, representing the Attorney-General of the United States, trustee under the agreement, addressed the Commission. He said in part:

"I simply want to give you our view on the question of the interpretation of the contract. It is our view that under this agreement there are two courses open to either dissatisfied party. They can either appeal, or they may present a showing of new facts which have occurred since the findings, which would justify the reopening of the hearing. It does not seem to us that the agreement contemplates both.

"The findings of this Commission stand as the findings, unless the Circuit Court of Appeals, or the Circuit Judges, should revise them. If the gentlemen who are dissatisfied on either side wish to take their appeal, it seems to us that the record is then removed to the Appellate Court. If they wish to go on

and accept the price that this Court has fixed, it does not seem to us quite proper that they should present new facts, if new facts have occurred, which justify the different consideration. And on the question of new facts, I do not think it would satisfy our ideas of the contract that every time a new event occurred, a request for a new argument or reopening of the record should be made. The manufacturers will have to demonstrate by practical, accurate experience. Not how it has theoretically increased in cost and caused a change in the conditions, but to demonstrate by actual records and figures that they have in fact suffered an additional loss, or been put to additional cost which will make the price fixed by the Commission a non-compensatory price."

Mr. Hyman further stated that no one had contemplated a continuous series of hearings from month to month, keeping the matter "boiling forever."

"When once the thing is determined," he said, "and determined as in the first appeal, that does not mean that a labor strike on the second of April will justify the manufacturers in coming in here and asking for a new hearing, or that an increase in the freight rate of theoretically large magnitude will justify them in asking that the matter be reopened."

Mr. Wise deplored the injection into the proceeding by counsel for publishers of what he termed legal technicalities.

"Mr. Hyman represented the party of the first part in having that agreement," he said, "and I represented the party of the second part and we never had in mind and I am sure my clients had not any idea of a price that would last for the period of the war. Conditions are getting worse and worse and we should have a price for May 1, June 1, and July 1."

Judge Davis interposed to say that the publishers held that the Commission had no authority to make a price as of May 1, June 1, or July 1, or any price that could be termed retroactive. "If the 'definitive price,' to be fixed by the Circuit Judges is not satisfactory to the manufacturers or the publishers," he said, "they must abide by it or show the Commission that events have transpired and conditions have so changed that the 'definitive price' is confiscatory. Then the Commission has a right to further consider the matter."

After conference the Commission ruled that they would hear such matters as either side decided to present as to conditions since April 1. "We will keep the record as it was prior to that date," Chairman Colver said. "We will hear

the witnesses and then take the matter under advisement," he continued. "If we decide the facts warrant we may conclude to amend our finding and send this record up to the Circuit Judges. In any event," he went on, "we will consider whether or not we will make any decision on the thing or hold it until after the Circuit Court Judges have given their opinion on the subject, all of which of course, is disorderly and irregular, but it seems to save time and to save your convenience."

Counsel for the A. N. P. A. explained to the Commission that the attorneys for the parties in interest were under rule to present their briefs to the Circuit Judges on August 14—"a scant fortnight hence"—and he asked: "Who will be ready?"

H. R. Weaver, manager of accounts of the International Paper Co., and P. B. Wilson, vice-president of the Spanish River Company, were the only witnesses.

Testimony as to Increased Costs

Mr. Weaver testified that he could not give labor costs for May and June production of news print, but the total tonnage of all paper for that period was 85,661. He calculated that news print represented 73 per cent. of total production. He figured that labor cost of news print was less than other grades. He said that he had taken figures for year 1917 and, in that instance, labor cost for news print represented 69 per cent. of total labor costs. On the basis of 69 to 73 per cent. he had ascertained that May and June labor costs amounted to \$3.78 per ton of news print produced. July, he said, would be \$1.10 per ton less, or \$2.68 per ton increase after July 1.

International figures for May, Mr. Weaver testified, show the following increases over January, February, and March, 1918: Freight rates, 66 cents per ton; wood, \$5.01; stumpage, 65 cents; labor, \$3.78; total for May, \$10.10 per ton of news print produced.

For June Mr. Weaver testified that International increases were as follows: Freight, \$1.22; wood, \$5.01; stumpage, 65 cents; labor, \$3.78; total, \$10.66 per ton of news print produced.

For July the International Paper Co. figures quoted by Mr. Weaver were: Freight, \$2.41; wood, \$5.01; stumpage, 65 cents; labor, \$2.68; total, \$10.75. He explained that labor cost would be less in July than May and June, because the Taft-Walsh board had ruled that in May and June the company must pay labor both bonuses and increases allowed.

Guthrie B. Plante, chief counsel for the A. N. P. A., brought out the fact, upon cross-examination, that Mr. Weaver's figures were in the nature of estimates.

P. B. Wilson testified that Spanish River figures showed freight rate increase of 45 cents per ton on the 15 per cent. basis and 82 cents per ton on the 25 per cent.

Mr. Wilson said that labor, freight, and wood increases with the Spanish River would show \$3.95 per ton of news print produced for May, \$4.40 for June, \$5.42 for July.

Mr. Wise, in conclusion, explained to the Commission that the War Labor Board award does not directly affect the other mills, as they are not union mills, but he added that competition for labor is so keen that whether union or non-union the war will seriously affect them all. Freight rates, he stated, do not affect all mills as seriously as they affect the International Paper Co.

At the time of going to press the Commission had not reached any decision in the matter, but it was said that Dr. Merchant, economist of the Commission, had been asked to verify the figures submitted.

Commissioner Colver, chairman of the Federal Trade Commission, declined to be interviewed in the matter, as did H. A. Wise, attorney for the manufacturers.

Mr. Plante Comments on Hearing

"There is a fault in the new figures submitted to the Federal Trade Commission," according to Guthrie B. Plante, attorney for the publishers.

"It is impossible for me to controvert the figures of the manufacturers as they apply to labor," said Mr. Plante to THE EDITOR AND PUBLISHER, "but it is obvious that the new wood costs apply to only part of the wood used. Take them as they were submitted at the new hearing, however. At a prior hearing Mr. Weaver, one of the witnesses for the manufacturers, testified that the International prepared wood cost was \$20.93 a cord. Now the same witness says the cost is \$20.63, a reduction of 30 cents, though the argument all along has been that the cost of wood was increasing.

"I do not think any of us can say that the price of \$3.10 was fixed on the basis of \$15.72 a cord, which was the rate found by the experts for the Commission, but now the manufacturers come and ask that they be allowed \$5.01 per ton of paper, the difference they attempt to show on the wood cost.

"Besides, the argument of the manufacturers is on the price alleged by the International alone. There is no argument that the others had increased wood expenses; and they were using 1918 wood before April 1. According to that, if an advance of \$5.01 per ton be allowed to all on the basis of increased cost to the International, it will represent clear profit to all the others, at any rate, since that proportion of the increase of \$10.75 asked by the manufacturers is based on the wood cost price added."

PAPER WORKERS RETURN

Loss on Claim to Bonus—Appeal to Board on Another Difference.

Paper mill workers of the International Paper Company are not entitled to the 10 per cent. bonus on their wages they received before the recent adjustment of their wage scale, according to a decision of the Taft-Walsh Board. They walked out to enforce their claim, but went back again last Monday after the decision was rendered. It is understood that all mills are now running with full crews.

There is still a difference between the committee of the manufacturers and that of the workmen, both of which were authorized by the Taft-Walsh Board at the time of the wage adjustment, on construction of a part of the Board's award. The committees met in the Biltmore Hotel, New York, last Tuesday and agreed to submit their difference to the Taft-Walsh Board and abide by its decision.

More Papers for the Eddy List

The publishers of the Lynchburg (Va.) News and the Advance have appointed the Charles H. Eddy Company, New York, Chicago, and Boston, to be their representatives in the national advertising field.

GERMAN PROPAGANDA INVESTIGATION

(Concluded from page 8)

vealed some further testimony given by Viereck's secretary, especially what she knew of the purchase of the New York Evening Mail by German agents. She said she understood that Dr. Albert put up the money and that Dr. Rumely purchased the paper.

"How did you know that?" she was asked.

"I never heard Dr. Albert say so," the secretary replied, "but Mr. Viereck said in my presence that the German Government paid a million and a quarter for an evening paper like the Mail and got stung. Then he referred to a little money they gave him, and he said if they could do that they shouldn't mind the loss of a few measly thousands that they gave him."

Dr. Hale's Work for the German Information Service Comes to Light

Deputy State Attorney-General Becker also announced that Dr. William Bayard Hale's identity as the man who revised and edited Dr. Bernhard Dernburg's Lusitania speech was established through the examination of a man who formerly was employed by Hale as a copy reader. The name of this man is not disclosed at present. When questioned by Mr. Johnston, assistant to Mr. Becker, regarding the speech, the copy reader said:

"The speech passed through my hands at 10 o'clock on the morning of May 8, after being carefully edited and sub-headed by Dr. Hale in his own handwriting. The speech was sent to the American Press Association, and the proofs came back and were put on the wires for Cleveland at 1 o'clock. It was the speech that Dr. Dernburg made at the Hollenden Hotel, in Cleveland, that evening."

"Did he write that after the declaration of war?"

"No, after the severance of diplomatic relations."

The witness said that absolutely every word given out by the bureau from January to December, 1915, was personally edited by Hale. After Hale left the office the work was taken up by Dr. Karl A. Fuehr, who came to this country from Japan, where he was secretary of the German Embassy.

Continuing his story, the witness said Dr. Hale was extremely eager to keep the fact that he was in the employ of the German Government a secret. He had an office in the building at 1123 Broadway, on the fifth floor, which was two floors higher than the general office. When the service was first started Hale sent the manuscripts direct from his office to the American Press Association, but later, so that the matter could not be traced back to him, he established a distributing office in 42d Street and sent them from there.

"What other spheres of activities did Dr. Hale engage in?" he was asked.

"So far as I know, he was engaged in the publication of the semi-weekly, and twice a week there were conferences in the council chamber, which was the office of Dr. Fuehr, which office was on the floor below Dr. Hale. Then, in addition to his editorial work in connection with the sheet, as we called it, he was engaged in the preparation of many pamphlets and booklets.

Another of the witnesses who was present then volunteered the following information:

"Viereck told me in the early part of January just after Hale had seen me and asked me to come in that they hired Hale primarily because he was

so intimate with the President and enjoyed the confidence of the President, and in the course of subsequent conversations Hale was facetiously referred to as 'the kitchen entrance to the White House.'

"It should be remembered," continued the former employee, "that Dr. Hale simply had an office at 1123 Broadway. He had his own private telephone and another telephone, the latter being through the office of Viereck's Fatherland."

Dr. Hale's Explanation

"The statement that the speech which Dr. Bernhard Dernburg, former Imperial German Colonial Minister, delivered at Cleveland on May 8, 1915, was 'edited' by me is true," said Dr. William Bayard Hale, at his summer home in Ashland, N. H. "It was likewise 'edited' by at least a thousand other American newspaper editors and copyreaders. I know precisely so much about that speech and dealt with it precisely as did the head of every copy desk the length and breadth of the land that day. And I rely upon the intelligence, common-sense, and fair play instinct of the editors of the United States to see to it that an ignorant and silly attack upon the character of an innocent man is brought to an instant halt.

"It was a shock, a horror, a grief that can never be forgotten," said Mr. Hale. "The suggestion that I ever wrote a word justifying it is preposterous. The fiction seems to have originated with a certain visitor at the office of Deputy Attorney-General Becker of New York.

"What actually happened was simply this: On or before leaving for his engagement at Cleveland, Dernburg sent to the editorial offices of the German Information Service a 'fimsy' of the speech he expected to deliver. He undoubtedly and unquestionably sent copies of the same 'fimsy' to the Associated Press, the United Press, the International News, and other press agencies, as well as to all the New York papers.

"I have no special recollection of the matter, but, as the speech was an important piece of news, I probably did personally 'edit' it, instead of entrusting it to subordinates, that is to say, I punctuated and paragraphed it, according to American newspaper usage, probably sketched the headlines and wrote an appropriate crosshead for the news sheet sent out by the German Information Service daily to a thousand newspapers. In other words, I did exactly and precisely what some editor or copy-reader in every press agency and newspaper office in the United States did that day when he received the report of the speech.

"The idea that I had any prior knowledge as to what Dernburg would say at Cleveland is as absurd as the suggestion that I was aware of the place and the time of the next earthquake. I never saw Dernburg and never communicated with him after the sinking of the Lusitania. The historical legend that I telegraphed him his speech is easily susceptible of proof or disproof. The date was May 8, 1915. Let the files of the two telegraph companies be examined back if anybody has money to waste on an enterprise so silly."

Denies German Connection Was a Secret

In answer to questions regarding the German Information Service, Mr. Hale responded readily.

"Why, certainly," he said, "it is perfectly well known by everybody, except apparently Assistant Attorney-General Becker of New York, that during one year, 1914-1915, I was advisor, practically director, of the German Information Service. This was a bureau organized to present openly and avowedly the German side of the question, upon which the country had not then made up its mind. The chief medium was a daily sheet, in appearance like the first page of a metropolitan newspaper, sent to practically every newspaper in the United States.

"During that time of waiting for the people's decision clippings from the daily news sheet of the German Information Service were welcomed, clipped and used by the press from Maine to Southern California, from Oregon to Florida. And every article was candidly presented as an argument on the German side of the case.

"I am not, as one paper the other day described me, the self-confessed head of the German Information Service. I am proud of having been its head. I glory in the patriotic work I then performed. It is assuredly a cause of national rejoicing that all that it was possible to do to present the German argument, before it was rejected, was done. It would have been most unfortunate if the German case, such as it was, had been allowed to go by default.

"Every criminal, as well as every honest man, is entitled to an attorney, and the work of an attorney is not only legitimate—it is more, it is a necessary requirement of justice. If an accused man has no counsel the law assigns him a counsel, whose business it is to do the best he can for his unfortunate client. What would be thought among a group of decent lawyers of an attempt to shoot or strangle a practitioner who had done the best he could for an unfortunate client—who had done what in common humanity he found it was possible to do for the under dog in a scrap?

"This, however," continued Dr. Hale, "is the first case in which, in any international dispute, I have found myself on the side which was unable to present the convincing argument. What I did for Germany three years ago I had already done for other Governments temporarily alienated, but now firm friends of the United States."

"I have always tried to help keep peace and avoid war, and that is all there is to it. I am only sorry—as sorry, perhaps, as President Wilson must be that peace with Germany was not possible.

May Bring Suits

"As for the fascinating suggestion that there was any secrecy about the thing, well, let a reasoning human being ask himself what chance of secrecy could surround a bureau occupying five or six rooms on Madison Square, Broadway, Fifth Avenue, and 25th Street, open all day long, sending out hundreds of dollars' worth of mail weekly, and doing its best to wish its stuff on a thousand newspapers."

"Why was not your name carried on the daily sheet, Mr. Hale?"

"Simply because Mr. Claussen, who had long been the valued publicity director of the Hamburg-American Line, had inaugurated the bureau, and when I was called in as an expert, if I may say so, on international affairs, it was felt that there was no need to bother me with the practical administration of the service—which continued in the hands of Claussen, who did the ex-

ecutive work far better than I could possibly have done it. I supervised the preparation of the stuff; Mr. Claussen got it out.

"I have asked counsel to advise me whether the statement that I 'wrote' or 'edited' the Dernburg speech, taken in connection with the accompanying headlines and text printed in various papers and purporting to issue from the office of A. L. Becker, is as actionable as it is false. If counsel advises that these allegations, conspicuously displayed, being untrue, are defamatory and libelous, appropriate redress will be immediately sought in the courts. I do not propose to be anybody's goat."

During his previous examination by Mr. Becker's office, Dr. Hale had admitted that for the year 1915 he had been advisory editor of the German Information Service. He also told that he had accepted the position in the Information Service with the direct understanding that no advantage was to be taken of his acquaintance with the President, and that no attack was to be made on the Washington Administration.

Dr. Hale, when questioned as to the German money paid to newspapers to influence them, said he could recall no instance where such payments had been made. He added, however, that he had a hazy recollection of \$200 or \$100 being voted to "The Gaelic American" for an issue in which the British were bitterly attacked.

While Dr. Hale has always denied that he was in any way associated with the American embargo conference, a letter-head of the organization which is in the possession of the Attorney-General names him as national chairman.

Germans Attempted to Buy the Boston Journal But Didn't Succeed

Charles Elliott Ware, jr., ex-publisher of the Boston Journal, which paper was merged with the Boston Herald in October of last year, came to New York at the request of Attorney-General Lewis, and in answer to questions asked by Deputy Attorney-General Becker, told of a reported effort of the German Government to gain control of the Journal. Dr. Bernhard Dernburg, the Kaiser's chief propagandist in the United States up to the time he was expelled from the country, and the late Dr. Hugo Schweitzer, of New York, were mentioned by Mr. Ware as among the Germans who were interested in the effort to get control of the Boston paper. Although the Journal was in straits financially, Mr. Ware assured Mr. Baker that the Germans never made any headway in their efforts to get control of the paper.

Guthrie Made a Captain

KANSAS CITY, Mo., July 31.—Lieutenant Ralph H. Guthrie, formerly a reported for the Journal, has been promoted to the rank of captain at Chillicothe, O., where he is a member of the 309th signal battalion. He enlisted here a year ago in the signal corps of Missouri national guard and went to France as a member of the 117th signal battalion of the Rainbow division. He served as lieutenant and adjutant and was sent back to this country after several months service overseas to become an instructor.

Good, old-fashioned, honest effort is still the dominating force in the life of the individual.

DEFIED SULTAN, DARED AWFUL TURKISH DEATH, TO GATHER ARMENIAN NEWS FOR HIS PAPER

Master of Many Languages, Dr. E. J. Dillon, in Multiform Disguises, Talked With Massacre Survivors and Secretly Sent Despatches to The London Daily Telegraph Giving First Authentic Information of Barbarous Cruelties—In Monkish Garb, Met Venizelos, Then a Crete Insurgent

By VALENTINE WALLACE,
London Correspondent of
THE EDITOR AND PUBLISHER.

LONDON, June 28.—History-making incidents behind the scenes in the life of a foreign correspondent, hitherto unpublished, mark the reminiscences of Dr. E. J. Dillon, of the London Daily Telegraph, a great European and Oriental linguist, a brilliant writer, and a politician who probably is more intimately acquainted with the secret policies of the chancellories of Europe than any other foreign correspondent living.

Though still active, Dr. Dillon is far enough removed from youth to have reached the age when reminiscences are adorned with the perspective of ripe experience. Before 1884 he was winning degrees in the languages and the literature of the Orient at such institutions as the College de France, the Paris, Innsbruck, Leipsig, Tubingen, Petrograd, and Louvain Universities. He was a professor of languages at the latter in the year mentioned.

He nearly paid with his life for the brilliant achievement of giving to the world in 1895 absolute proof of the Turks' guilt in the Armenian massacres. An account of his amazing success when, in the guise of a monk, he won the confidence of the insurgents of Crete and was accepted as their spokesman in the negotiations on the offer of autonomy made to them by the Powers when war between Turkey and Greece over this island was brewing, is given here. It is of interest that M. Venizelos, now Prime Minister of Greece, was the leader in Crete whose confidence Dr. Dillon won.

Narration of these incidents is made possible for THE EDITOR AND PUBLISHER through the courtesy of Sir John M. Le Sage, managing editor of the Daily Telegraph. Indeed, they may be described as "reminiscences within reminiscences," in that they supplement the chapters of Sir John Le Sage's life previously given to THE EDITOR AND PUBLISHER.

Sent to See the Sultan

"It so happened that on one occasion when Dr. Dillon was in England he and I were week-end guests at Hall Barn, the country residence of Lord Burnham, proprietor of the Daily Telegraph," said Sir John in narrating the circumstances of the assignment leading to the Armenian revelations of Dr. Dillon on which was based Mr. Gladstone's great speech at Chester.

"It was when the Armenian question was being fiercely debated. We were walking in the park. I suggested to him that he might render a great public service if he would go to Constantinople, see the Sultan, and get his explanation of his policy towards Armenia. The idea was submitted to Lord Burnham, who approved, and the next day Dr. Dillon left London on his



DR. E. J. DILLON.

mission. The Sultan at first said he would grant the interview, but he failed in his promise, and Dr. Dillon was directed to go to Armenia and investigate thoroughly for himself.

"I have always thought that the Sultan made a serious mistake. Such an explanation on his part might have removed—or partly removed, at least—a general mistrust of his policy, and a belief that his Armenian people were being cruelly treated.

"Dr. Dillon, in response to my request, has courteously sent me the following recollections of his experiences in Constantinople, and afterwards in Armenia.

"I am glad to have the opportunity of publishing Dr. Dillon's statement—which also relates to other personal matters—because the representative of the Daily Telegraph was hotly attacked by Ashmead Bartlett in his weekly newspaper, The Englishman, and in the House of Commons. His eritics, with strong Turkish interests and sympathies, denied that Dr. Dillon could have forwarded his despatches in the time stated. They also challenged some of his reports. I believe our Foreign Office

had more complete information about Dr. Dillon's movements than his detractors, and the ungenerous attacks completely failed in their purpose. They were unfounded. Dr. Dillon's recollections follow:

"Respecting the Armenian mission planned by you, which was entrusted to me in the year 1895, the main details, so far as I remember them, are as follows:

Had Been in Crimea

"I had been away in the Crimea watching and describing the condition of Czar Alexander III during his last illness, and accompanying his body after his death. On my return to London Lord Burnham, then Sir Edward Lawson, invited you and me and Beattie Kingston to Hall Barn for the week-end. On Sunday our host and most of the guests went to church, and you and I took a stroll in the park. You told me that you thought there would soon be trouble in Armenia, and asked me whether I could go there and find out the real causes of the frequent fermentations after first going to Constantinople. I undertook to go. Then you and Lord Burnham talked the matter over after lunch, and during tea you told me that

everything was settled and I might start. To my query 'when?' you answered, 'to-morrow.'

"On the following day (Monday) you and I returned to the office and you gave me the services of several shorthand writers to enable me to break off my engagements and make all needful preparations. That same day I started.

"In Constantinople I had interesting talks with the Grand Vizier, Djavad Pasha. I requested him to obtain for me an audience with the Sultan, and I presented a letter in the same sense from the Sultan's friend, Professor Vambery, of Budapest. The Grand Vizier promised to arrange the matter.

"Kiamil Pasha, however, told me it would be useless, because the Sultan could do nothing. I persevered in my request. Then Abdul Hamid sent me the Order of the Medjidieh. He also offered to provide me with all requisite documents for the study of the Armenian question and airy apartments in which to read them. The Medjidieh Order I returned with the expression of my cordial thanks, explaining that in Great Britain a special correspondent

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and to
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Is a
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resembles an Ambassador in being debarred from accepting any decorations recompense, or privileges without the knowledge and consent of the newspaper proprietors who had sent him; and that even were it otherwise, the nature of the mission entrusted to be precluded any such transaction.

Barred from Armenia

"An official called on me to say that his Majesty would perhaps see me if he could first read some articles of mine, and hoped I would make a stay. I announced my resolve to go to Armenia, to see things for myself. The Grand Vizier then sent for me and said: 'If you agree to remain here his Majesty may yet find it possible to receive you. Should you feel unable and return home, his good wishes will accompany you. But you may not visit Armenia. There is an international commission of Russian, French, and English delegates there about to inquire into the alleged massacres at Sassoon, so a journalist would be superfluous.'

"I replied that I had been instructed to see Armenia and talk to the Armenians, and arrive at my own independent conclusions, and that I was about to do so.

"But my Government has given strict instructions that you are not to be allowed in that country; nor indeed any journalist of any country.' 'None the less I am going, and I shall get there,' I insisted, and added, 'my report will be read throughout Europe long before that of the Commission.' The Grand Vizier smiled the smile of superior knowledge, and I left. His spies, who had been shadowing me from the very first, never left me now.

"I quitted Constantinople in disguise and nobody, not even my best friends there, knew I had gone. I went to Tiflis, where the Viceroy, who was a personal friend of mine, gave me open letters. Then I rode through Transcaucasia with a Cossack guard. On the Turkish frontier I was received by the Cossack outposts. The Commander's brother had, as a student, been examined by me at the Russian University of Kharkoff. I was, attired in Cossack costume, the same as generals wear. The Turkish outposts who beheld me assumed that I was Russian general. Rumor confirmed them in the belief, and when I set out for Armenia a day or two later, they had a guard of honor waiting to take the place of my Cossacks, who had to recross the stream dividing Turkey from Russia. With this escort I entered Erzeroum, having first requested the Russian Consul-General by telegraph to have rooms prepared for me. A day or two later, when the Russian Consul-General was talking to the Vall, the latter alluded to me as a Russian officer. The Consul assured him I was neither a military man nor a Russian, but he only smiled and repeated significantly that he knew who I was.

Got In His Reports

"Soon afterward the Vall summoned me and asked me questions. As is my wont I gave him truthful answers. This time he believed the story, for he had before him a long telegram from the Porte in Turkish in which I could read my own name. He exhorted me to quit the country. I refused. Then my telegrams, which were secretly dispatched sometimes over the mountains to Kars, sometimes to Trebizond on the Black Sea, appeared in the Daily Telegraph and caused a widespread sensation.

"The Porte was alarmed. Our Ambassador, Sir Philip Currie, was requested by the Grand Vizier to order me out of the Ottoman Empire. He

answered that that was beyond his powers. Djevad Pasha objected that the Russian Ambassador wielded such authority. 'That may be,' answered Sir Philip Currie, 'but I am the Ambassador of Her Majesty the Queen of England.' In London the Turkish Ambassador threatened to sue Lord Burnham as proprietor of the Daily Telegraph for maligning the Sultan.

"In the House of Commons Mr. Ashmead Bartlett denied that there was any British correspondent in Armenia, and actually questioned the authenticity of my messages. Sir Edward Grey declared he knew that the Daily Telegraph had a correspondent there, and that the message was authentic, but when called upon by Mr. Ashmead Bartlett to name the journalist he refused.

"I remained in the country, seeing the refugees from the place of the massacres, taking down their evidence, drawing a map of the districts, which was used by the British, Russian, and French Governments, and supplying the International Commission with witnesses and evidence.

"Every obstacle that a Government could create was put in my way. People were forbidden to rent me a house or rooms. A posse of troops was stationed in front of my dwelling, and wherever I went it accompanied me. Everyone seen to talk to me was thenceforth a marked man. The Armenian Bishop was arrested and banished to Jerusalem for that offence. I was obliged to have recourse to various ruses in order to get about unobserved.

Wore Many Disguises

"I generally arranged to go out at night, disguised now as a Turkish woman, now as a Kurdish chief, walking along the flat roofs and descending into the houses of friends, mainly Armenians. I had several Armenian servants, most of whom were afterwards massacred. They helped me to send telegrams and to get into communication with refugees whose relations had been killed. I dispatched the survivors to the Commission at Moosh and sent their depositions to the Daily Telegraph.

"There was one Kurdish chief in particular who was said to have perpetrated unparalleled atrocities. Many Europeans disbelieved these tales. I looked out for this man and found that he had been taken prisoner and was under sentence of death for having attacked the Turkish post and insulting the wife of a Turkish colonel. I wanted to get to him and obtain his depositions. I made several efforts to see him. It was exceedingly difficult, so I bribed the head of the prison to give him to me for two hours.

"At the last moment word came that I had paid the official too little, and that the danger was disproportionately great, but if I would offer him more money and two hostages the Kurd would come. I did so and he came to me in the house of the American missionaries, who were witnesses. I kept the Kurdish chief there all night, for I was afraid the people would not believe I had seen him, and in the morning I got myself photographed with him. It was on the basis of the Kurd's avowals that Mr. Gladstone made his historic speech at Chester, and challenged the Ottoman Government to deny the statements there put forward.

"I had now and then to see Armenians in Turkish houses, and I was always disguised. In one of these houses they must have known who I was, because the coffee (of which I happily

swallowed very little) was poisoned. I fell ill after drinking it, and I was about three weeks in a dangerous condition. The American missionaries looked after me. My servant was also poisoned, but he did not die either. I was several times warned that I should not be allowed to leave the country alive, and some of these monitions were official. None the less I returned into civilization without serious mishap, but not without some adventures."

Another illustration of the remarkable experiences of Dr. Dillon during his services as correspondent of the Daily Telegraph, which frequently read more like stories from "The Arabian Nights" than jottings from his notebook, from which he narrates them, is provided by his visit to Crete when war between Turkey and Greece over this island was menacing.

In the dress of a monk Dr. Dillon won the confidence of the insurgents of the island, after a friendly meeting with M. Venizelos, and actually served as their spokesman in the negotiations on the offer of autonomy made to them by the Powers.

A few words respecting his equipment, which is indeed in keeping with the results he has attained in the course of a long experience. Before joining the staff of the Daily Telegraph he had studied many languages and written books in several tongues. His first effort was devoted to the ancient Bactrian language and Zend Avesta, this being written in French and reviewed by Renan, who had been Dr. Dillon's professor in Paris. He had also written on Armenia in German and had translated from Armenian into Russian, with commentaries, some of the old historic works of Armenian writers of the fourth century. He spoke Armenian and Persian fluently, and on passing his examination took degrees in Sanskrit. At the University of St. Petersburg, he read several books in Chinese, translated metrical portions of the Old Testament from the Hebrew, published a new and modified edition of the book of Job on the basis of a Coptic manuscript and a new Greek codex. In the latter book that Mr. Gladstone took such an interest that he persuaded Dr. Dillon to call and talk to him about it. He also wrote in Russian a history of Scandinavian literature of the Middle Ages.

Referring to his mission to Crete, Dr. Dillon said:

"I started for Athens when I thought war with Turkey was probable. Most diplomatists poopooed the idea of war, but Sir John Le Sage and I held to it. I set out for Athens first, and then Crete. I got as far as Canea, where the Russian Consul-General turned out to be an old university comrade of mine. The squadron of the Great Powers was blockading the island and the admirals refused to authorize any foreigner to go into the interior.

Meeting with Venizelos

"In order to get there and see for myself, I stole out one day from the insurgents' camp. I was met by Venizelos and his friends, who leveled their rifles at me. Venizelos inquired who I was and what I wanted. I told him. He then welcomed me and promised to help me to get into the interior.

"Seven insurgents, himself among them, were just then being dispatched to the provinces in order to expound to the people the offer of autonomy which the Powers had made. The insurgents all scouted the idea of accepting the proposal. Still they promised to call meetings and discuss it, and

they allowed me to go as one of themselves.

"In order not to be known I dressed as a monk (Archimandrite). I was very anxious not to come in contact with any of the representatives of the Powers in that dress, but unfortunately the Italian admiral called one Sunday morning when we were in a boat on our way to the other shore of Suda Bay and said he wanted to talk to us about the whole question. He and the Austrian admiral had a long conversation with us, and I was the spokesman of the insurgents. Admiral Canevaro gently took my rifle from me. We went down to his stateroom and had a cup of coffee with him.

"When the discussion started I refused autonomy in the name of the Cretans and maintained the necessity of annexation to Greece. Then we all signed our names to the protocol which was duly forwarded to the Governments of the Powers.

"As I was going away Admiral Canevaro told me he was very fond of clergymen and monks, and as his religion is identical in essentials with that of the Greeks, he asked me to give him my blessing. Thereupon he bent his head reverently, and I gave him my blessing, repeating the first verse of the third ode of Anacreon, while making the sign of the cross with my hand over his head. He seemed quite pleased and handed me my rifle.

"Later I went to Spain when nobody but Sir John Le Sage and I believed there would be war between that country and the United States. I rushed off with hardly any preparation.

"That reminds me that Sir John was in the habit of whisking me off to distant places with a couple of hours' notice—sometimes barely enough to give me time to get my travelling ticket and passport."

Hosts to Charles M. Schwab

SEATTLE, Wash., July 30.—Charles M. Schwab, Uncle Sam's shipbuilding chief, was the honor guest at a joyfest given by the Seattle Press Club, on July 20. During the course of the evening Chairman C. E. Claypool, the chief joymaster, jokingly called upon the iron king for a piano solo. Everyone, including the chairman, joined in a hearty laugh. But not Schwab. He mounted the platform, and much to the surprise of Claypool and all others, rendered a series of real classical selections.

Needn't Carry Milwaukee Leader

MILWAUKEE, Wis., July 30.—The Wisconsin Railroad Commission has denied that it had jurisdiction to compel the express companies of the States to carry the copies of the Milwaukee Leader, Socialist paper, which had been barred from the mails by the United States Government. It holds that the publication should bring the matter into the courts by a mandamus action. It declares the matter is judicial and not administrative.

New Receiver Named

Judge Hand has appointed John L. Lyttle, receiver for the National Carbon Service Corporation of New York city in \$5,000 bonds in place of E. H. Childs and Chester Bertolette.

Economic problems facing newspapers have a real interest for the readers of newspapers—and should be treated as matters for news and editorial discussion.

The Twelve Hundred (1200) Column Gain

BY

The Baltimore Sun

in the "dull days" of July is due to:

The Sun (all issues) has carried more than 50% of all the advertising in Baltimore newspapers in May, June, and July

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For detailed information write to the Service Department of the Sun.

The significant point—The Twelve Hundred (1200) column gain was well distributed. Each issue of The Sun showed a substantial increase.

	GAIN	
Morning Sun	- -	423 Cols.
*Sunday Sun	- -	153 Cols.
Evening Sun	- -	626 Cols.
Total	- - - -	1202 Cols.

JOHN B. WOODWARD
Times Building
NEW YORK

GUY S. OSBORN,
Tribune Building
CHICAGO

*The relatively small Sunday gain is due to Five Sundays in July, 1917, and only Four Sundays in July, 1918

SOUTHERN PUBLISHERS SET A FINE EXAMPLE IN PAPER SAVING

S. N. P. A. Members Successfully Adopting Conservation and Price Raising Methods to Which They Pledged Themselves at Recent Annual Convention

REPORTS received by the Southern Newspaper Publishers Association's secretary-treasurer, Walter C. Johnson, of the Chattanooga (Tenn.) News indicate that practically every member of the association is in sympathy with the paper saving and higher selling price resolutions passed at their recent Asheville convention, and are losing no time in putting them into effect.

These publishers realize that the conditions confronting them demand immediate action and although it will probably not be possible for them to inaugurate all of the recommendations they have begun to put into effect as many as possible at this time with the determination that eventually a majority of them will be carried out before January 1, 1919, if there is no favorable change in conditions which at this time appear unlikely.

The High Price Situation

A number of members of the Association have advised that they do not care to advance their subscription rates until they are actually compelled to do so, as a result of being compelled to pay higher prices for their news print supply than they are paying at the present time. Others report that in view of the fact that they have only recently advanced their subscription rates to meet present conditions, it would not be wise to make further advances at this time.

That the S. N. P. A. members are not only doing their bit, but are willing to do their all in winning the war is shown in the manner in which they have, as a unit, responded to the suggestions made by Chairman Donnelly, of the Paper and Pulp Section of the War Industries Board. It will be recalled that the general letter to all newspapers which went out from the office of the Board was dated July 5.

A member of the Association who happened to be in Washington at the time brought one of these letters to the annual convention. Among the first matters of consideration that was taken up during the first day was that of "Conservation of News Print." A committee was appointed to handle the matter and instructed to report their recommendations at the next session of the convention. This committee consisted of Charles I. Stewart, of the Lexington (Ky.) Herald, chairman; Walter G. Bryan, Atlanta (Ga.) Georgian; Victor Hanson, Birmingham (Ala.) News; J. L. Ebaugh, New Orleans (La.) Times-Picayune, and W. T. Anderson, Macon (Ga.) Telegraph.

After being in session several hours the committee drafted resolutions which were formally adopted at the session. These resolutions, which have been previously published in THE EDITOR AND PUBLISHER, pledged the members to the utmost cooperation with the Government in doing everything to win the war, and to that end they also pledged themselves to put into execution all of the specific recommendations made by the War Industries Board, and which it declared "necessary."

Included in the resolution were a number of specific recommendations, being practically the same as those suggested by the War Board. After adoption of the resolution the committee did not rest. Following a general discussion of the subject they again met and drafted a number of recommendations which were afterwards introduced in the form of resolutions and unanimously adopted by the convention.

The resolution recommended that members of the Association adopt approximately the subscription rates as

outlined, these being deemed necessary in order to meet increased cost. The resolution urged that the members take every possible measure for the saving of their white paper in their pressroom and throughout their offices. It also recommended and urged a 10 per cent. reduction in news print consumption, in conformity with the implied sentiment of the War Board.

Although hardly a month has elapsed since the order went out from the office of the War Industries Board, the S. N. P. A. members have, with their characteristic enterprise, done considerable more in the way of conservation of news print than a great many of them thought possible. In fact, it only required a suggestion of the War Industries Board, followed by the urgent recommendation of the Association, for the members to get busy and conduct a general housecleaning.

A great many have found that they have been rather wasteful of news print, while others find that their system of accounting is not as thorough as it might be. There is no doubt but that quite a number will inaugurate reforms along this line.

It is estimated that members of the S. N. P. A. have, as a result of their action in putting into effect the various recommendations, effected a saving in news print to an amount equal almost to the 10 per cent. reduction as recommended in the resolution passed at the annual convention. There is little doubt but that these same members will effect further savings through reductions contemplated in connection with the cutting out of certain features, reducing display heads, etc. The members have been instructed to report what they are doing.

Secretary Johnson has prepared a bulletin on the conservation campaign, extra copies of which have been sent to all members in order that they may be placed in the hands of their editors, circulation managers, and other employees. This bulletin contains reproductions of the several resolutions passed at the annual convention, reprints of news stories and editorials from various papers on the subject of news print conditions, communications from the committee, and items relating to the activities of various members in carrying out the various recommendations. The subject is thoroughly covered in the various pages of the Bulletin, and if there is a publisher who has not awakened to the real situation and who read the contents of the bulletin, as prepared by Mr. Johnson, he will very quickly come to a realization that it is time for him to act.

REPORTER KRUSEN, NOW A MARINE, GETTING READY FOR THE BIG PUSH



Priv. Edw. M. KRUSEN.

Private Edward M. Krusen was a hustling reporter on the Philadelphia North American up to the time of his enlistment. Now he is a hustling marine. Here is what he says of the Marine Corps: "Fine business! I'm as brown as a berry, tough as shoe leather, and hard as nails. Marine Corps life has done wonders for me physically, and has taught me many, many things. All I want now is my chance at the Germans, and then I'll at least be partially satisfied."

Private Krusen is toughening up with the Seventy-first Company, Marine Barracks, Paris Island, S. C.

Fined for Giving Information

LONDON, July 31.—Sir Joseph Jonas, former Lord Mayor of Sheffield, has been fined £2,000, and Charles Alfred Vernon, a former employee in the Ministry of Munitions, fined £1,000, with costs, in connection with charges that they had conspired to violate the Official Secrets act by obtaining and communicating information that might be useful to the enemy. The jury found that they were not guilty of a felony, but had committed a misdemeanor. The charges against the three men were based on information given to Germany in 1913 relative to the intention of a British firm to manufacture rifles.

Plying Their Trade in Italy

ST. PAUL, Minn., July 30.—Two Twin Cities newspaper men—Howard Kahn, formerly Sunday editor of the St. Paul Pioneer Press, and James Baker, of Minneapolis—are cheering American Red Cross workers in Italy by the publication of Come Sta, a lively monthly paper. Both men are members of Section 1 of the Red Cross. Come Sta is Italian for "How do you do?" The men have published the paper under great handicaps, but with such success that it has become a money-maker, with subscribers in nearly all parts of the world.

Cross of Valor for Chicagoan

CHICAGO, Ill., July 30. — Ernest M. Hemingway, of this city, formerly on the staff of the Kansas City Star and lately an ambulance driver for the American Red Cross in Italy, has been recommended for the Italian Cross for Valor for bravery in action. While serving at a canteen in the trenches, Hemingway received two hundred wounds as a result of the explosion of a trench mortar, but none of them was dangerous. Despite his wounds, he brought into a dressing station several Italian soldiers who had been wounded more seriously. He is a son of Dr. B. E. Hemingway, of Oak Park, Ill.

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CORRESPONDENTS GIVE WAR NEWS DESPITE DRASTIC CENSORS

Frederick Villiers Became a Tramp to Serve His Paper—Most Monotonous of His Twenty-One Campaigns, He Calls This Conflict

"ONE of the most wonderful things about the war is that correspondents are able to get to their papers, and so to the public, enough stuff to give the people a fair idea of what is going on at the battle fronts," said Frederick Villiers, to THE EDITOR AND PUBLISHER.

Mr. Villiers is an artist and war correspondent for the Illustrated London News. He has been in Europe until lately from the very beginning of the war against Germany by Great Britain, and arrived in this country recently for a well deserved rest. Probably no newspaper man is better equipped than Mr. Villiers to speak of the great conflict, since few, if any, have had wider experience in warfare as a civilian.

Has Twelve War Decorations

He has seen twenty-one campaigns, and is the possessor of twelve English and foreign war medals, clasps, and decorations. He began his experience as a war correspondent in 1877 in the Servian war of that year, and since that date has followed armies in every important campaign in every part of the world. He was with the Russian army in Turkey in 1877, in the Eastern Sudan in 1884, with the relief expedition to Khartoum, has seen fighting in Bulgaria and Burmah, was at the taking of Port Arthur, was with the Greek army in its war with Turkey, in the South African war of 1899, in the Balkan war of 1912-'13, and saw the first engagements in the present conflict. And these are only a few of his war experiences.

"The Japanese taught us about press censorship," he continued, "and we have improved upon their teachings somewhat, so far as restricting the news is concerned. Press censors are a necessary evil, as we all recognize, but they could be far less restrictive than they are, to put it mildly. So far as I have seen, they exercise very little discretion, and play the very devil with the correspondents' copy. They cut out interesting and informative matter that is of not the slightest moment from a military standpoint, seeming to be willing to let through only things that are of but little importance.

"The trouble is that the censors are not trained newspaper men. Every nation warring against Germany would realize in a moment the unwisdom of placing untrained men in charge of any other department, but all appear to have forgotten this in respect of the press censors. They make the work of the correspondent exceedingly difficult, and if it were not that the newspaper men at the front are of the very highest calibre, the public would know very much less about the war than it does.

Drastic and Inconsiderate

"Even at the very beginning the censorship was drastic and inconsiderate. I was in France immediately after war was declared. The French officers said they were glad to see me and several other correspondents who were in the field, and Joffre signed my pass permitting me to get the news. The British officers, however, would not allow us to go with them. That did not stop us, however. Your own Richard Harding Davis, now dead; Irvin Cobb, and a few others, with myself, saw another way to get the news. Behind the armies marched a host of tramps, unmolested by the military authorities. So we mingled with them, actually becoming tramps, unrecognized as correspondents, but not interfered with.

As tramps we saw the retreat from

the Marne and the battle of the Aisne, tramping behind the armies over the very ground that is now the scene of



FREDERICK VILLIERS.

such terrible battles. Later, of course, correspondents were recognized and accredited to the respective armies, but our stuff then passed under the eyes of men who had never written a dozen lines in their lives for publication, and who knew nothing at all about the jobs they had undertaken."

Speaking of the entry of the United States into the war and the arrival of our men in France, Mr. Villiers said:

"The most wonderful thing about the war is the way in which America has rallied to the occasion and sent her troops over to the fighting line. Knowing Americans as I do, from many tours over your country during the last thirty-five years, I know they will stick to the bitter end.

Amazed at American Troops

"One is amazed at the wonderful showing of your men, not trained to war, but coming from the shops and offices of your great country, thrown into that hell of warfare. Their pluck and courage are inherent and indestructible. They go in with the determination to stick and to advance, and they do both. Their presence will have a tremendous effect upon the morale of the German army, and upon German Headquarters, once the enemy appreciates what fighters Americans really are.

"The British forces have been thoroughly trained, of course, and it is no wonder that they go into the battle without staggering; but the Americans go in the same way, playing the game like old and experienced soldiers, with a confidence and a courage that carries

them through tremendous odds. I express the feeling of all men with military knowledge when I say the American soldiers are wonderful in their fighting efficiency.

"Their arrival was timely. Before the Americans came both British and French officers admitted the imminent possibility of the Germans taking Paris and the Channel ports. Now that is impossible. Had the Germans done this the British and French armies would have retired to the interior of France and fought it out there. They could have lasted about two years, but at the end undoubtedly would have been wiped out, because their determination was not to surrender while a man lived to fight.

Americans Must Win

"The injection of American troops changes all this. We have seen what has been done already with their assistance, and the work has only just begun. It is impossible, of course, to foretell exactly what will happen, but I believe the Germans will fall back under the pressure of the Allied troops for a while and then stand for a long, hard battle. The German is no quitter, and it is wrong to delude ourselves with the thought that German armies will go to pieces all of a sudden. They are harder to beat than that, but with American troops pouring in as they are, that they will be beaten eventually is a certainty.

"There has never been peace without victory for Americans. Let me illustrate the difference between Americans and the British people. When we have a riot in our country and find it necessary to call out the militia to quell it, our home troops try to pacify the rioters. The latter throw stones and other

missiles at the militiamen. If the militiamen cannot pacify the rioters, they go home again. With you it is different. Your militia go out to quell the riot, and they quell it. Americans must either be beaten conclusively or beat the enemy just as conclusively. You've got to be top dog, or the other fellow has got to prove that he's top dog. That is the way it will be in this war—and I don't believe the other fellow can prove he is the top dog over your splendid American fighters.

"There is one trait of the American fighting man, however, that he will have to forget. You are clean fighters, believing the enemy ought to have a fair chance and treating him like a civilized human being. The Germans have shown themselves to be foul fighters, taking advantage in every way of the decency of the enemy. Americans will find they cannot fight clean with the German, and when they fully realize this I shudder to think of the terrible fighting men they will be if they adopt German methods of warfare."

Most Monotonous Warfare

Of the war as it lends itself to illustration, Mr. Villiers says it is the most monotonous and unproductive he ever saw. Although he was one of the first to apply the motion-picture camera to recording scenes of war, Mr. Villiers declares it not available in this conflict.

"Even for still scenes," he said, "the camera has been of very little use, though with the open fighting it will have a better field. You can't use a camera in the trenches. The instant one shows itself over the top it is shot to pieces, and the operator is killed if he expose himself at all. Then, too, the country is all torn up by the terrific

(Continued on page 27.)

IMMEDIATE DELIVERY
OF

GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-Page Goss High Speed, 4-Decker Two Plate Wide Press with top deck combination for 3 colors or black printing. 22¼ in. column.

REBUILT PRESSES

One 32-Page Goss Half Tone and Color Magazine Press for page 10½ in. x 14 in.

One 28-Page Goss, 3-Roll; 3-Decker Press for black printing 22¼ in. column.

We also have thoroughly over hauled and rebuilt:

One Hoe, 40-Page Press for black printing 22¼ in. column.

Further Information on Request

THE GOSS PRINTING PRESS CO.
1535 South Pavlina Street
Chicago, Ill.

Rickenbacker's Own Story

Rickenbacker "crashed" his first five Hun machines in less than sixty days after his arrival on the western front.

"In the language of the birdmen" writes Frank J. Taylor, United Press staff correspondent, "Rickenbacker is America's 'head gimper.'"

"A 'gimper' is a bird who never quits."



LIEUT. "EDDIE" RICKENBACKER

Series of Remarkable Stories of the Fighting Life of American Airmen told by the Famous All-American Ace in United Press Papers Beginning Monday, August 5th.

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

- - - - -

NEW YORK CITY

IS NATIONAL TRADE-MARK INIMICAL TO ESTABLISHED BRANDS?

Majority of American Commercial Houses Oppose It, But Government Department of Commerce Still Believes It Should Be Established

WASHINGTON, July 25.—Opposition to the proposal of the Department of Commerce for a National Trade-Mark has been voiced by two associations that include in their membership probably a majority of the American houses known in the world's markets. Aside from this opposition, the proposal seems to have met with hearty approval and endorsement throughout the country generally. In a statement just issued the Department of Commerce's sponsors for the trade-mark, presented the following argument:

"On what grounds do the representatives of a majority of our leading exporters object to this seemingly excellent proposal? Apparently the opposition comes from owners of trade-marks which, by reason of heavy advertising and high standards of merchandise, have become favorably known and sought after in foreign markets. The owners of these trade-marks do not look with favor upon a proposal to create a trade-mark which will be owned, protected, and advertised throughout the world, and which can be used by their domestic competitors to accomplish what they have accomplished only after years of earnest effort and at considerable expense.

Argument for National Mark

At first thought, this seems to be a reasonable and forceful argument against the adoption and use of a national trade-mark.

"But let us examine the objection more closely. Suppose, for instance, that an American typewriter company had given special attention to foreign trade-marks, and at the end of some thirty or forty years had established its product and trade-mark in every part of the globe where typewriters are used. Then the Government steps in and licenses this manufacturer as well as his strongest competitor to use the National Trade-mark.

"Does the well-established manufacturer derive any benefit from his use of the National trade-mark?"

"Certainly, for he thereby identifies his goods as made in the U. S. A. by a Government protected mark that can not be used freely by German and other foreign competitors as the legend 'Made in U. S. A.' can be, and is, used.

"The benefits in another way also, because by helping to create good-will in foreign markets for products bearing our National trade-mark, he thereby helps to increase our foreign trade and the popularity of our goods abroad to a point where sheer bulk of foreign trade creates credit, transportation, and other facilities that are so helpful in carrying on a profitable foreign business, all of which is quite as much to the advantage of the well-established manufacturer as to anyone else.

"Another benefit to the established manufacturer will result from the fact that only honest merchandizers will be licensed to use the National trade-mark, thus forestalling boycotts of American goods that sometimes follow the shipment of dishonest goods bearing the uncontrolled legend 'Made in U. S. A.' Eventually, the foreign buyer will look for goods bearing the National trade-mark, and will no longer be satisfied with a mere statement of origin.

"The established manufacturer will also benefit in domestic trade, for the National trade-mark is likely to take on a very significant aspect, and to be a great selling force.

"Having pointed out some of the many ways in which the National trade-mark may benefit the established exporting manufacturers, let us see what, if any, disadvantages it may have for him. It is said that the mark will be used by competitors to the disadvantage of the established house, but the mere fact that a competitor can place

the National trade-mark on his products will not enable him to build up a big foreign business without delay and expense, or effort on his part.

"It is true that a certain amount of good-will will attach to his goods as a result of their bearing the National trade-mark, but he must still develop a merchandising organization to sell his goods abroad, must overcome the many problems of transportation, credits, agencies, special styles and models, correspondence in foreign languages, duties, packing, etc., and when he has accomplished all of these, if his goods find market abroad, it will not be at the expense of the established manufacturer unless the product is more meritorious, in which case the established manufacturer's unwillingness to permit the use of the National trade-mark is a purely selfish one that should not be considered in determining the merits of the proposal.

"It is also asserted that the mark will be applied to all sorts of products—good, bad, and indifferent, and will thus create more bad than good-will for products 'Made in U. S. A.' to the detriment of our well-established lines. But the trade-mark bill now pending provides for the forfeiture of a bond of \$5,000, as well as revocation of the license where the licensee does not faithfully comply with the regulations governing the use of the mark, so it may be safely assumed that such regulations will prohibit the use of the mark on 'indifferent' and certainly on 'bad' goods.

"It is believed that most of the opponents of the measure fail to realize that their arguments against the National trade-mark, the use of which will be properly controlled and protected throughout the world, are equally applicable to the designation of origin 'Made in U. S. A.' the use of which can be neither controlled nor protected. In this connection, it will be well to study the workings of the Irish National trade-mark, which was adopted over eleven years ago, and which has had more to do with the creation of the excellent reputation enjoyed by Irish goods than any other one thing."

New Texas Corporation

CORPUS CHRISTI, Tex., July 31.—The Times Publishing Company has been incorporated, with capital stock of \$3,000, by J. W. Bauerfiend, L. E. Bauerfiend, and W. E. Pope.

Sargent a Publicist

BOSTON, Mass., July 30.—George D. Sargent, who retired from active newspaper work in Boston a few months ago after many years' service as waterfront reporter of different Boston dailies, the most recent of which was the Boston American-Advertiser, has been handling the publicity for the Lynn plant of the General Electric Company during the recent labor trouble. Mr. Sargent has been spending the summer in the open on a 100-acre New Hampshire farm.

Ruling on Books to Soldiers

WASHINGTON, D. C., July 31.—Books and periodicals can be sent to American prisoners of war in Germany only when they are ordered through the publishers and are dispatched from the offices of publishers, the War Department has announced. This ruling by the military censorship was made because old books form a convenient method of secret communication and require extraordinary scrutiny by the censorship forces.

No Liquor Ads on Freight Cars

WASHINGTON, D. C., July 30.—Brewing companies' advertisements painted on refrigerator cars must be eliminated immediately, railroads have been advised by the Railroad Administration. Information was sought concerning other advertisements or trade-marks of commercial houses on cars.

Another Weekly for Texas

SMITHVILLE, Tex., July 30.—A weekly newspaper will be established here by D. L. Stump, editor of the Ganado Sun, who will move his plant to this place. The first issue of the new paper will be out about August 10.

GOVERNMENT RETAINS JAMES KEELEY

Will Hereafter Give Sole Attention to Foreign Affairs of Committee on Public Information.

WASHINGTON, D. C., July 31.—George Creel, chairman of the Committee on Public Information, has appointed James Keeley, until recently editor of the Chicago Herald, to be a special representative of the Committee in connection with its foreign educational effort. Mr. Keeley's offices will be in London and in Paris.

In connection with the appointment of Mr. Keeley, it was said in behalf of the Committee on Public Information, that Mr. Keeley will hereafter give his services exclusively to the Committee, and that his connection with the Chicago Herald and Examiner, and any other press connections that Mr. Keeley may have had, ended automatically with the beginning of his services with the Committee.

Since Mr. Keeley went to Europe he has been cabling dispatches to the Chicago Herald and Examiner, which had announced that it expected to retain his services as advisory editor. He was the editor of the Chicago Herald at the time it was sold to the Hearst interests, and since going abroad also has been representing the William H. Rankin Advertising Company, of Chicago.

When you buy a Liberty Bond you put your dollars where your faith and hope are—back of the Government in its great task.

\$4,000,000 Increase in Bank Clearances

over the corresponding period of last year in

WICHITA, KANSAS

gives an indication to advertisers why they should get busy and make a bid for part of this amazing prosperity.

There was \$11,020,924.35 worth of business done by the banks of Wichita during the week ending July 18th. The week ending July 11th showed \$10,710,857.87. These figures show a gain of more than four million dollars over the report for the same period of last year.

The president of the Southern State Bank said, "That Wichita has seen a decided increase in population this last year; then the wheat crop is far in excess of that of a year ago, and the movement of the grain is earlier this season."

The wheat crop for South Kansas and North Oklahoma is over one hundred million bushels, and it has just barely begun to move. The farmers of this great district have scads of money. They are good spenders and will buy the things that advertiser make them need and want.

The advertiser should not wait too long. Now is the time to reach the man with the roll.

THE WICHITA EAGLE

COVERS WICHITA AND SURROUNDING TERRITORY LIKE A FALL OF SNOW

Daily average June net paid. 56,454
Sunday average June net paid. 61,543

WOOD CUTTING SEASON FOR GREAT NORTHERN

Material for Paper Begins Month Earlier Than Was Expected—Plant Kept Running Twenty-four Hours a Day.

BANGOR, Me., July 30.—Pulpwood operations are about to be resumed by the Great Northern Paper Company in northern Maine, according to the announcement made to-day by Fred A. Gilbert, manager of the sprucewood department of that company. It had been the intention of the Great Northern Company to delay the starting of winter operations until September, but the applications of from 200 to 300 experienced pulpwood men, who have signified their desire to go to work at once cutting by the cord, led to the decision to open the camp at once. The cutting will be done near Chesuncook Lake and Monticello.

The regular winter operations with crews hired by the company will start on September 1, as in previous years, according to Mr. Gilbert. He adds that the indications point to smaller lumber cut than last year, due to the fact that the company is now overstocked with pulpwood. Logs will be cut on the Kennebec, Penobscot, and Bangor & Aroostock Railroad as in the past.

The Great Northern has lost a great many men by the draft and enlistments. Mr. Gilbert declared, some seventy-five having gone from the company since the last of June. The shortage is especially felt in the wood clerical section, where the employees were mainly young men of draft age. There will be special opportunities this year for experienced middle-aged clerical workers to take woods positions with the Great Northern. The company is also considering using young women clerks in its Bangor office. Until now this firm has employed men exclusively in its local offices.

At present the news print shortage has resulted in a great demand for the product of the Great Northern's mill as well as those of other paper-making establishments. The Great Northern mill is running at top speed twenty-four hours a day, producing all the paper that can be turned out with the equipment on hand.

Weaver Goes to Missouri

COLUMBIA, Mo., July 30.—O. W. Weaver has resigned the duties of agricultural editor and professor of journalism in the University of Florida, Gainesville, to accept the position of agricultural editor in the University of Missouri College of Agriculture and Experiment Station; the change being effective prior to September 1. Mr. Weaver was editor and publisher of the Sedgwick (Kan.) Partagraph prior to his taking up the work in Florida in December, 1916.

Faithful Employees Rewarded

McKESPORT, Pa., July 30.—The Daily News has increased the wages of all men employed in the office from office boys to foremen and superintendents from one to five dollars a week and announced that a bonus would be paid every employe who remains steady and faithful during the balance of the year. The bonus will be five per cent. of their weekly wage and is to be paid on December 24. It dates from July 1 and is for six months.

Just Before the Publisher of The BRIDGEPORT POST-TELEGRAM Left Town the Other Day

to speed away for a well earned holiday, he instructed me to prepare copy for a three column advertisement in Editor & Publisher, handing me a list of Government and A.B.C. statements of the biggest New England newspapers outside of Boston, showing our own paper—The Bridgeport Post-Telegram—to have the largest circulation of any of them except one Providence paper.

**Biggest in New England
Outside of Boston
and Providence**

**Post-Telegram Nearly
45,000 Copies a Day
—Net Paid—Double the
Other Bridgeport Dailies
Combined**

**Leads New Haven,
Hartford, Worcester,
Manchester, and Portland
in Circulation**

**Largest City of Connecticut
Third or Fourth Largest
in New England**

**Post-Telegram Carried
More National Accounts
Than Providence,
Worcester, New Haven,
Hartford, or Springfield**

**Bridgeport's Amazing
Growth and Prosperity the
Real Reason for this
Leadership and Supremacy**

amazing growth in the same field where other publications have remained more or less dormant.

But without the wonderful city, the remarkable feats of which have compelled the world's attention, no human being or superior character of service could have resulted in such tremendous growth and progress as are enjoyed by the Post-Telegram of which I am fortunate enough to be

THE ADVERTISING MANAGER

The Post-Telegram shows a net paid circulation at present of nearly 45,000 copies per day and the last Government statement of our nearest Bridgeport contemporary was 11,614, while the other daily paper of Bridgeport claimed but 7,854 copies in its last statement.

I notice that the Bridgeport Post-Telegram circulation is larger than the leading New Haven daily which is a trifle over 27,000, and that it is 10,000 a day greater than that of the leading Hartford daily; it is a toss-up with the Union of Springfield, but leads Worcester's greatest daily several thousands. The leading dailies in Manchester and in Portland owing to the size of their cities have but a little more than half the circulation of the Post-Telegram.

Bridgeport is now the largest city in Connecticut and the third or fourth largest in New England. We believe we have beaten Worcester out of third place, but we can't prove it till the count is taken. The position among New England's newspaper leaders occupied by the Post-Telegram is a tribute to Bridgeport's exceptional growth and prosperity.

Undoubtedly it is for this same reason that buyers of advertising the country over have shown a preference for Bridgeport as exemplified in a recent compilation of ours showing more National advertising accounts carried by the Post-Telegram than by any newspaper of Providence, Worcester, Springfield, New Haven, or Hartford.

In the final analysis, Bridgeport, "The Wonder City," is the answer to all this leadership and supremacy. The publisher of the Post-Telegram has given the people the best of himself and a capable organization—this is proven by the Post-Telegram's

MACY ADVERTISING TRANSFORMED IN BOTH STYLE AND TONE

Big New York Department Store Has Adopted Higher Standards of Appeal to Buying Public—Results Gratifying to Store's Management

By H. K. DRUMMOND.

ONE of the most startling and noteworthy reversals of form, so to speak, in New York retail advertising circles is the new style of advertising being put out by R. H. Macy & Co.

Because of the commanding position of this store, commercially, the Macy advertising has for years been watched by merchants in other cities, as well as by advertising men everywhere.

How the Old Style Advertising Appealed

The impressions it has created have been varied, of course.

To the typographer they have been horrible nightmares. Type-tight, squeezed together, jumbled up, they have had the appearance of having been prepared by a country printer, who was endeavoring to put out a specimen sheet, on which he could show how many type faces he had in the shop, and how they could be mixed up.

To the merchant they have read like wild dreams, inventions of studious minds, camouflage, and wild tales of quaint and fearsome purport.

To the readers they have always conveyed one great, big, dominating, fundamental message—cheapness—and still more cheapness—until with many people the Macy name stood for a bargain, and nothing else.

The whole effort, apparently, was to live up to the caption on the name-plate: "Macy's chief attraction is low prices," until Macy's grew to be synonymous with cheapness.

A dozen advertising managers, in a dozen years, have come and gone at Macy's each running little rings around the same little circle, and getting out to make room for another man to step in and run a few more little rings around the same little circle.

Big Change in Past Year

During the past year, however, the whole plan of the Macy advertising has apparently undergone a distinct and radical reorganization, and to-day Macy's advertising is not only typographically excellent, but the way it is written presents the store in a new and much more favorable light.

This may be due to the influence of the present advertising manager, A. Frank Best, who is certainly giving Macy's the best advertising the store has ever had, and who, apparently, is a permanent fixture in the institution; or it may be due to a new slant on things which Jesse Isador Straus has apparently taken.

Nowadays, instead of a Macy ad being a pot pourri of various type faces, it is uniform in display. Instead of being set absolutely solid with agate or nonpareil, it is set large enough to be read without eye strain. Instead of being filled with exhaustive explanations, excuses, apologies, and deep reason—why argument, a Macy ad to-day tells one briefly, concisely, and plainly just what Macy is offering, and the price.

Time was, and not so very long ago, when practically everything advertised was said to be "worth" almost anything except the price at which it could be bought.

Now, strange to say, in the majority of cases, Macy merchandise is adver-

tised because of the merit of the merchandise and its value at the price quoted.

The change is so striking, and pleasing, too, that, after watching the new idea for several months, to see whether it was going to stick, or whether it was simply an experiment, a representative of THE EDITOR AND PUBLISHER called upon Mr. Straus to inquire how the new style is working out, and why the change was made.

Views of Mr. Straus

Mr. Straus's impressions and reasons are of importance and interest to newspaper men and merchants everywhere, for he is confessedly no altruist, nor dreamer, but a very practical and hard-headed business man, and when he makes a change as radical as this one he does so without any sentimental or idealistic reasons, but rather for the good of his own business.

And it might be remarked, in passing, that any advertiser, or business man of any kind who turns to the right for any except cold business reasons is not so much of a hero or idealist as he is a hypocritical coward.

When the question of why the great change had been made was put squarely up to Mr. Straus, he said that he was not prepared to say that there was any change.

He admitted, however, that typographically there was a big change, and, in his opinion, it was for the better.

"The underlying principles of our business are the same," he said. "You claim to see a big change. Just how, why, and where?"

It was pointed out that much of the long drawn out explanations and apologies were being eliminated.

"Yes, that is so," he said. "I figure that people do not read all that. What they want to know is what you have to sell and at what price. The general public does not have time nor inclination to read all about the inside workings of your business—the subject is not interesting."

"And how about the elimination of your far-fetched, imaginary, comparative values?"

A Matter of Business Policy

"Well, I take issue with you on the way you say that—but many of the expressions formerly used freely are now discontinued because, in my estimation, it is not good policy to use them."

"And what of results?" was asked.

"No advertising pays as well as formerly," said Mr. Straus. "That is, immediate and traceable results are fewer, decidedly fewer; but, even at that, the business is going ahead, and, while, perhaps, the old style advertising has lost much of its power, advertising, on the broader, business-building basis is still as strong as ever.

"The number of individual transactions is smaller, the amount of the sales is larger—which to my mind indicates that we are selling more high priced goods. Of course, the fact that really cheap merchandise is practically out of the market has a great deal to do with this, but our delivery sheets show that, for some reason, we are attracting considerable of the so-called Fifth Avenue trade. Possibly we are losing some of our cheaper trade, but if so I am willing to make the exchange."

In defence of the old style, Mr. Straus, admitting that it had "strength" which, at times through over zealousness or over enthusiasm, had painted pictures in colors a big gorgeous, said that the intent was always right, and that it was the custom.

But the new style, the adding of quality and service to low prices as added attractions, so to speak, have added prestige to the store and is proving profitable to the institution as well as pleasing to readers of advertising.

The square deal is profitable and business camouflage is wearing out as a farce.

Chris Downey Very Ill

BRIDGEPORT, Ct., July 31.—Chris P. Downey, veteran newspaper man of Waterbury, is at the Waterbury hospital suffering from pernicious anemia, and his physicians feel that his condition would be improved by a transfusion of blood. Friends of Mr. Downey who would be willing to contribute blood to Mr. Downey are asked by the Waterbury American to report in person or by telephone, to Dr. Charles Engelke or to the Waterbury hospital.

PACIFIC COAST AD CLUBS MEET

Re-elect All Old Officers and Chose Portland as Next Year's Convention City—Extra Efforts to Help Government.

SAN FRANCISCO, July 31.—Charles F. Berg, of Portland, Ore., was reelected president of the Pacific Coast Advertising Men's Club at the business meeting held in the Civic Auditorium. All other officers who served during the past fiscal year were also reelected. They are: F. J. Wadley, of Los Angeles, first vice-president; David S. Mathews, of Stockton, second vice-president; J. C. Thompson, of San Diego, third vice-president, and W. P. Strandborg, of Portland, secretary-treasurer.

Portland, Ore., was selected as the convening place in 1919.

A motion was adopted calling for each club that is a member of the governing body to appoint a committee on war work. It will be the duty of these committees to see that everything in the Club's power is done to assist the Government in giving publicity to the various drives of the future.

The executive committee, of which F. H. Lloyd, of Spokane, is chairman, is made up of the following: Rolla C. Ayres, San Francisco; Wallace P. Farrington, Honolulu; Bert Tregalis, Sacramento; Fred Braid, Seattle; R. E. Bigelow, Spokane, and George Hughes, Oakland.

If you can work—work with purpose and plan and persistence—you can win anything you desire.

The Press

PHILADELPHIA

FIRST

in Display Advertising Gains for

JULY

195 Columns

the largest increase of any Philadelphia newspaper. The Press still leads all other Philadelphia morning papers with the largest gain for seven months of 1918, the total being 956 columns.

The Wise Advertiser is Keeping His Eye on "The Press"

GILMAN & NICOLL

1103 World Building, New York 1030 Tribune Building, Chicago

HERALD IS A NEW DAILY IN SALT LAKE

Succeeds Old Herald-Republican and Under Management of James P. Casey and Produced by Many of Old Staff.

SALT LAKE CITY, Utah, July 30.—The Salt Lake Herald has succeeded the Herald-Republican, which on March 1 last, was leased to the owners of the Salt Lake Telegram and combined with that paper under the name of the Telegram-Herald-Republican.

The new Herald is under the management of James P. Casey, manager of the Salt Lake Herald-Republican before it was leased. Mr. Casey was formerly secretary of the Ogden Publicity Bureau. He has also served the Ogden Examiner as managing editor and director.

The editorial department is under the direction of G. B. Heal, who returns to the position of managing editor which he occupied on the Herald-Republican. Mr. Heal was born in Park City and has spent the greater part of his life in Utah. He has been active in Salt Lake newspaper circles for the last ten years.

F. G. Matson is city editor. He is a Utah product who has been connected with Salt Lake newspapers in various capacities for the past eight years. He has a wide acquaintance both in the city and the State and is familiar with every available news source in the city.

Clark Williams assumes the position of night editor.

M. L. Snow becomes mining editor. Mr. Snow has served in this capacity for the last ten years. He occupied the same position on the Herald-Republican before it was leased.

David Coleman is sporting editor. A. P. Monson, an experienced press photographer, is the Herald staff photographer.

Bertha McCrea returns to the position of society editor, which she formerly occupied on the Herald-Republican.

A. F. Phillips, veteran Utah newspaperman, becomes State editor.

Walter L. Sloan is another old-time newspaperman who joins the Herald as a member of the editorial staff.

Robert J. Burdette, jr., also becomes a member of the Herald staff.

J. E. Malloy becomes foreman of the composing room.

H. E. Callinan is foreman of the stereotyping department, and E. H. Sanders foreman of the press room. J. W. Lloyd is foreman of the mailing room.

The advertising department will be under the direction of Clarence Cowan, who becomes advertising manager. Joseph M. Van Steeter has been named as assistant advertising manager. Both are widely known in Salt Lake.

Rufus K. Johnson becomes manager of the circulation department. He is not new to Salt Lake and enjoys the confidence and respect of a wide circle of friends.

The owners of the Herald (the Herald-Republican Publishing Company) say:

"We have resumed publication of a morning and Sunday paper because we believe there is a good field for such a paper as we will publish and that is will be a factor in the commercial and industrial development of Utah and the intermountain country.

"Last March we sent the old boat out upon a stormy sea without convoy and under a new captain. She came back

to the home port and to-day she sets sail manned by practically the same crew that guided her destinies up to March 1, 1918. We agreed to call it the Salt Lake Herald because the Herald has been published in Salt Lake City for forty-eight years and was the first morning paper published in Utah. This newspaper is a Utah institution backed by some of the biggest and best business men in the State and it is here to stay and do its part in all that goes to make Salt Lake City more prosperous and progressive and the State a better place for home makers and investors."

More Arrests in Cleveland

CLEVELAND, O., July 30. — Richard Brenne, editor of the Waechter und Anzeiger, Cleveland German daily, has been arrested by Federal officers charged with violating the Espionage act. The arrest and charge are based on a news story published in the Waechter on July 24 under an Amsterdam date, which is said to have led to the conclusion that "hundreds of thousands of Americans were sacrificed by the French," according to the District Attorney.

Fritz Frebe, editor of the Echo, a German Socialist newspaper published here, also has been arrested by Federal agents to-day, charged with violating section 19 of the Trading with the Enemy act. He is held in \$2,500 ball.

New Yorkers Tie at Golf

Six members of the New York Newspaper Golf Club tied for first place in the qualifying round for the August tournament at Van Cortlandt Park Monday. They are R. W. Maclauchlan 87, 22—65; C. F. Laux, 84, 18—66; David Hall, 81, 15—66; Leroy Thompson, 86, 20—66; E. B. Davis, 83, 16—67, and O. E. Butler, 82, 15—67. The golfers will have one of their out-of-town gatherings next Monday and will play over the Wykagyl links.

Who Has an Old Printing Press?

CHICAGO, July 31.—The camp community service of the State council of defence is making an appeal for the donation of a hand printing press that will print a sheet twelve by nine inches. It wants to give the press to the sailors on board a ship in the training squadron on duty in Lake Michigan. The jackies are anxious to have a daily paper on board ship, and every effort is being made by the camp community service to secure the press.

Milwaukee Invites Publishers

MILWAUKEE, Wis., July 31.—The Milwaukee Association of Commerce is trying to induce large Eastern publishing companies to establish branches in that city. It is said that, on account of the zoning of second-class mailing matter, it would be advantageous to the publishers to have branches in the Middle West. Mills which supply many of the big magazines with paper are a short distance from Milwaukee.

New York Publishers Chartered

The Howes Publishing Company, of New York city, was incorporated at Albany on July 22, by H. C. Bayliss, W. F. Collins, and A. W. Howes. The capital stock is placed at \$25,000.

New Ohio Incorporation

SALEM, Ohio, July 31.—The Herald Publishing and Printing has been incorporated with capital stock of \$15,000 by J. E. Torbert and others.

INDIANA MINES SET NEW MARK

June Output of 2,546,452 Tons Is Achieved Despite Car and Labor Shortage.

Indiana mines are producing and shipping domestic coal at a rate never dreamed of before.

This is borne out by the figures compiled yesterday in the office of Carl J. Fletcher, deputy district representative of the United States fuel administration, in the June report of coal mining activities in Indiana. During June mines shipped 2,546,452 tons, which is an increase of 143,139 tons over May. Despite car and labor shortage at the mines, the annual production in the state, if continued at the rate made in June and so far this month, will be more than 30,000,000 tons.

—Indianapolis Star

Indiana Coal Will Keep Her "Home Fires Burning"

With the production of coal in Indiana speeded up to top notch, state fuel officials declare that storage of coal for Winter use, both by domestic consumers and industrial plants, is going big throughout the state.

With Indiana mining .046 per cent. of all U. S. coal, but having only .0277 per cent. of total U. S. population, it is safe to say that Indiana homes and industries will be better supplied with coal than those in most other states. And by measuring a state's supply of coal we may fairly accurately gauge the extent of her industrial activity. For practically all the machinery of present-day civilization, as well as nearly every phase of war industry, depends on coal as its source of power.

Indiana is giving a full, unstinted measure of service to Uncle Sam, and at the same time keeping the home fires of commercial and industrial life burning brightly.

Indiana is wonderfully prosperous NOW, and future prospects are excellent for all essential lines. General advertisers will do well to give prompt and full consideration to the great market for their goods in Indiana. The shortest, quickest and most profitable route to her 3,000,000 prosperous people is through her leading newspapers. Let them tell your sales message NOW.

Put These Papers on Your List

	Circulation	5,000-line rate
Anderson Bulletin (E)	5,992	.01857
Anderson Herald (M)	5,427	.0125
Evansville Courier (M)	19,660	.04
Evansville Courier (S)	15,709	.04
Fort Wayne Journal-Gazette (M)	28,304	.04
Fort Wayne Journal-Gazette (S)	23,000	.04
Indianapolis News (E)	117,879	.15
Indianapolis Star (M)	91,343	.11
Indianapolis Star (S)	112,305	.14
Lafayette Courier (E)	7,667	.015
Lafayette Journal (M)	10,041	.02143
Marion Leader-Tribune (M)	8,140	.0215
Muncie Press (E)	9,547	.01786
Muncie Star (M)	24,558	.0425
Muncie Star (S)	14,516	.0425
Richmond Item (M)	7,584	.0175
Richmond Palladium (E)	10,619	.025
South Bend Tribune (E)	16,935	.03
Terre Haute Star (M)	26,724	.04
Terre Haute Star (S)	19,253	.04
Terre Haute Tribune (E)	25,068	.04
Terre Haute Tribune (S)	19,829	.04
Vincennes Capital (E)	3,346	.01071

Government statements April 1st, 1918.

Prepared by RUSSEL M. SEEDS ADVERTISING CO., Indianapolis, Ind.

USING SIMPLE ENGLISH IN AD CONTRACTS

New Jersey Publisher Finds Little Merchants Like Simple and Definite Form, Linking with Rate Card—Leaves No Room for Disputes.

J. Lyle Kinmonth, publisher of the Asbury Park (N. J.) Press, uses a form of local advertising contract which is admirably simple and definite, and

on a till-forbid basis, without formal renewal.

"I have never had any argument with a man who has signed one of these cards," he says. "It also controls an advertiser who may have interests in other concerns, or even have another store in another location devoted to another line of business, which he will advertise spasmodically and then claim the rate he has secured for another business. We have stopped that, and it makes us money.

"The worst form of local contract I

WILL WE LEARN THE LESSON?

By THOMAS DREIER

We can forgive the German propagandists what they have done in this country if we as a nation profit by the good in the example they set before us.

They sold to hundreds of thousands the idea that finds expression in the Germany they love. They have sold something that is bad for the world, but the fact remains that they have sold the idea of their nation as it never would have been sold without their work.

Our job is to sell America to Americans—especially to young Americans.

Our job is to create a love for this country in times of peace like the love that millions are expressing in these times of war.

To-day America and American ideas are being sold to us as they never were before. We had noisy Fourth of July speeches, "full of sound and fury, signifying nothing," or almost nothing.

But a constructive, well-thought out, persistent, persuasive publicity campaign was never conducted. Advertising men did suggest that the Government advertise the work of some of the Government departments. But the idea of spending money for paid space

seemed to create horror in the minds of the men who should have welcomed the suggestion with open minds,

Germany bought newspapers outright, brought influence to bear on editors, and did countless other things openly and secretly to sell Germany and what Germany stands for to our citizens.

We are selling America to our citizens now—selling our idea of Democracy, which is the idea for which both we and our allies are fighting.

But what will we do after the war? Will our publicity and advertising machinery be scrapped? Is it temporary—like the huts in our parks and the camp buildings?

Or is it the crude model out of which will grow an educational-publicity machine whose work will always be in the open and which will create in the hearts of our citizens, not a narrow love for this nation, but a great love for the ideals of which this nation is the expression?

Evidently our first job—the job for a few of us—is to sell the idea of persistent, paid publicity to those who have the power to make that idea materialize

Saves Boy from Drowning

MILWAUKEE, Wis., July 31.—Diving fully clothed into Lake Michigan, Stanley K. Cochems, managing editor of the Milwaukee Daily News, saved a seven-year-old boy from drowning.

The Register is the Only Morning and Sunday Newspaper in Des Moines

The Register has the largest circulation and carries the most advertising of any newspaper in Iowa.

The Evening Tribune is the Leading Evening Newspaper in Des Moines

The Tribune has the largest evening circulation in the city of Des Moines (see official statements) carries more advertising than any other evening paper and leads in department store advertising.

Register and Tribune June Circulation

119,630 Net Paid

(68,894 morning—50,736 evening)

reaching over 109,000 separate Iowa homes.

Advertisers must use The Register and Tribune to thoroughly cover the Des Moines territory.

I. A. Klein
Metropolitan Tower
New York

John Glass
People's Gas Building
Chicago

Sample
CONTRACT
I hereby authorize the **ASBURY PARK Evening PRESS** to insert *my* advertisement of *Millinery* business located at *706 Cookman Ave* *three or more inches every day in year for one year from date Jan 1 until forbid* For this advertising *we* agree to pay *twenty (20) cents per inch per insertion* Any adjustments under this contract to be on basis of rate card printed on opposite side.
Accepted *J. Lyle Kinmonth* Publisher
Date *July 12, 1918.*

Member A. N. P. A. and Audit Bureau of Circulations
ASBURY PARK PRESS
Evening and Sunday Morning Editions
J. LYLE KINMONTH, Publisher,
Asbury Park, N. J.
Circulation of Evening edition exceeds 7,000 copies daily—largest in city and county guaranteed.
LOCAL DISPLAY ADVERTISING RATES
Transient, Political, Amusements, per inch, 40c
Amusement houses carrying 5 or more inches 100 or more consecutive times, per inch, 35c
250 or more inches or 15 consecutive insertions, run of paper, per inch, 35c
500 or more inches or 30 consecutive insertions, run of paper, per inch, 30c
1,000 inches or 120 consecutive insertions or 1 or more inches every day in year, run of paper, per inch, 25c
2,000 inches or 180 consecutive insertions, of 2 or more inches, run of paper, per inch, 23c
10,000 inches or 310 consecutive insertions, of 2 or more inches, run of paper, per inch, 20c
Broken Column Rule ads. must be as follows: Across 2 columns, 2 inches deep; across 3 columns, 4 inches deep; across 4 columns, 6 inches deep; across 5 columns, 8 inches deep; across 6, 7 or 8 columns, 10 inches deep.
Classified—One cent a word. Minimum, 25 cents for first insertion and 15 cents for subsequent consecutive insertions; \$3 for first month and \$2 per month thereafter.
Legal Notices—Ten cents per agate line for first, and 8 cents per agate line for subsequent insertions. Lines to average seven words. These rates established by law.
Readers and Resolutions—10 cents per count line. Bold-face headline, 20 cents.
Readers on First Page—15 cents per count line. Bold-face headline, 30 cents.
Eight columns to a page, 21 inches deep, 2 1-12 inches wide.
July 1, 1918.

LOCAL ADVERTISING CONTRACT AS USED BY THE ASBURY PARK PRESS

which makes the rate-card a part of the contract.

Mr. Kinmonth, as will be seen from the sample contract reproduced here, bases his rate on the minimum for 310 consecutive insertions, three inches of space per issue, and at the expiration of that period the same rate continues

have ever seen is the formal "legal" sounding contract, of which the average little merchant is afraid. We always give the advertiser a duplicate of his contract and never ask him to renew so long as he continues to live up to it. This might not work in another community, but it goes here."

CITY OF PORTLAND, ORE. WILL ADVERTISE

Tentative Budget of \$200,000 Will Provide for Expensive Newspaper Space—Campaign in Charge of Chamber of Commerce.

PORTLAND, Ore., July 31.—This city is about to launch an elaborate publicity campaign, through its Chamber of Commerce. The plan is different from other similar movements in the city in that it will be confined to spreading knowledge of the city's industrial advantages and opportunities and will not take up general community publicity.

Sidney B. Vincent, for years head of the Associated Press Bureau in Portland, has been employed as manager. Mr. Vincent, since leaving the Associated Press, several years ago, has been secretary of the Oregon Manufacturers' Association, and has had a great deal of experience that will be helpful in his new work.

It is expected to carry on an extensive advertising campaign, and newspaper space will be issued. A tentative budget of \$200,000 has been submitted to the Chamber of Commerce directors by the publicity and conventions bureau of the organization, comprised of W.

J. Hofmann, advertising manager; J. C. Ainsworth, banker; and J. P. Jaeger, merchant.

KENTUCKIANS ELECT HUTTON

Small Attendance at Annual Meet in Stanford.

STANFORD, Ky., July 31.—Only about twenty-five active newspaper men attended the meeting of the Kentucky Press Association at Crab Orchard Springs. Very little business was transacted except the election of officers, which resulted: D. M. Hutton, Harrodsburg Democrat, president; B. F. Forgy, Ashland Independent, vice-president; J. C. Alcock, Danville Messenger, secretary and treasurer. Nall Larue, of the Franklin Favorite, was chosen chairman of the executive committee.

"The Press and Food Conservation" was the topic of Frederick M. Sackett, Federal Food Administrator for Kentucky, in an address delivered before the Association.

Harry Giovannoli, editor of the Lexington Leader, also spoke, having for his subject, "Advertising—Cost and Income."

James Speed, editor of Farm and Family; William Jennings Price, Minister to Panama, and B. F. Forgy, editor of the Ashland Democrat, were other speakers.

WAR CONFERENCE IN WISCONSIN

Publishers and Printers Meet in Oshkosh and Talk Over Their Business Problems—Want Printing Machinery on Preferred List.

OSHKOSH, Wis., July 29.—The first gathering held in connection with the war conference on printing and publishing of the Wisconsin Federated Printing and Press Association closed its meeting at Oshkosh, Saturday. The meeting was in the character of a conference of the Wisconsin Daily League, an organization composed of the leading dailies of the State outside of Milwaukee. There was no set programme, but there was a general discussion of matter in general and more play of foreign advertising. L. H. Brown, the League's advertising representative, discussed State advertising propositions.

In the afternoon the Wisconsin Franklin Club opened a programme in which there were a number of valuable addresses.

The business session followed. George Harrington, secretary of the Globe Printing Company, had charge of the programme. The event of the Saturday evening programme was an address by Richard Lloyd-Jones, of the Wisconsin State Journal, Madison, who discussed "The War and Printing and Publishing Industry." The address was open to the public and was largely attended.

New officers elected are: President, H. P. Merten, jr., Waukesha, Wisconsin State Franklin Club; vice-president George J. Nash, Eau Claire; secretary Walter Mayer, Madison; treasurer, H. C. Berndt, Fond du Lac. The programme of the Wisconsin Federated Printing and Press Association opened at nine o'clock Saturday morning, with an address by W. H. Bridgman, former president of the Wisconsin Press Association. Mr. Bridgman's talk was on the subject of "My Experience with the Cost System in a Country Shop," in which he recounted a number of inefficiencies eliminated by the installation of the cost system. Following the address he answered a number of questions perplexing some of his fellow-newspaper men, after which J. C. Morrison, editor of the Morris (Minn.) Tribune, and former president of the Minnesota Editorial Association, spoke on the "Advertising Costs and How to Figure Rates." He went into much detail and figures which proved convincing. Herman Roe, field secretary of the Minnesota Guaranteed List, followed with an address on "Foreign Advertising and Cooperation with Agencies and Advertiser."

Next a telegram from J. P. O'Furey, editor of the Hartington (Neb.) News and secretary of the Northeast Nebraska Editorial Association, was read, expressing his regret at being unable to address the meeting. It was also announced that B. E. Waters, secretary Wisconsin Press Association, who was scheduled to speak on "The Value of Organization," had been called home by the illness of his wife.

G. L. Caswell, field secretary, Iowa Press Association, concluded the morning's programme with an address on "Why Wisconsin Publishers Should Have a Field Secretary."

The meeting adjourned at twelve o'clock. From the hall the members and guests went to dinner at the First Congregational Church, given by their Oshkosh hosts, at which Edward T. Miller, assistant secretary of the United Typotheta of America, spoke on "The New Dynamics of the Printing Indus-

try." He told of the difficulty in obtaining the chemicals and other materials entering into the making of printing paper, and urged printers in general to economize on papers as much as possible. He told of the shortage of labor and the reduction in amount of advertising due to the war. He pictured the reconstruction period after the war, when regulations and cooperation will take the place of competition to a large extent. He said the dynamics of the industry were cooperation, organization, and education, and explained fully the three years' plan being pushed by the Typotheta.

Saturday afternoon a boat ride to Neenhan, on Lake Winnebago, was the attraction. A resolution was adopted to support the Government in the war and requesting the Government to place printing machinery on the preference list.

BOSTONIANS TO PLAY GOLF

Event to Be Staged This Month at Wollaston.

BOSTON, July 31.—The Boston Press Club golf tournament will be played again this season, being booked for the third week in August at Wollaston. Details have not been arranged yet by J. E. O'Connell, prime mover in this popular tournament the last few years, but there undoubtedly will be the same old conditions, with as many divisions of match play as entries warrant and a general invitation to amateurs.

The tournament doubtless will be a five-day affair, with only one round of match play scheduled for each day, which gives ample leeway for both work and golf. Those who compete can make their individual arrangements for time of starting matches, meaning that if a pair wish to leave the first tee at four o'clock in the afternoon, or even later, they will have all the time they need to finish before dark.

In the last three or four years the Press Club tournament has brought together the most representative field of golfers of any event of the season.

REVENUE NEWS COLLECTED

Commissioner Roper Establishes Many Press-Clipping Bureaus.

WASHINGTON, D. C., July 31.—By order of Commissioner of Internal Revenue, Daniel C. Roper, newspaper clipping services have been established in each of the internal revenue collection districts as an aid in the collection of taxes.

Items relating to real estate transfers, probate court matters, estate and inheritance tax, advertisements of exhibitions and special entertainments where admission fees are charged, announcement of dates or arrival of circuses and itinerant shows, opening of theatres, advertisements of motor bus line companies, insurance companies, notices of alleged violation of the narcotic laws, new charters granted, deaths of persons probably subject to estate tax and all articles of interest to the internal revenue service are clipped and filed for reference. The results achieved have been highly satisfactory.

"Robbie" Awaits His Call

"Robbie"—Lieut. Byron H. Robert, Royal Air Forces—until January 1 a member of the New York Evening Mail's advertising staff, is now a full-fledged military aviator, ready for overseas service, and hoping his sailing orders will come along soon.

PERIODICALS vs. NEWSPAPERS IN ILLINOIS

The First Question:

How many periodicals must you use, how much circulation must you buy, to get approximately 2,400,000 in Illinois? That is the total of the select list of Illinois newspapers, and the cost to use it, on a 2,500 line basis, only \$3.14 a line. Where can you get in close touch with the people of Illinois so thoroughly, so cheaply?

The Second Question:

Is there any periodical that is read these days so thoroughly as a daily newspaper? Are people reading love stories or tales of travel, or are they reading the latest instalment of the greatest story in the world—watching the battle news or the casualty lists from "Over There"?

The Conclusion:

There is no list of periodicals within reason where you can get any sort of circulation that will cover Illinois—certainly not 2,400,000 net circulation at a cost of only \$3.14.

It has taken times like these to *prove* that the people can get on without their magazines and periodicals, but that they—male or female, young or old—can *not* get on without their daily newspapers.

The Answer:

Herewith the Best List of Daily Newspapers in the Best State in the Country.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M)	16,637	.035	.035
Chicago American (E)	326,998	.12	.38
Chicago Herald-Examiner (M).....	292,939	.32	.28
Chicago Herald-Examiner (S)	633,896	.53	.46
Chicago Journal (E)	110,641	.24	.21
Chicago Daily News (E)	386,775	.43	.43
Chicago Post (E)	55,477	.25	.12
Chicago Tribune (M)	367,798	.50	.35
Chicago Tribune (S)	606,111	.60	.45
Elgin Courier (E)	7,857	.02	.02
Freeport Journal-Standard (E)	6,170	.015	.015
Galesburg Evening Mail (E)	9,147	.015	.0178
Moline Dispatch (E)	10,147	.025	.025
Peoria Star (E)	22,470	.045	.035
Quincy Journal (E)	9,001	.02	.02
Rock Island Argus (E)	6,400	.015	.015
Springfield State Register (M)	25,000	.035	.035
Sterling Daily Gazette (E)	5,195	.017	.017
Government Circulation Statements April 1, 1918.			
*Publishers' Statement.			

UNFAIR ADVERTISING AND BUSINESS

Federal Trade Commission Issues Orders Affecting a Number of Practices—Thirteen Chicago Printers Are Charged With Conspiracy.

WASHINGTON, D. C., July 30. — The Federal Trade Commission has ordered the E. J. Brach & Sons candy firm, of Chicago, to discontinue the advertising of its candy products stating these are sold "below cost" when in reality they were being sold at or above cost. The concern, the formal order by the Commission sets forth, admitted such advertising had been circulated during the past twelve months, but insisted this was done by its sales department without the knowledge of the managing officers. All such advertising matter, it was set forth, has now been stopped.

The Commission has ordered the Chicago Flexible Shaft Company to discontinue in the sale of horse-clipping and sheep sheering machinery the practice of awarding premiums to its customers on the condition that they not handle such machinery made by competing manufacturers. The company admitted that it had sold to approximately 493 jobbers and retailers under the terms of such a "jobber's premium offer"; waived right to introduce testimony in defence of the practice, and agreed to issuance of the Commission's order without further proceedings.

Two coffee concerns, doing business in interstate commerce, have been ordered by the Federal Trade Commission to discontinue the distribution with their products of premium coupons redeemable for articles of unequal value based on chance. The firms, the C. F. Bonsor & Co., of Philadelphia, and the Grocers Coffee Company, of Indianapolis, admitted the practice, and agreed to issuance of the Commission's orders without further proceedings. The premiums were packed with coffee and tea, and being of unequal redemption value were held to be in contravention of the anti-Lottery laws, and their use to constitute an unfair method of competition.

The Commission announces it has reason to believe that thirteen Chicago printing houses are partners to a conspiracy to maintain prices and stifle competition. The firms against which formal complaint was issued are: Blakey Printing Company, Chicago Railway Printing Company, Walden Typesetting Company, James Clark Printing House, Excelsior Printing Company, Faithorn Company, Gunthorpe-Warren Printing Company, W. J.

Hartman Company, Hillison & Etten Company, F. J. Riley Printing Company, the Henry O. Shepard Company, Stromberg, Allen & Company, and Edward Keogh Printing Company.

The complaint alleges the concerns "wrongfully and unlawfully engaged in a combination or conspiracy among themselves with the intent, purpose, and effect of discouraging, stifling, and suppressing competition in the business of printing and selling railway tariffs, schedules, and other printing matter by entering into an agreement, understanding, or 'pool' to maintain a fixed price." They also were charged with dividing up contracts among themselves, "formulating their respective bids so that the selected member of the 'pool' will receive the business." They were further charged with attempting to influence employees of their customers and prospective customers to insist on the purchase of their goods by payment of gratuities, "such as cigars, liquors, meals, valuable presents, and entertainment."

Hearing will be held in Washington, September 7.

HOW CANADA TREATS VIOLATORS

Advertisers Severely Dealt with Under Food Law.

OTTAWA, Ont., July 31.—Advertisements in disregard of the regulations limiting holdings of flour and sugar will not be tolerated by the Canada Food Board.

An example has been made of Messrs. Ryan Bros., of Truro, N. S. This concern, in a recent advertisement in the Truro News, advised people to buy a barrel of flour and a sack of sugar. In the case of sugar, the statement was made, "The price is advancing." When the advertisement came to the attention of the Board the latter telegraphed to Ryan Brothers, forbidding them to sell any flour or sugar for ten days. "Such type of advertising must be stopped at once," the message read.

The Chief of Police in Truro has been asked to notify Ryan Bros. that until these directions are observed the Canada Food Board will cancel their license to conduct a retail store, thus putting them out of business.

Kaiser the Real Loser

CHARLOTTE, N. C., July 30.—Four more members of the staff of the Observer have joined the colors, making a total of fifteen men from that newspaper now in the national service. The Observer, in noting these facts, remarks that, while the newspaper is the temporary loser, the Kaiser is the real loser.

CHARGED WITH DECEPTION

Circulator Arrested on Charge of Posing as Spokesman for Government.

J. J. McDaniel, a representative of the circulation department of the Augusta (Ga.) Herald, has been arrested and held under bond for a hearing set for to-day in that city, on a charge made by S. N. Aldred, a special agent of the Department of Justice, who has alleged that McDaniel had intimated to people living on rural mail routes that, unless they received more mail, the free-delivery routes would be suspended by the Government.

It is charged that McDaniel represented himself as in some way connected with the Government, and that he sought subscriptions for his paper on the ground that he wanted to thus help to prevent action for the discontinuance of the rural routes in that section. Bowdre Phinizy, publisher of the Herald, and W. T. McKendree, circulation manager, signed the bond for McDaniel's appearance before Federal Commissioner C. J. Skinner, jr.

Albany Man Goes to Washington

ALBANY, N. Y., July 31.—Neil V. McDonald, former city editor of the Albany (N. Y.) Agrus, has been called for service to Takoma Park, Washington, D. C., in the base hospital branch.

More St. Louis Men Enlist

ST. LOUIS, July 31.—Three more members of the staff of the Post-Dispatch have entered Government service. They are: Louis F. May, telegraph editor, who went to Camp Funston with the Eleventh Ward contingent; J. Carlisle McDonald, who has received an appointment in the Investigation Department, Auditing Division of the War Department, and who will soon sail for France, and John T. Rogers, who enlisted in the tank corps and is now at Gettysburg, Pa. McDonald will be attached to the Paris office of the War Department.

J. Reeves Espy, sports editor of the Republic, has enlisted in the navy as a second-class yeoman. He will be on detached duty in the St. Louis recruiting station. Espy is but twenty years old.

Big Post for Capt. Fawcett

CAMP LEE, Va., July 31.—Capt. Wilford H. Fawcett, former Minneapolis newspaper man, has been appointed adjutant of the reserve officers' training camp, recently opened here. This school is one of three designated by the War Department for the training of infantry officers. Captain Fawcett graduated at the second officers' camp at Fort Snelling. He had previously served in the regular army and in the national guard, being attached to the First Minnesota infantry for years.

Connecticut and the Automobile Market

In a recent number of The Editor & Publisher there appeared a business analysis by Chalmers L. Pancoast, which contained a grievous error in giving the number of automobiles owned in Connecticut. The writer stated that the number was 32,074. As a matter of fact the number of motor vehicle registrations in Connecticut is 84,556.

In order that general space buyers of the country may not be misinformed in this matter it might be well to give the approximate number of motor vehicle registrations in Connecticut as they appear on the records of the Motor Vehicle Department of the State at this date. In detail they are as follows:

Motor Vehicles	62,300
Commercial Vehicles	13,000
Motorcycles	4,000
Motorcycle Side Cars	1,350
Public Service Automobiles	2,900
Dealers	375
Manufacturers	7
Motorcycle Dealers	23
Manufacturers	1
Total	84,556

Connecticut, in fact, is one of the best markets in the Union for the sale of automobiles and automobile accessories.

THE EVENING DAY

Sworn Circulation over 10,000 Daily

New London - - - - Conn.

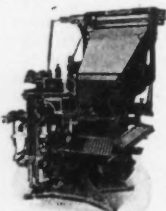
Back of the Intertype Is a Great Factory

Not so much in size as in equipment and organization. Not a prospect who goes through who does not come out with a better understanding of why the INTERTYPE is the "better machine."

INTERTYPE CORPORATION

Executive Offices, 50 Court St., Brooklyn, N. Y.

CHICAGO NEW ORLEANS SAN FRANCISCO



The Better Machine



THE INTERTYPE FACTORY

MONTANA EDITORS TO MEET NEXT WEEK

Convention in Miles City Three Days—
Will Enjoy Barbeque, See Wild
Horses Broken, and Visit
Industrial School.

MILES CITY, Mont., July 31.—The Montana State Press Association will hold its annual convention this year at Miles City on August 5, 6, and 7, and from present indications it will be the biggest event in the history of the organization. Vice-President Joseph D. Scanlon, of Miles City, is at the head of the arrangements and is working with the Chamber of Commerce and local merchants to make the affair a big one.

An old-fashioned barbeque has been arranged for, to be held at Pine Hills, about fifteen miles from the city. The members will be conveyed to the picnic grounds in automobiles, and 100 machines have been arranged for. In addition, an effort is being made to have Marse Henry Watterson present to make an address. This arrangement has not as yet been completed, but Mr. Scanlon still has hopes that he may prevail on the veteran editor to make the trip.

Among other side trips will be one to Fort Keogh, famous as the headquarters of Gen. Nelson A. Miles in the days of Indian raids. The fort is now used as a training ground for cavalry horses, and wild horses are constantly being broken in. Several hundred cowboys are engaged in this work all the time, and it is a constant wild west show. Another trip will be to the State Industrial School.

Mr. Scanlon's paper, the Miles City Daily Star, will be turned over to the visitors for one day and will be edited by them. The staff will be picked out later.

FORMER PEDDLER PAYS TRIBUTE

Gives All Credit for His Rise to Advertising.

MILWAUKEE, Wis., July 31.—Sol Levitan, of Madison, Wis., who rose from pack peddler to successful merchant and banker, gives all the credit to newspaper advertising. Addressing the Wisconsin Association of Retail Merchants at Madison Mr. Levitan said:

"The newspapers are the best friends the retail merchant has in the world. I got my start as a pack peddler at New Glarus, Wis. I saved enough to open a little store. When my stock arrived I started to advertise, and I have been advertising ever since. I started in right by making the newspapers my silent partners."

Mr. Levitan owns stores in Madison and New Glarus. He is president and active head of the Commercial National Bank, one of the leading financial institutions of Madison.

ITALIAN EDITORS ARE COMING

Will Tour Country as Guests of Creel Committee.

Aldo Cassuto, London correspondent of the Messaggero, of Rome, and correspondent for the Secolo, of Milan, one of eight Italian journalists who will tour the country under the guidance of the Committee on Public Information, has arrived in New York. In their places eight American newspaper men soon will leave for Italy. The exchange is part of a plan to establish a closer har-

mony between the Allies and to offset the effect of German propaganda. The other seven Italians will arrive during the next two or three weeks. Several are war correspondents.

Cassuto said at the McAlpin Hotel that out of this move by our Government will come a new basis for the exchange of news and information between the United States and Italy. He explained that at present Italy has no source of news from America other than Great Britain. "Of course," he said, "we know in a general way what America is doing in the war, but our information is not first hand and far from complete. Consequently it is very easy for the Teuton to spread his propaganda belittling the participation of America in the great war."

Mr. Cassuto visited the United States about a year ago with the Italian War Mission.

Keegan Now a Lieutenant

Lieut. Charles E. Keegan, of the Second Field Artillery, New York State National Guard, was tendered a dinner the other evening by the newspaper men of The Bronx. Lieutenant Keegan is the Bronx representative of the New York Evening World. Practically every scribe in the borough was present and congratulated the genial "Charlie" on his recent promotion as a commissioned officer. Through the courtesy of several theatrical managers in the borough, a high class vaudeville programme was presented.

New Officers in Wisconsin

WEYAUWEGA, Wis., July 31.—At a meeting of the Waupaca County (Wis.) Press association A. J. Reick, of the Weyauwega Chronicle was elected president, F. A. Moldenhauer of the Clintonville Tribune secretary; and C. J. Carr of the New London Press treasurer.

Col. Fairbrother Well Again

GREENSBORO, N. C., July 31.—Col. Al Fairbrother, editor of the Daily Record, has returned from a short vacation much improved in health. Col. Fairbrother continued to edit the paper himself during his absence.

CORRESPONDENTS GIVE THE WAR NEWS

(Concluded from page 18)

shelling, and there is no longer anything picturesque about the scenery of France. Great crater holes and the awful sights of No Man's Land, or destroyed villages, are all the camera can show.

"It is difficult, also, to get pencil drawings, and even when you get them they show but little of interest of the spirit of war. The best sketches by daylight are made by using a periscope. Even that is precarious—for the periscope. I have made sketches within seven yards of the Germans. I had a periscope trained upon the German trenches, lying in one of our outpost trenches, lying I was getting along famously when something made the periscope shake a little. That was enough. A German sharpshooter caught sight of it as it moved. Bing, came a bullet, and the periscope was gone.

"The nights are less monotonous, and are better for sketching. The Germans have a wonderful series of lights with which they illuminate the fields. They are of all colors and resemble a beautiful display of fireworks. Their bursting gas shells, too, lend themselves well to illustration."

Learn To Know Wisconsin!



What a lot of things Mr. Wisconsin could buy with the price of a horse like this!

He specializes in pedigreed stock and it brings him in Big Money.

Recently he sold ONE bull for more than \$100,000,—a bull fit to be overlord of herds that make the State famous for its cheeses, condensed milk and other dairy products.

When he BUYS he buys *good goods* because *quality* is his *ideal* and he knows how to keep up his end.

Cultivate this field where the people have the PRICE and know the difference. Use the local papers that cover the State, and tell the readers WHY yours are THE Goods!

That's business!

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,274	.02
Eau Clair Leader-Telegram (M&E&S)...	8,338	.027
Fond du Lac Commonwealth (E).....	5,592	.02
Green Bay Press Gazette (E).....	10,096	.02
Janesville Gazette (E).....	7,540	.0214
La Cross Tribune-Leader Press (E&S)...	13,307	.03
Madison, Wisconsin, State Journal (E)...	13,711	.03
Madison, Wisconsin, State Journal (S)...	10,531	.03
Milwaukee Evening Wisconsin (E).....	39,598	.06
Milwaukee Journal (E).....	116,607	.14
Milwaukee Journal (S).....	99,154	.14
Milwaukee Leader (E).....	35,741	.07
Milwaukee Sentinel (M&E).....	81,616	.11
Milwaukee Sentinel (S).....	72,780	.11
Oshkosh Northwestern (E).....	13,486	.03
Racine Journal News (E).....	7,415	.02143
Racine Times-Call (E).....	6,255	.0175
Sheboygan Press (E).....	5,714	.0143
Superior Telegram (E).....	15,095	.035
Government Statements, April 1st, 1918.		

It doesn't hurt Wisconsin to be beautiful, nor spoil its BEAUTY to be RICH, and so—"every mile is a mile of beauty or a mile of riches."

AMERICAN BOYS WANT HOME NEWS

Send Newspapers to Soldiers at the Front to Keep Them in Touch with the Folks Over Here.

"More home newspapers is the constant appeal from the American soldiers in the camps and hospitals in Great Britain and France," says a report of the American Red Cross just published. The Red Cross is supplying reading matter for 25,000 men weekly, but the supply is principally books. The supply of home newspapers, it says, is not equal to one tenth of the demand. The cry is continually for the newspaper from home.

Col. William Boyce Thompson, the well known Colorado copper king who resides in Yonkers, N. Y., and has offices in the Metropolitan Building in New York, recently undertook to make good this need for Westchester County boys. At his own personal expense he is now sending the local papers to the boys from that county to the number of over 3,000. The boys are asked to designate what papers they want, and they are sent to them in bundles containing one week's issues at a time. The hundreds of letters of appreciation received by Col. Thompson from the boys themselves show clearly the value of the work.

In a letter recently sent out, Col. Thompson calls attention to the fact that the supplying of the home paper to the boy is an important part of the work of keeping up the morale of the troops. He suggests that the matter be taken up by either individuals or organizations in every county in every state in the Union, and offers ready co-operation with any person wishing to undertake the work.

A Plea from a Soldier

Illustrating the intense desire of the boys in service to get "home news" is the following extract from a letter sent by a soldier to Col. Thompson:

"I have just heard with great interest that you are paying the subscriptions and maintaining an organization for the sending of 'home' papers and periodicals to the boys from Westchester County who are serving in the United States army and navy, and I take this opportunity to tell you how much I appreciate this splendid and noble duty you are performing.

"Your experience when far from home (when you longed for intimate personal intelligence of neighbors and friends, as portrayed in your 'home' paper) is exactly the experience that I and thousands of other soldiers are having.

"There are thousands of soldiers in Panama who never see a paper from home (some poor fellows have no home) and, I believe are worse off in this respect than many of the boys 'somewhere in France.' I would respectfully suggest that you get in touch with the authorities of as many cities and towns as it is physically possible for you to do, and have them take up in their respective municipalities the splendid work that you are doing in Westchester County. I believe this could best be accomplished by asking the great metropolitan newspapers, and those of Buffalo, Rochester, Syracuse, Utica, Schenectady, Troy, Albany, Binghamton, and Elmira to insert free notices in their papers to this effect, and I am sure most of them would be glad

to do so as it would probably increase to a certain extent the circulation of these papers."

"GOING OVER" NEWEST SOLDIERS' PAPER

Y. M. C. A. Starts It, as Companion to Trench and Camp, so That Men May Learn Conditions While Being Transported.

An embarkation camp paper, called Going Over, to the soldiers through the Y. M. C. A. huts, is to be another link in the chain of newspapers published under the auspices of the Trench and Camp chain, now published by the National War Work Council of the Y. M. C. A. in thirty-six camps and cantonments of the United States under the general direction of John Stewart Bryan, secretary of the American Newspaper Publishers Association.

Going Over will give to the departing soldiers the very latest news of the American Expeditionary Forces. Some of the ablest newspaper men now serving with the American army here and abroad are to contribute to its columns. The managing editor will be Chaplain Percy T. Edrop, who has been detailed by the War Department to cooperate with Mr. Bryan. Chaplain Edrop has already travelled 6,000 miles, visiting the camps and cantonments in the interest of the soldiers' publications.

There will be a full page of the latest releases from the photographic service of the Committee on Public Information, and there will be vigorous editorials on subjects of interest to the soldiers.

In addition, an effort will be made to present the very latest and best example of soldier humor. "Once to every man"—this is the slogan of Going Over. It is to be the companion of the soldier in those days when he crosses the ocean and try to make him visualize conditions he will find on arrival.

The Allied Printing Trades of New York have sanctioned the proposal of employees of the mechanical departments of the Brooklyn Daily Eagle that they be permitted to print the paper without any charge. The only expense involved will be the actual cost of assembling the news matter, the purchase of white paper, and the cost of distribution. Arrangements have been made to purchase news print paper at cost.

SOLDIERS HAVE NEWS TICKER

Trenches Connected Through Wires and Printing Telegraph with Outside World.

What with special editions of newspapers printed for their special benefit, and now with news tickers in the trenches, the American soldier boy ought to be kept well informed on the world's doings. Wonderful things that have been accomplished by American electricians are mentioned in a dispatch received in this country, which says in part:

"All of America's achievements in France during its first year abroad have not been told by a long shot. Our electricians who enrolled as Signal Corps men knocked European electricians silly with their efficiency.

"The moment a trench is begun, that moment its wiring for telephone service is begun. Pershing headquarters is connected with each American general's headquarters by a printing telegraph like the news tickers, so that the general orders are wired and delivered in plain English in page form over a cir-

cuit that cannot be tapped or listened in on.

"General Pershing's headquarters has the Western Union multiplex system operating to London, to Brest, and to Italy, so that he is in immediate touch with Washington and Italy. Lots of other facilities have been provided. The American camp is up to date—and ahead of it."

S. S. JERSEY PRINTS MOSQUITO

Bright Little Monthly Magazine Stings Officers and Crew Softly.

The men aboard the U. S. S. New Jersey have begun publication of a bright little monthly magazine they call "The New Jersey Mosquito." It follows the habit of the famous "bird" whose name it borrows, stinging in a perfectly impartial manner officers and crew of the vessel, but with such obvious good-nature and camaraderie that no poisonous effect can possibly follow the insertion of its proboscis.

But not all of its ten pages are devoted to personal matter. Scattered through it, with a judgment that indicates experience by its editors, are poems of real merit, all done by men and officers aboard, and brief articles enjoyable and helpful. The "snappy" titles are proof that the man who writes them has served something more than a mere apprenticeship in head-writing, and the make-up argues a close fa-

miliarity with dummy and composing-room.

The staff of the Mosquito is published as Acting Chaplain Charles S. H. Lloyd, editor; Commander O. S. Dowling and Lieut. F. S. Holmes, censors; A. C. Bradley, Publisher, and E. A. A. Nelson and A. T. Feyh, printers.

Ochs and Reid Plead "Not Guilty"

Pleas of not guilty have been entered by counsel for the editors of the New York Tribune and Times and in behalf of the publishers of both newspapers on superseding indictments alleging criminal libel which were brought against them by Mrs. William Randolph Hearst. These indictments were found while Judge Wadhams, of General Sessions, was considering a motion to dismiss the original indictments. The superseding ones were attached to the originals and in the absence of any attempt on the part of counsel for the defendants to attack them it was regarded that the cases will be brought to trial.

"Comet" Map

The Goss Printing Press Company issues a map of the United States, dotted with stars, each star denoting the location of a publisher who uses the Goss Comet press. The showing is a striking one, particularly in the East and Middle West, where the stars on the map are so thickly clustered that they resemble a swarm of bees.

Advertising Campaigns are in the Making

National advertisers are working busily these Summer days, in co-operation with their advertising agents, developing plans of campaigns for Fall advertising.

YOUR NEWSPAPER is under consideration by the space buyers who are making up the lists of newspapers to be used in these new drives for markets.

Isn't it vitally important that these space buyers should have at hand every bit of up-to-the-minute information you can give them about your paper?

It is idle to assume that, because of past experience, they know all about your newspaper. For advertisers and space buyers for advertisers know, and realize the significance, of the rapidly changing conditions under which newspapers are now being published.

They know that war conditions, the new rulings about elimination of returns and of all waste circulation, have brought about and are bringing about many changes—that the new tests are hitting hardest those newspapers which have been conducted on unsound policies.

They want to know how your newspaper stands right now—how it has been affected by the economy and conservation policies. They want to know bed-rock facts about your net paid circulation NOW.

Get your message to them through the advertising columns of THE EDITOR & PUBLISHER—the newspaper and advertising trade journal to which they look for "the latest" concerning changing conditions in publishing and changing values in newspaper mediums. Advertisers just now will read and consider your selling arguments with a very special interest—for they are seeking all the light they can get.

THE EDITOR & PUBLISHER
1117 World Building
New York

RELEASE CASUALTIES IMMEDIATELY

Long Delays That Have Become the Custom Are Eliminated by New Order of the War Department—Pershing Instructed.

WASHINGTON, D. C., August 1.—The War Department has ordered changes in the rules governing the announcement of casualties that will meet many of the objections made against the methods in vogue in the past. Hereafter the lists of casualties will be given the press as promptly as possible, which means that they will be furnished when a reasonable period has been allowed for communication with relatives of the men whose names appear in the lists. This period probably will be twenty-four hours, which is considered long enough to insure telegraphic notification to relatives.

In announcing the change, General March, Chief of Staff, said:

"In the matter of casualties the War Department has adopted the following policy, and we have ordered General Pershing to carry it out: There will be no separation of casualties into lists going over a long period of time, but he will cable in, as they occur, all casualties, which will be released to the public at once. He has been sent a cablegram to that effect, and as soon as the machinery starts we will give out to the press all casualties, no matter what they are."

Up to this time the practice has been to withhold these lists from the public for days and even weeks. It was believed that by distributing the publication of the lists over a considerable space of time the enemy would be unable to figure out the extent of the damage he had inflicted on American troops in particular engagements. The point was made that he might be able to identify various units through casualty lists published shortly after these particular engagements occurred and by figuring out from the home addresses given in the lists that the men reported as killed and wounded belonged to units raised in particular localities which had been engaged with the Germans.

Another reason for delaying publication lists was that the cable wires already greatly overloaded, would be subjected to even a greater burden if casualty lists were cabled as fast as they were reported to General Pershing.

As a result of the two phases of the policy adopted and now to be disregarded the casualty lists were divided into comparatively even batches of names and one list given out for publication each day.

Recently the lists have contained from 100 to 250 names. As the casualties in the great battle that has been raging in the Rheims sector since July 15 must amount to a larger daily average than 250, it is apparent that the casualties reported have been growing in number much faster than they have been given out by the War Department.

Experience has convinced the War Department that nothing may now be gained of strategical importance through following this method.

Copper List Extended

TULSA, Okla., July 31.—The Copper Publications of Topeka, Kan., have acquired the Oklahoma Weekly World and will consolidate it with the other Copper papers.

SEVEN-DAY PAPER FOR MUSKOGEE

Phoenix Regular Monday Morning Edition and Raises Price.

MUSKOGEE, Okla., July 31.—Beginning Sunday morning, July 28, the Phoenix became a seven-day paper. The price, delivered by carrier, will be fifteen cents a week, and by mail six dollars a year. The publishers say:

"The change has been caused by the constantly increasing demand for the Monday Morning Special, which has been a feature of the Phoenix for the past four months, and the distribution of which now practically equals the regular circulation.

"Owing to the greatly increased cost of print paper as fixed by the Federal Trade Commission and every other item that enters into the making of a modern newspaper, the Phoenix would be forced to increase the cost of the subscriber to thirteen cents for six days, but by adding the Monday morning paper as a regular issue, those in charge of the affairs of the Phoenix believe that they can better serve their subscribers by making the charge for seven days, fifteen cents."

Last Monday morning the Phoenix special was issued as heretofore, but thereafter the Monday morning paper will be delivered by carrier as a regular issue.

FAREWELL TO J. F. MACKAY

No Successor for Him Yet on Toronto Globe.

TORONTO, July 30.—A striking demonstration of the esteem in which J. F. Mackay, late business manager of the Toronto Globe, was held by his former colleagues on that paper, took place this afternoon, when the staff assembled to bid him farewell. Genuine feelings of regret were expressed by numerous speakers, and a warm tribute was paid to Mr. Mackay's worth and work. W. J. Irwin, assistant business manager, presided. A handsome grandfather's clock and an address of appreciation were presented by W. G. Jaffray, president of the Globe, and after Mr. Mackay had replied, felicitous speeches were delivered by several of the directors and heads of departments.

No announcement has yet been made as to a possible successor to Mr. Mackay. In some quarters it is being suggested as likely that the president, Mr. Jaffray, will assume the management for the time being, appointing an advertising manager to take charge of that branch of the work.

Heads Canadian Church Paper

TORONTO, Ont., July 31.—The Rev. W. T. Hallam has been appointed temporarily to the position of editor of the Canadian Churchman. He succeeds R. W. Allin, who has been appointed Finance Commissioner for the Anglican Diocese of Toronto.

For the fullest information on
NEW JERSEY NEWSPAPERS

Daily and Weekly, write or 'phone to

The Specialist in the Field

R. W. Cooke, Special Representative

Daily and Weekly Newspapers

New Jersey—New York and Connecticut

154 Nassau St. (Phone Beekman 2376 N. Y.)

Business Is Not Going On As Usual—

It is Extraordinary in New Jersey

There never has been such an industrial epoch in the history of New Jersey as the present one.

Despite labor shortage, despite embargoes on raw materials, despite rail, coal, and light restrictions, despite abnormal prices, manufacturing in New Jersey is far beyond anything the state has experienced, labor is universally employed, no dwelling houses are vacant, money is plentiful and business is booming.

And while this is a condition due primarily to war, it is creating conditions that point unerringly to a continuance of high tide prosperity for New Jersey not only throughout the war but for years after Germany is brought to her knees begging for pity.

There will be so much to do after the war, that is now being left undone, that busy times are assured for many years to come and there'll be plenty of money to spend in New Jersey.

Therefore—

Place Long Time Contracts For Advertising

In These the Best Newspapers in New Jersey

Paper	Circulation.	Rate 5,000 Lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Hackensack Record	5,072	.0178
Newark Sunday Call (S).....	49,570	.11
Newark Star-Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press-Guardian (E).....	11,107	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier-News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson Dispatch	14,000	.02

Government Statements April 1st, 1918

Theodore S. Fettinger Advertising Agency, 314 Kinney Building, Newark, N. J.

EDITORIAL

RESTRICTION OF NEWS PRINT CONSUMPTION

IT is quite likely that the necessary reduction of news print consumption will be brought about by the War Industries Board through an order curtailing the tonnage allotments of newspapers, rather than through specific restrictions of either text or advertising space.

On the whole, this would seem to be the simpler method, permitting each individual publisher to use his own discretion as to what shall be done with the paper available to him.

Under such a ruling the majority of publishers will follow the recommendations outlined by the special conservation committee of the A. N. P. A., and will adopt stricter policies of condensation of news and general text matter, preserving essential features, unimpaired. Publishers who believe that advertising space should also be curtailed will thus be free to follow that plan, necessitating in most instances corresponding increases in advertising rates.

If the plan of a flat cut in tonnage allotments should be adopted, and the publishers should be restricted to say 85 per cent. of the tonnage used in the first six months of the present year, it is obvious that those publishers who have, in that period, failed to fully conserve paper will reap an undue advantage from that fact. This is a phase of the problem difficult of solution. It is to be assumed that it will be considered before an order is issued.

During the present year, and indeed ever since our entrance into the war, some newspapers have put into effect stringent paper economies, while others have continued to run "full." It seems that for a basis of comparison there should be taken a period covering six months previous to our declaration of war. That period would better represent the average normal consumption of news print by our newspapers than would a later period. At any rate, the figures for the earlier period, compared with those of the present year, would reveal the extent to which economies have been carried, and should make it possible to formulate a more equitable basis for curtailment.

One fact stands out in bold relief: Newspaper revenues, under present conditions, must be increased, not diminished. There are but two sources of newspaper revenue—circulation and advertising. It is the policy of most publishers to provide for the cost of white paper through circulation receipts. Some of them fail to accomplish this—others do a little better. The trend is toward higher prices for papers, but this is always a slow development.

It is inevitable that advertising shall produce the bulk of the larger revenues required for meeting the advancing costs of newspaper publishing. Even if the volume of advertising should be increased the rates would still have to be advanced. If the volume should be arbitrarily restricted, then the rates would have to undergo drastic revision—upward.

Most users of newspaper space realize—and some reluctantly concede—that the average rates now prevailing are too low; that publishers are selling their chief commodity too cheaply. It is fortunately true that advertisers can make advertising pay, and pay handsomely, at a higher rate of cost to them for space. This is the saving fact of the whole situation. It is the fact which must determine the new policies of the men who make our newspapers.

GIVE READERS AND ADVERTISERS THE FACTS

EDITORS and publishers of daily newspapers have never been much given to discussing with their readers and advertisers the economic aspects of the publishing business. Perhaps there has been a sense of pride in the fact that readers can hardly understand the miracle of production which places in their hands, at a nominal cost, a daily history of the world. A certain amount of mystery as to how the thing is accomplished may have once seemed desirable—but under present conditions it will assuredly serve no useful purpose.

True, within the past year or so, publishers have told their readers and advertisers something about the increased costs of production in the newspaper industry. Where prices have been raised from one to two cents a copy the readers have been reminded that, even at the higher price, the revenues from circulation scarcely pay for the white paper. Ad-

THE great question is, not so much what money you have in your pocket, as what you will buy with it.—Ruskin.

vertisers have been told of advancing costs for labor, paper postage, etc., but they have been asked to pay but slightly increased rates for space—perhaps 10 per cent. more than they have been accustomed to pay when that same space cost the publisher half as much as it costs him now.

If there is a single daily newspaper which has advanced its advertising rates sufficiently to keep pace with advancing costs of publishing THE EDITOR AND PUBLISHER confesses to ignorance of the fact. Yet, in simple justice and prudence, should not advertising rates be fixed on exactly that basis—assuming that previous rate cards were based upon publishing costs?

The newspaper is a semi-public institution. That it shall assure its own existence and reasonable prosperity is a matter which concerns the people of the community. Nowhere do the people want a moribund newspaper—they want live, prosperous papers—papers that are paying their way and able to serve the public interests without bias. The losing newspaper—the newspaper which is dragging out its existence through reliance upon the support of private interests—is a public nuisance and menace.

If a bank is running behind, impairing its capital, that is considered to be a matter of public concern—a matter justifying official intervention. A bank must be above suspicion—and so must a newspaper.

Editors and publishers should educate readers and advertisers as to the conditions under which newspapers are published nowadays. If this is done, frankly and without camouflage, the people will gladly meet the demands of the situation. They will pay more for their papers—and advertisers will pay ADEQUATELY for the space they use.

WHEN THE EDITOR COMMENTS ON ADVERTISING

THE New York Tribune prints an editorial in a recent issue strongly commending the novelty and impressiveness of an advertisement in which the National Biscuit Company subordinates the admonition, "Uneeda Biscuit" to the timely and useful advice: "Uneeda Thrift Stamp, Uneeda War Savings Stamp, Uneeda Clear Conscience!"

The Tribune says: "We commend to business men generally and especially to our large advertisers and their advertising writers, the remarkably fine and clever bit of advertising which now appears in the subways cars and doubtless all over the country." The Tribune regrets that it cannot reproduce the original and highly appropriate colors in which the placard is printed. "Literally hundreds," it comments, "will read this advertisement and remark upon it and its cleverness as compared with one person who would read an ordinary ad."

It's a fine thing for the National Biscuit Company to boost the sale of the war stamps. It is a fine thing for all advertisers to do. We are all agreed upon these points.

But it is a strange thing that the Tribune cannot find in its own columns, or in those of some other newspaper, advertisements of equal appeal and of

similar high patriotic purpose—for they are to be found in abundance—on which to base editorial comment. It is a strange thing that when the average editor writes about advertising, or the average cartoonist tries to visualize advertising, they are pretty sure to have in mind some example of poster or placard advertising instead of the kind which should always stand in their minds as the highest type—the advertising which carries with it the greatest selling appeal—newspaper advertising!

Advertisers in newspapers are constantly devoting space to patriotic appeals. They do it effectively, and deserve more editorial recognition than they have yet received. Must we make them feel that the only way to secure editorial approval of their patriotic effort is by using posters or placards?

Why not write editorials about the patriotic advertising which merchants and national advertisers are doing THROUGH YOUR OWN COLUMNS? Why not learn to think in terms of NEWSPAPER advertising?

THE LANGUAGE OF THE HUN

THE New Yorker Herald, a German-language daily newspaper whose loyalty to the Government has been certified by Col. Roosevelt, urges Senator King, of Utah, to modify his bill for the suppression of the German-language press so that such newspapers may gradually eliminate that enemy language, substituting English.

Col. Roosevelt, in the Metropolitan Magazine, suggests this gradual change for those German-language newspapers whose loyalty is assured, believing that only in this way may their usefulness be preserved.

Is it not generally conceded that the chief end served through the publication in this country of German-language newspapers is the preservation and fostering here of that language, with its ideals? Is this end a desirable one? And, if not, why compromise the matter by permitting a process of gradual change?

Do we thus bargain with other elements and forces in our national life which are opposed to the spirit of Americanism? Why should we say to the German-speaking people among us: "German is not a language to be used in intercourse between people in this democracy. It stands for all that we, as a people, oppose. But we will permit you to use that language, and permit newspapers to be printed in that language for your convenience until you learn to speak and read and think English."

Are we likely to persuade Germans here to abandon their language through such a process of concession and coddling?

Does it improve American morale and national unity of purpose in this war to have German-language newspapers flaunted in the faces of American mothers whose sons are fighting the Hun in France? Do those mothers stop to consider the claim of such newspapers to be accounted loyal? They have no means of determining their loyalty—they merely note that the Hun language is still in vogue here, and they are justified in resenting that fact.

THEODORE BODENWEIN, publisher of the New London (Conn.) Day, calls the attention of THE EDITOR AND PUBLISHER to an error in the recent article on "Major American Markets," by C. L. Pancoast, in which the number of automobiles registered in the State of Connecticut in the year 1917 was given as 32,074. Mr. Bodenwein furnishes figures as of July, 1918, showing the total registration of motor vehicles in the State to be 62,300. Adding to this total commercial vehicles, motorcycles, public service cars, etc., the total registrations are 84,556. Mr. Pancoast's figures were based on statistics printed in the Automobile Show number of the Chicago Tribune, issued January 27, 1918, and applied to the year 1917. The figures had been obtained through correspondents of the Tribune at the various State capitals. In the case of the Connecticut figures it would appear that a typographical error somewhere must be accountable for the wide discrepancy shown.

THE newspaper maker inherits to-day the mistakes of yesterday—but they should teach, not intimidate him.

August 3, 1918. Volume 51, No. 8.

THE EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; John F. Redmond, news editor.

Editorial Staff: Walter Sammis, Hugh H. Thomson,

H. R. Drummond, M. E. Pew.

London: Valentine Wallace.

Paris: F. B. Grady.

Toronto: W. A. Craik.

Chicago: C. B. Cory.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

10 cents a copy; \$3 a year; foreign postage \$1.00;

Canadian, 50c.

Entered in the New York Post Office as second-class matter.

PERSONALS

GOVERNOR ARTHUR CAPPEK, of Kansas, proprietor of the Topeka Capital and string of farm papers, is said to have a splendid chance of being elected United States Senator in the fall campaign.

Senator William Alden Smith, publisher of the Grand Rapids Herald, has withdrawn as a candidate for the Republican Senatorial nomination in the campaign now waging in Michigan. His term expires March 4, 1919.

Governor William P. Hobby, proprietor of the Beaumont Enterprise, has been renominated for office by the Democrats in Texas.

Edward B. McLean, proprietor of the Washington (D. C.) Post is the father of a new baby son. The three McLean children will eventually inherit one of the largest fortunes in America. To the many millions of their paternal grandfather, John R. McLean, there are to be added the \$4,000,000 willed to Mrs. McLean by her father, who was Thomas F. Walsh, the "Copper King."

George L. Edmonds, of the New York Sun staff in Washington, is enjoying a two weeks automobile trip through the mountains of West Virginia.

Morris Judd, of the Washington Bureau, of the Indianapolis News, is returning to Indianapolis, his home town, in his automobile. He is accompanied by LaBert St. Clair, of the Liberty Loan Publicity Bureau, Noel Taylor, of the United Press, and Everett Watkins, of the Indianapolis Star.

Senator Gilbert M. Hitchcock, proprietor of the Omaha World-Herald and chairman of the Foreign Relations Committee of the Senate, is spending a short vacation at Swampscott, Mass.

Dupont Wright, of the editorial staff of the Boston Globe, has been summoned to service by his draft board in New York city.

Harry M. Bigelow, managing editor of the Portland (Me.) Press, has been elected colonel of the Third Maine Regiment.

John Sneed, of the Dallas News Bureau in Fort Worth, has been commissioned a captain in the Texas Guard and assigned to recruiting work.

Norman Cole, who conducted the Glens Falls (N. Y.) Messenger during the Civil War, is recovering very nicely from a heat stroke despite his eighty-three years. Mr. Cole still resides in Glens Falls and was recently overcome while working in his garden.

Joseph Ruppel is the sixty-fifth Brooklyn (N. Y.) Daily Eagle man to join the colors. He was given a rousing send-off by his associates.

Russell E. Smith, publicity man for the Eastwood Film Company, Port Kennedy, Pa., has enlisted to strafe the Kaiser.

Walter B. Lohman, of Dunkirk, N. Y., is now State editor of the Birmingham (Ala.) News.

"Bill" Claggett, automobile editor of the Washington (D. C.) Star, has been spending his vacation at Atlantic City, N. J.

Richard L. Metcalfe, former editor of the Lincoln (Neb.) Commoner, is being sought by Democrats to enter the Senatorial campaign in Nebraska.

John M. Ogelsby, formerly of the Roanoke (Va.) Times, Atlanta Constitution and Chattanooga Times, has been promoted to the sergeantcy in the Marine Corps for meritorious service.

Al Harris, former reporter for the Atlanta Constitution, is now in France, as a member of Captain Quimy Melton's company of the 325th Regiment, Signal Corps. Captain Melton is Harris's old boss in Atlanta, having hired

ADVERTISING began as an afterthought of business and became its forethought. Advertising was used as an afterthought of war, but it has become the forethought of preparedness and a means of mobilizing and motivating our military energies.
—William C. D'Arcy.

him when he was city editor of the Constitution.

Colonel William Patton Griffith, who was for nearly half a century connected with newspapers in New York and Brooklyn, has celebrated his seventy-fifth birthday. He is still hale and hearty and works every day as a clerk in the Supreme Court in Brooklyn, where he makes his home.

William G. Roelker, formerly advertising manager of the Providence (R. I.) Journal, has been appointed associate director of the Bureau of Chapter Organization of the American Red Cross, at national headquarters in Washington.

Harold Barber, another member of the Boston American-Advertiser classified advertising department, joined the Naval Reserves last week.

Robert B. McClean, business manager of the New York Evening Post, returned this week from a vacation at his former home in Pennsylvania.

Walter B. Haywood, city editor of the Evening Post, has returned from a three weeks' vacation.

Charles Manson, formerly of the Boston Post and later the Boston American staff, was a visitor in Boston last week. Mr. Manson is now a member of the United Press staff in Washington.

Clair L. Morrisssey, of the Springfield (Mass.) Republican, is at Fort Slocum, N. Y. He enlisted last week and is pending final assignment.

G. P. Browne, publisher of the Anderson (S. C.) Daily Mall, was a visitor to New York last week.

Leslie R. Fort, former publisher of the Plainfield (N. J.) Daily Press and associated with Ivy L. Lee for the past year, is now a first lieutenant in the National Army, and is attached to the purchase and supply branch of the general staff at Washington.

William H. ("Dad") Kentnor, the Chicago representative of Benjamin & Kentnor Company, has followed up his Florida vacation with a supplementary few days at Delevan, Wis.

Edward John Long, son of Jesse E. Long, editor and manager of the McKeesport (Pa.) Daily News, has successfully passed the examination for the United States Naval Academy at Annapolis, Md., as a midshipman.

George A. Walker, financial editor of the St. Paul Daily News, is taking his vacation at Lake Osakis, Minn.

E. W. Arvidson, police reporter of the St. Paul Pioneer Press, has enlisted in the navy.

Otto Sitzman, credit manager of the St. Paul Daily News, has joined the army and gone to Camp Wadsworth, South Carolina.

Wendell P. McRae, until lately assistant sports editor of the St. Paul Pioneer Press, has been commissioned a second lieutenant. He is one of seven St. Paul young men receiving commissions from the ranks on graduating from the first marine officers' training camp at Quantico, Va.

Abe Levich, of the display department of the St. Paul Dispatch-Pioneer Press, has been drafted and gone to Camp Pike, Little Rock, Ark.

Vincent Trainor is mending the sports page of the New York Evening World while Robert Edgren is absent in France with the Y. M. C. A.

A. E. Hayes, city editor, and John A. MacDougall, reporter, of the Colorado Springs Evening Telegraph staff, have enlisted in the Tank Corps.

Ben S. Boyce, publisher of the Indianapolis Times, is recovering from German gas and pneumonia at one of the battlefield hospitals. He is a corporal in the Signal Corps, and has been in service on the western front since the first American troops arrived there.

Enoch Lundquist, an employee of the Minneapolis Journal, has entered the Y. M. C. A. war service as a physical trainer.

John Russell Farrell, of the Pittsburgh Press advertising staff, has entered the service at Camp Lee, Va.

Clarence B. Winter, a former member of the Minneapolis Journal's editorial staff, has been advanced from captain to major in the National Army. He is assigned to Camp Dodge.

William A. Curtis, city editor of the Oakland (Cal.) Enquirer, is now at Camp Lewis. He is the last of four brothers to join the colors.

Ralph Nienhauser, a former St. Paul Pioneer-Press and Dispatch reporter, is finishing up a course in aviation and expects his commission within a few days.

Miss Lorena Hickok and Miss Ella Morse have returned to the Minneapolis (Minn.) Tribune after six months in New York. Miss Hickok was with the New York Tribune.

Henry S. Wheeler, formerly of the Newport (R. I.) Herald staff, has been advanced from pay clerk to ensign and is now stationed in New York as assistant to the material officer of the naval overseas transportation service.

Frank E. Howe, editor of the Bennington (Vt.) Banner, is to run for Governor of Vermont. During his absence Clayton J. Kinsley and C. P. Clayton will manage the paper.

Eugene J. O'Connor has joined the Providence (R. I.) Journal staff, coming from Boston.

Duane B. Duncombe, secretary of the Seattle Press Club, has been accepted for service with the Red Cross in France and is now on his way overseas. He was too old to join the military service.

Paul Fung, Chinese cartoonist and illustrator, who has been on the staff of the Seattle Post-Intelligencer for four years, has resigned and is now in the art room of the Seattle Times. He succeeds Frank Wolfe, who has enlisted in the Engineers Corps of the army.

Frederick A. Russell has been appointed acting head of the department of journalism of the University of Washington during the absence of Colin V. Dyment, who is doing Red Cross work in France.

Ethel Gies, former city editor of the Ellensburg (Wash.) Record, has joined the copy desk of the Seattle Union Record.

WEDDING BELLS

Wilbur Wood, former sports editor of the St. Louis Republic and at present a second-class yeoman in the navy, and Miss Adele Trotter, of the same city, were married in St. Louis recently. The bridegroom departs soon for Philadelphia for training.

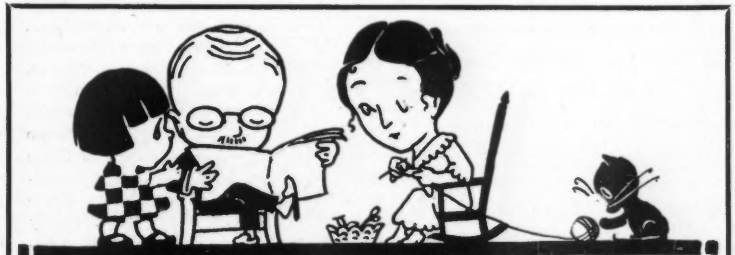
James Wesley Pritchett, publisher of the Wrangell (Alaska) Sentinel, was married in Seattle on July 21 to Mrs. Sadie E. Edmunson, of Wrangell. The bride was formerly connected with the United States Bureau of Education in the Northland. After spending a brief honeymoon on Puget Sound the couple returned to Wrangell.

R. E. Price Buys Newspaper

RUTHERFORD, N. C., July 31.—R. D. Marsh has sold his controlling interest in the Sun to R. E. Price, who has assumed the editorship. New capital has been added and the stockholders propose modernizing the plant.

Jewish Publishers Chartered

BOSTON, Mass., July 31.—The Jewish Advocate Publishing Company has been incorporated, with \$50,000 capital stock, by Alexander Brin, of Boston; Morris D. Waldman, of Brooklyn, and Lina H. Frankenstein, of Boston.



The New London Telegraph
Has Signed a Contract for the
Haskin Service for One Year.

TIPS FOR THE AD MANAGER

NICHOLS-FINN ADVERTISING COMPANY, 222 South State Street, Chicago, is preparing a campaign for the Giant trucks, manufactured by the Chicago Pneumatic Tool Company. Copy will run in magazines, newspapers, and trade papers. This agency has recently secured the account of the Grand Rapids Refrigerator Company, maker of the "Leonard Cleanable Refrigerator."

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., will make up lists within thirty days to advertise "Cold Tablets," made by D. Weeks & Co., Des Moines, Ia.

LESSING ADVERTISING COMPANY, 225 Fifth Street, Des Moines, Ia., is also making up lists at this time to place a part of the above D. Weeks & Co.'s account.

FULLER & SMITH, Guardian Building, Cleveland, will make up lists of newspapers, magazines, billboards, trade papers, and farm papers about September 1 to advertise "Beaver Board" and "Beaver Blackboard" for the Beaverboard Companies, Buffalo, N. Y.

M. P. GOULD COMPANY, 60 West 34th Street, New York city, will make up lists during the next thirty to sixty days to advertise the Faultless Rubber Company's household, toilet, nursery, and sickroom rubber goods, manufactured in Ashland, O.

ROGERS, BRETT & BAKER COMPANY, Guardian Building, Cleveland, O., will make up lists of newspapers, magazines, billboards, and trade papers during September to advertise "Chl-Namel Finishes," made by the Ohio Varnish Company, Cleveland, O.

THE NORTHWESTERN FRUIT EXCHANGE and Skookum Packers' Association, Seattle, have started an advertising department with Fitzherbert Leather as manager. The Skookum Packers' Association represents a large body of Pacific Northwest apple interests which market their product under the "Skookum" trade-mark and through the Northwestern Fruit Exchange. "Skookum" is the well-known, nationally advertised, boxed apple. The Mutual Service Corporation, of New York, handles the account.

AD FIELD PERSONALS AND CLUB NOTES

R. F. JENKINS, who has been advertising manager for the last four years for the Roberts, Johnson & Rand branch of the International Shoe Co., St. Louis, has resigned to enter business as a partner with his brother in the J. W. Jenkins Shoe Co., jobbers, Shreveport, La.

PERCY H. WHITING, formerly a well-known Atlanta newspaper man, is now advertising manager of the Central Maine Power Company at Augusta, Me. Six years ago Mr. Whiting was sports editor of the Atlanta Georgian. Recently he went to East Aurora, N. Y., where he was connected with the Roycrofters Magazine.

THE CLEVELAND ADVERTISING CLUB has elected four new directors—O. K. Dorn, F. R. Morison, S. A. Weissenburger, and William Townsley.

THE AD CLUB SECRETARIES DEPARTMENT, of the A. A. C. W., has elected the following officers: President, C. M. C. Raymond, Los Angeles; vice-president,

Mrs. Para Dalton Hall, of Spokane; secretary, Newton C. Wing, of Atlanta, Ga.

JOSEPH L. HARDIG, for several years with the Curtis Advertising Co., Detroit, where he built up a recognized reputation as an analyst of the automotive market, has been appointed advertising director of the Remy Electric Co., of Detroit. Mr. Hardig's experience includes a vast amount of merchandising research work. He also has been engaged in advertising writing and sales work for the last few years.

WILLIAM W. C. GRIFFIN, San Francisco advertising man, has been engaged by the St. Francis Hotel as an assistant manager. Mr. Griffin, who took an active part in the recent convention of the National Association of Ad Clubs, will travel and do promotion work on behalf of the St. Francis and later will return to take his place on the local staff of the hotel.

N. W. MEYER, former sales promotion manager of the King Auto Sales Company in Detroit, has been appointed sales manager of the Roedding Signal Tail Light, of Detroit. Mr. Meyer is a veteran sales and advertising man, having been assistant sales manager of the Nyal Company of Detroit, copy man for the Lees Company, the Cleveland advertising agency, advertising manager of the Richmond Brothers Company, of Cleveland, and advertising manager of the E. E. Strauss Company, of Chicago, during his extensive career.

C. GARY, advertising manager of the Brouwer Shoe Company, Milwaukee, won first prize in a window-display contest in the United States, Canada, and England, conducted by the Scholl Manufacturing Company, makers of foot appliances. The prize is a trip to Chicago and a scholarship in a post-graduate course in practipedics.

THE INDIANAPOLIS ADVERTISERS' CLUB has changed its name to the Advertising Club of Indianapolis to conform to the standard of the Associated Advertising Clubs of the World. It has been thoroughly reorganized, and a new constitution has been adopted extending the Club's activities over a wider field. The old Club had a membership of 252, but it is planned now to enlarge the membership by taking in three classes. They are as follows: Class one, retail advertising interests, including retailers, bankers, and newspaper men; class two, general advertising interests; class three, graphic arts and mail advertisers. President Richey appointed as members of the advisory committee P. S. Florea, Ernest Cohn, C. H. Burlingame, Clarence Weaver, and Carl Hunt. Mr. Burlingame was formerly president of the Chicago Advertising Club. In addition to these were appointed four standing committees, the chairmen of which are Merle Sidener, programme committee; Harry Britain, membership; Carl Hunt, publicity, and Allen Billingsley, committee on club publication.

L. H. D. BAKER, formerly with the Clyde Steamship Lines, New York city, has been placed in charge of the advertising and new business department of the American State Bank, Detroit.

L. D. CALHOUN has been made assistant sales manager of the Square D Company, Detroit, manufacturers of electrical safety switches, and in addition will continue to handle the company's advertising.

THE MAIL ADVERTISING ASSOCIATION will hold a meeting in Chicago on October 9, 10, and 11.

ROBIN HARRISON is now advertising manager of the Parrett Tractor Com-

pany, Chicago. He was formerly with Lord & Thomas, head of the service department of the Chicago Herald and advertising manager of the Chalmers Motor Company.

FRED A. HARPER, for the past three years advertising manager of the Magrane-Houston Company, Boston, has resigned to take up work in Richmond, Va. He was given a farewell reception and a purse of gold by his Boston associates on leaving the city.

GEORGE G. MARR, of the Globe Store, is the new president of the Scranton (Pa.) Advertising Club. His associate officers are: G. Lynn Sumner, of the International Correspondence Schools, vice-president; Mrs. Clara C. Squires, Scranton Dry Goods Company, recording secretary; John H. Ische, Scranton Republican, financial secretary; Edward Cohen, Scranton Republican, treasurer; directors, W. J. Pattison, T. J. Duffy, S. S. Yeager, A. J. Finnegan, W. J. Schoonover, R. O. Hammond, C. F. Miller, and John G. Rees.

JOSEPH H. NEEBE, formerly with the production departments of Lord & Thomas, Chicago, and Collier's, has been made general manager of Charles Daniel Frey Company, Chicago. He is promoted from the sales managership.

C. W. WITTMARCK has resigned from the Oshkosh Overall Company, Oshkosh, Wis., where he was sales and advertising manager, to be assistant advertising manager of the Carnation Milk Products Company, Chicago and Seattle.

THE TORONTO ADVERTISING CLUB has elected these officers for 1918-19: S. B. Trainer, president; Horace Hunter, vice-president, of MacLean Publishing Company, and Mr. Smith, secretary-treasurer. Mr. Trainer is secretary-treasurer of Canadian Milk Products, Ltd.; Mr. Hunter is vice-president of MacLean Publishing Company, and Mr. Smith, manager of R. C. Smith & Son, Ltd.

WITH THE AD AGENCIES

L. E. ANFENGER, who has been conducting the Anfenger Advertising Agency in St. Louis for the last sixteen years, and D. L. Jacobson, who has been associated with Mr. Anfenger for the last year, have organized the Anfenger-Jacobson Advertising Company, which has been incorporated under the laws of Missouri, with a capital stock of \$20,000. The Company moved on August 1 from the Railway Exchange Building, to greatly enlarged quarters in the Board of education building. Mr. Jacobson was with the Kastor agency before becoming associated with Mr. Anfenger.

ERNEST I. MITCHELL, president of Malory, Mitchell & Faust, Inc., a Chicago advertising agency, has been appointed director of publicity of the United States Food Administration, Illinois Division. Mr. Mitchell is one of the Government's dollar-a-year men.

J. P. SHADDOCK, of London, England, formerly with the Western Advertising Agency, Racine, and Lord & Thomas, Chicago, has joined the forces of the J. Roland Kay Advertising Agency, Chicago and New York.

F. C. JORDAN, formerly of Lord & Thomas, Chicago, has joined the staff of the Western Advertising Agency, Racine, Wis.

RALPH FOOTE, of the Martin V. Kelly Company's New York office, has joined the Red Cross. He took up his new

work at Washington Monday. He was formerly connected with the Remington-Arms-U. M. C. Company of New York.

C. H. BUNTING has joined Walter B. Snow & Staff, Boston. He has been in military service for three years, a portion of this time with the Royal Flying Corps.

E. B. WINSLOW has joined the sales staff of the New York office of the American Colortype Company. For the past six years he was connected with George Batten Company, New York.

H. K. BOICE, manager of the New York office of Critchfield & Co., Chicago, has been appointed vice-president. Previous to his connection with the Critchfield Agency he was advertising manager of Joseph T. Ryerson & Son.

LEROY PELLETTIER, the Detroit advertising expert and advertising agent, was given a rousing send-off and dinner on leaving Detroit last week on his way to Europe to take up war work.

Sixty Years for Arkansas Paper

VAN BUREN, Ark., July 31.—Frank Anderson has begun the publication of the Van Buren Press-Argus for its sixtieth year. This is the oldest newspaper in the State, except the Arkansas Gazette. The Argus was founded in 1859 by Joseph Starr Dunham, and in 1914 was consolidated with the Press. Capt. Anderson recently suspended the daily issue of the Press-Argus and transformed it into a weekly, in order to reduce his labors so that he could devote his day hours to his office as examiner of the State Federal Employment Bureau at Fort Smith.

City of Savannah to Advertise

SAVANNAH, Ga., July 31.—The house of the Legislature has passed a bill allowing the city of Savannah to appropriate a certain sum each year for the purpose of advertising the city. The money used will be expended in putting before the people of the country the advantages of Savannah.

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Broad St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573.

Publishers' Representative

O'FLAHERTY'S NEW YORK SUBURBAN LIST, 225 W. 39th St., New York. Tel. Bryant 6875.

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending April 1, 1918

41,267 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

**LIVE TOPICS DISCUSSED
BY OUR READERS**

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.]

Mr. Rankin Corrects His Figures
Chicago, Ill., July 14, 1918.

THE EDITOR AND PUBLISHER:
Gentlemen: On reading Mr. Rankin's article in your issue of July 13, we regret exceedingly to note that it contains some errors, which we were of the impression we had asked you to correct before publishing Mr. Rankin's article. This request was sent to you after the original manuscript had been sent you. It is quite evident, however, that you did not receive it.

The typographical errors in question are these: In the paragraph under the heading, "An Absurdly Low Cost," it should have read: "This means reaching 23,000,000 homes twice for less than \$200,000—or \$0.00484 for a ¼-page ad sent into a home twice.

The second paragraph following this paragraph should have been corrected so that it would have read: "The rate per page advertisement per home, delivered into the Chicago Evening News, is \$0.0281, Chicago Sunday Tribune, \$0.0159, and the New York Sunday Times, \$0.0201."

For your readers' information we give below the rates per page per home delivery of twenty-four of the leading newspapers of this country, which shows that newspapers deliver a page ad into a home at less than ¼ cent per copy (which is less than the newspaper pays the newsboy to deliver the paper into a home).

These calculations are based on the minimum rates:

New York Sunday American	\$.00174
Pittsburgh Sunday Press	\$.00274
Minneapolis Sunday Tribune	\$.00166
Boston Sunday Globe	\$.0028
Detroit Sunday News	\$.00251
Philadelphia Sunday Enquirer	\$.00308
San Francisco Sunday Examiner	\$.00352
Los Angeles Sunday Examiner	\$.00308
Des Moines Sunday Register	\$.00428
Cincinnati Evening Times-Star	\$.0027
Chicago Sunday Herald-Examiner	\$.00164
New York Evening Sun	\$.00398
Chicago Evening News	\$.00281
New York Sunday Times	\$.00201
Chicago Sunday Tribune	\$.00159
New York Evening Journal	\$.00216
Indianapolis Sunday Star	\$.00286
Cleveland Sunday Plain Dealer	\$.00268
Des Moines Evening Capital	\$.00305
Philadelphia Sun Public Ledger	\$.00414
Birmingham Evening News	\$.00397
Washington Evening Times	\$.00487
Washington Evening Star	\$.00407
Washington Sunday Post	\$.00577

Of course, the smaller the city the higher the rate per page per home delivered, as the cost per thousand circulation is more for printing editorial matter and other mechanical expense, but as stated in this letter—the cost of a ¼ page in nearly every paper in the United States is less than \$200,000, or about \$.00217 per home, or per copy.

THE WM. H. RANKIN COMPANY.

NEWMYER WELCOMED HOME

Business Men Tender Him Banquet and Make Him Present.

NEW ORLEANS, La., July 31.—In appreciation of his services in helping win for New Orleans the honor of being host to the Associated Advertising Club of the World, in 1919, leading business men of the city have tendered Arthur G. Newmyer, business manager of the New Orleans Item and vice-president of the A. A. C. W., a banquet and presented him with a Liberty Bond.

Mr. Newmyer, who has just returned home after traveling 14,526 miles, spending 36 nights in sleepers and addressing 34 different audiences, in order that the country might know the true story of Louisiana and New Orleans gave the credit, however, to Mayor Behrman, who, he said, had led the Fighting Fifty over the top in San Francisco, and to the business men, who, by their faithful and sincere work, had proved that there is a different spirit in New Orleans today than when it prided itself on merely being the city that care forgot—a spirit of helpfulness, of responsibility and of irresistible progress.

But New Orleans, said Mr. Newmyer, must use its opportunities to the most if it would make the most of its opportunities.

O'LEARY TRIAL ON SEPTEMBER 3

Anti-Draft Charges Will Be First to Be Tried.

The trial of Jeremiah A. O'Leary, on charges of obstructing the Conscription act, growing out of the publication of the magazine, Bull, has been set for September 3. He appeared on July 26 before Judge Learned Hand, together with Adolph Stein, business manager of the periodical, and Luther S. Bedford, managing editor, his co-defendants.

Assistant United States District Attorney Earle B. Barnes will conduct the prosecution. The present indictment comes under section 3 of the Espionage act, and the defendants, including the American Truth Society, are charged with conspiring to obstruct the draft and to interfere with recruiting in the army and navy of the United States.

The date for trial under the conspiracy charges listed under section 2 of the Espionage act has not as yet been set, as one of the defendants, John T. Ryan, of Buffalo, fled some time ago, and has been taken into custody.

Thirty-four members of the St. Louis Advertising Club are in the national service.

The Following Newspapers are Members of

**THE AUDIT BUREAU OF
CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA

Birmingham NEWS
Average circulation for Feb., 1918, Daily 44,900; Sunday, 50,673. Printed 2,865,594 lines more advertising than its nearest competitor in 1917.

CALIFORNIA

Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA

Atlanta DAILY
GEORGIAN AND SUNDAY AMERICAN.
Circulation daily 62,537; Sunday 105,287.
The largest 8c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS

Joliet (Circulation 18,100) HERALD-NEWS

IOWA

Des Moines SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

LOUISIANA

New Orleans TIMES-PICATUNE

MINNESOTA

Minneapolis TRIBUNE
Morning and Evening.

MONTANA

Butte MINER
Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.

MISSOURI

St. Louis POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.
Circulation for entire year 1917:
Sunday average \$61,263
Daily and Sunday 194,593

NEW JERSEY

Elizabeth JOURNAL
Paterson PRESS-CHRONICLE
Plainfield COURIER NEWS

NEW YORK

Buffalo COURIER & ENQUIRER
New York City IL PROGRESSO ITALO-AMERICANO.

New York City DAY
The National Jewish Daily that no general advertiser should overlook.

OHIO

Youngstown VINDICATOR

PENNSYLVANIA

Erie TIMES
Wilkes-Barre TIMES-LEADER

TENNESSEE

Nashville BANNER

TEXAS

Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA

Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON

Seattle POST-INTELLIGENCER

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

ILLINOIS

Chicago SKANDINAVEN

KENTUCKY

Louisville, Ky. MASONIC HOME JOURNAL
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

GEORGIA

Athens BANNER
A gilt-edge subscription—not a mere circulation claim.

NEBRASKA

Lincoln (Cir. 128,384) ... FREIE PRESSE

PENNSYLVANIA

Johnstown DAILY DEMOCRAT

The Brooklyn Daily Eagle

**Announces increase of
Advertising Rates on
August 1st.**

The only 3 cent paper in
New York City.
The Newspaper of Service.

R. J. BIDWELL CO.

Pacific Coast Representative of

**DAILY
NEWSPAPERS**

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

We spend more
than
\$500,000

per year to produce the features
which have created the greatest
newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
729 Seventh Ave. New York, N. Y.

NOW GEORGIA PRESS ASSOCIATION

Publishers of Daily and Weeklies Combine in Body for the General Cause—Paul Harter, of Commerce, Again President.

WRIGHTSVILLE, Ga., July 31.—At its thirty-second annual meeting held here, the name of the Georgia Weekly Press Association was by unanimous vote changed to the Georgia Press Association, as more correctly representing the membership which now has many daily papers.

The same officers as for last year were reflected by acclamation, with the addition of the third vice-president added in the election of C. D. Rountree, host, editor of the Wrightsville Headlight. Paul Harter, of Commerce, is president; J. Kelley Simmons, of Telfair, and W. G. Sutlive, Savannah, vice-presidents; C. E. Bennis, of Butler, and H. M. Stanley, of Dublin, recording and corresponding secretaries; J. J. Howell, of Cuthbert, treasurer.

The youngest member of the Association is Miss Edith Wilson Harber, the eleven-weeks-old daughter of President Harber, unanimously elected to life honorary membership to-day.

In the awards of handsome cash prize offered by the Mergenthaler people for the most attractive and effective weekly paper editions the following were the results: The Cobb County Times, first prize, 100 per cent.; Sandersville Progress, second, 73 per cent., and Monticello News, third, 72 per cent., with honorable mention for the Metter Advertiser, Oglethorpe Echo, Hawkinsville Advertiser.

Monroe, Walton County, was selected as the next meeting place, and the neighboring city of Athens will cooperate with Monroe in making the next year's convention as great a success as possible.

The daily press was represented at the meeting by a larger number of editors than at any meeting since the dailies and weeklies united in one association, and the spirit of cooperation and sympathy and willing help from the dailies for their brethren of the weekly press was one of the fine features of the meeting.

In one round-table discussion the new zone system of postal pay was vigorously discussed. W. T. Anderson, of the Macon Telegraph, who had just returned from a meeting of the Southern Publishers' Association at Asheville, expressed the general opinion of the press, weekly and daily, of the State and the South, in declaring it was unfair to the newspapers to force them to pay for the deficit caused by the expensive transportation of heavy volumes of magazine matter. He said it had been shown the average distance a daily paper is carried is 300 miles; that the Government received \$1 a hundred pounds for that carriage; that it costs the Government 48 cents, and that the magazines carried across the continent at a cost of \$8 a hundred—pay also a dollar, the newspapers paying the difference. He characterized the zone system as the finest field for wool-gathering and the biggest opportunity for discriminatory unfairness that has been devised. He said the newspapers should protest.

However, Mr. Anderson, while protesting this law and while declaring he believed the Government should by rights pay the newspapers for advertising the various war campaigns, as the British Government has done to the tune of

several millions, declared the newspapers are not going to grumble and kick if the burden is laid upon all industries fairly and impartially. He said the newspapers will keep right on doing all the work that can be done for the winning of the war, they will never complain if the Government needs the funds and takes every dollar that the papers earn, but that in fairness and justice attention ought to be called to the injustice and wrong done the newspapers.

Advertising Rates

Advertising rates came in for a large share of the discussions in the round-table work of the editors. The general opinion of the publishers was that the rates are generally in weekly newspaper offices now too low—as compared with the cost of production. Attention was called to the possibility of computing the actual cost of an inch of advertising space and the handling of that commodity, as other merchandise. Political advertising, it was generally believed, should be handled just as other classes of advertising of the same general character.

Some of the editors reported failure to find permanent results for good in the various contests—even the ones now legally conducted. The experience of even more of the publishers, however, was that the contest, fairly conducted, results in permanent business on the subscription books that is worth while.

After an address by O. T. Passavant, business manager of the Newnan Herald, a plan was discussed by the weekly editors which will probably result in definite action in the cooperation of these papers to go after and get foreign advertising in greater volume and better quality than hitherto. It was suggested—following several trips made by President Harber and Mr. Passavant to New York in the past year in the interest of the foreign advertising for the weekly press association members—that an expert representative be employed to open an office in New York and stay on the ground to represent the Georgia papers in handling their foreign advertising. This plan is being seriously considered.

REGULATIONS FOR HELP WANTED ADS

(Concluded from page 5)

they should reject. Several conferences have been held by publishers with Nathan A. Smyth, acting assistant director-general and chief of the unskilled labor section of the Service, with that object.

Full decision has not yet been arrived at on every particular, but THE EDITOR AND PUBLISHER is able to furnish tentative regulations governing advertising

To Reach the Rich Trade
of Kansas

Topeka Daily Capital

Net Circulation
(latest Government report)

34,487

Its sales promotion department
is at the service of advertisers.
And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

that have been submitted to the War Labor Policies Board for ratification. They follow:

Regulations on Advertising

(1) By employers engaged in war work.

A—For Skilled Labor.

(1) No advertising for skilled labor shall be permitted by posters, hand bills, in street cars, or in local newspapers, except in localities where permission has been secured from the United States Employment Service for recruiting skilled labor.

(2) No mention may be made in any advertising concerning the wages paid.

(3) In any advertising, every effort should be made to avoid the use of any language which may tend to cause restlessness among men engaged in war work, including railroads, mines, and farms, or to entice men away from such work.

B—For Unskilled Labor.

(1) No advertising shall be permitted for unskilled labor for war work except through the United States Employment Service.

For Employers in Non-War Work

(1) In advertising for unskilled laborers or for men to be used in any trades, skilled or semi-skilled, for which there is a demand in war work (including railroads, mines, and farms), no mention of wages will be permitted.

(2) In all advertising, every effort should be made to avoid the use of any language which may tend to cause rest-

lessness among men engaged in war work, including railroads, mines, and farms, or to entice men away from such work.

Advertising by U. S. Employment Service

(1) Local United States employment offices should use every means at their disposal to advertise their locations and purposes.

(2) The Employment Service may advertise generally for the kinds of men for whom it has demands, without specifying the rates of wages. It may mention the names of employers only in event that this can be done without discriminating in behalf of any employers for whom the United States Employment Service is recruiting labor in the community where the advertisement is published. There shall be no advertisements of specific jobs through posters, dodgers, or otherwise than through newspapers or periodicals.

Captaincy for MacGregor

WASHINGTON, D. C., July 31.—Donald MacGregor, formerly of the New York Herald Washington Bureau, has been Commissioned a captain in the Aviation Service of the Army.

WIRE TODAY

Only 5 Player Boards Available for World's Series

Reynolds, New Bedford, Mass.

TREAS. STANDARD BALL PLAYER CORPORATION

Twelve things
to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.

251-253 WILLIAM ST. - NEW YORK CITY
PHONES: 1637 WORTH 1638

BRITISH EMPIRE NEWS SERVICE

May Be Organized as Result of Conference Being Held in London—Canada Expected to Be Greatly Benefited.

TORONTO, Ont., July 30.—Upon the return home of the Canadian editors now in England and France an Empire News Service may be started.

Though details of the scheme have not yet been worked out, the Canadian Government's position is that it is desirable to let the newspapers gather the news themselves, the Government assisting them in any possible way, if necessary, by a subsidy to reduce the cost of cabling.

Thus the Canadian Government's declarations fit in with the new resolution of the Imperial War Conference which "emphasizes the need in the highest interests of the Empire for the telegraphic rate being further materially reduced."

Presumably more is to be heard of the former demand for an Atlantic cable jointly owned by the British, Canadian, and Australian Governments to link up with the Pacific cable. There is, however, a new factor—an aeroplane news service throughout the Empire.

It is also proposed to link up the Canadian Associated Press with Canadian Press, Ltd., the organization which covers the domestic field. The British service, supplied by the former will be turned over to the latter and sent over Canadian Press-leased wires. In this way another step forward will be taken in the establishment of an Imperial press service.

The London Daily Mail, in discussing the visit of the Canadian editors, declares the present party is probably the most representative group of Canadians that has ever reached England, but regrets the absence of John Willison, of Toronto; Lord Atholstan, of the Montreal Star; J. W. Daffoe, Manitoba Free Press, and J. E. Atkinson, of the Toronto Star. It declares that to talk with the five French-Canadian editors in the group is to have fears of the loyalty of the French-Canadians allayed. "The Canadian newspaper plays a very important part in the life of the community, and any place numbering over 1,000 people without papers of its own considers itself disgraced," says the Mail. "Once Canadian newspapers were poor relations to the American press and largely dependent on it for their news. Nowadays all this is altered, the leading papers maintain their London offices and conduct their independent European service."

New Evening Paper in Huntington

HUNTINGTON, W. Va., July 31.—The Herald Company publisher of the Herald-Dispatch, started an evening paper, called the Evening Journal. It has the

full Associated Press service, is independent in politics, edited by Boyd Jarrell, and its slogan is, "Huntington and its people first." The Evening Journal is a ten and twelve-page paper, and is published every day except Sunday. It is represented in the national advertising field by A. E. Clayden, of New York city.

F. G. MCCLURE ARRESTED AGAIN

Charged with "Padding" Payroll to Extent of \$600.

READING, Pa., August 1.—Fred G. McClure, circulation manager of the News-Times, has been arrested, charged with stealing \$600 belonging to the newspaper by means of padding the pay-roll. McClure was formerly circulation manager of the Cleveland Plain Dealer, and about two years ago was arrested and convicted in that city for stealing automobiles.

It was thought that his Cleveland experience had reformed him, and the publishers of the News-Times gave him another chance to make good. They say he wasn't connected with the paper three weeks before he began to doctor the pay-rolls. He will be arraigned for a hearing on August 10.

NEW MANAGERS IN TOLEDO

Chandler and Collin Promoted on News-Bee. Now 2 Cents.

TOLEDO, O., August 2.—Following the resignation of E. B. Conliss on August 1, William G. Chandler became general business manager, and C. A. Collin assistant business manager. Both men have taken important parts in the News-Bee's management for several years. Mr. Chandler will continue as director of the promotion department of the Scripps-McRae newspapers through his staff in the general offices of the League.

The price of the News-Bee has been raised to two cents.

More Honors for Mel Stone

(By Cable to THE EDITOR & PUBLISHER)

MANCHESTER, England, July 31.—The newspaper publishers in the north of England will tender Melville E. Stone, general manager of the Associated Press of the United States, a dinner here on the evening of August 3.

SUCCESS!

The circulation of the Los Angeles Evening Herald covers about one-fifth of the entire population of the State of California.

The success of many an advertising campaign launched in Southern California is directly traceable to the merchandising efficiency of the EVENING HERALD.

SUCCEED!

Meriden Morning Record
Only A. B. C. paper in Meriden, Conn.

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK Lytton Building CHICAGO

BOSTON RECORD AGAIN REORGANIZED

New Company Formed With M. Douglas Flattery at the Head and Other Prominent Business Men As Associates.

BOSTON, Mass., August 1.—Papers filed at the State House yesterday announce the organization of the Boston Record Company, which has been formed to take over the publication of the Boston Evening Record from the Record Newspaper Company. The capital stock of the new company is \$100,000 and a bond issue of \$100,000 is authorized.

M. Douglas Flattery, managing director of the Loew Theatre Company, chairman of the Old Colony Woolen Co. and director of numerous other companies, is the new president of the Record Company. The new treasurer is Thomas E. Eaton, also treasurer of the Old Colony Woolen Company and for twenty years an officer of the New England Trust Company. Those two officers—with Earl C. Doland, the present publisher, and Carl A. Barrett, the general manager—will constitute the board of directors. Mr. Deland and Mr. Barrett will retain their present positions. They have been connected with the Record for ten years.

The formation of the new corporation, according to an announcement given out by the company, is in the nature of a reorganization, made necessary by decision of the present president, Louis C. Patten, to enter war work at an early date.

Randolph C. Grew, who became treasurer of the company when the paper was taken over from the Charles Sumner Bird interests last February, is

devoting most of his time to his duties in connection with the State Militia.


Both Mr. Page and Mr. Grew are to retain a substantial interest in the Record property.

Horton Is Ad Manager

PROVIDENCE, R. I., August 1.—E. S. Horton, assistant advertising manager of the Providence Journal, has been made advertising manager, succeeding W. G. Roelker, who has resigned to take up Red Cross work. Arthur L. Poorman, formerly national advertising manager of the Springfield (Ill.) State Register, has been made assistant advertising manager.

Walker Leaves New York Times

Edmund Walker, for some time past connected with the auditing department of the New York Times, has left that paper.



Hollister's CIRCULATION ORGANIZATION
Has opened an office in St. Louis, Mo., 211 Republic Building.
All communications should be addressed to St. Louis.
Davenport, Iowa, Address Discontinued

North Eastern Circulation Co.

In Baltimore

Almost any advertiser will tell you your advertising will give evidence of the readers attention if placed in

THE NEWS

This is not alone due to the enormous circulation of THE NEWS but because of the absorbingly close way the paper is read.

JUNE NET PAID AVERAGE

119,880 Daily 32,175 Gain Over 1917
114,424 Sunday 43,114 Gain Over 1917

Frank W. Webb
Advertising Manager

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

You MUST Use the

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST!
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

THE Indianapolis Star

IS THE FAVORITE PAPER OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is approximately that of the other two Indianapolis newspapers combined.

THE INDIANAPOLIS STAR publishes no predated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.
220 Fifth Ave. New York City
JOHN GLASS
Peoples Gas Building Chicago
R. J. BIDWELL CO.
742 Market Street San Francisco

The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home-department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN

Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	3,941 lines
Boots and Shoes	1,899 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

VIRGINIA, MINNESOTA, with a population of 18,000, has more municipal improvement than any other town of its size in the United States.

The Daily Enterprise

Representative
ROBERT E. WARD
225 Fifth Ave. New York 5 S. Wabash Ave. Chicago

GIVE PROMINENCE TO THE CASUALTY LIST

Readers' Interest Demands that It Be Given a Regular Position in Every Newspaper Throughout the Country.

CINCINNATI, Ohio, July 31.—The suggestion that the battle casualty list is rapidly becoming one of the most important pieces of news in our papers, and that it should be featured with a regular position in each newspaper so that it can be readily found by the reader, is made by Frank S. Newell, manager of the country circulation of the Cincinnati Post.

Mr. Newell makes the point that practically every city, town, and hamlet now has its boy or boys "over there," and the first interest every day is for the safety of those boys. For that reason people turn immediately to the casualty list and scan it very carefully, not through curiosity, but with a feeling of anxiety to know whether their particular boy has met the supreme fate, or has been wounded, or is still safe.

In discussing the matter with THE EDITOR AND PUBLISHER, Mr. Newell said:

"The casualty list is a piece of news that we all wish there were no reasons for publishing, yet it is news and the kind of news that the public must have and is entitled to have. It will be before long, if it is not now, one of the most sought after and "first read" articles in any newspaper. Therefore, is it not essential that while the list is small, that the progressive newspaper have a definite place for the list each day and a definite and "easy to find the name" form of make-up?

"If it desires to serve the public as it should and at the same time put another solid stone in its foundation of features which in the end is the thing that keeps a subscriber indefinitely once they have read the paper.

"This list is something that, judging from a dozen large city dailies, that editors have not paid much attention to, but as it has a certain news value which in turn produces a certain circulation increasing value, I think that every circulation manager should insist upon having a definite place and a definite form of make-up for the list every day and the progressive editor will appreciate this suggestion."

NEWSIE PROVES BATTLE HERO

Chicago Friends Proud of Joe Bagnuola; Saved Company.

CHICAGO, Ill., July 31. — Newsboy friends of Joe Bagnuola, who used to sell papers at Dearborn and Van Buren Streets before he joined an engineers' regiment, were proud to learn of an exploit under fire that made him one of the heroes of the battle-line. Bagnuola, according to the accounts, distinguished himself by twice passing through a

heavy barrage in which several messengers had lost their lives.

A company commander, seeking permission to get his men back after they were cut off and consolidate with another detachment stringing wires to re-establish communication lines, called for a volunteer to carry his message. Although every man who had tried to get through had been killed, Bagnuola volunteered to face what appeared to be certain death. He took the message and ran through a hail of gas and shrapnel shells, delivered the message, and then went back with the required permission. As a result, the captain was able to move his men and save them from death or wounds.

OF INTEREST TO CIRCULATORS

The roll of honor in the Buffalo Newsboys' Association has been increased by the addition of seven names, which made a total of forty-one boys either in France or in training camps here. Mrs. Allan D. Husted, "mother of the newsboys," is keeping in touch with each boy.

Nathan P. Birch, president and business agent of the newly organized Seattle Newsboys' Union, has been convicted in two counts in the Federal Court of failing to comply with the provisions of the Selective Service law. The prosecution alleged that Birch was twenty-five years old, while the defendant set up a defence that he was thirty-two years old and not affected by the draft law. Birch claimed in his own address to the jury that the prosecution was instigated by Seattle newspaper publishers because of his activity in organizing the newsboys. No evidence to substantiate this claim was produced at the trial.

On the strength of the Government circular recommending that newspapers abolish their free lists, some of the Minnesota papers which have been do-

minating their publications to the Minnesota Historical Society, cut them off. The Society took the ground that the Government order should not apply to such societies and libraries, as they were necessary for the preservation of the history of the State and that this work is a branch of the public service. Dr. Solon J. Buck, superintendent of the Society, wrote the Government remonstrating against the order as applied to the Society. In reply, Thomas E. Donnelly, of the War Industries Board, agrees with Dr. Buck's contention and says he will send a circular to all newspapers advising them to continue sending free copies to historical societies, libraries, etc., which will bind and preserve the papers.

Harry L. Goeller, formerly of the Cincinnati Post's circulation department, has been commissioned a lieutenant and is now at Camp Jackson, S. C.

Ten-year-old Jack Ainsleigh, who stood on the deck of the barge Lansford and waved a large American flag while a German U-boat was bombarding the barge, of which his father was captain, off the coast of Orleans, Mass., Sunday, July 21, will be the guest of the Liberty Loan newsboys of Boston August 10. The newsboys have obtained a permit from Mayor Peters to conduct a War Savings and Thrift Stamp drive on Boston Common, and Master Ainsleigh has accepted their invitation to assist them. Jack will bring along Old Glory and his famous rifle, and if possible he will fetch his faithful dog, who was picked up on a piece of drift wood after the mixup with the U-boat.

There are 572 newsies and paper carriers in Des Moines, according to re-

ords compiled by J. C. Byram, attendance officer, who must issue permits to every ambitious youth of compulsory school age before the young business man can begin his career. In order to get a permit a newsboy must be at least eleven years old.

William G. Hulburt, who has been with the Curtright Circulation Company for the past three years, has entered the Federal service and left Thursday for Camp Devens, Mass.

Italian Paper Growing

ROCHESTER, N. Y., July 31.—La Tribuna di Rochester, the Italian weekly newspaper published at 13 Water Street south, is now published by La Tribuna Publishing Company, Inc. It has engaged a larger editorial staff. The paper has a large circulation in the Italian districts of western New York, and since the war started has supported this country through its editorials. The directors of the new company follow: President, Dr. Giuseppe Carlucci; vice-president, Joseph Favasull; treasurer, Matteo Teresi; secretary, Luigi M. Mauro.

JULY

In July, The New York Times published 938,755 lines of advertisements, a gain of 63,867 lines compared with July, 1917.

Net paid circulation, daily and Sunday, exceeds 350,000 copies.

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation 2 Cent Basis March 1st, 1918—98,714

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

The Augusta Chronicle

Member A.B.C.

The Oldest Newspaper in the South

(Established 1785)

The Fastest Growing Newspaper in America

Its net paid circulation shows a gain of more than 70 per cent. in the past twelve months. No contests. No premiums. Just selling the paper on its merits.

THE S. C. BECKWITH SPECIAL AGENCY Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG Member A.B.C.

Foreign Advertising Representatives. I. A. KLEIN, JOHNS GLASS, Metropolitan Tower, Peoples Gas Bldg. New York Chicago.

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL

225 Fifth Avenue New York

Take It To POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg. New York City

NON-PARTISAN LEAGUE IN MINNESOTA

Newly Incorporated Companies Give Rise to Report That Organization Is Establishing a Chain of Newspapers in Its Interests.

ST. PAUL, Minn., July 31.—That the Nonpartisan League has undertaken systematically to establish county newspapers throughout Minnesota is indicated by articles of incorporation being filed from time to time with Secretary of State Schmah. Two just filed are for the Wabasha Leader Company of Wabasha and the Park Region Publishing Company of Alexandria, Douglas County.

The Long Prairie Leader Company was incorporated a few days ago, to enter the publishing business at Long Prairie, Todd County.

It is reported from Wabasha County that the Lake City Leader has been purchased and will be turned over to the new company.

Carl A. Wold, editor of the Park Region Echo at Alexandria and formerly a member of the Legislature, is said to be an ardent supporter of the League, and it is reported the Park Region Publishing Company will take over his plant and continue the publication of the paper.

Under the plan the publishing companies are incorporated. The capital stock of each company is fixed at \$15,000, with 730 shares, of \$14,600 in cumulative preferred stock, bearing 6 per cent. dividends, and 400 shares of common stock at \$1 per share. It is provided that the proceeds from the sale of the common stock shall be used for promotion and organization purposes, but that not more than 15 per cent. of the proceeds from the sale of the preferred stock shall be used to pay the expense of selling stock.

Soon after the National Nonpartisan League established headquarters in St. Paul an effort was made to persuade the county papers to purchase and print plate matter furnished by the League, and also to reprint matter sent out on clip sheets from League headquarters.

It was intimated that the publishers using such matter would find their circulation among farmers greatly increased. When many of the papers turned down the proposition the threat was made that the members of the League would cancel their subscriptions and a rival paper favoring the League would be established.

The establishment of the string papers is looked upon as the beginning of an effort to make good the threat. The incorporators in every case are farmers.

Illinois Editors Entertained

MONMOUTH, Ill., July 31.—The fifty-ninth meeting of the Military Tract Press Association was held here July 19 when about 30 editors and publishers and their wives were entertained at the Monmouth Commercial Club. A fine programme was well carried out including addresses by President Preston and Secretary Williamson of the Illinois State Press Association. The officers are: President George S. Flint, Yates City Banner; vice-president, J. S. Dertinger, Bushnell Record; secretary-treasurer, Van L. Hampton, Macomb Bystander. The next meeting will be held in January when officers will be elected.

The dollar doesn't buy as much as it used to buy—but it is not quite so elusive, either.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Circulation Manager

with years of successful office and outside circulation experience, at present circulation manager with daily of 25,000 circulation wishes to obtain position of circulation manager with daily of 40,000 or more circulation. Reason for wishing change, desire broader field. References if requested. If interested address G. 789, care of Editor and Publisher.

Manager or Solicitor

Ten years' newspaper advertising experience. Technically trained. Originality. Executive ability. Business producer. Write compelling copy. Expert on specials. Dependable. Built up small papers. Made good on big ones. Consider managership medium daily or solicitor larger papers. You need me. Let's meet. Address G. 788, care of Editor and Publisher.

Circulation Manager

experienced, good record for producing results. Thoroughly familiar with all circulation schemes. Best of references. Address G. 787, care of Editor and Publisher.

Managing Editor

City editor or make-up man of daily in live Middle West of Southern city, 30,000 population or upwards. Am 30 years old, married, temperate, and know the game from the ground up. Now employed in Chicago. State conditions and salary you will pay in first letter. Address H. W. B. Associated Trade Press, 900 Lytton Building, Chicago, Ill.

Copyreader

or rewrite man, 8 years experience at all branches of work on Metropolitan dailies; college education and member of bar. Rejected from regular military service; trade publication considered. Address G. 778, care of Editor and Publisher.

Special Writer

Editorial and news columns and magazine section, also photographer. Long practical experience. Can edit, or direct, or assist, or write. Married with family. Address G. 783, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Editorial Man

who can handle sports and do other general work. Permanent. The Jackson Citizen Patriot, Jackson, Michigan.

FOR SALE

Advertisements under this classification, twenty cents per line. Count six words to the line.

Linotype

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

Linotype

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

County Seat Newspaper

Hood River News, county seat newspaper. One of the best equipped newspaper and job printing plants in the Northwest, including linotype, Miehle press, folder, power cutter, etc. Reason for selling, owner to enlist. Price \$8,500; terms given. Don't write unless you mean business. Address Hood River News Co., Hood River, Oregon.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Manager

qualified to build up any newspaper property if its executives will back him up. Have had merchandising experience, am an expert advertising salesman. Have handled all lines of newspaper advertising promotion. Address G. 793, care of Editor and Publisher.

Telegraph Editor

Now on morning paper in city of 40,000, will consider change to telegraph desk of larger paper. Competent, reliable, and an expert on producing war fronts that are circulation record smashers. Address G. 792, care of Editor and Publisher.

Newspaper Executive

Thoroughly trained newspaper executive who has handled every department of business end and knows considerable of the mechanical and desires change from present position of business manager. Have proven ability to do big things, and want to connect with paper where future is more promising. Will consider business or advertising managership. Married. Address H. 802, care of Editor and Publisher.

Newspaper Advertising Salesman

Seeks position which offers real opportunity. Now very successfully holds executive position with large newspaper. Can write good copy and sell it. Am also good correspondent and widely experienced in ways and means of increasing a newspaper's advertising revenue. Vigorous health, ineligible for military service. Well educated, widely read, good appearance, clean record, can easily satisfy you in regard to character, integrity, and ability. Let us begin negotiations. Address H. 803, care of Editor and Publisher.

Machinist-Pressman

Pressman familiar with Hoe and Duplex presses wants position on newspaper within commuting distance of New York city. First class reference. Address H. 801, care of Editor and Publisher.

Solicitor

age, 33, eight years with leading New York daily would like to connect with special representative. Valuable agency acquaintance. Highest references. Address H. 800, care of Editor and Publisher.

Advertising Manager

Record during past eleven years: Three years assistant to advertising manager of large metropolitan newspaper that ranks among foremost in United States. Three years advertising manager of two newspapers in cities of approximately 35,000. Handling local and foreign advertising make-up, etc. Past five years advertising manager of large well known newspaper in Middle West city of 70,000. Desire position in city of not less than 100,000 population; seeking a field with greater possibilities and opportunity. Create selling ideas; write copy; work-er. Married, age 34. Address H. 805, care of Editor and Publisher.

Automobile Editor

Live wire newspaper man, now employed, desires position on large progressive paper. Will handle all editorial work and guarantee to sell the advertising. Have splendid record and best of references. Can leave within two months. Am married and in class four of draft. Address H. 804, care of Editor and Publisher.

Business Manager

Really good experienced executive available soon as business or general manager, assistant to publisher, or circulation manager. Could make small investment. Address H. 806, care of Editor and Publisher.

Pressman

Webb newspaper pressman. All kinds. Best of references. Address G. 779, care of Editor and Publisher.

\$3,500 was owner's 1917 salary and profit from weekly newspaper without direct competition.

Located in an attractive residence town surrounded by a rich agricultural section. Equipment includes a linotype.

Property can be bought for \$10,000. Proposition R. K.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue, New York

Sales
Purchases
Consolidations
Appraisals of
Newspaper and
Magazine
Properties

Aubrey Harwell Henry F. Cannon

Harwell & Cannon
Times Building NEW YORK

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

GOSS SEXTUPLE STRAIGHTLINE PRESSES

with Staggered Cylinders
and Tapeless Folders

For sale by

WALTER SCOTT & COMPANY

Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.

Established a Quarter of a Century.

HERALD'S MUSIC CRITIC KILLED

Hydroaeroplane Hits Him When Out in Sail Boat.

Gustav Kobbe, music and art critic of the New York Herald, was killed instantly last Saturday afternoon, when a naval hydroaeroplane, speeding over the water near Bay Shore, L. I., struck him when he stood up in a catboat. He was very fond of sailing, and put in much of his time cruising in the catboat. Mr. Kobbe was born in New York city sixty-two years ago, and was the son of William August Kobbe, who was for many years the consul-general in this city for the Duchy of Nassau before it was incorporated into Germany. He was educated in New York, at Wiesbaden, Germany, and at Columbia University, where he was graduated in 1879.

Mr. Kobbe entered journalism as an editor of the Musical Review. In 1881 he joined the staff of the Sun, and the following year went to Bayreuth for the New York World to write about the production of "Parsifal." Later he took the position on the Herald which he held till his death. He produced a great many articles for magazines and wrote several volumes.

OBITUARY NOTES

ROGER G. SULLIVAN, the manufacturer and advertiser of the 7-20-4 cigar at Manchester, N. H., is dead. He began to earn his living at the age of fourteen, and died a very wealthy man, being a director of the Amoskeag National Bank, the Manchester Traction Company, the New Hampshire Fire Insurance Company, and the Union Publishing Company and a trustee of the Manchester Public Library. He was a prominent member of the Knights of Columbus. Mr. Sullivan was one of the largest revenue-tax payers in the United States.

BEN VENO, for several years a proof-reader for the Atlanta Journal, died July 20. He became ill just after being ordered into service at Camp Gordon. Mr. Veno had worked with several Southern newspapers, including the Augusta Chronicle, the Macon Telegraph, and the Savannah Press. He also had worked in Buenos Aires. He was twenty-eight years old.

WILLIAM M. VAN ANDEN, one of the family who have for years controlled the Brooklyn (N. Y.) Daily Eagle, and a nephew of Isaac Van Anden, founder of that newspaper, died July 26 at his home in Islip, L. I. Mr. Van Anden was seventy-six years old. He leaves his wife and three children. He was born in Poughkeepsie, N. Y. When a young man he joined the forces of the Brooklyn Daily Eagle and became treasurer of that publication, which position he held for many years. He retired about twenty years ago.

EDWARD I. HORSMAN, JR., former music critic of the New York Herald and widely known as a musical critic, composer, and organist, died suddenly July 27 while at work in the garden of his summer home in Summit, N. J. By a coincidence Mr. Horsman's death occurred within an hour of the death of

his friend, Gustav Kobbe, art critic of the New York Herald. Mr. Horsman was musical critic for the Herald from 1901 to 1906. Mr. Horsman was born in Brooklyn and was about forty-four years of age.

JACOB COUTER, a pressman employed by the New York American, was killed by a train a few days ago while crossing the Long Island tracks at Ozone Park. He lived at Hawtree Creek, Jamaica Bay.

ALBERT K. KENNEDY, a former New Haven (Conn.) newspaper man, died last week in that city after a long illness.

JOHN L. CHRISTIAN, formerly of Baltimore and for fifteen years connected with the Denver (Col.) Post, died last week at Cañon City, Col., of tuberculosis.

WILLIAM A. STINCHCOMB, who, during a long newspaper career, was connected with such papers as the Louisville Courier-Journal, the Denver Times, and the Chicago Inter-Ocean, died last week in Salt Lake City, Utah, aged sixty-six years. He was born in Ohio. A widow survives.

LEMUEL EVERETT WILMARTH, one of the founders of the New Earth, a Swedish publication in New York city and who was an artist of national repute, died in Brooklyn July 27.

T. J. REYNOLDS, one of America's biggest advertisers and an ardent advocate of newspaper advertising, died in Winston-Salem, N. C., July 29, where he was head of the R. J. Reynolds Tobacco Company, one of the largest tobacco manufacturing companies in the world. Mr. Reynolds was in his sixty-ninth year. The value of his estate has been estimated at \$10,000,000. Mr. Reynolds was a member of a family which had long been occupied with the tobacco industry. His father, H. W. Reynolds, was the owner of extensive tobacco plantations, and started a factory for the manufacture of tobacco at Rook Springs, Patrick County, Va.

JAMES FRANCIS MURPHY, for many years foreman of the Butterick Publishing Company's composing room in New York and later with the World, died July 27 in Brooklyn.

SAMUEL J. MONTGOMERY, for nearly thirty years an employee of the Mergenthaler Linotype Company's factory in Brooklyn, N. Y., died July 28 at his home in Brooklyn.

HENRY STOWELL, for more than fifty-eight years editor of the Seneca Falls, (N. Y.), Reveller and said to be the oldest active newspaper man in the State, died July 25 at the age of eighty-four years. Twenty-seven years ago he was president of the New York State Press Association.

SAMUEL HAWKINS, widely known in the textile trade as an expert writer on all fabrics and conditions of the industry, died July 21 in Philadelphia, where he had lived twenty years. He had suffered from heart trouble since March. He is survived by his wife and

a daughter, both of whom live on the Isle of Wight. Mr. Hawkins was born in England sixty-seven years ago. He came to America in 1888 and in 1889 became the Philadelphia representative of the Dry Goods Economist of the Root Newspaper Association of New York, holding this position until his death.

WILLIAM F. HOUK, Minnesota State Commissioner of Labor for the past six and a half years, one of the best known men in organized labor circles in the northwest, died suddenly July 20 at Manomnie, Wis., where he was spending a vacation. Mr. Houk was first appointed to head the State Labor Department in 1911. At the time of his appointment he was day foreman of the Minneapolis Tribune's composing room. He had served in that capacity for twelve years and had been an employe of the Tribune for twenty-two years. Mr. Houk was born in Dearborn, Mich., March 16, 1861. He learned the printer's trade in Cleveland and from the time he joined the Typographical union in 1883 he was prominent in the labor movement. He went to Minneapolis in 1887.

EDWIN O. ESHELBY, former publisher of the Cincinnati Commercial-Tribune and a local manufacturer, is dead in Cincinnati.

CLARENCE BROWN, chief owner of the Toledo (Ohio), Times, died in that city July 30. He was also an attorney, capitalist, and politician of State-wide prominence.

CORPORAL EDWARD J. FARRELL, who was connected with the advertising department of the McGraw Publishing Company, New York, has been killed while serving in France.

Sales Facts

Locate the weak spots in your Boston Sales Campaign and strengthen them. Others are doing it. We will help you analyze this territory. Write the

Merchandising Service Department of the

Boston American

Lynn Telegram-News

(Lynn, Mass.)

Lynn's Best Buy
Over 16,000 Daily

(Member A. B. C.)

Reaches the great middle class. Has excellent service department, available to advertisers.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

JAMES MACPHERSON, a writer for the Brooklyn (N. Y.) Daily Eagle, died July 27 at the age of seventy-two years.

PROF. AUGUST GUNDLACH, a newspaper and magazine writer and an authority on languages, died in Pittsburgh July 24.

E. RAYMOND HAWKINS, formerly office manager of the Albert T. Hill Advertising Agency, Pittsburgh, died in that city last week at the age of twenty-seven years.

W. J. Flaherty Killed in France

ST. LOUIS, July 31.—The death in action in France on June 6 of Corp. William J. Flaherty, of the Marine Corps, is reported. Before his enlistment in June, 1917, he was police reporter for the Globe-Democrat, and his death marks the entrance of the first gold star in the service flag of that paper, which contains sixty-two stars. He is the first to be mentioned in the casualty lists of all St. Louis newspaper men that have entered the American service. He was twenty-six years old.

Wilmington Morning News

writes in re our

CAMERA NEWS PAGE

"I am glad to report that service is satisfactory and a real help to us."

The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

The McClure Newspaper Syndicate

Features include

Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Price For Your Territory.

The McClure Newspaper Syndicate

120 West 32nd Street, New York City

TODAY'S
HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. MCCLELLAN
President

The
Pittsburg Dispatch

solicits your business on the basis of genuine and established merit.

WALLACE G. BROOKE
Brunswick Building, New York

THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago

H. C. ROOK
Real Estate Trust Building, Philadelphia

U. S. P. O. REPORT

For the period ending April 1, 1918

The New Orleans Item

Daily62,141
Sunday80,288
Average64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

Pennsylvania

means

Prosperity

GET your share of the immense amount of business now being done in Pennsylvania—the busiest state in the Union.

Pennsylvania produces more war goods than any other state. Everybody in Pennsylvania is busy and prosperous and not only willing to spend money—but has plenty of money to spend.

Just now the per capita earning of the people of Pennsylvania is greater than ever before in the history of the state.

Wages are high—business is good and money is plentiful.

Intensify your selling campaign in Pennsylvania. Get to the people with your proposition—reach them through their home newspapers. Tell them what you have to sell them and what local merchants carry goods.

Go after your share of the business. Do not wait—but do it now.

Use the following list of live daily newspapers in the best cities of the state and cash in on the golden opportunity.

Study these figures—compare rates and circulation—see how inexpensive the advertising is.

Now is the time—this is the place.

	Circulation	lines	lines		Circulation	lines	lines
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
Allentown Call (M).....	21,400	.03	.03	New Castle News (E).....	11,080	.018	.018
Altoona Mirror (E).....	21,320	.04	.04	Oil City Derrick (M).....	5,703	.0215	.0165
Altoona Times (M).....	14,940	.025	.02	Philadelphia Press (M).....	32,053	.08	.07
Altoona Tribune (M).....	7,600	.02	.02	Philadelphia Press (S).....	81,655	.17	.15
Chester Times & Republican (M&E)	12,819	.04	.03	Philadelphia Record (M).....	123,277	.25	.25
Connellsville Courier (E).....	5,929	.015	.025	Philadelphia Record (S).....	133,680	.25	.25
Easton Express (E).....	5,200	.018	.018	Pittsburgh Dispatch (M).....	59,764	.12	.08
Easton Free Press (E).....	15,835	.025	.025	Pittsburgh Dispatch (S).....	57,301	.19	.14
Erie Herald (E).....	8,683	.02	.02	Pottsville Republican (E).....	11,533	.0329	.0329
Erie Herald (S).....	8,683	.02	.02	Scranton Republican (M).....	28,331	.07	.06
Harrisburg Telegraph (E).....	22,388	.045	.045	Scranton Times (E).....	33,093	.07	.06
Johnstown Democrat (M).....	9,841	.03	.025	West Chester Local News (E)....	12,128	.03	.03
Johnstown Leader (E).....	6,718	.015	.015	Wilkes Barre Times-Leader (E)....	18,975	.035	.03
Lancaster Intelligencer and News-Journal (M&E)	18,377	.04	.04	York Gazette (M).....	6,807	.0178	.0129

Government statement April 1st, 1918.

Effective Co-operation

will be the outcome of the big thought that is now in the minds of those who unconsciously are viewing the large future of newspaper advertising rather than its immediate present. It is the making of constructive dreams come true that is most interesting in business or other endeavor.

Before we are ready for effective co-operation we must carefully prepare the soil for the seed which we will plant. Both newspaper and agent must be brought to more fully appreciate their mutual interests and responsibilities for the results from the advertiser's investment.

The newspaper solicitor must be encouraged to temporarily forego deeds of achievement in the mere sale of space, and he must be made devote his energies and efforts to co-operating with advertising agents and advertising managers, to make advertising more productive.

Advertising agents must learn that in order to get the whole-hearted support of the newspapers in serving the advertiser's interests, they in turn must give to the newspapers that consideration and treatment which their merits not only warrant but absolutely demand now more than ever.

Must Co-operate With the Agents

Big increased volume of advertising is in prospect everywhere. We newspaper men are seldom equipped to successfully go beyond the development of a local account and even then are not rigged to continuously handle it successfully.

By recognizing responsible and competent local agency and service men to the extent of paying commissions on new local business we will be bringing to our help new and forceful machinery for the stimulation of new regular business.

With newspapers in all the leading cities thus co-operating in the development of new local business which in time will grow into general accounts, there will be produced a larger volume of profitable, resultful business for all.

JASON ROGERS,
Publisher New York Globe.

New York, Aug. 1, 1918.

