

# THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, OCTOBER 20, 1917

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Franklin Simon of New York writes: "It is with pride that we look back as being among the first houses to recognize the value of the Rotogravure Section as an advertising medium, and we are using this section of the big papers throughout the country with the most satisfactory results. The Rotogravure Section of THE CHICAGO TRIBUNE has been well represented with Franklin Simon & Co. advertisements, and we are well satisfied with the response achieved through this particular medium."

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## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)



# Why Philadelphia Offers Greater Selling Opportunities to Merchants and Manufacturers

**N**OW is the time for every merchant to be alert, to forge ahead, to build up permanent business.

Here in Philadelphia—the Workshop of the World—every indication points to record business in retail lines, due to the fact that more than 58,000 business places (of which about 8,000 are manufacturing plants) employing about 700,000 male and 300,000 female workers, are running to full capacity.

Add to this the metropolitan area of Philadelphia, including the great new industries created by the needs of the United States Government along tide-water, such as the great ship-building yards which have been located at Camden, Chester, Gloucester, Bristol, Cornwalls, etc. Then the large munition factories at Eddystone and Essington; the big powder works at Wilmington, Pennsgrove and surrounding towns; the big steel mills at Wilmington, Newcastle and Claymont; the oil and gasoline plants at Marcus Hook, Point Breeze and other points.

These workers and their families are housed in approximately 375,000 separate dwellings in the city of Philadelphia. The net paid daily average 2c circulation of The Philadelphia Bulletin for the six months from April 1st to September 30, 1917 (as per report to U. S. Post Office Department) was 363,115 copies a day.

There is in Philadelphia territory an immense outlet for advertised commodities among these families, who are enjoying the highest scale of wages in years.

Housekeeping needs alone run into a tremendous volume of sales, while food, raiment and other necessities required by this vast army create a market that is third in the United States.

The Philadelphia Bulletin is the one dominant newspaper through which to reach these consumers.

Largest Morning Circulation in New York Every Day in the Year

**New York American**  
 AN AMERICAN PAPER FOR THE AMERICAN PEOPLE  
**451,799**

**The**  **World.**  
**407,308**

**The New York Times.**  
**357,225**

**The**  **Sun.**  
**141,758**

THE NEW YORK HERALD.  
 130,209

New York Tribune  
 100,551

The figures above are reports to U. S. Government for 6 months ending October 1st, 1917, by each Publisher under oath

# THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, OCTOBER 20, 1917

No. 19

## RHEIMS DAILY PAPER LIVES THROUGH THREE YEARS OF CONSTANT BOMBARDMENT

Although Members of Staff Have Been Killed and Wounded, Editor and Associates of "Eclairneur de l'Est" Are Determined to Remain in Office and Get Out Their Paper Regularly—Home of Paper Is One of Few Buildings in Martyred City Which Has Escaped Total Destruction—Editor Recently Given Legion of Honor.

By F. B. GRUNDY,  
(Paris Correspondent of THE EDITOR AND PUBLISHER.)

PARIS, September 24 (delayed).—Among all the war collections of printed matter, posters, orders, proclamations by Germans and French, etc., none will be more rare than a file of the Eclairneur de l'Est (the Scout of the East), the Rheims daily which,

run the risk of being bombarded from the sky only.

### BUILDING SURROUNDED BY RUINS.

The office of the Eclairneur is one of a block of four or five small houses which still remain upright among yards of ruins. A shell has carried away part of the roof, and although a cover has been improvised, it is impossible to

Rheims mountain, occupied the forts of Brimont, Berru, and Nogent-l'Abbesse, and commenced that bombardment which has never since ceased. On the night of the 19th, when the Cathedral was heavily shelled, the caretaker, workmen, and staff of the Eclairneur passed the whole night on the roof of the office, fire-hose in hand, to protect it from the fire which threatened to break out any minute from the shells falling all around. The paper could not appear for several days, but work was resumed the end of the month, when the bombardment slackened somewhat. All lighting at night was now prohibited in Rheims, and editorial work had to be done by a petroleum lamp carefully shaded.

Bombardment began again in October, and M. Langlet, the aged Mayor, sent for M. Dramas, the editor, and said:

"You cannot possibly stay where you are; you will all be killed, so you had better move to somewhere further back or give up appearing." To which M. Dramas replied:

### EDITOR DETERMINED TO STAY.

"As we cannot move our machinery

16, as the rotary machine was going and copies of the paper were piling on the floor, suddenly a terrible din filled the place, one shriek pierced the dust and smoke and then silence fell. A four-inch shell had fallen on the machine, and the mangled body of M. Ledingue, the machinist, lay on the floor beside a pile of papers, covered with his blood. Wonderful to relate, he was the only victim. The glass of the roof was replaced by bituminous cardboard, which soon had holes made in it by pieces of shell and by bullets from quick-firers, coming from no one knew where, but bullets were picked up everywhere, even in the type boxes.

One day, in February, 1915, an enormous eight and a quarter-inch shell, meant for the Cathedral, struck right in the middle of the workshop. The explosion was terrific, the displacement of air threw everybody to the ground. After a minute a workman raised his head, and, seeing the editor and a comrade lying on the floor, thought they were all dead, and that he had had a marvellous escape, but by a miracle, no one was killed or even injured. The shop was a sight. Two machines were in fragments, linotypes were smashed



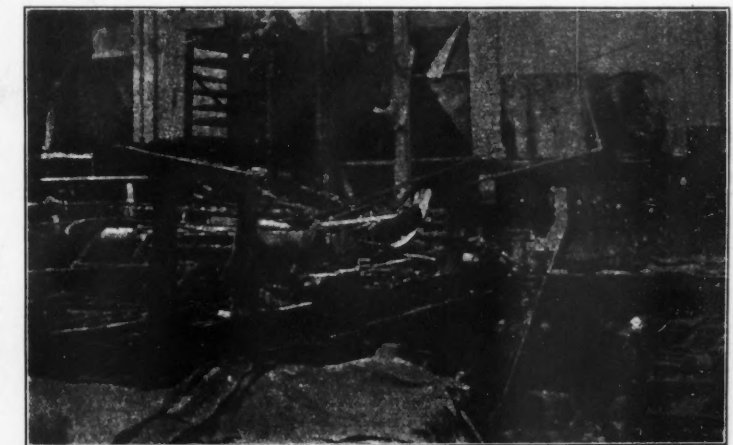
Interior of the office of the "Eclairneur de l'Est" showing Madame Gerrer at work at the only press left, and Mlle. Lucie Delcourt receiving the papers. In the picture can be seen also the three compositors who have survived three years of bombardment.

with a few exceptions, has never failed to appear in that city throughout three years of bombardment which has entirely destroyed 10,000 of its 13,000 houses.

Reduced to the size of a pocket handkerchief, it has continued to be the fragile thread connecting the inhabitants of the martyred city with the outside world. Its first page (it generally has two) has nearly always a few striking words as editorial, and the official communiqués. Certain headlines appear every day—"The Bombardment," giving the number of shells that have fallen the previous day; "Accidents," giving the names of killed and wounded, and these paragraphs, with official notices from the civil and military authorities, fill the second page. From time to time births have been recorded. Baby girls were born in Rheims on April 27 and May 24 of this year. They were at once taken to Epernay, the nearest town, where they

remain in the editorial room when it rains. The printing room is chaos. The six composing machines are smashed by shells or shell fragments. The four rotary machines which printed the paper before the war are in the same state, one having received a four-inch shell in its middle, and the only machine left in a state to work is a small foot machine, formerly used to print visiting cards and commercial letter-heads. Explosive shells are not the only thing to be endured; shells filled with asphyxiating gas come by dozens.

Rheims was occupied by the Germans from September 4 to 13, 1914, and for those ten days the Eclairneur did not appear, but the day the French troops, fresh from the victory of the Marne, chased the enemy from the city, the staff and types were back at their posts, and the paper was cried on the streets on the 15th. At the same time the Germans took up positions on



This will give a good idea of what happened in the office of the "Eclairneur de l'Est" when a shell exploded in the press room.

and we are determined to go on, we shall stay, come what will."

From this time life became an inferno. At any minute everybody had to rush from the office to the cellars. The house shook, the glass flew, and windows crashed. On the morning of November

or overthrown, and the place was a wreck.

In September, 1915, the Eclairneur printed 7,000 copies, the population having been reduced to under 20,000. From 20,000 it soon fell to 17,000, and in

(Concluded on page 30)



DELEGATES ATTENDING THE NINETEENTH ANNUAL CONVENTION OF THE INTERNATIONAL CIRCULATION

## "SHOP TALK" WAS THE FASHION ALL THE TIME AT THE BIG ATLANTA CONVENTION

Members of the International Circulation Managers' Association Were in a Mood for Serious Work, Each Man Feeling that He Was Covering a Big Assignment for His Paper—Most Important and Helpful Meeting Ever Held by Organization—Next Meeting in Washington, June 10, 1918.

THAT the nineteenth annual convention of the International Circulation Managers' Association was the most interesting and important in the history of the organization is the conviction of a majority of the circulators who made the trip to Atlanta.

Considering that it was a postponed convention, and that it was held in the circulator's busiest season—when the fall campaigns are under way—the attendance was especially gratifying to the officers of the organization.

Delegates report that the Atlanta meeting was noteworthy for the spirit of "business" which pervaded it. Entertainment features were provided plentifully, but the delegates devoted but a small share of their time to these. In the regular sessions of the convention the scheduled discussions held the absorbed attention of the delegates. The various problems treated in the papers read were considered in a mood of soberness and seriousness not often witnessed in conventions.

Outside of the convention sessions the delegates gathered in groups, holding little conferences in hotel lobbies and talking "shop" every minute of the time. Every man, as he left Atlanta, felt that he had been on an assignment for his paper, and that he must take back with him the facts and ideas which he had gathered. It was not a vacation trip—it was a business trip, a week of hard, serious work. At its close every circulator was tired—but happy.

In order that the delegates might make train connections on Thursday, the sessions were rushed, and the election of officers and directors took place before noon. There was general agreement that the obvious place for the next convention is Washington. Next year's

sessions, beginning June 10, will bring the circulators close to the heart of world events. Many of the decisive things in the great war will, by that time, have become history. If peace shall not have intervened, the Ameri-

can army will, at that time, be facing toward the Rhine. Economic problems will then, as now, loom large. The Congress will be in session. The eyes of the world will be turned, as now, toward Washington. Record-breaking figures of attendance are anticipated for the twentieth annual convention to be held in the nation's capital.

### SURPRISED AT RESPONSE.

An interesting feature of one of the sessions of the Atlanta convention was the talk on "Soldier Circulation," by H. H. Fris, of El Paso, Tex. In a recent issue THE EDITOR AND PUBLISHER had told how Mr. Fris had found a so-

lution of the problem of economical distribution of his paper in the training camps. Mr. Fris told the delegates that this story had brought to him sixteen telegrams from publishers and circulators in different parts of the country, asking for details of his plans, one publisher even going to the length of offering him one hundred dollars for the information. Mr. Fris deduced from this experience that THE EDITOR AND PUBLISHER was closely read by the newspaper-makers of America.

### MOVEMENT FOR SECTIONAL ORGANIZATIONS.

The idea of furthering the organization of sectional associations of circulation managers, to be affiliated with the I. C. M. A., was much discussed in and out of the convention. The sentiment of delegates generally favored such organizations, the tentative plans were made for the formation of about seven such associations in the near future. The efforts of Edward Gans, of THE EDITOR AND PUBLISHER, in promoting the organization of the New York State Association, as well as his cooperation with the New England circulators in forming their own organization were warmly appreciated by many delegates, and Mr. Gans was urged to assist in the work of organizing similar bodies in various sections of the country. As told in last week's issue, one of these new organizations will be the Tri-State, including circulation men of Pennsylvania, New Jersey, and Delaware, and plans for this organization are well under way.

It is believed that one great advantage to the International Association resulting from these sectional organizations, will be a great increase in membership in the former. Plans for the affiliation of the various sectional associations with the big organization will greatly strengthen all. And, while the membership rolls of the big association show an increase of eighty during the past year, this record, it is believed, will be completely overshadowed in the coming year.

E. H. Wiggins, formerly circulation manager of the Philadelphia Press, is now with the circulation department of the Philadelphia North American.



PRESIDENT-ELECT I. U. SEARS COMPLIMENTING RETIRING PRESIDENT J. M. SCHMID ON HIS SUCCESSFUL ADMINISTRATION.



MANAGERS' ASSOCIATION, AT ATLANTA, GA., OCTOBER 8-11, 1917.

**PRESIDENT OF I. C. M. A.  
STARTED AS A "NEWSIE"**

**I. U. Sears Has Faced Every Problem Known to Circulators—Active in Work of Organization for Seventeen Years and Enthusiastic About Expansion of its Usefulness to Newspapers.**

I. U. Sears, of the Davenport (Iowa) Times, has been in the newspaper business since he started out as a "newsie" when quite a small chap, and it was money thus derived which enabled him to attend Lake Forest School and Alma University in later years.

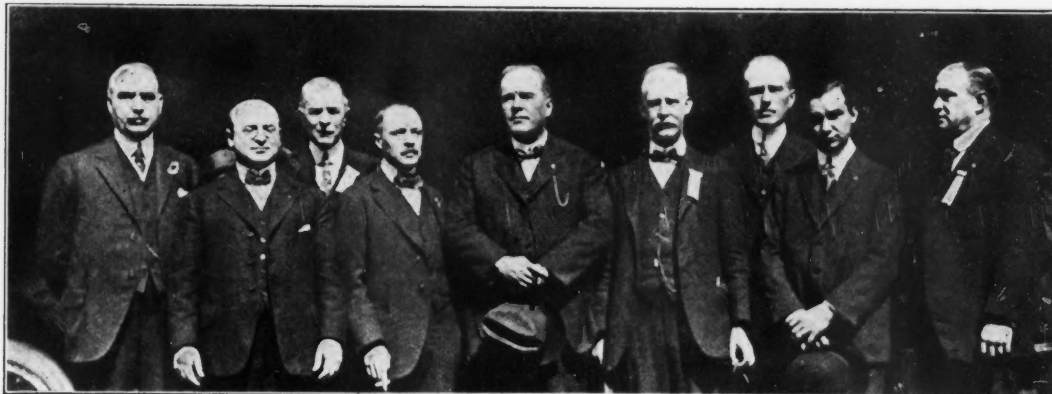
Mr. Sears was born in Albion, N. Y., in 1870, and it was there that he first was initiated into the mysteries of a newspaper. His parents later removed to Chicago, and he took up work in the office of the Chicago Daily News twenty-five years ago, continuing in the position of road man for that paper for five years. He was also connected for a time with the Chicago Record before the consolidation of that paper with the Herald, as circulation manager. For the past fifteen years he has been at his present post, circulation manager of the Davenport Times. He has never engaged in any work outside of a newspaper office.

**ATTENDED FIRST CONVENTION.**

Mr. Sears has been an active member of the International Circulation Managers Association for seventeen years, having attended the first convention of the association in Chicago as a visitor and joining the organization the next year.

He has done work in the Association which has received praise from all who know him. As chairman of the general welfare committee, during the past year, he has brought about much good for the members of the Association. His committee procured better positions for fifteen members of the Association, and the total expense incurred in this work was \$27.84. The general welfare committee has helped the members in various and numerous ways.

It is the aim of Mr. Sears to help to make the International Circulation Managers' Association the greatest newspaper organization in the world,



**NEW OFFICERS AND DIRECTORS OF THE I. C. M. A. AT ATLANTA.**  
W. L. Argue, D. B. G. Rose, John T. Toler, James H. Henderson, I. U. Sears (President), James L. Farley, H. H. Fris, J. M. Annenberg, James McKernan (Second Vice-President).

and he plans big things for the coming year.

"I hope to be able," said Mr. Sears, "to continue the splendid work which has been done by the retiring president and the officers of the past year. Every one of them has given his time and thought and energy to the affairs of the Association, with the result that it has been the very best year in the history of the organization. I believe we will continue to grow and build up the Association with the result that it will soon be the greatest organization of its kind in the whole world."

**Indiana Editors to Meet**

The annual convention of the Indiana Associated Weeklies will be held at Gas City, October 26 and 27. At the banquet on the opening night, C. E. VanValer, editor of the Gas City Journal, will deliver an address on "Developing a Country Newspaper." John W. Small, of the Waynetown Dispatch, also will be a speaker. Walter Leach, of Gas City, is vice president of the association, and Ora McDaniel, of the Advance-Hustler, is secretary-treasurer.

**Fly Service Flag**

The Milwaukee Journal is displaying a service flag with twenty stars.



**CANADIAN DELEGATES TO I. C. M. A. CONVENTION.**  
Top Row, Left to Right: R. A. McCleary, Toronto Globe; W. L. Argue, Toronto Star; William Elder, Toronto Telegram.  
Bottom Row, Left to Right: J. B. Stephens, Toronto News; James R. Henderson, Montreal Gazette; W. J. Darby, Toronto Mail and Empire; John Lang, Toronto World.

## S. LAUZANNE HONOR GUEST AT LUNCHEON GIVEN BY SOUTHERN COMMERCIAL CONGRESS

Melville E. Stone, of The Associated Press, Pays Tribute to Able Editor of Le Matin, Paris—Harry Lauder, Famous Scotch Comedian, with Song and Story, Brings a Smile and a Tear—Dr. Toyokichi Iyenaga, Speaks for "The Press of the Orient."

A FIRM handclasp from the Occident and the Orient was extended and a smile and a tear from Scotland was added, as symbolical of the respect and friendship of the Allies for the United States, at a luncheon given Monday noon at the Hotel McAlpin, New York, in honor of Stephane Lauzanne, editor of Le Matin, Paris, by the Southern Commercial Congress.

Herbert S. Houston, chairman of the National Advertising Advisory Board



(Copyright by Underwood & Underwood, N. Y.)  
STEPHANE LAUZANNE.

and general chairman of the press and advertising committee of the Southern Commercial Congress, was toastmaster.

"It is fitting that on this opening day of the Southern Commercial Congress a dinner should be given in honor of 'The Press of the Allies' and to Stephane Lauzanne, editor of Le Matin, Paris," said Mr. Houston, in introducing the first speaker, the guest of honor, Mr. Lauzanne.

### COUNTRIES HAVE SAME HEART.

"I knew long before I came to this country that America and France had many things in common," said Mr. Lauzanne. "Now I know that the two countries have the same heart. Now I know we are striving and fighting for the same ideals."

Mr. Lauzanne referred to the German Emperor's reply to the Pope's message in which he said that the German nation had always and were now fighting to preserve "the blessings of peace." Mr. Lauzanne referred to history, ancient, modern, and contemporary, to prove that official Germany is a designing, militaristic nation, and always has been.

"You ask how we are carrying on the war," said Mr. Lauzanne. "We are carrying it on with all our heart, with all our soul, with all determination, with all our men, with all our women, and with all our children. France is giving all to war. That means victory."

### FRENCH PRESS LOYAL.

"I have been called upon to speak about 'The Press of Europe.' I gladly tell you that the newspapers and newspaper men of France have been loyally devoted to the cause of the nation. Regardless of politics, the newspapers

of France have striven for one thing—victory for France.

"The French newspapers and French newspaper men were the first to object to the continuation of Prussian militarism. They were the first to stand ready to give battle to the oppressors of liberty. The French newspapers to-day are pleading for the same cause that the press of the Allied nations is. We are fighting for a like ideal. Our ambition is—and we will see it realized—to restore in Europe the spirit of liberty and humanity and a respect for international law.

### MILITARISM MUST GO.

"Prussian militarism must go. Germany must be taught to respect the rights of every nation, large or small, weak or strong.

"'All France for all the war,' is the byword across the seas to-day. France has suffered much, but is prepared to suffer more. France would rather die than live in degradation, and Germany victorious would mean just that. 'All the Allies for all the war' is also a byword, and France, beloved France, extends the clean hand of democracy to the United States in waging this bitter war. The battle shall go on and on until victory has been won for humanity, for civilization, and for life itself."

At the close of Mr. Lauzanne's address, the guests arose and applauded and waved handkerchiefs. And then a smile from Scotland. No other than Harry Lauder, the well-known Scotch comedian, was present.

Mr. Lauder told a few stories and sang a few songs, such as have given him a world-wide reputation as a comedian.

Melville E. Stone, general manager of the Associated Press, was the next speaker.

### TRIBUTE TO MR. LAUZANNE.

"I could not refuse to take advantage of the opportunity to pay tribute to my dear friend, Mr. Stephane Lauzanne," said Mr. Stone. "He is no other than the nephew and god-child of de Blowitz, of the London Times, who, in my judgment, stands out as one of the greatest journalists the world has ever known. Mr. Lauzanne is editor of a great newspaper. Its influence in the famous Dreyfuss case is now common knowledge. That case is the story of great journalistic achievement by a great newspaper. Of such a newspaper is our guest of honor the editor.

"I have been assigned 'The Press of America' as my subject. I am not commissioned to speak for the press of this country, but I can say that it has been zealous and that it has been loyal. The newspapers of this land have played an important part in preparing this country for the inevitable participation in the world war, and is to-day doing a mighty work in informing the people of this land concerning the needs of the nation to further this war to an unqualified victory."

Mr. Stone declared that one of the results of the present war must be a genuine world respect for international law.

"When Germany described her treaty with Belgium as a scrap of paper, that country immediately eliminated herself

from any peace councils which may be held in the future and in which those participating take part on equal grounds," said Mr. Stone.

### SPEAKS ON THE PRESS OF THE ORIENT.

Dr. Toyokichi Iyenaga, managing director of the East and West News Bureau, spoke on "The Press of the Orient."

"For years Japan has envied the position of France," said Dr. Iyenaga. "For years France has been the object of praise by American newspapers. And rightfully so. Japan's position has been just the opposite. In this country you have a yellow press which has been most malicious in its attacks upon Japan. This same yellow press for years has waged its bitter fight of slander on the Japanese. All during this time, I am happy to say, the Japanese



Photo. by Kikuchi.  
DR. TOYOKICHI IYENAGA.

press maintained its poise and I would have you know that America has no monopoly on yellow journalism and jingoism.

"The press of Japan has known that a perfect, mutual understanding between the two nations was all that was needed to bring about most friendly relations. With a yellow press in this country running wild, to bring about such an understanding was most difficult. The war has made it possible. We are happy that the United States to-day knows Japan better and that the Orient knows the United States better.

### COUNTRIES NOW BROTHERS.

"To-day the United States and Japan are brothers, arm in arm, fighting a common foe. We with France and Great Britain and the other of the allied countries, are battling for the same cause. We will fight on until victory is ours."

And then Harry Lauder was called upon to speak. This time he brought a tear. Mr. Lauder recently lost a son in battle.

"You people haven't any idea of what is meant by the 'destruction wrought by the Hun' unless you have been in France. You may have seen pictures and pictures, but they cannot compare with what has actually taken place.

"My son fought and died and died in France." And turning to Mr. Lauzanne, whose hand he grasped firmly, he said:

"And for that I love France."

### LAUDER BRINGS TEAR.

Mr. Lauder ceased for the moment to be a comedian and became one of the most serious men in the world. He told

stories of the horrible cruelty of the German soldiers.

"My son told me this," he said. "And when I tell you that my son told this to me you know that it is truth I am telling you."

With his delightful Scotch burr, Mr. Lauder said that this country had the biggest job on her hands which this country has ever had.

"Wait until the first hospital ship returns with American soldiers who will never be able to talk again, hear again, see again. Then you will know what it means for a country to be at war.

"Years ago Great Britain and this country had a little 'Howd-to-do' in the House. That's all it was. Just a little family quarrel. To-day is the day for a grand reunion."

When Mr. Lauder, that great Scotch comedian sat down, there were not many dry eyes in that banquet hall. The little man from across the seas had come with a smile and a tear, with a funny story and most sad one. And he says he isn't coming back again, because:

"It's too long to stay away from home."

The luncheon reflected beautifully the patriotic spirit of the day. France and Japan extended the right hand of good-fellowship. Scotland spoke and brought joy and sadness. Beloved Mr. Stone spoke on behalf of a loyal American press. All in all, the luncheon was most successful.

### THOSE PRESENT.

List of guests:

Willis J. Abbot, Charles B. Alexander, Charles Dexter Allen, William H. Allen, William F. Andres, Clarence N. Andrews, John W. Appel, jr., F. A. Arnolds, R. W. Ashcroft, John Bain, jr., Pitt J. Baker, Robert W. Barnwell, E. K. Beddall, Claude N. Bennett, Mrs. Claude N. Bennett, Louis Bennett, Mrs. Louis Bennett, William S. Bennett, Stephen C. Berger, Herman Bernstein, Alexander Black, Frank Leroy Blanchard, Sidney Blumenthal, S. N. Bond, L. M. Boomer, J. B. Brady, Arthur Brentano, Herbert L. Bridgman, Franklin Brooks, James Wright Brown, Percy S. Bullen, Raymond J. Burns, William J. Burns, Charles Butterfield, Edward J. Byrnes, Welcome D. Carnes, O. E. Chaney, Osceole J. Chase, Thomas H. Child, E. J. Clode, John Sanford Cohen, George Fred Cook, Austen Colgate, John H. Crawford, Miss Elizabeth Cutting, Henri Collin Delevaud, Edwin D. DeWitt, George W. Dickerman, Adam Dingwall, Norman Dodge, Willard R. Downing, M. F. Elderton, Edward Epstein, Romolo Fanciulli, Fred Felgi, Orestes Ferrara, Jay Fitzpatrick, Duncan U. Fletcher, Irving F. Fletcher, Ward G. Foster, C. H. Frost, Joseph A. Gannon, Carl H. Getz, L. A. Gillette, S. W. Goldberg, James R. Gray, jr., John P. Hallman, W. E. Hamel, O. C. Harn, Job E. Hedges, G. H. Henshaw, George F. Heydt, Richard J. Hickson, Joseph M. Hopkins, L. A. Hornstein, Miss Alice O. Houston, Herbert S. Houston, Mrs. Herbert S. Houston, Edward P. Howard, C. H. Hyannis, M. E. Howatt, F. C. Hoyt, William H. Hulick, Leiland Hume, Edward Huybers, William H. Ingersoll, Toyokichi Iyenaga, W. C. Izor, Wylie B. Jones, Joseph A. Judd, Stephane Lauzanne, Harry Lauder, Frank Lawrence, Harold A. Lehair, Ivy L. Lee, J. W. Lee, jr., L. Levison, Louise G. Lindsley, Jasinto Loper, C. R. Macauley, Joseph T. Mackey, Judge MacLean, W. H. Mallory, William R. Malone, Richard I. Manning, George H. Mayo, Evans McCarty, B. C. McClure, William F. McCombs, Arthur

(Concluded on page 30)



## DANIELS TO CENTRALIZE ALL NAVAL PUBLICITY

Secretary of Navy Explains Reasons for Blanket Order That Matter Prepared by Naval Publicity Committee Must First Be Submitted to Committee on Public Information.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, October 15.—Secretary Daniels this week explained why newspapers have been requested not to publish matter sent out by the United States Naval Publicity Committee, and why that body had been ordered to submit all material to the Committee on Public Information.

The Naval Publicity Committee had prepared a series of Sunday feature stories, which had been ordered by newspapers all over the country, and the first of the series, appearing a week ago, was widely printed. The stories were prepared by naval officers, and were illustrated by some of the country's foremost cartoonists and illustrators.

Mr. Daniels said it was considered desirable to centralize all publicity of the navy. He explained that in some cases photographs which had been denied newspaper correspondents in Washington, had been sent to them from the New York headquarters of the Naval Publicity Committee. This had been done, he said, not as a conscious violation of the Washington policy, but because there was no coordination in the rulings on what was to be printed, and what was to be withheld.

Originally the Publicity Committee was established as a recruiting publicity organization, Mr. Daniels added. He said that matters of news interest were to be handled in Washington, and were to be given out through only one channel, the Committee on Public Information.

The Secretary said that, although the order had gone forth to the Committee to submit the particular series, it had offered editors to Washington, the order had been a blanket one to submit all matter to the Creel Committee, hence that series probably would be submitted before being released. Mr. Daniels compared the situation which has prevailed to that of "sending two orders to a fleet."

### CALLS ON PAPERS TO RETRACT

Four Minnesota Papers Reiterate Charges Against A. C. Townley.

Two more Minnesota papers, making four in all, have been called upon by A. C. Townley, president of the Non-Partisan League, to retract their criticisms of him and his organization at whose recent convention in St. Paul, Senator La Follette and others made alleged treasonable speeches. Both papers—the Morris Tribune, whose editor, J. C. Morrison, is a former president of the Minnesota Editorial Association, and the St. Paul Daily Times, in a very spirited manner refused to retract and both reiterate their criticisms as did the St. Paul Dispatch and Pioneer Press.

### Now Detroit Sunday News

The Detroit News-Tribune, Sunday edition of the Detroit News, changed its name to the Detroit Sunday News, with its issue of last Sunday. This marks the passing from the Detroit field of the old Detroit Morning Tribune, founded in the 60's, and discontinued in 1915, except for the Sunday edition, after being brought under the same management with the Evening News.

## NEWSPAPER MAKERS AT WORK



MARCELLUS M. MURDOCK.

NEWSPAPER men think of the Wichita Eagle as a State-builder. Its editors, Col. M. M. Murdock and R. P. Murdock, brothers, were strong men, dominant men, in the pioneer days of the Southwest. The Eagle served to forward, to enforce, their ideas of civic stability and progress. It helped them to help Kansas and the Kansas people to find themselves.

When the Wichita "boom" had grown to dangerous proportions, and civic insanity ruled, the Murdocks punctured the bubble in a day. It was a surgical operation of a major kind. It was performed courageously through a history-making editorial. It saved the life of the patient—the city of Wichita—although the period of convalescence was long. That Wichita is not now a forgotten trading post is due to the courage and common sense of the Murdocks. Thus the Eagle made history—and the habit has persisted.

The present publisher of the Eagle is Marcellus M. Murdock, son of the late Col. M. M. Murdock, who had purchased the interests in that newspaper held by R. P. Murdock in 1906.

At that time Marcellus M. Murdock was placed in charge of the paper. He found the editorial rooms in a cottage on a side street, the mechanical department housed in a barn-like structure and the press-room at the rear of a barber shop, half a block away. The various departments of the paper were coordinated within a short time. In 1907 he had the Eagle family all under one roof, in a three-story building located near the heart of the city. At that time the Eagle had a circulation of about 20,000. To-day it exceeds 50,000. That spells steady and consistent growth—it denotes the splendid capacity of the son to wear with honor the mantle of a strong father.

It is said of Marcellus M. Murdock that he does not do things impulsively. He does not discharge a man, even if the provocation be very great, without first determining all the bearings of the matter, and—if the man's intent was good and his record creditable—not even then! It has been his experience that this policy usually results in stiffening the loyalty and zeal of the employee. Thus the velvet glove pays for itself.

He is a man of broad learning, although not a college man. He is a great reader, and never forgets the thing which appeals to him as true and worth while. He never quits. To make a plan is to carry that plan through. He is open minded—eager to correct a mistake. He has the consistency of the big mind—which accepts the better view when it is presented. He is an orator of force; he can fight for an ideal, political, or social. He knows the game of politics from the primer to the final summing up.

He insists upon accuracy. He has often killed a good news beat because of doubt as to the facts. He is married, and the father of four children, a boy and three girls. He is prosperous. That would naturally follow the success of the Eagle. But, occasionally for diversion, he has bought oil leases. Just now a well, in which he is a large owner, is producing oil to the tune of \$40,000 a day. He is not yet a millionaire—but he likes to make money on the side, and this oil investment seems to have gratified that liking.

He has made a lot of enemies, and has turned many of them into warm friends—as usually happens with the man who travels the straight road with his head up. He never burdens himself with grievances against those who traduce him. He allows time and events to solve these things.

Marcellus M. Murdock, while a preacher of advertising for others, has always side-stepped any publicity concerning himself. His friends will see here one of the few photographs for which he has ever been persuaded to pose. Throughout the great Southwest the influence of this editor and publisher, exercised through the newspaper whose early fame he has strengthened, is potent for progress.

## STRICTER CENSORSHIP OF CABLES PROPOSED

Private Cablegrams Giving Information About Movements of Troops and Which War Department Ordered Suppressed, Have Reached Newspapers and Printed in Violation of Orders.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, October 16.—Private cablegrams containing details of troop movements, which the War Department has ordered suppressed for military reasons, have reached the newspapers, and have been printed. In two cases recently high officers of National Guard units have cabled to State officials that the regiments, to which they were attached arrived safely on the other side. That is declared to be in violation of the Department's censorship regulations, and it is probable that Gen. Pershing will be directed to issue general orders against any of his officers and men cabling home without the permission of the censor.

The action of newspapers in this country which have published the names of officers sending the messages in question, and the numbers of their regiments, may be considered a violation of censorship regulations.

The Government has repeatedly requested that no announcement of the arrival of any contingent of troops in France be printed, coupling with the request its pledge that disasters or casualties would be promptly made public. Where relatives of the soldiers know that a certain regiment has sailed and hear nothing further, they may assume that the regiment arrived safely.

The private cables serve to bring up again the question of stricter censoring of inbound messages from France or England. It appeared possible that the naval censors at the cable ends on this side would be instructed to hold up all messages that did not carry with them a mark to show that they had been approved by American censors on the other side.

### CANADIAN EDITORS DROWN

Members of Quebec Chronicle Staff Lose Lives While on Hunting Trip.

(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, October 16.—William P. Osborne, editor-in-chief of the Quebec Chronicle, and Clement Henchey, of the editorial staff of the same paper, were drowned recently in Lake St. Joseph, P. Q., while out hunting. The two men were crossing the lake on Saturday night when a gale of wind upset their boat. Osborne was an Englishman by birth, a graduate of Cambridge University, and served through the South African War as an officer. He is survived by a wife and two children. Henchey was unmarried. The Chronicle is owned by Gen. David Watson, who is now at the front in command of a Canadian division.

### Pro-German Editor Undaunted

Eugene Helber, editor of Die Washetaw Post, of Ann Arbor, Mich., which has been denied second-class mail privileges because of its pro-German attitude, will continue to publish his paper and pay first-class postage and deliver by carrier. Mr. Helber announced that he had purchased two \$100 Liberty bonds when he announced continued publication of his paper.

"Truth in advertising" is more than a slogan—it is an aspiration with all honest men who advertise. But Pilate's question, "What is Truth?" still bothers many people.

# NO WEAK LINKS

The editor of a prominent New York newspaper once said that he would rather print a good society story than the account of any happening he could think of. "Interest the women," he said, "and let everything else take care of itself. Men never read anything but headlines, sports news and the financial page. Give me a good society story every day and I know that I am printing something which is going to be read. That, I take it, is an editor's job."

The only trouble with this theory is that it is all wrong. Mr. Dooley's famous "I see by the papers" is a national expression. Men use it as well as women.

The process of editing a newspaper revolves around selecting the right sort of material that will appeal to men, the kind of articles and stories that women want, and such features as will appeal equally to both sexes.

It is easier to find features that men like than it is to select the right material for a woman's page. Not because it is harder to interest women than it is to interest men, but because women's interest is more difficult to hold after it is enlisted.

No features printed in *The Evening Mail* are selected with greater care than those that go into its pages devoted to the interests of women and the home. This supervision has been rewarded by many letters of appreciation from *The Evening Mail's* women readers and, of course, in the recognition of *The Evening Mail* as a newspaper that can be depended upon to produce results for those lines of business which cater to women.

Supplementary to its daily woman's department *The Evening Mail* prints twice each year, at the height of the Spring and Fall seasons, a section devoted to the latest styles in women's apparel. The 1917 Fall supplement was issued on October 17.

It exceeded by four pages the size of any previous fashion supplement and in the amount of advertising it carried it exceeded the 1917 Spring supplement by 6,439 lines.

These facts speak for themselves.

*The Evening Mail* is not a newspaper published exclusively for men, nor is it edited exclusively for women. Each editorial department is a link of equal strength in the chain which binds its organization together.

*The Evening Mail* believes in passing a good thing along. Its daily fashion feature, one of its most successful women's page departments, is available for out-of-town papers through *The Evening Mail* Syndicate.

## THE EVENING MAIL

NEW YORK

# INSIDE FACTS

What is the story of Kerensky, Russia's man of the hour? How did it happen that he, a man unknown to the world before the revolution, emerged as the spokesman and leader of almost two hundred million freed people? What is the true story of Rasputin? Is the "Battalion of Death" a fact or a myth? Are Russian women really fighting at the front? What is the power of the Council of Soldiers' and Workmen's delegates?

These, a few of the questions which everyone has repeatedly asked about Russia, are being answered in *The Evening Mail* by Rheta Childe Dorr. The whole story of Russia's revolution, of Russia's future, of the events that have turned the eyes of the world toward Petrograd, are told by Mrs. Dorr in the narrative of her experiences as *The Evening Mail's* correspondent in Russia.

Mrs. Dorr is the first of the war correspondents to return to America from Russia since the revolution. Her articles, appearing daily in *The Evening Mail*, constitute the most significant chapter yet published in the history of the great war. They are one of the biggest achievements in the annals of news gathering.

They are this because Mrs. Dorr not only reports what she saw; she illumines her story with the patriotic viewpoint of a true American. Her experiences carried her to the Russian battlefield with the famous "Battalion of Death;" they took her at midnight, under secrecy and through danger, to the home of the former Czarina's closest woman friend. They led her through those days when the foes of Russia's freedom were fighting for ascendancy and Petrograd was in a state of siege, when armored trucks were driven through the city's streets with machine guns scattering death upon all who came in their path.

Rheta Childe Dorr's service to journalism is an example of American enterprise of which *The Evening Mail* is justly proud. This pride is shared by the publishers of newspapers over the country representing a daily circulation of over two million. Through *The Evening Mail* Syndicate the series has been placed with the *Chicago Daily News*, the *Boston Post*, the *Philadelphia Press*, the *Cleveland Plain Dealer*, the *St. Louis Post-Dispatch*, the *San Francisco Chronicle* and others. Daily additions are being made to the list of papers which are carrying the series.

The story of New Russia has been brought to America, is being told in a masterpiece of good reporting. Thus *The Evening Mail* is again fulfilling the promise of its past achievements, which make its readers and advertisers always expect the best.

## THE EVENING MAIL

NEW YORK

## ASSOCIATED BUSINESS PAPERS HOLD EPOCH MAKING ANNUAL CONVENTION IN CHICAGO

Facing One of the Most Critical Situations in the History of the Trade Press, Editors and Publishers Meet to Discuss War, Its Relation to Industry and Its Burden of Taxation—Recent Postal Legislation Assailed.

PROBABLY one of the most critical situations in the history of the trade press was faced at the twelfth annual convention of the Associated Business Papers, Inc., held at the Congress Hotel, Chicago, October 11, 12, and 13. The war, its relation to industry, and its burden of taxation were the principal subjects of discussion. Although a deep spirit of patriotism prevailed, there existed throughout the meeting a strong feeling against the recent postal legislation, which culminated in the formation of plans to secure a repeal or an adjustment of the law regulating second-class mail matter.

Drawn together by the epoch-making events of the last few months, the publishers, editors, and representatives of the allied trade and technical papers stood firmly upon a unified platform as representing the industrial and economic forces through their various publications and made every effort to determine the best policy to pursue for the good of the country at large.

The postal situation was the subject of discussion at almost every session, and several hours were given over to the question at issue at a special gathering called on Thursday evening. Full power was placed in the hands of the postal committee to act according to its best judgment in conference with the other newspapers and periodicals of the country. It was the sense of the body, however, that present act would meet with wholesale opposition as it stands, as being unjust and discriminatory.

### SITUATION REGARDED GRAVE.

It was generally admitted that inasmuch as so many publishers, whose mailing costs represented a large ratio of their profits, were hit by the law, that the situation was very grave. The point was made that the only solution lies in educating the public to understand the full purpose of the law and what it will mean to individual interests, and to the country at large, when put into effect.

Although a high standard has been set at all previous sessions, the Chicago convention was especially marked by the presence of such men as Gov. Charles Whitman, of New York; T. P. O'Connor, the well-known English publisher; Col. J. B. Maclean, president of the Maclean Publishing Company, Toronto, and John W. O'Leary, president of the Chicago Association of Commerce.

More than 250 members and as many more visitors were present at the opening session, Thursday morning, which was called to order by C. A. Tupper, president of the Chicago Trade Press Association. In his opening remarks he pointed out the vital importance of co-operation between the trade press and the manufacturer and the power of the publishers to shape public sentiment and influence Governmental functions. He was followed by Harry Schwarzschild, of Shoe Findings, chairman of the local reception committee, who delivered the address of welcome.

### PRESIDENT BALDWIN RESPONDS.

President Arthur J. Baldwin responded, by praising the work of the local body and of the organization at large. He then gave a survey of the postal situation and placed the subject in the hands of the postal committee. A general discussion followed.

The majority agreed that from a broad viewpoint, postal rates should not be increased, but should if anything be lowered. The point was made that certain large publications of weekly issue having national circulation, would have to almost double in cost per subscriber to meet the situation, and that certain papers, such as the Iron Age and the Dry Goods Economist, now costing a subscriber less than \$5 a year, may cost him from \$10 to \$12 a year under the present increase.

This was followed by a brief speech by Horace T. Hunter, vice-president of the Maclean Publishing Co., in which he gave an outline of the situation in Canada among trade papers, and how war problems are being dealt with. Then the morning session was closed by J. George Frederick, editor of Advertising and Selling. His talk was mainly devoted to the new conditions which the war has brought about among readers and subscribers. He declared the war has acted as a stimulant to the reading public and that business men who are keenly alive to new subjects and problems should be guided through the media of the trade press.

### ADVERTISING SITUATION SERIOUS.

made ten years ago, and that therefore there was need for a survey of the

Mr. Frederick described the advertising situation as affected by the war as particularly grave, and declared it called for positive, creative work. "The present situation calls for a very aggressive effort to build even more advertising than ever before on entirely new and additional grounds," he said. "Manufacturers should advertise widely because they should seize the reins of leadership to build safeguards against inroads on habit and public opinion; to develop an increased prestige and to effect consumers' and distributors' opinions, and to offset abnormal price conditions."

After introductory remarks by Chairman Arthur L. Rice, editor of Power Plant Engineering, the editorial session opened in the afternoon. Perhaps the most interesting talk of this session was given by Prof. Walter Williams, dean of the School of Journalism of the University of Missouri, who spoke on "Continuous Educational Training for All Editors." He declared that no editor or publisher of either a large or small newspaper or periodical could afford from an unselfish standpoint to allow himself to fall behind the times. That constant education along broad lines was necessary for him to give his readers the best and most complete information on any given subject.

Among the other speakers were F. M. Feiker, editorial director of Electrical World and Electrical Merchandising; Samuel O. Dunn, editor of Railway Age-Gazette; Ray W. Sherman, of Motor World; B. E. Carroll, editor of Textile World-Journal, and David Becroft, editor of Class Journal. The last two speakers devoted considerable time to a full survey of the Editorial Conference, and described at length its work and its need for nationalization.

### GENERAL DISCUSSION CLOSES DAY.

The day was closed with a general discussion of "What Editorial Space and

Attention Should Be Given to Broad National Questions in Business Papers." Some were of the opinion that each individual paper should confine itself to its own particular line, but the consensus was that a publication could best serve its readers by devoting part of its space to subjects of national and international importance.

An informal meeting was called by President Baldwin for that evening at which the postal committee led a discussion of the much-mooted postal situation.

Among those represented on the committee, who were present, were: H. G. Lord, of Textile World Journal; E. R. Shaw, of Power Plant Engineering; A. C. Pearson, of Dry Goods Economist, and C. B. O'Neal, of Motor Age. C. A. Tupper, president of the International Trade Press, as chairman, called the meeting to order.

It was urged that a campaign along educational lines be launched to combat the current opinion among business men that second-class matter should be taxed. Separate tax advertising, it was declared, would lead into absurd complications and delay.

### THOROUGH SURVEY NEEDED.

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., declared there was no definite data in the hands of the Government except the report of the Hughes' Commission made ten years ago, and that therefore there was need for a survey of the

field before the matter could be fairly settled. "Certain economies have been made in the operation of the Post Office Department since the 2-cent flat rate was recommended and if that amount was fair then a 1-cent rate is fair today," he said. "We have nothing to fear from the truth and a complete investigation by a commission would be to our everlasting advantage." We do not want this matter decided on misinformation. It should be investigated, then carried to the people, and then decided on merits alone."

President Baldwin urged that no individual pleas should be made for any one class of publication and that the whole should stand or fall on the principle as an entirety.

The advertising session held Friday morning was opened by Roger W. Allen, advertising manager of the American Hatter, who introduced W. L. Ware, editor of Dry Goods Reporter. Mr. Ware outlined the functions of the trade press in promoting efficient merchandising. His talk was followed by a discussion of the subject.

### O'SHAUGHNESSY UNABLE TO ATTEND.

James O'Shaughnessy, executive secretary of the American Associated Advertising Agencies, was unable to attend. His place was taken by Walter L. Hoops, president of the Hoops Advertising Company, Chicago, who briefly described what the advertising agent wants of the business press.

## The Brooklyn Standard Union announces the appointment of



Mr. D. C. Adams, Jr. as  
Manager of Automobile  
Advertising—At your  
service.

# I.N.S. BADLY SCOOPED!

On Saturday, Oct. 13, the Governor of Connecticut gave out for publication a cable from the Colonel of a Connecticut regiment, stating that his troops had arrived safely in France. This cable was disseminated generally by news services which chose to ignore the war department's repeated warnings that publications of this sort aid the enemies of the United States.

The entire incident has become a subject of government investigation. The New York Times on Oct. 16 printed the following:

Special to The New York Times.  
HARTFORD, Conn., Oct. 15.—Governor  
Marcus H. Holcomb, is an i  
toht

from the national capital.  
As a result of the protest of the Creel  
Committee at Washington, the "news"  
of the soldiers' arrival is getting re-  
newed publicity. So far as can be dis-  
covered, the only person who put the  
matter up to Washington was the Hart-  
ford representative of the International  
News Service, who at 1:30 P. M. Satur-  
day wired Washington through his New  
York office, and at 1:58 received a reply  
that the War Department desired that  
its original instructions should be re-  
spected.  
Colonel Isbell is de-  
tached to the  
in

The I. N. S. has been beaten on several stories of this character, and for the same reason.

The I. N. S. was "scooped" by the Associated Press on the landing of the first U. S. troops in France.

The I. N. S. kept faith with the U. S. government. The A. P. did not.

The I. N. S. will continue to keep the faith. **IT MAY BE SCOOPED AGAIN AS A RESULT OF THIS POLICY.**

The I. N. S. is the only American news service that has not suffered a reproof from the United States Government for spreading inaccurate or improper information about the U. S. army or navy.

The I. N. S. has "come clean." It will continue to do so.

*The True News FIRST—Always—Accurately*

## INTERNATIONAL NEWS SERVICE

Tenth Floor, World Building

New York

## NEW YORK EVENING MAIL STAFF HONORS MRS. DORR

Members of Editorial and Business Staffs and Heads of Mechanical Departments Give Dinner in Honor of Brilliant Woman Who Did Notable Work in Covering Russian Revolution.

Rheta Childe Dorr cannot help knowing by this time that she did a remarkable piece of reporting in covering the Russian revolution and bringing back a real story. She probably had some inkling of this soon after her return, but at a dinner given in her honor at



RHETA CHILDE DORR.

the Hotel Martinique Tuesday evening by members of the staff of the New York Evening Mail, she was informed of the fact most convincingly by half a dozen speakers.

The dinner, an excellent one, served competently under the direction of Mr. Charles Leigh Taylor, president of the Hotel Martinique Company, was the occasion of a family party participated in by 126 members of the Evening Mail editorial and business staffs and heads of mechanical departments. Henry L. Stoddard, president of the Mail and Express Company, was toastmaster. Mrs. Dorr was the principal speaker, and in her talk she described the difficulties of getting into Russia and securing the inside facts. She told how she managed to keep her toilet powders and soaps and aspirin tablets by swallowing samples of each in the presence of Russian officials, to convince them that she was not bringing in high explosives.

John Wetmore, veteran automobile editor and after-dinner speaker, aroused enthusiasm in a little speech praising Mrs. Dorr, and mentioning others who have brought credit to the Evening Mail, including Cartoonists Goldberg, Volight, and Morris, Zoe Beckley, and Francis.

Dr. E. A. Rumely, the publisher, told how he came to send Mrs. Dorr to Russia, or rather, how he permitted her to realize her aspiration to cover a big world story. Other good talks were made by J. E. Cullen, managing editor; Fred Knowles, news editor; C. A. Myers, advertising manager, and T. W. Clay, circulation manager. The audience was warmly enthusiastic, and each speaker was given a generous reception.

During the evening it became known that the editors of the Evening Mail are planning to give Mrs. Dorr another war assignment. She may soon be in France, getting stories about the American fighting forces.

## INLAND DAILY PRESS ASSOCIATION GOES ON RECORD AS OPPOSED TO A. B. C. AMENDMENT

Members Instructed to Vote "No" on Proposed Change in Constitution of Audit Bureau of Circulations—Annual Fall Meeting Held in Chicago—Sessions Held Behind Closed Doors—Seek Solution to News Print Problems.

THE annual autumn meeting of the Inland Daily Press Association was held Tuesday at the Hotel La Salle, Chicago. A well-attended luncheon preceded the session.

Although the convention was held behind closed doors, reports were given out by Willi V. Tufford, secretary of the Association, that the assembly stood on record as being strongly opposed to the proposed amendment to the constitution of the Audit Bureau of Circulations, on the ground that it is entirely arbitrary and will limit the value of the audit reports. Members were instructed to vote "no" on the referendum now being conducted by the A. B. C.

A full report, which was not made public, on the work done by Urey Woodson, of the Owensboro (Ky.) Messenger, and A. O. Peterson, of the Waterloo (Ia.) Courier, lobbyists in Washington for the Association during the recent fight against increased postal rates, was turned over to a postal committee. Plans are under way to attempt to secure a repeal or an amendment of the law at the next session of Congress, it was stated.

John Welsh, of the Green Bay Paper Co., presented a plan to the Association

for the reclamation of waste paper by a special process for making news print at a comparatively small cost. A committee was named to investigate and make a report on its findings at an early date. Plans were discussed for buying the plant if the process proves feasible, according to Secretary Tufford.

According to Mr. Welsh, representing the paper company, news print paper can be made at \$40 less per ton than the current market price. The materials required for the process, he stated, were merely waste paper and a small quantity of spruce pulp which are treated by a special de-inking and repulping method.

A number of members gave short reports on what they had done during the past year to meet the increased cost of print paper and other materials, which was followed by a talk by James Schermerhorn, of the Detroit Times, who urged support of governmental policies to fullest extent possible and of the Liberty Loan. There were about one hundred members present, and a timely address of welcome was given them by E. P. Adler, president of the Association, and publisher of the Davenport (Iowa) Times.

### ROBERT PREW HEARS CALL

Head of Paris Bureau of I. N. S. Called to the British Colors.

Robert Prew, in charge of the Paris bureau of the International News Service, has been called to the British colors and will go to the front November 1. Mr. Prew is a British subject, but in view of the war alliance between Great Britain and the United States the International News Service has allowed him a furlough with full pay during the time that he is bearing arms. He has been the sole support of a wife, mother, and sister.

E. P. Orr, who has been assistant in charge of the bureau, has been named acting manager during the military service of Mr. Prew. H. G. Wales and Daniel Dillon will make up Mr. Orr's local staff in Paris, while the news of the Americans at the fighting front will be covered as heretofore by Newton C. Parke.

### Maine Editors Meet

Seven members of the Maine Daily Newspaper Association met recently in regular quarterly session at Lewiston as guests of the Lewiston Journal and Lewiston Sun. It is reported that "matters of great importance to the newspaper business were considered, especially as relates to the giving of publicity without compensation—the newspaper being the only class of business that is asked continually to give away its wares without return."

### Here's a Tip

The St. Paul Dispatch and Pioneer Press have established a small four-page, four-column monthly paper called the St. Paul Dispatch and St. Paul Pioneer Press American. It gives news of all the members of the staff and is chiefly for the benefit of staff members now serving in the army and navy. It is edited by a committee of four appointed at each monthly staff dinner.

## NEW CENSORSHIP BOARD PERSONNEL COMPLETED

Post Office Department and Committee on Public Information Appoints Members of Board Authorized by Trading With Enemy Act—To Censor Radio, Cable and Telegraph.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, October 17.—Members of the new censorship board authorized by the "Trading with the Enemy" act have been appointed by the Post Office Department and the Committee on Public Information. Robert L. Maddox, superintendent of foreign mails, was named by the Postmaster-General, and Edgar Sisson, former magazine editor and now head of the information committee's visé division, by Chairman Creel. Pending the return of Mr. Maddox, who has been in France directing organization of the postal service for the American expeditionary forces, Otto Praeger, Second Assistant Postmaster-General, will serve in his place. Major-Gen. McIntyre, for the War Department, and Lieut.-Commander Belknap, for the navy, were named yesterday.

The board is charged with censorship of cable, radio, and telegraph communication. It probably will continue in effect, with few changes, the censorship already maintained by the War and Navy Departments under the Espionage act.

American censorship of mails, Postmaster-General Burleson explained, will be limited to mail passing between the United States and certain countries to be designated by the President, and will not duplicate any phase of the elaborate censorship system already operated by the British and French Governments.

### Open New I. N. S. Bureau.

The International News Service has opened a new bureau in San Diego, Cal., with W. D. Berg in charge.

"America's Largest and Best Newspaper Industrial Advertising Agency"

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint.—Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times-Dispatch Building, Richmond; 506-8 Equitable Building, Baltimore; 319-20-21 Keith & Perry Building, Kansas City; 503 Lumber Exchange Building, Chicago. Room 1622—50 Broad St., New York City.

# THE DETROIT NEWS

## Invites You to Visit Its New Home

Newspapermen, Advertising Agents, Advertisers and all others interested, are extended a cordial invitation to visit and inspect the new plant of The Detroit News at any time.

Men who constantly travel among newspaper plants pronounce that of The Detroit News the finest in existence.

Its size, artistic design and finish, practical arrangement of departments and ultra modern mechanical equipment exist to facilitate the varied forms of service which a newspaper must render the reading and advertising public.

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*You Are Always Welcome*

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# THE DETROIT NEWS

DAILY AND SUNDAY

NOTE.—Commencing Oct. 14th the Sunday issue of The Detroit News, formerly called the Detroit News Tribune, became the Detroit Sunday News.

**NOTABLE WORK DONE IN COVERING WORLD'S SERIES**

H. C. Hamilton, Sports Editor of United Press Associations, Picks Winner of National and American League Races and Then Tops It Off by Picking Winner of the World's Series.

The press associations did notable work in covering the world's series of baseball games this year.

The Associated Press staff included E. B. Moss, general sporting editor; C. S. Brandebury, city editor of the New York office; C. D. Hagerty, city editor of the Chicago office; J. H. Reiting, of the Philadelphia office; C. W. Dunkley, sporting editor of the Central Division, Chicago, and M. E. Coleman and W. P. Hayes, both of Chicago.

Mr. Moss and Mr. Brandebury traveled back and forth between New York and Chicago during the series. Mr. Brandebury handled the day story from the ball park. Mr. Moss wrote the night descriptive lead. Mr. Reiting handled the box score and the running story of the plays in the New York games for the morning service. Mr. Hayes did the same work during the Chicago games. Mr. Hagerty handled the running story of the Chicago games for the morning service.

**UNITED PRESS STAFF.**

For the United Press Associations, Fred S. Ferguson, news manager of the New York office, and H. C. Hamilton, sports editor, were on the job. H. D. Jacobs, of the Chicago, handled feature stories about the Chicago games, while Hugh Baillie, of the New York office, did the same work during the New York games.

It is interesting to recall here that on April 7 before the baseball season opened, Mr. Hamilton picked the Giants to win the National League pennant and the White Sox to grab the American League honors. On September 21, before the world's series had started, Mr. Hamilton picked the Sox to win.

That's a clean record for Mr. Hamilton.

**SAMMIES GET SCORES.**

W. S. Forrest, Paris staff correspondent of the United Press, cabled last Saturday that there was enough dyed-in-the-wool baseball fan spirit in numerous Sammies to keep them up and out of bed awaiting the nightly receipt of the United Press dispatches of the World Series.

The differences in time between New York and Chicago and France meant that the World Series news could not reach the Sammies until about midnight and some time later. The fastest sort of a relay system had been arranged with cooperation of the censor in the Paris Bourse, so that the United Press cables were telephoned immediately on receipt to the United States Signal Corps headquarters in Paris.

The Signal Corps speeded up and relayed the results to every line along which the Sammies were located. Signal Corps operators copied the scores and they were posted immediately in every camp. Operators reported there were lots of instances where Sammies delayed their usual bedtime hour until after the scores came in.

Barry Faris and Jack Veiock toured between New York and Chicago with the teams and filed the play-by-play story, as well as the leads and general comment, for the International News Service. The wires carried stories each night by Arthur Struwe and Damon Runyon, together with statistical details, box scores, and a composite box score as the series progressed.

**BRINGS LIBEL ACTION**

Senator Vare Sues Editors and Managers of Philadelphia Press for Printing News.

PHILADELPHIA, October 17.—For printing testimony given in open court bearing on the notorious political scandal in the "Bloody Fifth" Ward, Alden March, president and editor of the Press; Robert H. Krueger, secretary-treasurer; J. W. Magers, business manager, and Samuel Calvin Wells and Richard J. Beamish, of the editorial staff, have been sued for libel by State Senator Edwin H. Vare. The defendants appeared to-day at a magistrate's court in City Hall, where they waived a hearing and were held in \$1,500 bail each for court.

The Press has the distinction of being the first newspaper to feel the legal sting of Vare's displeasure. He is "agin" them all—or nearly all, specifically the North American and the Inquirer, in addition to the Press, but apart from public statements and speeches has taken no further action.

Vare's attack on the Press is based on the wording of headlines which, as headlines will, stated in brief what was more discreetly but no less exactly said in court. Richard Beamish has written searing accounts of the proceedings in court, Carter's cartoons of the "deplorable" Mayor have burnt like red-hot irons, and Sam Wells's editorials calling for the impeachment of the Mayor and his Director of Public Safety have put the final touch to as thorough and terrible an indictment as was ever hurled by any newspaper in the cause of civic welfare.

**PAPER COMMITTEE REPORT**

September Advertising Figures for 93 Newspapers in 21 Cities.

A. G. McIntyre, special representative of the American Newspaper Publishers Association's Committee on Paper, in his special report dated October 17, shows reports from 93 A. N. P. A. newspapers in 21 cities, citing a loss during September of 2.07 per cent., as compared with September, 1916.

The Eastern group—New York, Philadelphia, and Buffalo—show an increase of 8.7 per cent.; the Middle West, including Chicago, Cleveland, Detroit, Cincinnati, Milwaukee, St. Louis, and Indianapolis, show a decrease of 3.9 per cent.; the Pacific Coast, represented by Los Angeles, San Francisco, and Portland, show an increase of 5.6 per cent.

The Southern group—Baltimore, New Orleans, Atlanta, Houston, and Washington—show a decrease of 31.4 per cent.

The total lineage for the nine months of 1917 for this list is 504,370,624, an increase of 24,133,943 lines over the corresponding nine months of 1916.

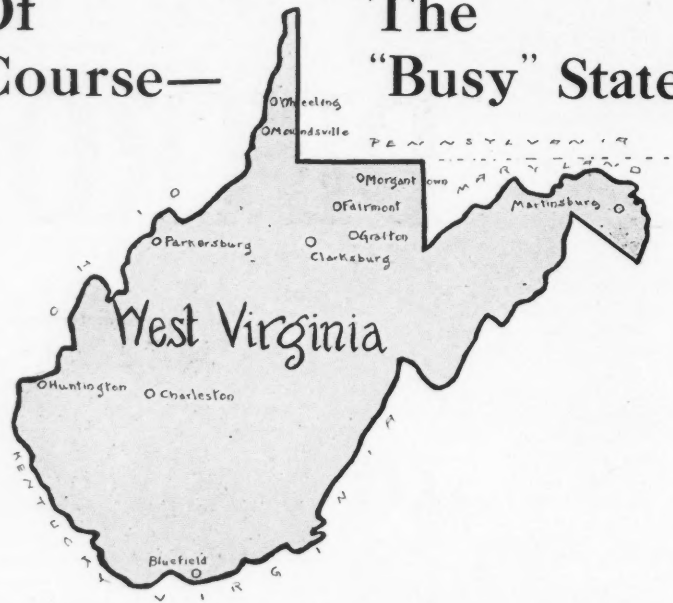
**Irate Citizens Attack Reporter**

C. W. Howard, a member of the staff of the St. Louis Republic, who was reporting the trial at Marshfield, Mo., of Claude J. Piersol, convicted of the charge of kidnapping the Keet infant at Springfield, Mo., was attacked by fifty citizens of Marshfield and vicinity, held a prisoner for two hours, and then compelled to leave town. The attack followed the publication in the Republic of a story written by Howard in the famous "Fables in Slang" style as originated by George Ade.

The man who makes the same blunder twice is roundly condemned—especially by the man who has made the same blunder three times and is getting ready to repeat.

A giant power plant will soon be completed at the mouth of a West Virginia coal mine, fulfilling the prophecy that generating plants would eventually go to the coal.

Of Course—  
The "Busy" State!



Among other activities, it is known that the Government, will build a \$15,000,000 armor plant and a \$2,000,000 projectile plant in West Virginia, and a \$3,000,000 bi-product plant is to be constructed soon by private enterprise. More is in prospect.

Your goods properly advertised should find a ready market here.

Eleven trade centers and newspaper headquarters take care of the advertising and distribution.

Ask the papers for facts

	Circulation	Rate for 5,000 lines
<b>BLUEFIELD</b>		
Telegraph ..... (M)	4,224	.01428
<b>CHARLESTON</b>		
Gazette ..... (M)	8,000	.0143
Gazette ..... (S)	9,200	.0143
Leader ..... (M)	6,819	.0157
Leader ..... (S)	7,351	.0157
Mail ..... (E)	7,170	.02
<b>CLARKSBURG</b>		
Exponent ..... (M)	6,045	.015
Telegram ..... (E)	6,219	.0186
Telegram ..... (S)	5,656	.0186
<b>FAIRMONT</b>		
Times ..... (M)	4,150	.015
West Virginian ..... (E)	4,837	.0143
<b>GRAFTON</b>		
Sentinel ..... (E)	1,925	.0107
<b>HUNTINGTON</b>		
Advertiser ..... (E)	7,083	.015
Herald-Dispatch ..... (M)	6,867	.015
<b>MARTINSBURG</b>		
Journal ..... (E)	2,949	.00898
<b>MORGANTOWN</b>		
Post-Chronicle ..... (E)	1,300	.005
<b>MOUNDSVILLE</b>		
Echo ..... (E)	2,246	.007
Journal ..... (E)	1,654	.007
<b>PARKERSBURG</b>		
News ..... (M)	4,450	.0125
News ..... (S)	5,300	.015
Sentinel ..... (E)	5,051	.0115
<b>WHEELING</b>		
Intelligencer ..... (M)	13,200	.0225
News ..... (E)	15,500	.03
News ..... (S)	18,500	.04

(A)



**W. ORTON TEWSON GIVEN GOVERNMENT ERRAND**

Former Member of New York Times Staff Concludes Important Task in United States and Canada for British Government in Connection with Work of Food Controller Lord Rhondda.

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

LONDON, September 28.—W. Orton Tewson, a former member of the staff of the New York Times, in New York, has just sailed for his home in England, after concluding an important mission in the United States and Canada on behalf of the British Government in connection with the successful work of Lord Rhondda, as Food Controller. It is presumed here that Mr. Tewson's work had some relation to the coopera-



W. ORTON TEWSON.

tion of the English and American Governments regarding food supplies. His visit included sojourns at Washington and Montreal.

It is pointed out here that the utilization of available food supplies in the interests of the Allies is receiving careful consideration, more careful, indeed, on account of reports indicating a shortage in crops in many parts of the world. Committees composed of representatives of both countries have been considering the subject both in London and Washington, and are continuing to maintain close cooperation by cable.

Incidentally, it was the very heavy demands on the cable facilities between England and Washington that are being made in the daily and even hourly interchange of messages between the various Anglo-American committees sitting here and in Washington in connection with the blockade and other war matters, that led to the recent request to American correspondents in London to curtail by about 25 per cent. the volume of their cables as usually filed.

Making his start in New York as a reporter on the City News Association and passing first as a general reporter on the local staff of the New York Times and later serving the paper as assistant to the London correspondent in the bureau here, Mr. Tewson possesses the reputation of having an astonishingly large number of warm personal friends among all classes of people, particularly among public men of the two countries. His is a triumph of the quiet, unassuming personality.

Some years before the war he was induced to leave his position with the

New York Times here to serve as London correspondent for Mr. Hearst's newspapers, and to assume charge of the foreign service of the International News Service. An Englishman, and with three brothers serving with the British army, Mr. Tewson, before the United States came into the war, decided that his position was incompatible with the reputation attained by the Hearst newspapers on the subject of the war through some of their contributors, and sent in his resignation.

A wanderer in his boyhood, Mr. Tewson went to South Africa, and at one time did secretarial work for the late Cecil Rhodes. While in South Africa, after the Jameson raid, he met John Hays Hammond while the latter was pursuing his calling there as a mining engineer, the two forming a friendship that probably had something to do with Mr. Tewson's making his start in New York.

**TORONTO WORLD STAFF CHANGES**

Canadian Daily Undergoes Complete Reorganization of News Department.

(Special to THE EDITOR AND PUBLISHER.)  
TORONTO, October 15.—Wholesale changes have just taken place on the staff of the Toronto World. There has been a shifting about among the old members of the staff, together with an infusion of considerable new blood.

Dr. H. M. Mosdell has been brought from the managing editorship of the St. John's, N. F., Star, to take the position of news editor. Dr. Mosdell was with the World some years ago.

C. Langton Clark, for seventeen years telegraph editor of the Toronto Mail and later night manager of the Canadian Press, Limited, assumes the position of telegraph editor, replacing Harry Bretz, who has been shifted to the financial editor's desk.

William Logan, formerly city editor of the Toronto News, comes on as city editor, while J. Harry Smith, who previously held this position, takes over the editorship of the Sunday World. He in turn succeeds George Mifford, who becomes political reporter.

Half a dozen new reporters have been taken on. Three of them are women, bringing our staff of women writers up to seven.

The resignation of C. Langton Clark from the Canadian Press, Limited, left an important vacancy on that staff. It has been filled by Peter Johnson, a well-known Canadian newspaper man, who retired from journalism a few years ago to go in for farming, but who has now taken on the duties of night manager. The position of assistant night manager has been created and H. Gordon, late of the World, has been appointed to it.

**A. B. C. DIRECTORS MEET**

Board Holding Regular Monthly Meeting at Hotel Astor New York.

The board of directors of the Audit Bureau of Circulations were holding their regular monthly meeting at the Hotel Astor, New York, as THE EDITOR AND PUBLISHER went to press. Matters of importance to the bureau, including the proposed change in the constitution, were being considered.

Included among those present were: Louis Bruch, president; Stanley Clague, managing director, Chicago; A. W. Erickson, New York; O. C. Harn, New York; L. B. Jones, Rochester, N. Y.; F. W. Stone, New York; M. C. Robbins, New York; William A. Whitney, Springfield, Mass.

**Bonds —and "tube" dresses**

DURING September, The New York Evening Post devoted more space to commercial and financial news than the Manhattan morning newspapers, six days a week. It also printed more financial advertising than all but one of them. This is a regular occurrence.

Yet, The Evening Post is not a financial newspaper. It goes right into the home, and reaches every member of the family.

How effectively it does this, is proved by the table of space used by dry-goods advertisers during September in the morning newspapers, six days a week, and in The Evening Post:

Evening Post . . . . .	62,850 Lines
American . . . . .	13,493 Lines
Sun . . . . .	11,699 Lines
Times . . . . .	72,831 Lines
Tribune . . . . .	26,153 Lines
World . . . . .	33,116 Lines

The department stores which used space in The Evening Post during September included

- |                    |                          |
|--------------------|--------------------------|
| B. Altman & Co.    | R. H. Macy & Co.         |
| Bloomingdale Bros. | Geo. McCutcheon & Co.    |
| Mark Cross         | Oppenheim, Collins & Co. |
| J. B. Greenhut Co. | Stern Bros.              |
| Hearn              | John Wanamaker           |

**New York Evening Post**

More Than a Newspaper—A National Institution

# The Kewpies Arrive in the Sun



**ROSE O'NEILL**

For the Last Six Years the Highest Paid Woman Artist in the World, will Produce

A Four-Color Sunday Page and a Two-Column Daily Feature  
Special Newspaper Kewpies and New Newspaper Verse

Rose O'Neill, even apart from her wonderful Kewpies, is an artist of unquestioned genius and high standing.

She has exhibited in Paris and New York and is now preparing for an exhibit of her paintings in New York this fall. She is in a class with James Montgomery Flagg, Howard Chandler Christy and Charles Dana Gibson in the excellence of her work artistically—and she is supreme and alone in her creations of the imagination.

It is because Rose O'Neill is a great artist, in conception and workmanship, that the Kewpies have become world-famous. They began about six years ago in "The Woman's Home Companion." They are now appearing in "Good Housekeeping."

In the course of six years their fame has increased until it would be practically impossible to find any one, young or old, who did not know and love the Kewpies.

To look at a Kewpie is to smile.

To read a Kewpie verse is to be braced and cheered.

For many years there has been a demand for a newspaper picture feature that will fascinate the youngsters, give them all the fun and merriment possible and yet, at the same time, convey a kindly, loving and helpful message. This is a demand that the Kewpies alone supply. No naughty boy comic was ever funnier than the Kewpies, with the very important difference that the purpose of the Kewpies is to help instead of to hinder, to make peace instead of trouble.

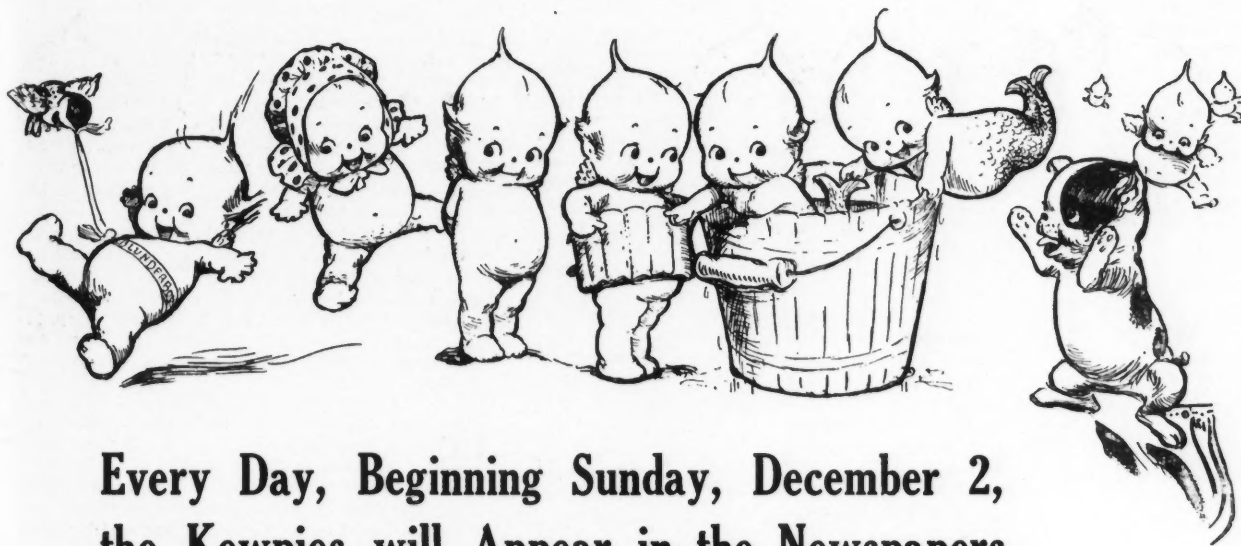
The Kewpie Sunday and daily feature will take the newspapers publishing it into the home. There will be a constant and growing demand that will mean HOME CIRCULATION.

**Some of the Largest Papers in the Country Have Already Closed  
for the Sunday and Daily Kewpies**

*Your Territory May Be Open*

**THE KEWPIES ARE ANSWERING THE FIRST CALL**

# Sunday and Daily Newspapers



Every Day, Beginning Sunday, December 2,  
the Kewpies will Appear in the Newspapers

**A Big Smashing Pictorial and  
Humor Feature**

Over twenty million Kewpie Dolls and Statuettes have been sold.  
Hundreds of thousands of Kewpie Books are in as many American homes.  
Millions of Kewpie Postcards are circulated every year.  
Over a dozen articles of merchandise bear the Kewpie Trade-mark.  
**EVERY DOLL, BOOK AND TRADE-MARK ADVERTISES THE NEWSPAPER SERVICE.**

The Kewpies are household words.  
The Kewpies are welcome everywhere.  
The Kewpies "get" everybody.  
There will be a universal demand to know what the Kewpies are doing "to-day."

**Wire at Once**

If Your Territory is Open We Will Send Samples and Quote Price

**THE McCLURE NEWSPAPER SYNDICATE**

120 WEST 32nd STREET, NEW YORK

**THE KEWPIE KORNER**  
By ROSE O'NEILL



"Come, Kewpies!" cried the Kewpie Chief,  
"Tis now the proper caper  
For Kewps to greet with daily smiles  
The readers of this paper."  
Quoth he, "We'll mold the public mind  
With antics lively and refined!"  
Copyright, 1917, by Rose O'Neill.

The above is the first instalment of the daily Kewpie service, to be known as "Kewpiegrams" or "The Kewpie Korner." While children will, of course, be attracted by the pictures, the intention of the daily Kewpie is to bear a greeting and timely message of cheer and goodwill to the "grown-ups."

# EDITORIAL

## THE NEWSPAPERS MUST AWAKEN THE SLEEPERS

UPON the editor and publishers of American newspapers rests, at this moment, one of the most solemn responsibilities ever placed upon the moulders of public sentiment and opinion. It is nothing less than responsibility for the success of the Second Liberty Loan.

In the final drive for the sale of the bonds the full power of a loyal press must be used in the task of SALESMANSHIP. The self-respect of Americans is endangered, the strength and striking power of the nation's forces are menaced by the sinister prospect—a real prospect as the third week of the sale draws to a close—that millions of our citizens will fail to offer their dollars for national needs and service. This ugly thing must not come to pass. An under-subscription, by the American people, to the Second Liberty Loan would carry greater comfort to Berlin than would the news of the mutiny of an army corps. The American citizen who holds to his fifty dollars, treasonably reasoning that the rich men should bear the burden of expense, automatically ENLISTS IN THE SERVICE OF THE KAISER. The money which might have been used in buying a bond, but which is withheld, is in effect invested in the cause of Germany. For it renders it unnecessary for the Kaiser to match that money with German money.

This is the people's war. The wage earner is just as much concerned in our victory as the wealthy man could be. That truth must be driven home to him, with awakening force, by the newspapers. The owners of Liberty Bonds in this country must stand as the army back of our fighting boys—supporting them without stint, and to the last dollar owned, to be borrowed or earned. Not to belong to this supporting army is to fail in loyalty, to fail in this supreme test of free citizenship.

It is not now the moment—it is not now patriotic support of the nation—to discuss the comparative value of methods of selling bonds. That issue, so far as this offering is concerned, is closed. The bonds are on sale. They must be sold. They will be sold. BUT THEY SHOULD BE GREATLY AND IMPRESSIVELY OVER-SUBSCRIBED! This may be accomplished—this victory, this feat of loyal men, women and children in defence of our liberties, may be achieved THROUGH THE UNITED EFFORT OF NEWSPAPER MAKERS.

Uncle Sam is making it possible for the person of small means to buy a fifty dollar bond and pay for it at the rate of one dollar a week. This brings the purchase within the reach of millions who could not pay for a bond in full at the moment. This is a SELLING ARGUMENT, and it should be brought home to the people by every newspaper.

Everywhere we see the admonition: BUY A LIBERTY BOND! It is a fine phrase, and deserves the fullest exploitation. But, the successful advertiser does not limit his advertising appeal to the phrase: BUY MY MERCHANDISE! He particularizes, specifies, tells his story, features the desirability of the things offered for sale.

As display advertising in the newspapers is playing too small a part in selling the bonds, the remedy for this must be found and quickly applied by the editors. In these last days of the offering, tell in editorials and in the news columns the Liberty Bond story IN THE LANGUAGE OF DISPLAY ADVERTISING. Use SELLING ARGUMENTS. Stress not only the patriotic appeal, but the investment advantages of the securities. Tell how to buy the bonds—on what terms of payment they may be bought—where to go to arrange for these easy payment terms. Stress the URGENCY—the vital need to act before the subscriptions close. Stress the fact that failure to buy is equivalent to retreat in the face of the enemy.

Let the columns of every American newspaper, in the last week of the bond sale, sound the bugle call to service and duty. Let every ounce of influence your newspaper possesses be exerted to the end that the Second Liberty Loan may fitly REPRESENT THE ATTITUDE OF AMERICANS IN THIS WAR—THAT ITS OVERWHELMING SUCCESS MAY INTERPRET THE SPIRIT OF OUR PEOPLE TO OUR ENEMIES.

**I AM in earnest. I will not equivocate; I will not excuse; I will not retreat a single inch; and I will be heard.—Garrison.**

## THE NEW POSTAL LAW

THE new postal law, governing second-class rates, meets with the enthusiastic approval of one man, so far as the records show—Senator Hardwick, of Georgia, who fathered the provision placing a special tax on the advertising carried by publications. A majority of the members of Congress, who gave to the postal legislation any attention whatever, feel that the question has not been solved, but that the situation has been saved through the fact that the new rates are not effective until the end of the present fiscal year, allowing ample time for the consideration of constructive legislation.

Publishers of daily newspapers, who have grown tired of the imputation that they are the recipients of great governmental bounties in the conduct of their business, favor an adjustment of second-class rates, based on the zone principle. A flat rate increase, as provided in the new law, would serve to penalize the publisher who utilizes the short haul for the continued benefit of the periodical and magazine publisher who utilizes the long haul. No publisher of a daily newspaper, so far as THE EDITOR AND PUBLISHER is aware, believes that this flat increase is fair and just.

The framers of the new law evidently sought to placate the advocates of the zone system through applying it to the advertising sections of publications only, the flat rate increase covering reading matter. As the special tax on advertising is fundamentally unsound, and indefensible, it is not made acceptable through basing its operation upon the zone principle.

The revision of second-class postal rates should not have been undertaken in connection with a War Revenue bill. That it should have been made a rider on this bill, whose other features engaged the almost undivided attention of the Congress committees—preventing any adequate discussion of the postal provisions—accounts for the final, hasty adoption of a compromise measure which meets with almost universal condemnation.

Publishers should see to it that their representatives in the new Congress are alive to the importance of procuring, promptly, a revision of this law—a revision founded upon economic conditions prevailing in the publishing business, and safeguarding the press of the nation from further economic burdens. Much stress has been placed, by a few narrow-gauged men in the last Congress, upon the magnitude of the largess bestowed by a generous Government upon the publishers. Even if these grotesque estimates were based on facts, it would still remain true that the publishers of newspapers have not profited through the Government's losses in carrying newspaper mail. The saving has been passed on to the people who read newspapers—thus contributing to the cause of general intelligence and enlightenment. This investment in public education has always returned to the nation magnificent dividends. These dividends are enriching the nation now, when—through the appeal of the newspapers to the patriotism of the people—the Government is enabled to keep in intimate touch with its citizenry, and to enlist their utmost efforts in support of the cause of democracy.

The patriotic service of the newspapers, sustaining and strengthening the nation in its period of stress and trial, is rendered in the same spirit which prompted our lawmakers of a former time to establish a postal rate for newspapers which would aid in giving to them wider distribution—making the dissemination of news and information a process bearing as lightly as might be on the real beneficiaries, the people themselves. That Governmental policy was wise and far-seeing. It has aided in making the cheap newspaper a possibility. That it has benefited weekly and monthly publications of large circulation vastly more than the daily and

weekly newspapers is true, but this has been the result, rather than the purpose, of the policy.

There should be no more thought of penalizing the newspapers through special war taxes, than of penalizing the Army and Navy by special taxation applying to enlisted men. The newspapers are loyally serving as the third line of defence. To cripple them, to make the struggle impossible for many of them, would be to strike at the nation's defenders and servants.

Under present economic conditions, additional expense for the newspapers is in the nature of "the last straw" piled upon the staggering burden. Such added expense would have to be passed on to the people. That means that those of them who stand in greatest need of the visits of the newspaper would be the first to cut off the expense—for the living burden has grown to serious proportions, and cannot be carried if made heavier.

From all of these considerations it would appear that increased rates for second-class mail should be the subject of the most sober and clear-visioned discussion by our law-makers. The compromise law just enacted should not stand. If it is necessary, in repealing it, that a substitute shall be found, let it be based upon right and reason—not upon prejudice or caprice.

HARRY LAUDER was one of the speakers at the luncheon tendered to the distinguished French editor, Stephane Lauzanne, on Monday. He surprised his hearers by the simple pathos, as well as by the trumpet-like patriotism, of his address. In closing he turned to Mr. Lauzanne, and said: "I am one of those who love France. I own a little corner of your country. It is a small plot, lying on the crest of one of her green hills, back of the battle lines. My son is there, buried in the sacred soil which has always nurtured human liberty. All of the gladness of my life is buried there in his grave."

MUCH has been written on the subject of the asset-value of good-will to a newspaper. What about the commercial value of ill-will? An independent newspaper wins enemies in the very process of winning friends—and it often happens that a newspaper becomes fully useful only when its list of local enemies is quite as complete as its list of friends.

MELVILLE E. STONE, General Manager of the Associated Press, says that he can see some trustworthy signs of an early ending of the war. Mr. Stone is one of the few men in the world who are near enough to the heart of events to speak with authority. He sees signs of German disintegration. The portent is a welcome one.

SOCIALIST newspapers defend their opposition to the war policies of the Government on the grounds that they are voicing the principles of a political party. A political party which is hostile to the country in these times will cease to be a political party in due course of time.

IN spite of—perhaps partly because of—increased costs of publishing, and enforced economies, American newspapers are better to-day than ever before. Space is too valuable, with a majority of them, to be used recklessly.

CONDITIONS in the news print market will improve when Uncle Sam's fiat to the manufacturers is issued. If the Federal Trade Commission shall be granted the power they request, reasonable prices will prevail. If not, not.

IF you CAN buy a Liberty Bond, and don't, you are not a fit critic of other men who can and don't.

IF you are not advertising your advertising you are not utilizing the policy which you urge upon merchants.

IF you can write something which will sell a Liberty Bond, do it. If you can write a check which will buy one, write it.

NO interference with loyal newspapers—no toleration of disloyal ones.

## PERSONALS

NEW YORK. — M. G. Scheitlin, "swing man" on the Sun, has resigned to go to Washington to take charge of the news service department of the American Red Cross.

J. W. Partridge, until recently manager of the Pacific Coast bureau of the International News Service, has been transferred from San Francisco to the New York office where he is to be assistant to Barry Faris, day news manager.

Joseph Annin, formerly of the Sun, is now in training at Camp Meade, Md. Stuart Godwin, formerly of the International News Service, has joined the staff of the Sun.

H. C. Hamilton, sports editor of the United Press Association, is enjoying his vacation with his parents in Arkansas.

James P. Kirby has left the Evening Journal to do general assignments for the Detroit Free Press.

Charles M. Lincoln, managing editor of the World, is on vacation leave, his place being filled by R. H. Lyman, assistant managing editor.

OTHER CITIES.—W. A. Dill a copy-reader on the Portland Oregonian, has been appointed an instructor in journalism at the University of Kansas to succeed Frank Thayer, who has been named director of the instruction in journalism at the State University of Iowa.

L. J. Johnson, a reporter on the Savannah Press, has been promoted to city editor. He succeeds F. A. Hill, who will devote all of his time to advertising.

Dr. Henry J. Waters, for the last nine years president of the Kansas State Agricultural College, has left that position to become editor of the Weekly Kansas City Star.

Fred W. Calvert, former editor and publisher of the Plains (Kan.) Journal, is now city and telegraph editor of the Manhattan (Kan.) Daily Mercury.

Everett W. Smith, professor of English in charge of the instruction in English at Leland Stanford Junior University, Palo Alto, Cal., is in Washington doing publicity work for Food Administrator Hoover. Ural N. Hoffman, former city editor of the Tacoma (Wash.) Ledger, is in charge of the department this year.

E. P. Schwartz, for five years with the State Journal, Lansing, Mich., has joined the Grand Rapids (Mich.) Press staff.

Archie K. Donovan, for some time assistant city editor of the Omaha Bee, has gone to Helena, Mont., to take the State Capitol run for the Helena Independent.

Leo Bozell, for five years with the Omaha Daily News, has just been made city editor.

Carl Upham, formerly of the Boston Journal staff, is the new managing editor of the Burlington (Vt.) Daily News.

Perry Epsten, formerly with the Los Angeles Herald and the San Francisco Call, has been appointed manager of the Pacific Coast division of the International News Service, at San Francisco, to succeed J. W. Partridge, who has been transferred to the New York office.

Arthur I. Brown, Secretary of State of Maine from 1907 to 1910, has been named editor of Belfast (Me.) Republican Journal, to succeed the late Charles A. Pillsbury.

James L. Edwards, formerly of the St. Louis Republic and the St. Louis Globe-Democrat, of which he was city editor, and also of the San Antonio Express, who has been spending some time

**WE join ourselves to no party that does not carry the flag and keep step to the music of the Union.—Rufus Choate.**

on a ranch in New Mexico following a nervous breakdown, has returned to his home at Mexico, Mo., fully recovered.

Bob Duncan, for the past two years doing desk work on Western newspapers, has succeeded Benjamin Miles as police reporter on the Lima (O.) Morning Gazette.

Lon H. Kelly, for many years editor and publisher of the Sutton (West Va.) Braxton Democrat, has been appointed by President Wilson as United States District Attorney for the Southern District of West Virginia, with offices in Charleston.

W. T. Patterson, for fifteen years on the Chicago Examiner, has taken charge of the proof-reading desk of the Leadville (Col.) Times.

Stuart Oliver, general manager of the Baltimore Evening News, who was recently wounded in the right leg by the accidental explosion of a pistol which he carried, is recovering.

Herman Elliott, managing editor of the Butler (Pa.) Citizen, has enlisted in the infantry branch of the regular army. He is succeeded by Foraker Farrell.

W. H. Walker, for twenty-seven years editor of the Purell (Okla.) Register, the oldest active newspaper worker in Oklahoma, retired from the harness last week. To the "Old Man of the Register," as Mr. Walker often styled himself, belongs the distinction of having written the first editorial advocating Statehood for Oklahoma and Indian Territory as one State, which advocacy met such strong opposition that it resulted in his temporary expulsion from the Territorial Press Association.

CHICAGO.—Lloyd Lehrbaer, formerly of the Salt Lake City Times, has joined the reportorial staff of the Tribune.

Lieut. Walter H. Wood, former reporter for the Herald, and now a member of the 108th United States Infantry, stationed at Houston, Tex., recently announced the arrival of a nine-pound boy.

A. G. Stuckel, former news editor of the Journal, has joined the telegraph desk of the Examiner.

Percy Millar, news editor of the Chicago Herald, will finish his term of office as president of the Press Club of Chicago. The organization refused to accept his resignation which he tendered recently following disagreement over membership matters.

James Stuart, of the art department of the Herald, has at last been accepted for service by the British Government after being five times refused in Canada and the United States because of faulty eyesight.

Lieut. Richard Clarke, son of Arthur L. Clarke, city editor of the Chicago Herald, has been ordered East to aid in training the National Army men at Ayer Junction, Mass.

WASHINGTON.—David Lawrence, Washington correspondent for the New York Evening Post, has discontinued the writing of daily editorials for the Washington Times on local topics. The Times announces that he will be succeeded by Earl Godwin, of the Washington Star. Mr. Lawrence will devote all his time to his daily national article for the Evening Post.

William J. Conners, the Buffalo publisher, has been here conferring with

joined the reportorial staff of the Knickerbocker Press.

Knickerbocker Press staff members recently presented Corporal Fred C. York, Marine Corps, with a wrist watch and swagger stick. Corporal York was a member of the Knickerbocker Press staff for two years.

Bernard V. Fitzpatrick, of the staff of the Albany Argus was accepted under the draft last week, and is expecting orders to report at Camp Devens, Ayer, Mass., soon.

Charles Rundell has resigned from the staff of the Chatham (N. Y.) Republican, to become suburban editor of the Times-Union.

Thomas Barry, formerly of the staffs of the Knickerbocker Press and Times-Union, has been promoted to coxswain's mate, United States navy.

Harold W. Belcher, former dog and poultry editor of the Knickerbocker Press has been named sporting editor of the Syracuse Post-Standard, where he is making a special effort to build up the sporting pages of the new Sunday Post-Standard.

Frank W. Clark, former managing editor of the Knickerbocker Press, is Sunday editor of the Syracuse Herald. F. O. Spaulding, managing editor of the Lynn (Mass.) Telegram, has accepted a position on the copy desk of the Knickerbocker Press.

Charles E. Doherty, has been appointed a "section" editor of the Times-Union. Doherty was formerly on the staff of the Knickerbocker Press.

William McMann has succeeded John Quinlan as West Albany editor.

## Visitors to New York

Sidney Long, business manager, Wichita (Kan.) Eagle.

J. B. Stephens, secretary, Toronto Daily News.

R. A. McCleary, Toronto Globe.

J. T. Murray, New Bedford (Mass.) Standard and Mercury.

F. E. Johnson, Taunton (Mass.) Gazette.

St. Elmo Massengale, Atlanta.

D. D. Moore, New Orleans Times-Picayune.

Victor H. Hanson, Birmingham News Merle Thorpe, The Nation's Business, Washington.

E. E. Troxell, Washington Newspaper Association, Seattle.

PROVIDENCE.—Arthur W. Talbot has been nominated again as president of the Pen and Pencil Club. Charles R. Stark is mentioned as treasurer, and A. H. Gurney as secretary. All are Journal men.

Howard E. Branch, of the publicity department of the General Fire Extinguisher Company, has been appointed an efficiency expert at Washington. Before becoming a publicity man, three years ago, for the Stevens Optical Company, he was a newspaper cartoonist and photographer on the Evening Tribune.

ALBANY, N. Y.—John R. Nelf, formerly of the Elizabeth (N. J.) Journal and the Detroit Free Press, has



**The Haskin Letter gets more magazine articles every month than any monthly magazine — and gets them first.**

PERSONALS

**BOSTON.**—James A. Hardman, editor of the Evening Transcript, and Thomas A. Haggerty, editor of the Herald, were recently elected corporators of the North Adams Savings Bank, one of the leading financial institutions of northern Berkshire.

**BUFFALO.**—Robert C. Stedler, sporting editor of the News, has been confined to his home for several weeks on account of illness.

Roger Conant, of the News copy desk, has been granted an indefinite leave of absence on account of illness.

Alexander F. Osborne and Roy Crandall, with Glenn Bartholomew and George D. Crofts, all former newspaper men well known in Buffalo, are active in working out advertising and publicity details for the Liberty Loan campaign.

**ST. LOUIS.**—Max B. Cook, city editor of the Republic, who has been at Jefferson City since the sentencing to jail of Robert E. Holliday, the Republic's staff correspondent, has returned home, leaving Gaty Pallen to conduct the bureau until Holliday is released, which will be not later than November 17. W. T. Gray, news editor, has been acting city editor.

Francis D. Papin, formerly rewrite man, is now city editor of the Globe-Democrat.

Chester Jones is now head of the copy desk on the Globe-Democrat.

**DETROIT.**—J. F. Scanlon, formerly of the Cleveland Leader, is covering police for the Journal.

M. M. Morgan, formerly of Baldwin (Kan.) newspapers, has accepted a position as assistant financial editor of the News.

Walt Grover, formerly cartoonist and writer on the Detrioter, organ of the Board of Commerce, has accepted a position on the reportorial staff of the News.

Leonard W. Nieter, who has worked on up-State papers, is doing general assignment on the News.

Ross Schram, who left the News a year ago to enter the automobile business, has returned to the paper to do general assignment.

Conrad Church, who has been doing suburban on the Free Press, has accepted a position on the copy desk of the News.

L. H. Sea, formerly on several Chicago papers, is now a reporter for the Free Press.

James P. Powers, formerly dramatic editor of the Newark Star-Eagle, is doing general assignment on the Free Press.

Stephen A. Bolger, Highland Park reporter on the Free Press, is confined to his home as the result of a contusion received when he ran into a projecting beam while "chasing" a story in the dark.

**MILWAUKEE.**—Gustave Haas, who for some time has been managing editor of the Germania, has been made editor, a newly created position on the paper.

Daniel Hannan, of Denver, has assumed the marine editor's duties on the Evening Wisconsin.

**DALLAS.**—George McQuaid, who has been Oklahoma City correspondent for the Morning News for several years, has been transferred to the Dallas office and is now employed as staff correspondent.

Harmon Shelby, who accepted a position some time ago as reporter for the

Waco (Tex.) Morning News, is now a reporter for the Morning News.

**ST. PAUL.**—Ben Ferris, formerly telegraph editor, Capitol representative, and City Hall reporter of the Dispatch, has been made city editor, with W. S. Bowers, formerly city editor, elevated to the position of supervising city editor for both the Dispatch and Pioneer Press.

J. W. Ludden has returned to the Dispatch copy desk.

Al Evans has been made City Hall reporter of the Dispatch-Pioneer Press.

M. A. Seife, formerly assistant sporting editor of the Pioneer Press, has gone to the copy desk of the Minneapolis Daily News.

E. D. Jenckes has been appointed assistant city editor of the Dispatch.

Miss Helen Broderick is a recent acquisition to the Dispatch-Pioneer Press staff.

Roy Dunlap is holding down the telegraph section of the Pioneer Press copy desk.

**WHEELING, W. Va.**—James B. Shepherd, court-house reporter for the News, left last week for Camp Meade for training in the aviation section of the Signal Corps.

B. J. Smith, former local newspaper man and later editor of the Central Leaguer, is now in training in the Officers' Reserve Corps at Fort Benjamin Harrison.

**SALT LAKE CITY, Utah.**—F. A. Timmerman, of the Tribune general assignment staff, has gone to Linda Vista, Cal., with the Utah Light Field Artillery, of which he is a member. He will cover the camp for the Tribune.

George B. Heal has been promoted to the managing editor's desk of the Herald-Republican.

Oliver Grime is now doing the Stock Exchange for the Tribune. John Miller, the veteran Stock Exchange man of the Tribune, has been retired on a pension.

D. A. Raybould, a former Utah newspaper man, more recently with San Francisco newspapers, has gone with the second contingent of drafted men to American Lake, Wash.

Frank C. Greene, a well-known newspaper man, and a member of the desk staff of the Evening Telegram, will become editor of the Intermountain Catholic next month, succeeding J. Leo Meehan, who goes to a training camp for reserve officers in the aviation service.

**TACOMA, Wash.**—L. A. Hoskins, who was brought from Los Angeles by S. A. Perkins, publisher of the Perkins Press, to be managing editor of the News, has been named assistant to the publisher and will have editorial management of all the Perkins newspapers, six in number.

S. A. Perkins, publisher of the News and Ledger, is reorganizing his staffs. Frank Roberts, who has been news editor of the News will act as day editor. Harry Kelso, who has been night editor of the Ledger, is now in charge of the news end of the same paper. Ed. F. Nelson, who has been telegraph editor of the News will serve as city editor of the Ledger. Mr. Nelson is succeeded by Edward Lounsbury, for many years on the copy desk of the Seattle Post-Intelligencer. R. P. Mulvane, former city editor of the Ledger, will go to the Ledger's city desk.

Gilbert Gordan, formerly telegraph editor of the Yakima (Wash.) Herald, is handling general assignments for the News.

Ethel Gels, a University of Washington graduate in journalism, has been named Ellensburg (Wash.) correspondent for the Tribune.

Ray Beckman, formerly of the Everett (Wash.) Herald, is now doing police for the News.

J. M. Bradley, for many years managing editor of the Ledger, and later exchange editor, is now editorial writer.

**PORTLAND, Ore.**—Paul Murphy, who came to Portland from Minneapolis, and who covered courts for the Oregon Journal for four months, has left for New York on his way to France to join the American Field Service.

James Carroll, son of John F. Carroll, managing editor of the Evening Telegram, has entered the Twentieth Engineer Forestry Division of the United States army.

W. A. Pettit has disposed of his interest in the Roseburg (Ore.) Review and will go to work on the copy desk of the Morning Oregonian. Mr. Pettit has been Roseburg correspondent for the Oregonian for fifteen years.

Will G. MacRae, formerly of Washington and Chicago, is with the Third Oregon Infantry, at Camp Green, Charlotte, S. C., as army correspondent for the Oregonian.

With the death of J. B. Nelson, Associated Press correspondent in Seattle, Sam M. Hawkins, who has been in charge of the Portland office for more than a year, has been transferred to the vacant Seattle post and has been succeeded here by H. W. Thompson, who comes from the Sacramento (Cal.) office.

**SAN FRANCISCO.**—Albert J. Porter, former assistant city editor of the Chronicle, who since the beginning of the war has been an ensign in the cable censorship service, left for Annapolis last week to take a four months' intensive training course for naval officers.

Kendall K. Kay, from the local office of the Associated Press, has been promoted to a sergeancy in the draft army and Kenneth C. Adams, from the Examiner, has won a corporal's chevrons.

D. A. Raybould, San Mateo, Cal., correspondent for the Chronicle, left for American Lake, Wash., this week as captain of the third draft contingent from San Mateo. A. Lehmann, of the city staff of the Chronicle, left this week in a San Francisco contingent of the draft army.

"Jack" Lindsay, who four months ago announced his retirement from news-

The Best Known Slogan in St. Louis



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Foreign Advertising Representatives  
STORY, BROOKS & FINLEY  
Chicago Philadelphia New York

Denver Colorado Daily Newspapers and Their Paid Circulation According to Government Reports

	October 1916	October 1917	Gain	Loss
<b>THE DENVER POST</b> (Sunday issues included)	85,179	99,762	14,583	....
<b>THE DENVER TIMES</b> (No Sunday Paper)	38,574	36,820	.....	1,746
<b>THE ROCKY MOUNTAIN NEWS</b> (Sunday issues included)	36,584	33,759	.....	2,825
<b>THE FOURTH DENVER DAILY</b> (No Sunday Paper)	18,273	18,939	666	....
<b>THE DENVER POST</b> in the six months ending September thirtieth, nineteen seventeen, printed paid paper thus:				
<b>Sunday Average</b>	Out of Denver.....		69,717	
	City of Denver.....		52,962	
	<b>Total</b> .....		122,679	
<b>Weekday Average</b>	Out of Denver.....		54,691	
	City of Denver.....		41,107	
	<b>Total</b> .....		95,798	

This daily circulation of THE POST in the city of Denver alone is greater than the total circulation of THE TIMES by ..... 4,279 copies per issue

Greater than the total circulation of THE NEWS daily and Sunday average by ..... 9,097 copies per issue

And its total circulation is greater than the total circulation of the other three Denver dailies combined by ..... 10,236 copies per issue

Members of the A. B. C.

THE DENVER POST—Advertising

Total Paid Advertising Jan. 1 to Sept. 30, 1916, 6,616,792 Agate Lines	Total Paid Advertising Jan. 1 to Sept. 30, 1917, 7,457,408 Agate Lines	Gain 840,616 Agate Lines
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This is 84,504 lines more than The Times and News in combination printed in the same nine months.

National Display Jan. 1 to Sept. 30, 1916, 1,310,708 Agate Lines	National Display Jan. 1 to Sept. 30, 1917, 1,502,368 Agate Lines	Gain 191,660 Agate Lines
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180,684 lines more than the other three Denver dailies combined printed in the same period.

THE DENVER POST  
DENVER, COLORADO

Publishers' Representatives, Cone Lorenzen & Woodman, New York, 225 Fifth Ave.; Chicago, 123 West Madison St.; Detroit, American Building; Atlanta, Candler Building; Kansas City, Victor Building. Pacific Coast, Baranger, Weaver Company, San Francisco, Merchants Exchange Building.

paper work, after more than twenty years on the San Francisco newspapers, to live on his ranch in Marin County, is back in harness again covering the city hall for the Daily News.

August Rothe, who has been assistant director of publicity for the Fresno, Cal., Chamber of Commerce, has joined the local bureau of the Associated Press.

Frederick Marriott, publisher of the News Letter, is recovering after undergoing a serious operation for intestinal trouble this week.

Edward Reinhart, who has been in charge of the Associated Press office in Spokane, has returned to the San Francisco office as pony editor.

Fred Johnson has succeeded Perry Epsten as head of the Call copy desk. Epsten has taken the management of the local office of the International News Service.

**CANADA.**—J. H. Woods, managing editor Calgary Herald and president of the Canadian Press Association, has returned to Toronto to take charge of the Publicity Bureau in connection with the forthcoming war loan.

M. F. Dunham, who has resigned the management of the Stratford Herald, is not going to associate himself with the Maclean Publishing Company, Toronto, as stated last week, but will join the staff of the London, Ont., Advertiser.

### THE TRADE PRESS

Alfred Fisher, who has been on the copy desk of the Detroit Free Press, has resigned to become editor of the Michigan Manufacturer. He was formerly with the Associated Press.

Capt. L. D. Gardner, U. S. A., former president of Aviation & Aeronautical Engineering, left recently for active duty at San Antonio, Tex., with the Aviation Corps.

Harry B. Boardman, Western manager of the Elliott Publishing Company, New York, has opened an office in the Advertising Building, Chicago. Mr. Boardman represents the American Druggist, New York Medical Journal, and Revista Americana.

George J. Young, former professor of metallurgy in the Colorado State School of Mines, Golden, is now assistant editor of the Mining and Scientific Press, San Francisco.

The Associated Business Papers, Inc., announces the admission of the following publications to membership: The Gas Record, Chicago; Electrical Merchandising, McGraw-Hill Publishing Company, New York; Western Undertaker, Periodical Publishing Company, Grand Rapids, Mich.; Embalmer's Monthly, Chicago; Furniture Merchants' Trade Journal, Des Moines, Ia.; Retail Lumberman, Kansas City, Mo.

George H. Williamson has joined the staff of Hardware and Metal, Toronto, as associate editor. Mr. Williamson has had a wide experience in the hardware trade, being lately in the employ of a large wholesale hardware house in Winnipeg.

George E. Pearson has resigned from the staff of Canadian Machinery, Toronto, to devote his time to writing for the magazines.

The first fall meeting of the Chicago Trade Press was held at the Hotel Brevoort last Monday night. The chief speaker of the evening was Fred J. Wright, of Successful Farming, who spoke on the mutual interests of farm and business papers. A discussion of the topic was led by F. A. McDonough, of Dry Goods Reporter, which was followed by a discussion of the Postal bill. President C. A. Tupper presided.

### REFUSES TO TELL NEWS SOURCE—SENT TO JAIL

**Robert E. Holliday, Staff Representative of the St. Louis Republic, Goes to Jail Rather than Reveal Where He Got Tip on Story that Grand Jury Was to Hand Down Seven Indictments.**

The Missouri Supreme Court on October 8 held that Robert E. Holliday, staff representative of the St. Louis Republic, at Jefferson City, must go to jail until he reveals the source of his information for a news story announcing that seven indictments had been voted by the Cole County grand jury before the indictments were returned into the Court. The Court unanimously upheld the action of Circuit Judge Slate in committing the reporter to jail, and denied the writ of habeas corpus on which Holliday had been released after five hours' imprisonment on September 20.

Holliday surrendered to the Sheriff, and will remain in jail until November 16, when the present term of court expires. He still maintains that he will not divulge the name of his informant.

Holliday had declined to answer the questions of the grand jury as to where he obtained his information. Brought before Judge Slate, he again declined to tell, and thereupon was ordered to jail for contempt. He was released on a writ of habeas corpus, and the opinion of the Supreme Court was on whether the writ should be made permanent. After denying the writ, a motion for a rehearing was denied.

The opinion was written by Judge Faris, and concurred in by Judges Williams and Walker. The opinion says:

"The subject before the grand jury was a legitimate one, and about which the grand jury was not only permitted to inquire, but one about which it was its sworn duty to inquire. Not only do the individual component members of the grand jury take an oath that they will not divulge the secrets of the grand jury room, but the divulging of certain of these secrets is made a misdemeanor by statute.

"In the very nature of things there must be but one rule as to all indictments for whatever crime or offence. Nor does it change the rule or mitigate the offence, that he who violates any one of the statutes, was under the guise of friendship induced to do so by some one desiring to 'scoop' his competitor in the business of obtaining and printing so-called news. The cold commercial desire to print facts in advance of the time when public policy, or the public welfare permits the same to be made public, may be good business, but it is poor patriotism and worse citizenship. It is at best a vicious sort of harmful intermeddling with the enforcement of the law, or the conservation of the public welfare."

#### Pearson's Magazine Sold

Pearson's Magazine has been sold by Peter B. Olney, receiver, to A. W. Ricker, president of the Pearson Publishing Co., who bid two per cent. on the amount of claims against the company, estimated at from \$200,000 to \$250,000, and the cost of administration, about \$500. Judge Mayer, of the Federal District Court, New York, confirmed the bid of Mr. Ricker.

In buying circulation, as in buying silk, you decide first upon the kind you prefer, and the price to be paid; then, with circulation as with silk, you insist upon an accurate measure. Determining quantity may be the last, but it is not the least, consideration.

### EDITORS WILL OBEY LAW

**Heads of German Papers in Cleveland to Limit Amount of War News.**

Editors of German language newspapers in Cleveland have announced how they will meet the requirements of the Trading with the Enemy law.

Richard Brenne, editor of the Waechter and Anzeiger, will have six columns of war matter each issue. Mylius Langenhan, editor of the Deutsch-Amerikanische Kreiger Zeitung, will have four columns of such matter for each issue. Richard Keppel, editor of the Volksfreund und Arbeiter Zeitung, however, announces he will do not translating. He will print everything to which the new law pertains in English, in a new department for English readers.

### Business Publishers to Name Officers

The annual meeting of the New York Business Publishers' Association will be held Monday evening, October 22. Officers for the coming year will be elected.

### NO MORE WAR OPINIONS

**Editor Cahan, of Jewish Daily Forward, Says His Paper Will Keep Silent.**

The Jewish Daily Forward, New York, will express its opinions no more concerning the war. Its editor, Abraham Cahan, so announced upon his return from Washington, where he had been summoned to show cause why the second-class mail privilege to his newspaper should not be revoked. He was not informed what action would be taken by the Postmaster-General because of articles which resulted in his being summoned to Washington. All he said when asked if he believed the Federal Government would suppress the Forward was that he hoped not.

### Illinois Editors to Meet

The Southern Illinois Republican Editorial Association will hold its third annual convention in East St. Louis Friday, October 26. Sessions will be held in the Elk's Club, followed by a banquet. The opening address will be delivered by Gov. Frank O. Lowden, a member of the Association.



## The Instant Summons

*"Instant, through copse and heath, arose  
Bonnetts and spears and bended bows;*

\* \* \* \* \*

*As if the yawning hill to heaven  
A subterranean host had given."*

The whistled summons of Roderick Dhu, the hero of Scott's "Lady of the Lake," caused his Highland warriors literally to spring from the earth. Ere the echo died away, from behind bush and rock emerged the loyal and ready clansmen. In armed silence they awaited their chieftain's bidding and typified his might.

Today the Commander-in-Chief of our nation's armed forces and the resources behind them, can, by lifting the telephone receiver,

instantaneously set in motion all the vast machinery of warfare, munitions, transportation and food conservation.

Like the Scottish mountaineers, the American people must stand in loyal readiness to perform any service in furtherance of the nation's high aim. Such a spirit of co-operation and sacrificing of individual interests can alone make certain the accomplishment of the great task to which our country is committed.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



## SID CRAIGER OF DES MOINES NEWS KNOWS ABOUT A SAD, SAD LITTLE TRAGEDY

THERE are tragedies and tragedies, but few are as sad as the "Little Tragedy of a Newspaper Office," which Sid Craiger, cartoonist of the Des Moines News, depicts above.

Mr. Craiger was born in Clinton, Ia., in July, 1885. While a twelve-year-old boy in the grade schools he drew pictures on blackboards. As he grew older he became more and more interested in drawing, and he spent more and more time with chalk and pencil. He copied cartoons from the newspapers. He sketched people from life, he carried a pad of paper with him while a boy and sketched persons in crowds around bulletin-boards, in hotel lobbies, at the railroad stations; in fact, wherever he could.

Between the ages of seventeen and twenty-one, while a student, Mr. Craiger illustrated several college annuals and high school papers. He earned his first \$100—and Sid says: "My, how big it looked"—with his cartoons in the Drake University annual.

While a high-school student Mr. Craiger drew for the Des Moines Register and Leader. At the same time that he went to school he worked as an artist and a layout man. He attended classes in the mornings, and in the afternoons worked in the newspaper shop.

Later Mr. Craiger cartooned current events for the Sioux City (Ia.) Tribune. He was with the Tribune for three years. He then made cartoons for the Des Moines Capital for a year, and is now with the Des Moines News.

Sid Craiger loves his work. His cartoons are excellent. He is a keen student of current affairs, is constantly sparking ideas, and has the ability to get an idea over in a few lines and a few words. And his artistry is splendid.

Mr. Craiger is thoroughly human. He has friends everywhere.

## TRENCH AND CAMP MAKES HIT

## Chicago Daily News Prints 10,000 Copies for Camp Grant in Illinois.

The first edition of Trench and Camp, published by the Chicago Daily News for the men of the Eighty-sixth Division of the National Army, stationed at Camp Grant, Rockford, Ill., received a hearty welcome last Monday morning, when it was distributed from the Y. M. C. A. headquarters.

The Daily News printed 10,000 copies, 1,000 of which were sold at three cents a copy in less than an hour after they appeared. The proceeds, as in the case of the other editions being published for various camps throughout the country, will go to the Y. M. C. A. camp funds. The paper contained four pages of

camp life and local news, together with a number of pictures and a full-page cartoon by James Montgomery Flagg. On the first page was reproduced the letter by President Wilson to John Stewart Bryan, originator of the camp-paper idea. Victor F. Lawson, editor and publisher of the Daily News, and Hopewell Rogers, business manager, are giving the paper their personal attention.

## Save Papers for Soldiers

In a letter sent to all newspaper publishers of West Virginia, Governor John J. Cornwell urges them to send as many papers as possible to soldiers in camp. Governor Cornwell is himself a newspaper man, being publisher of the Hampshire Review, at Romney, W. Va.

## URGE FEDERAL CONTROL OF NEWS PRINT PRICES

Montana State Press Association Meets in Missoula and Goes on Record as Favoring Government Supervision of Paper-Making—Association to Establish Central Purchasing Bureau.

The 1917 session of the Montana State Press Association was held in Missoula, October 3 to 6. One day of the yearly meeting was held at the State University in conjunction with the Montana School of Journalism. Joseph Blethen, manager of the Seattle Times, delivered the principal address of the session. Other notable speakers were former Senator Joseph M. Dixon, of Montana, and Supervisor R. S. McLaughlin, of the Federal Forest Service.

Inspired by the advice of its president, J. A. Gilluly, of Lewistown, the Association took the initial steps toward organizing a central purchasing bureau and went on record in favor of Government control of news print prices. Dean A. L. Stone, of the Montana School of Journalism, and Supervisor R. S. McLaughlin, of the National Forest Service, presented the possibilities of paper-making in Montana, and the Association authorized the School of Journalism to proceed with the survey of this subject, requesting the cooperation of the Federal service in the matter.

The inquiry will be made thorough, and its results will be published as a bulletin from the school, when the survey is finished.

The Association passed a resolution, pledging its members to work for a State appropriation for the proper housing and equipment of the School of Journalism at the University.

George H. Cade, of Kallspell, was elected president for the coming year.

## REDFIELD ADDRESSES EDITORS

Secretary of Commerce Explains Trading With the Enemy Act.

William C. Redfield, Secretary of Commerce, addressed the editorial conference of the New York Business Publishers' Association, Inc., Tuesday noon at the Automobile Club of America, on "The Trading with the Enemy Act and Its Application."

Secretary Redfield before launching into his subject appealed for a united people willing to make every sacrifice to bring the world war to a victorious conclusion.

"We must be a united nation," he said. "We must be made to realize that every sacrifice we make strengthens our men in France and weakens our foe. When we are united we need have nothing to fear. Our only fear is that we may not be united."

## New Editorial Service

You can now get the most significant of The New York Evening Post editorials in Vest-Pocket Form, —FREE. They are reprinted in this convenient shape as a public service. Check those you wish, enclose a two-cent stamp for return postage, and mail to the Editorial Service Dept.

Editorials now on hand are:

The Conquest of New York (November 17, 1916).

Germany After the War (November 25, 1916).

A School in a Bank (December 15, 1916).

The Eternal Mid-Victorian (January 18).

Foreign Trade to the Fore (January 27).

Wilson the Idealist (January 23).

Germany's Worst Blunder (February 1).

Other Sing Sings and Trentons (February 8).

The Decision for War (April 3).

Zionism and the Russian Revolution (May 15).

Woman Suffrage Round the World (June 22).

William II on the Defensive (July 11).

More German Diplomacy (September 21).

For more than one hundred and sixteen years the editorial page of the New York Evening Post has presented from day to day an interpretation of events local, events national, events world-wide in scope and significance. Its readers look to it for accuracy of information, for sound thinking and for the independent, conscientious pursuit of truth. Among the editorials listed above are some particularly significant contributions to American opinion, which have attained wide recognition. Put them in your scrap-books.

The New York Evening Post

More Than a Newspaper—A National Institution  
20 Vesey Street, New York



## NORTHCLIFFE PAPER FOR AMERICAN NEWSPAPERS

**Publishers' Paper Company Supplying Output of Newfoundland Mills to Publishers Here at Reasonable Prices—Many Small Publishers Getting Assured Supply—Service of A. N. P. A. Praised.**

Every publisher in the country has a lively interest in the effort of the American Newspaper Publishers Association, of its Paper Committee, and of the recently formed Publishers' Paper Company to bring into this market the output of the Northcliffe mills in Newfoundland in such quantity and at such a price as will aid in relieving the situation. That great difficulties were to be encountered in this enterprise was obvious, not the least being the shortage of shipping available for this purpose.

After two and a half months of operation the enterprise is now well under way, and scores of American publishers, formerly hard pressed for a supply of news print at any price, are being served by the Publishers' Paper Company at fair and reasonable prices. The experience of the publishers in this enterprise has demonstrated that news print can be manufactured at a profit at and within the prices fixed by the Federal Trade Commission.

The statement which follows, issued by the A. N. P. A., throws interesting light on the progress that has been made toward relieving the needs of publishers here who were without a source of supply:

"The operation of the paper mills of the Anglo-Newfoundland Development Company, Limited, at Grand Falls, Newfoundland, in the interests of the American Newspaper Publishers Association, may now, after two and one-half months, be carefully judged on its merits.

"Six different cargoes of paper have been landed in the United States and shipped to practically every State in the Union. This paper has now been used by three or four hundred publishers, and the paper market, under the strain of this additional tonnage and the manner in which it was placed, has been maintained soft.

"All users of this paper praise in the loudest terms the efforts of the Paper Committee of the American Newspaper Publishers Association in bringing tonnage into the market and supplying a paper of such superior quality, not being equalled by any other mill in the United States.

### MILLS ARE MODELS.

"The mills of this company at Grand Falls are undoubtedly the finest example of scientific paper manufacture in the North American continent. The organization which Lord Northcliffe has in Newfoundland represents the maximum in efficiency in paper manufacture on this side of the Atlantic, and showed remarkable genius in meeting the problems of manufacturing good paper cheaply under such difficult conditions as are found in the colony of Newfoundland. The mills are now operating to greater capacity than ever before. The sizes of paper being manufactured for the American Newspaper Publishers Association are filling the machines out to the last inch of trim, giving a machine efficiency never before attained on English sizes. The paper being made there by Lord Northcliffe's staff stands at the top of the list in quality and low manufacturing cost in the North American continent. This mill is apparently

able to manufacture paper under present difficult conditions at less than the cost of the Canadian mills, according to their reports to Commissioner Pringle, brought out in the recent investigation, this in spite of the fact that tariffs and axes in the Island of Newfoundland are in excess of similar taxes in Canada, to the extent of at least \$3 a ton.

"It is noteworthy that the greatest publishers' paper mill in the world, which this is, is also the greatest mill from a manufacturing point of view of mills manufacturing under approximately similar conditions. This mill easily gives the lie to those who would claim that publishers cannot build and operate paper mills successfully.

### UNDER CAPABLE MANAGEMENT.

"The management of Lord Northcliffe's mill is in decidedly capable hands. There, you will find materials stocked up well in advance, every possible manufacturing contingency foreseen and met. It is a mill where emergencies practically never occur and where everything is operated and managed on a smooth, efficient, and economical basis. The entire staff of employees at the mill are most loyal to the company, due, without doubt, to the fact that the company takes them into its confidence very much more than American mills are in the habit of doing. They regard their employees' interests as essential as their own, with the result that there has been developed the best possible relations between the company and its entire staff.

"The difficulties which had to be overcome to make this a successful manufacturing institution have been almost unbelievable. A large town was built in the wilderness, supplied with every modern convenience, two short railways were built, docks at two different ports, in addition to the usual mill buildings and development.

### AS TO A REASONABLE PRICE.

"The point of particular interest to publishers is that the mill is able, under these present severe manufacturing conditions, to manufacture paper, paying the owners a very handsome profit and still be under the mill price set by the Federal Trade Commission as fair and reasonable.

"Very difficult shipping conditions have also been met and overcome in delivering this paper into the United States, which has been done regularly and very close to schedule. No loss or damage of any paper has occurred. Publishers using the paper have received the best possible service.

"This mill is the greatest possible argument for publishers protecting their own paper supply by an interest in mills of their own."

## ILLINOIS PUBLISHERS HOLD ANNUAL SESSION

**Members of Illinois Daily Newspaper Association Hope to Solve News Print Problem by Reclaiming Waste Paper—Committee Named to Investigate Paper Company's Proposal.**

The Illinois Daily Newspaper Association met Monday at the Hotel La Salle, Chicago for its annual convention. Almost the entire session was taken up with a discussion of the news print situation and in making plans to alleviate the present shortage confronting local publishers.

It was decided to follow up a suggestion made to the body to investigate the facilities offered by the Green Bay Paper Co., for reclaiming waste paper. John Welsh, representing the paper

company described the methods employed, and said that by a special de-inking and pulping process, the plant can turn out fifty tons of news print a day. The plant was erected at the cost of more than a million dollars, and stands ready to meet the emergency, it was declared, if the plan proves feasible.

The following committee was appointed to look into the matter: A. S. Lechie, of the Joliet Herald; John Reilly, of the Rockford Star, and A. C. MacIntyre, special representative of the paper committee of the A. N. P. A. The following officers were elected at the close of the session: President, A. S. Lechie, vice-president: George Shaw, of the Dixon Telegraph; secretary, J. LeRoy, of the Streator Herald, and treasurer, C. C. Marcus, of the Bloomington Pantagraph.

Among the members present were: Frank Hanafin, of the Elgin Courier; J. K. Groom, of the Aurora Beacon; D. B. Breed, of the Freeport Journal-Standard; W. T. Bedford, of the La Salle Tribune; G. B. Grubb, of the Monmouth Atlas; D. E. Bartlett, of the Rockford Register-Gazette; E. K. Fisher, of the Cairo Citizen, and C. G. Gray, of the Springfield Estate-Register.

### OFFICERS OF A. A. A. MEET

**Organization Under Way Under Direction of Mr. James O'Shaughnessy.**

Organization of the American Association of Advertising Agents, under the direction of James O'Shaughnessy, of Chicago, is under way and an important meeting was held on Thursday afternoon at the Advertising Club, New York.

Mr. O'Shaughnessy was present with other officers and members, but no statement was issued as to the progress of the work.

# LIBERTY BONDS

are the best investment you can possibly make.

The next best investment is a Standardized and Interchangeable

## INTERTYPE

"The Better Machine"

### INTERTYPE CORPORATION

General Offices:

50 Court St. Brooklyn, N. Y.

# San Antonio Express

San Antonio, Texas

Normally San Antonio, with its 135,000 people, is the largest city and shopping place of an agricultural, cattle raising and dairying part of Texas, greater in area than all of New England.

Just now there are 83,000 United States Soldiers occupying the new Government Cantonment, demanding the products of the surrounding country, which, of course, must be delivered at San Antonio.

With this added business, with the activities of camp life, with the social activities superinduced by the presence of soldiers, San Antonio is busy, prosperous and full of life.

There is money in abundance. There are thousands of out-of-town people in the city daily. They come with goods and stay to spend the money they receive for the goods.

The San Antonio Express is the only morning newspaper in this territory. It is an old newspaper, with a standing in the homes. It is edited with a special view of interesting the women, who are the real buyers. It is a paper of quality and dependability. It is a paper that reaches the best class of people. It is the newspaper to carry your message.

San Antonio is a super excellent market for merchandise of merit. The Express is the way to get to that market.

A steadily maintained service department is at the disposal of advertisers at all times, ready to assist in every way toward making advertising mutually profitable.

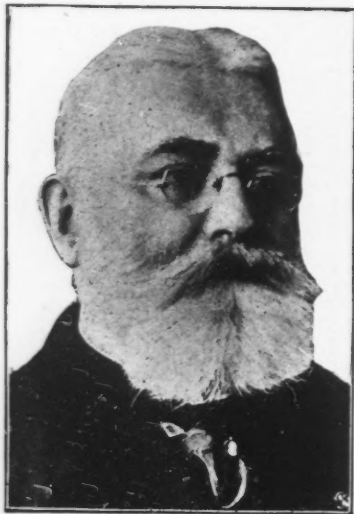
**JOHN BUDD CO., Foreign Representatives**

Burrill Bldg., New York Tribune Bldg., Chicago Chemical Bldg., St. Louis

## COL. AUSTIN BEACH OF PITTSBURGH DIES

Was News Editor of Pittsburgh Dispatch and Notable Figure in His Profession Throughout Country—Celebrated His Fifty-Seventh Birthday Last Sunday—Heart Trouble Caused Death.

A career that has been woven, like an unbroken thread, through the story of almost every great news happening in Pittsburgh in the past quarter of a century, came to a close early Tuesday morning, when Austin Beach, news editor of the Pittsburgh Dispatch and a notable figure in his profession



COL. AUSTIN BEACH.

throughout the country, died unexpectedly at his home in Pittsburgh. Heart trouble of very short duration caused death.

Col. Beach was born in Terryville, Conn., October 14, 1860. He celebrated his fifty-seventh birthday last Sunday. He entered the newspaper business in 1879 upon the Wheeling Register. He was there but a short time when he accepted a similar position on the Intelligencer. In the early eighties he had business and editorial charge of the Ohio Valley Manufacturer, an influential class paper of large circulation in Ohio, West Virginia, and western Pennsylvania. About 1890 he left the newspaper business and temporarily became a commercial traveler for a Wheeling concern.

He went to Pittsburgh in 1892 as a reporter for the old Times. Later he became city editor and continued in that position until he was named city editor of the Dispatch. Six years ago he assumed charge of a news bureau conducted in conjunction with the Dispatch at that time. In a short time he became city editor, and subsequently he was made news editor, in which position he served until his death.

### Pioneer Editor Dead

Joseph T. Goodman, a pioneer editor of the West, known as the "discoverer of Mark Twain," died at his home in Alameda, Cal., last week at the age of eighty years. Mr. Goodman began work as a typesetter for the Golden Era in the fifties. When he was twenty-three years old he was owner and editor of the Virginia City (Nev.) Territorial Enterprise. While publisher of the Enterprise Mr. Goodman became a close friend of Mark Twain, who was for a time Deputy Secretary of State of Nevada. Mr. Goodman encouraged the young writer, added him to the Enterprise staff, and aided him in the days of Twain's literary career when he often met with discouragement.

## JABEZ B. NELSON DIES IN SEATTLE HOSPITAL

Bailey Williams, Telegraph Operator in Seattle Office of Associated Press, Gives Quart of Blood in Heroic Effort to Save Life of His Chief—Others Willing to Make Sacrifice.

Stricken suddenly ill with anemia, Jabez B. Nelson, veteran correspondent of the Associated Press news, who was widely known throughout the United States, died in Seattle recently.

Three hours before death came, Bailey Williams, telegraph operator in the Seattle office of the Associated Press, went on the operating table beside his stricken chief and gave up a quart of his blood in an effort to save Mr. Nelson's life. In the ante-room were many other newspaper men ready to make the same sacrifice, but Mr. Nelson failed to rally from the first transfusion.

Mr. Nelson first joined the A. P. forces in the New York office in 1896. During the Spanish-American War he was in charge of one of the Associated Press dispatch boats under E. R. Johnstone, former managing editor of the Minneapolis Tribune and New York Commercial Advertiser. He was on board Admiral Sampson's flagship, the New York, at the battle of Santiago.

From New York Mr. Nelson went to the Kansas City office of the A. P., where he was stationed for several years, and then returned to Seattle in 1908, when the Washington-Alaska bureau was established. He was in charge of this post since that time.

Mr. Nelson began his newspaper career as a case printer with the Portland Oregonian, and later became telegraph editor of that paper. In 1888 he went to Seattle and took a position as telegraph editor of the Seattle Post-Intelligencer, succeeding Edmond S. Meany, now head of the department of history at the University of Washington. He remained with the paper until 1896, when he joined the A. P. services.

The Seattle Press Club, of which Mr. Nelson was a former president, had charge of the funeral services.

## HERBERT M. YOUNG DIES

Was Director of Scripps-McRae Newspaper League for Seventeen Years.

Herbert M. Young, an old St. Louis newspaper man, died recently of heart-disease, at Henrotin Hospital, Chicago.

Mr. Young was a director of the Scripps-McRae league of newspapers from 1883 to 1900, and during those same years was business manager of the St. Louis Chronicle and Cleveland Press. He resigned from the Scripps organization in 1900 to go into the advertising business in New York. In 1905 he went to Chicago and engaged in business as a publishers' representative.

Mr. Young is survived by two brothers, Edgar H. Young, publishers' representative, Peoples Gas Building, Chicago, and Guy U. Young, manager, membership department, Chicago Art Institute.

Mr. Young was buried at Keokuk, Ia., last Saturday.

WILLIAM EASON, one of the oldest newspaper men in the San Francisco Bay district in point of service, dropped dead on the street in Alameda, Cal., last week from heart disease. Mr. Eason was sixty-two years old and had worked on every daily paper in San Francisco and Oakland. For the last five years he was an editorial writer on the Alameda Times-Star.

## E. A. DITHMAR DIES FOLLOWING OPERATION

Was for Forty Years a Member of the Staff of the New York Times, Eighteen Years as Dramatic Critic—Began Life as an Office Boy for the New York Evening Post.

Edward Augustus Dithmar, for forty years a member of the staff of the New York Times, eighteen years as dramatic critic, died Tuesday night at the Roosevelt Hospital, New York, following an operation, in his sixty-fourth year.

Mr. Dithmar was born May 22, 1854. He began his newspaper life as an office boy on the New York Evening Post. In 1877 he went to the Times, and five years later was appointed night editor. Two years later he was made dramatic critic, holding that position until 1901, when he succeeded Harold Frederick as London correspondent, returning in 1902 to take charge of the Saturday Review of Books of the Times. Five years later he became one of the editorial writers, and in the last two or three years had devoted himself largely to writing upon city affairs.

It was his work as a dramatic critic that Mr. Dithmar was best known to the general public. For this position he possessed some special qualifications. From his early youth a student of the stage and a frequenter of the theatres; he learned much concerning the standards of what is now called the "old school" of acting, from the work of some of its most famous surviving exemplars, Edwin Booth, Lawrence Barrett, John McCullough, Lester Wallack, John Gilbert, and others. He was a close and intelligent observer, had a tenacious and accurate memory, and write with lucidity and conviction. His judgment, as a rule, was sound, but occasionally bore traces of the influence of strong personal predilections. His integrity, however, was beyond suspicion, and he lent conscientiousness and efficient support to whatever, in his view, represented the higher literary, artistic, or dramatic interests of the stage. The late Augustin Daly owed much to his enthusiastic aid and encouragement. He occupied a prominent place among his contemporary critics, although he had not the brilliancy of William Winter or A. C. Wheeler, or the incisiveness of W. M. Laffan.

## JOHN M. DEONAI DIES

Managing Editor of the Baltimore Star Expires in His 47th Year.

John M. Deonai, managing editor of the Baltimore Star, died at the Johns Hopkins Hospital last Thursday night from a complication of diseases, in his forty-seventh year. Mr. Deonai entered upon a newspaper career in 1892, in his home town, Washington, D. C., serving as a reporter on the Gazette. He afterward became city editor of the National Democrat, and later occupied a similar position with the Times.

In 1899 he went to Baltimore to become managing editor of the World, and afterward went to the Baltimore American. When the Star was started he became news editor, being subsequently promoted to the managing editorship.

MAJOR JOHN CHARLES FREEBURN, at one time employed in the advertising departments of a number of New York newspapers, died Sunday after a long illness at the home of his daughter in Brooklyn.

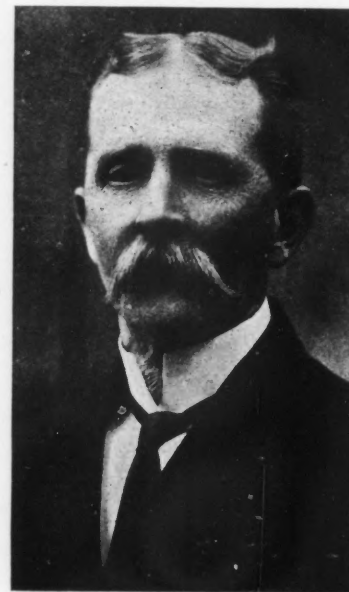
If it were as easy to sell as it is to make a thing almost all of us would be millionaires.

## HENRY W. POLHEMUS OF EVENING POST IS DEAD

Real Estate Reporter Who Has Been in the Employ of the "New York Evening Post" for Nearly Fifty-Six Years, Dies in Brooklyn at Age of Seventy—Began Newspaper Work as a Carrier.

Henry W. Polhemus, who had been with the New York Evening Post in various capacities, for a longer period than any other person, died last Friday night at his home, in Brooklyn, N. Y., in his seventieth year.

Mr. Polhemus would have completed his fifty-sixth year of service with the



HENRY W. POLHEMUS.

Evening Post in April. He was first employed by the Evening Post as a carrier. He served later in various capacities, in the financial, news, and real estate departments, under William Cullen Bryant, Parke Godwin, and E. L. Godkin.

The occasion of the completion of his fiftieth year of service upon the Evening Post staff five years ago was made the occasion of a remarkable tribute. The trustees of the paper entertained Mr. Polhemus at a dinner—which was attended by all the principal members of the working staffs—and presented him with a gold medal and other gifts, after a notable public recognition of the value of his faithful and capable work.

Concerning the death of Mr. Polhemus, the Evening Post said editorially:

"No newspaper was ever more loyally served than the Evening Post by its real estate reporter, Henry W. Polhemus, whose death his associates record to-day with profound sorrow. . . . It is in such devoted service of its employees that the Evening Post finds its chief source of pride in this, its 116th year."

THOMAS J. STEELE, a newspaper man at Indianapolis for fifty-two years, died recently at the age of seventy-five. For forty years he was with the Indianapolis Journal, of which he was managing editor for sixteen years until it was absorbed by the Indianapolis Star twelve years ago. Since that time he was librarian of the Star. Mr. Steele was one of the closest personal friends of James Whitcomb Riley, and Mr. Riley's poem, "Elizabeth," was inspired by the death of Mr. Steele's young daughter of that name.

**NEXT CONGRESS SURE TO REVISE NEW POSTAL LAW**

**Senators Hitchcock and Smoot Confident That Faulty Legislation Will Be Corrected at December Session—Whole Subject to be Reopened for More Mature Deliberation.**

WASHINGTON, October 17.—That strenuous efforts will be made at the next session of Congress to change the postal rates as enacted by the Revenue bill is forecast by the debates in the Senate and House upon the adoption of the conference report containing the increase upon second-class mail matter. The debate in the Senate, while brief, was very illuminating. Senator Hitchcock, of Nebraska, who strenuously opposed the increased rate upon second-class matter and who spoke in opposition to the rates as contained in the conference report, is the owner and publisher of the Omaha World-Herald.

Senator Hardwick, author of the provision for specially taxing the advertising carried by publications, engaged in a lively discussion of the merits of his plan with Senator Hitchcock, in which the latter reminded him that he had a very scant knowledge of publishing conditions.

Senator Smoot served notice upon his conferees that he fully expected the coming session of the Congress to revise the postal legislation embodied in the War Revenue bill. He voted for the measure because he did not wish to obstruct the passage of the revenue legislation, already too long delayed; but stated it as his belief that, before the new rates were effective, a new law, covering the matter of second-class rates, and framed on scientific and sound lines, would supercede the present faulty one.

Senator Hardwick attempted to justify his special tax on advertising through the plea that the publishers could simply increase their advertising

rates to meet the advance in the cost of mailing. In answer to this argument, Senator Hitchcock said:

"Advertising rates are not under the control of the publisher. Advertising rates are based upon the results which advertisers derive from the purchase of publicity, and anything done to reduce the circulation of publications is inevitably bound to result in reducing advertising rates. Advertising rates were enlarged by the increased circulation of periodicals and newspapers inaugurated thirty years ago, when the rates were placed at their present standard as a part of our educational system. No one can predict exactly the result of what is to come, but this is inevitable: Those increased postage rates cannot be paid by most of the publications in this country. They cannot be paid by them, because their profits at the present time are not large enough to make it possible. Either the publications must pass on those additional postage rates to the subscribers, or the publications must go out of business, in a very large number of cases.

**SENATOR HARDWICK'S REMEDY.**

Senator Hardwick asked why the advertising rates could not be advanced, and Senator Hitchcock reminded him that the publisher does not control the rate that the advertiser pays."

"He has very little to say," continued Senator Hitchcock. "I have been in the business for thirty years, and I know that I cannot raise my advertising rates unless I can give a larger return, and every publisher knows it. It is not a one-sided business. Advertisers pay for results. They buy publicity. If you reduce the publicity the advertising rates have got to come down. That is a delusion that the Senator has been laboring under all this time.

"I want to say that this great bonus that is talked about as being paid to the publishers of the country is not paid to the publishers of the country. The business of advertising is the most highly competitive business in the United States, and the publisher in that highly competitive business puts his subscription rates just as low as he can put them. Increase the cost of his distribution, increase the cost of his publication, and he must inevitably increase the cost to the subscriber."

The debate demonstrated that such leaders of the Senate as Messrs. Hitchcock and Smoot are determined to find a more satisfactory solution to the post-

age-rate problem than is afforded by the new law, and that this will be accomplished at the December session.

**MAKING A FINE RECORD**

**Lieut. Guy T. Viskniskki, Newspaper Man, Making Good for Uncle Sam.**

Second Lieut. Guy T. Viskniskki, well known to newspaper men as the head of the Wheeler Syndicate, has been detached from his regiment, the Three



**GUY T. VISKNISKKI**  
Photo by E. F. Foley, N. Y.

Hundred and Twentieth Infantry, National Army, for field service overseas.

Lieut. Viskniskki has been attached to the Headquarters' Company as assistant to the adjutant at Camp Lee, Va., and his newspaper training has been utilized in the national service through his work in establishing "The Bayonet," a weekly

newspaper, the most pretentious army publication yet undertaken. Fifteen thousand paid subscriptions to this newspaper were secured after the appearance of the first issue, and a large volume of advertising is being carried at a higher rate than is charged by any other newspaper in Virginia, with one exception—the Richmond Times-Dispatch. The Bayonet is printed at the office of the Times-Dispatch, Col. C. E. Hasbrook, the editor and manager, performing this service at actual cost.

Lieut. Viskniskki has also rendered notable service to the soldiers training at Camp Lee through raising a fund with which to provide for athletic training and diversion. As a majority of the men of his regiment hail-

ed from Pittsburgh, Lieut. Viskniskki visited that city, and enlisted the interest of many prominent people there in the fund.

Lieut. Viskniskki was not permitted to resign as head of the Wheeler Syndicate upon entering the military service. The position of president and editor has been held for him, and he will return to his suspended duties when the war ends.

**LEE A. WHITE APPOINTED**

**Named Secretary of the American Association of Teachers of Journalism.**

Leo A. White, editorial Secretary to George Booth, president of the Evening News Association, Detroit, and special lecturer on journalism at the University of Michigan, has been appointed secretary of the American Association of Teachers of Journalism. The appointment was made by Dr. Fred Newton Scott, president of the Teachers' Association and head of the rhetoric department at the University of Michigan.

The annual meeting of the Association will be held in Milwaukee in December. The School of Journalism at Marquette University will act as host.

**MAY EXTEND AD CLUB MOVEMENT**

**Proposal Made That Clubs Be Organized in South American Countries.**

Minneapolis may have a hand in the organization of advertising clubs throughout South America, as a result of a suggestion made by William B. Morris, advertising manager of the Northwestern Knitting Company, and passed on to the Associated Advertising Clubs of the World by Allen J. Ford, president of the Minneapolis Advertising Forum.

Following a recent visit here of J. W. Sanger, special agent for the United States Government, with the bureau of foreign and domestic commerce, Mr. Morris suggested that Mr. Sanger, who is soon to leave for South America to investigate advertising conditions there, be supplied with information regarding the organization of advertising clubs there, to the end that advertising in South America may be improved.

Mr. Morris's suggestion was passed on to W. D. D'Arcy, president of the Associated Advertising Clubs of the World, by Mr. Ford. In reply just received by Mr. Ford, Mr. D'Arcy says the suggestion has met with the organization's hearty approval, and that an attempt will be made to have Mr. Sanger supplied with the proper information before his departure for South America.

**New Monotype Book Out**

The steady increase in the number of new faces issued by the Monotype Company, and the demand for matrices for existing faces is keeping a constantly growing matrix department busy turning out matrices to supply the demand. The September issue of the new specimen sheets consists of about 80 new pages and includes new title pages for the border and ornament and continuous strip sections of the loose-leaf specimen book.

Branded merchandise advertisers have created a new language in this country. Coined names have become a part of the life of the people. The average woman speaks in this language with confidence, and that confidence was born of truthful statement in newspaper advertising.

**News Print Economy or Waste of the New York Newspapers**

September, 1917, Compared with September, 1916. (In Pages)

Compiled by Jason Rogers, publisher of the New York Globe, from figures furnished by Statistical Department of New York Evening Post.

Morning Papers											
Total Pages Printed		Gain or Loss.		Total Vol. of Adv'tis'g		Advertising Gain or Loss.		Total Reading		Reading Gain or Loss.	
1917.	1916.			1917.	1916.	1917.	1916.	1917.	1916.	1917.	1916.
American	924	784	140 gain	346	283½	62½ gain	578	500½	77½ gain		
Herald	930	876	54 gain	276½	282	5½ loss	653½	594	59½ gain		
Sun	590	588	2 gain	126½	134¼	7¾ loss	463½	453¾	9¾ gain		
Times	948	874	74 gain	490½	397¾	92¾ gain	457½	476¼	18¾ loss		
Tribune	630	590	40 gain	140¾	134¾	6 gain	489¼	455¼	34 gain		
World	950	836	114 gain	558	454¼	103¾ gain	392	381¾	10¼ gain		
	4,972	4,548	424 gain	1,938¼	1,686½	251¾ gain	3,033¾	2,861½	172¼ gain		
Evening Papers											
Total Pages Printed		Gain or Loss.		Total Vol. of Adv'tis'g		Advertising Gain or Loss.		Total Reading		Reading Gain or Loss.	
1917.	1916.			1917.	1916.	1917.	1916.	1917.	1916.	1917.	1916.
Journal	478	496	18 loss	221¾	216½	5¼ gain	256¼	279½	23¼ loss		
Mail	362	396	34 loss	142¼	180¼	38 loss	219¾	215¾	4 gain		
Post	472	508	36 loss	117	126¾	9¾ loss	355	381¼	26¼ loss		
Sun	360	416	56 loss	152	182	30 loss	208	234	26 loss		
Telegram	580	586	6 loss	273	254	19 gain	307	332	25 loss		
World	366	364	2 gain	156	144¼	11¾ gain	210	219¾	9¾ loss		
Globe	340	406	66 loss	160½	191¼	30¾ loss	179½	214¾	35¼ loss		
	2,958	3,172	214 loss	1,222½	1,295	72½ loss	1,735½	1,877	141½ loss		
Brooklyn Papers											
Total Pages Printed		Gain or Loss.		Total Vol. of Adv'tis'g		Advertising Gain or Loss.		Total Reading		Reading Gain or Loss.	
1917.	1916.			1917.	1916.	1917.	1916.	1917.	1916.	1917.	1916.
Eagle	878	848	30 gain	333	311¼	21¾ gain	545	536¾	8¼ gain		
Standard Union	366	398	32 loss	199	183¼	15¾ gain	167	214¾	47¾ loss		
	1,244	1,246	2 loss	532	494½	37½ gain	712	751½	39½ loss		
Summary											
Total Pages Printed		Total Volume Advertising		Total Pages Reading							
1917.	1916.	1917.	1916.	1917.	1916.						
Morning	4,972	4,548	1,938¼	1,686½	3,033¾	2,861½					
Evening	2,958	3,172	1,222½	1,295	1,735½	1,877					
Brooklyn	1,244	1,246	532	494½	712	751½					
	9,174	8,966	3,692¾	3,476	5,481¼	5,490					

## PAPERS ORGANIZE TO GET FOREIGN BUSINESS

E. E. Troxell, Secretary of Washington Newspaper Association, Visits New York to Confer with William D. Ward, New York Representative—Association Opens Chicago Office.

E. E. Troxell, secretary of the Washington Newspaper Association, an organization of eighty-three weekly newspapers in the State of Washington, having a combined circulation of 83,500, was in New York this week conferring with William D. Ward, New York representative of the Association.

The Washington Newspaper Association was organized in 1916. Its primary purpose is to get foreign advertising for its members. Head offices are in Seattle. A Chicago office was opened October 1 with E. H. Emery, formerly of the Audit Bureau of Circulation, in charge. Mr. Emery was at one time advertising manager of the Kansas City Post and also advertising manager of the St. Louis Times. Edwin Armstrong is in charge of the San Francisco office.

To get foreign advertising is the first purpose of the Association. It will also attempt to do collective buying of news print and supplies. It is planned also to establish a central engraving and stereotype plant in Seattle. The Association furnishes credit information, conducts an employment department, and gives other miscellaneous service to its members.

Mr. Troxell left this week for Chicago and St. Paul. Later he will go to San Francisco before returning to Seattle. He will be home by December 1.

The Washington Newspaper Association is probably the most highly developed organization of its kind. Advertising is sold direct to the Association. Rates are quoted for the entire list. Agencies deal direct with the central office.

### TIPS FOR THE AD MANAGER

WILLIAM D. McJUNKIN ADVERTISING AGENCY, 5 South Wabash Avenue, Chicago, handles the advertising of the You-Mix-It Company, 160 North Fifth Avenue, Chicago. Will use newspapers, magazines, billboards, and trade papers to advertise their "You-Mix-It" Symphony Cocktails during the coming year.

DONOVAN & ARMSTRONG AGENCY, Commonwealth Building, Philadelphia, Pa., handles the advertising of the Lawson Manufacturing Company, of Pittsburgh, manufacturers of gas heaters.

TURNER ADVERTISING COMPANY, INC., 608 South Dearborn Street, Chicago, handles the advertising of the Finola Manufacturing Company, of Hannibal, Mo., manufacturers of "Finnell Systems of Power Scrubbing."

HENRY LAKE ADVERTISING COMPANY, Porter Building, Memphis, Tenn., handles the advertising of the Ellis-Jones Drug Company, of Memphis, Tenn., makers of "C-Nu" Hair Restorer, "Prophylax-O" Tablets and "Universal" Tooth Brushes.

JOHN O. POWERS COMPANY, 461 Fourth Avenue, New York, handles the advertising of the Julep Mint Company, of Philadelphia, manufacturer of "Julep Mint" confection.

P. F. O'KEEFE Advertising Agency, 43 Tremont Street, Boston, handles the following accounts: M. J. Whittall Associates, Worcester, Mass.; Winchester Repeating Arms Company, New Haven,

Conn.; Colt's Patent Fire Arms Manufacturing Company, Hartford, Conn.; Boston Blacking Company, Cambridge, Mass.; F. A. Foster & Co., Boston; Rejane Company, Portland, Me.; Landers, Frary & Clark, New Britain, Conn.; Webber Lumber & Supply Company, Fitchburg, Mass.; John L. Whiting-J. J. Adams Company, Boston; United Shoe Machinery Company, Boston; Cosmopolitan Trust Company, Boston; Joseph P. Manning Company, Boston; Moore Pen Company, Boston; F. T. Lord Polish Company, Boston; Lenox Jewelry Company, Boston; Chester Suspender Company, Boston; American Asbestos Company, Norristown, Pa.; Driscoll & Fitzgerald, Boston; Dr. Greene's Nervura, Boston; Hornblower & Weeks, Boston; Standard Remedy Company, Lynn, Mass.; Stephenson Laboratory, Boston; Plymouth Rubber Company, Canton, Mass.; Wilcox Fertilizer Company, Mystic, Conn.; M. N. Arnold Shoe Company, North Abington, Mass.; Malleable Iron Fittings Company, Branford, Conn.

CHAMBERS AGENCY, INC., New Orleans, is sending out orders to Texas, Tennessee, and Arkansas papers for Dunbar Molasses & Syrup Company.

THE GEORGE E. LEES AGENCY, Cleveland, handles the advertising of the Scientific Products Company, Steubenville, O., makers of Safety Electric Warming Pads.

FRANK SEAMAN, INC., 461 Eighth Avenue, New York, handles the advertising of Charles B. Knox & Co., manufacturers of Knox Gelatine, Johnstown, N. Y.

POWER, ALEXANDER & JENKINS Co., Detroit, handles the advertising of the P. W. Drackett & Sons Co., Cincinnati, manufacturers of "Diamond D" chlorinated lime.

SMITH, DENNE & MOORE, Toronto, handles the advertising of the Canadian Rein-Drive Tractor Co., Ltd., Toronto.

THE SLOMAN ADVERTISING Co., Dayton, handles the advertising of the Amazon Rubber Co., Akron, O.

POWER, ALEXANDER & JENKINS Co., Detroit, handles the advertising of the Detroit Pressed Steel Co.

WOOD, PUTNAM & WOOD COMPANY, 111 Devonshire Street, Boston, handles the advertising of the Oakes & Dow Company, Boston, manufacturers of "Sootless" Spark Plugs.

THE E. P. REMINGTON AGENCY, of Buffalo, now is handling the account of the Art Metal Construction Company, of Jamestown, with C. L. Davis, the new service manager, in charge. Mr. Davis was formerly with the House of Hubbel, in Cleveland.

INTERNATIONAL FILM Co., 729 Seventh Avenue, New York, making contracts with newspapers in sixty-five cities.

MARTIN V. KELLEY Co., Second National Bank Building, Toledo, O., handles the advertising of the Federal Rubber Co., "Federal Tires," Milwaukee, Wis.

H. K. McCANN Co., 61 Broadway, New York, handles the advertising of Borden's Condensed Milk Co., 108 Hudson Street, New York. Reported to be asking New York State newspapers for cooperation and later will make contracts.

VIRGIL M. MCCONNELL ADVERTISING SERVICE, 405 Park Place, Brooklyn, N. Y., handles the advertising of the Chautauqua Confection Co. Reported to be placing orders with newspapers in selected sections.

BERRIAN-DURSTINE, 25 West 45th St., New York, placing orders with New

York State newspapers for Woman Suffrage Party, Fifth Avenue, New York.

BLACKMAN-ROSS Co., 95 Madison Avenue, New York, placing copy with newspapers on contracts for N. K. Fairbanks & Co., "Cottolene," 9 South Dearborn Street, Chicago.

CHAMBERS AGENCY, Maison Blanche Building, New Orleans, La., handles the advertising of the New Orleans Coffee Co., New Orleans, La.

RICHARD A. FOLEY ADVERTISING AGENCY, Bulletin Building, Philadelphia, again placing orders with a selected list of newspapers for Wm. H. Luden, "Luden's Cough Drops," Reading, Pa.

MACLAY & MULLALLY, 45 Broadway, New York, handles the advertising of the National Bank of Commerce, 31 Nassau Street, New York. Placing orders with newspapers in large cities.

C. J. OLIPHANT, 1 West 34th Street, handles the advertising of the Public Magazine. Placing orders with newspapers in the following cities: New York, Boston, Chicago, Kansas City, and Philadelphia.

RUTHRAUFF & RYAN, 450 Fourth Avenue, New York, placing orders with newspapers in selected sections for Wm. Epstein & Bros., "Eppo" Petticoats, 1237 Broadway, New York.

TAYLOR, CRITCHFIELD, CLAQUE Co., Brooks Building, Chicago, making 2,000-line 1 yr. contracts with New England newspapers for Contoocook Mills Corp., "Contoocook" Underwear, Boston, Mass.

VANDERHOOF & Co., Marquette Building, Chicago, handles the advertising of the province of Manitoba, Canada. Making up a new list of publications.

WOOD, PUTNAM & WOOD Co., 111 Devonshire Street, Boston, Mass., handles the advertising of The Oaks & Dow Co., "Sootless" Spark Plugs, Boston.

## NEWSPAPER AD FIELD

Clarence S. Andres, for seven years with the Curtis Publishing Company, has been appointed vice-president of the W. A. Paterson Co., Inc., New York advertising agency.

Arthur W. Thompson, recently with the Carl M. Green Co., Detroit, has joined the Dooley-Brehnan Co., Chicago.

Leroy A. Kling, former secretary of H. Walton Hegstra, Inc., Chicago, has become a partner in the J. R. Hamilton Advertising Agency, same city.

H. L. Palmer, former division commercial manager of the New York Telephone Co., has been made general manager of the H. K. McCann Co. George Murname, former general manager, has been elected vice-president of the company.

William R. Robinson has been elected vice-president of the Robert Hamilton Corporation, New York advertising agency.

The George Batten Company has sent a questionnaire to teachers of journalism in the agricultural colleges to learn what "constitutes an ideal farm weekly for the progressive farmer and his family from the farmer's standpoint only."

Alfred W. Breuninger, formerly with J. J. Gibbons, Ltd., Toronto, five and a half years with N. W. Ayer & Son, Philadelphia, recently production manager of the Atlas Advertising Agency, New York, has been named head of the plan, copy, and merchandising department of the P. F. O'Keefe Advertising Agency, 43 Tremont Street, Boston.

The Henry Lake Advertising Company, Memphis, Tenn., has changed its corporate title to Lake & Dunham Ad-

vertising Agency. The incorporators are: Henry Lake, Ed. S. Dunham, J. A. Riechman, John C. Burch, and R. M. Barton.

## WITH THE AD AGENCIES

Rodney Boone, of the local advertising department of the Chicago Evening American, became a member of the foreign advertising department of the Evening American last Monday. Mr. Boone has been with the Hearst organization for the past eight years. He went to Chicago from the New York Journal several years ago.

Edwin L. Kinloch, of the Schenectady (N. Y.) office of Albany (N. Y.) Knickerbocker Press, who has been drafted, left last week with the third draft contingent for Ayer, Mass.

Frank L. Hessenberger, for four years with the advertising department of the Harrisburg (Pa.) Telegraph, is in New York with the field service branch of the army Y. M. C. A.

Dan Hopkins, of the classified department of the Cleveland (O.) Plain Dealer and an Australian by birth, has enlisted in the British army for overseas service, and has gone to the front.

More than one thousand branded food products are newspaper-advertised in this country.

## Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

## Publishers' Representatives

CONE, LORENZEN & WOODMAN, Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

JOSEPH A. KLEIN Publishers' Representative Specializing in Financial Advertising Exclusively Forty-two Broadway, New York

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 225 W. 39th Street, New York. Tel. Bryant 6875

## New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending April 1, 1917

36,670 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.

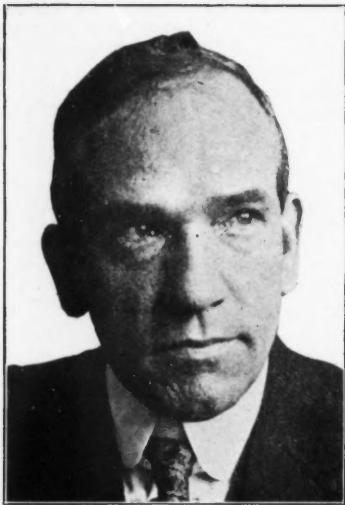
The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

**NEW AUTO EDITOR FOR CHICAGO EVENING POST**

Walter A. Bermingham, Manager of Automobile Department of Chicago Evening American for Three Years, Succeeds Late Eddie Westlake — R. A. Chapeck to Succeed Bermingham.

Walter A. Bermingham, manager of the automobile department of the Chicago Evening American during the past three years, has been appointed automobile editor of the Chicago Evening Post to succeed the late Edward G. Westlake.

Mr. Bermingham is a man well known throughout the motor industry, with



WALTER A. BERMINGHAM.

which he has been associated in a newspaper capacity for more than twelve years. He received his early training under the late Joseph E. G. Ryan and followed Mr. Ryan as automobile editor of the Chicago Inter-Ocean.

Mr. Bermingham is not only an authority on automobiles, but is well known as a publicity expert. He is press representative of the Chicago Automobile Show and the International Live Stock Exposition.

Richard C. Chapeck, of the foreign advertising department of the Chicago Evening American, will become automobile editor of the Chicago Evening American Monday, succeeding Mr. Bermingham. Mr. Chapeck has been with the local and foreign advertising departments of the Chicago Evening American for the last three years.

**Advertising Women Open Season**

The League of Advertising Women of New York city held their first scheduled meeting of the season on October 17. Thomas H. Moore, of the Bureau of Advertising of the A. N. P. A., talked on "National Newspaper Advertising." Other speakers were: Norwood Weaver, of the Curtis Publishing Company, and F. Wilson-Lawrenson, of the Welch Grape Juice Company. About seventy-five men and women of prominence in the advertising field attended.

**Portland Daily American Suspends**

The Portland American, which changed its name some four weeks ago from Deutsche Zeitung after an investigation conducted by Federal officials, suspended publication as a daily, October 11, with announcement that it will appear hereafter as a weekly. Explanation is given that too many subscribers unable to read English, in which the paper had been ordered printed, withdrew their support.

**WILLIAM F. ROGERS NAMED**

Appointed Member of Committee in Charge of Bureau of Advertising.

Hopewell L. Rogers, president of the American Newspaper Publishers' Association, has appointed William F. Rogers, of the Boston Evening Transcript, a member of the committee in charge of the Bureau of Advertising, of A. N. P. A.

Mr. Rogers succeeds Richard H. Waldo, who recently resigned to enter the Officers' Training Camp, at Plattsburgh, N. Y.

**WILL ADVERTISE ALASKA**

Territory Appropriates Sum to Be Used for Publicity Purposes.

To get accurate information concerning Alaska before the people of the United States and Canada, the Territory of Alaska has appropriated a sum of money for publicity and advertising purposes. J. J. McGrath, formerly with the Seward (Alaska) Post, and manager and publisher of the Alaska Review, has been appointed official publicist for the Territory. He is now at work formulating plans for his advertising and publicity campaign.

**AD FIELD PERSONALS**

STANLEY TWIST, at one time advertising manager of the Smith Form-a-Truck Company, has been appointed advertising manager of the Redden Motor Truck Co., Inc., Chicago.

K. P. DRYSDALE, former advertising director of the Cadillac Motor Car Company, Detroit, has resigned to become manager of the sales promotion department of the Cleveland Tractor Company, with headquarters in Cleveland.

KIRK TAYLOR, manager of the Detroit office of Printers' Ink, has been appointed Western manager, effective November 1, and will have charge of the Chicago as well as of the Detroit office. J. C. Aspley has resigned the management of the Chicago office to enter into business for himself.

W. D. HENDERSON, formerly Chicago manager for Bastian Bros., advertising novelties, has been appointed Chicago district manager of the Whitehead & Hoag Co., advertising novelties.

**Endorses Newspaper Advertising**

Newspaper advertising is the best means of reaching the thousands of property owners who are in a dangerous, uninsured condition. So declared William H. Rankin, president of the William H. Rankin Co. of Chicago, in a paper read before the National Association of Insurance Agents in annual session in St. Louis this week.

**Bryan Addresses Ad Men**

The Advertising Club of New York held two big noon-day luncheons this week. William Jennings Bryan addressed the club Tuesday and Mayor John Purroy Mitchel, of New York, was the speaker Wednesday.

**Buy 98 Pages of Bond Advertising**

Ninety-eight full-page advertisements were bought in the newspapers by the publicity committee of the Maryland Liberty Loan Committee. Regular rates were paid.

**Fix Convention Date**

The San Francisco convention of the Associated Advertising Clubs of the World will be held July 7 to 11, it is announced from the headquarters office of the Association at Indianapolis.

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.

<b>ALABAMA</b>	<b>MONTANA</b>
NEWS ..... Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER ..... Butte Average daily 13,781. Sunday 22,343. for 6 months ending April 1, 1917.
<b>CALIFORNIA</b>	<b>NEW JERSEY</b>
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL ..... Elizabeth
MERCURY-HERALD ..... San Jose Post Office Statement ..... 11,434 Member of A. B. C.	PRESS-CHRONICLE ..... Paterson
<b>GEORGIA</b>	<b>NEW YORK</b>
BANNER ..... Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER ..... Buffalo
JOURNAL (Cir. 55,428) ..... Atlanta	IL PROGRESSO ITALO-AMERICANO — New York.
<b>ILLINOIS</b>	DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 15,190) ..... Joliet	<b>OHIO</b>
<b>IOWA</b>	VINDICATOR ..... Youngstown
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	<b>PENNSYLVANIA</b>
SUCCESSFUL FARMING ..... Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMES ..... Erie
<b>KENTUCKY</b>	DAILY DEMOCRAT ..... Johnstown
MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TIMES-LEADER ..... Wilkes-Barre
<b>LOUISIANA</b>	<b>TENNESSEE</b>
TIMES-PICAYUNE ..... New Orleans	BANNER ..... Nashville
<b>MICHIGAN</b>	<b>TEXAS</b>
PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Final Rates—One time adv. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
<b>MINNESOTA</b>	<b>UTAH</b>
TRIBUNE, Morning and Evening... Minneapolis	HERALD-REPUBLICAN ..... Salt Lake City
<b>MISSOURI</b>	<b>VIRGINIA</b>
POST-DISPATCH ..... St. Louis 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 first six months, 1917: Sunday average ..... 362,555 Daily and Sunday ..... 195,985	DAILY NEWS-RECORD ..... Harrisonburg Largest circulation of any daily paper in the famous valley of Virginia.
<b>ROLL OF HONOR</b>	<b>WASHINGTON</b>
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	POST-INTELLIGENCER ..... Seattle
<b>ILLINOIS</b>	<b>NEBRASKA</b>
SKANDINAVEN ..... Chicago	FREIE PRESSE (Cir. 128,334) ..... Lincoln
<b>NEW YORK</b>	<b>NEW YORK</b>
BOELLETTINO DELLA SERA ..... New York	

## RHEIMS PAPER SURVIVES YEARS OF BOMBARDMENT

(Continued from page 5)

April last there were only 4,000 inhabitants, the number being now 3,000.

The winter of 1915-16 was not so trying, as the bombardment slackened, and throughout 1916, with few exceptions, shells fell at regular hours and work could be adjusted accordingly. On April 1, this year, the bombardment was resumed, more intensely than ever before, and has really never since ceased. Some days have seen 3,500 heavy shells, fired four, six, or eight at a time, falling on sections of the city which had hitherto escaped severe damage. The military and civic authorities implored the inhabitants to leave, unless they were absolutely obliged to stay. Over 12,000 departed within a few days, and the exodus left the Eclairer with five hands only (soon reduced to three) and as editorial staff, the editor alone. Newspapers now no longer arrived from Paris, so M. Dramas was more determined than ever to continue, but had to cut down the size of his paper to a minimum. The three or four thousand inhabitants who remained were delighted and cheered by the little sheet, and 1,500 copies had to be run off each day.

Rheims was now systematically bombarded, section by section, five, six, eight, and even twelve and fifteen-inch shells fell everywhere. Incendiary shells started fires and asphyxiating-gas shells made the cellars no longer safe refuges. A big-calibre shell fell on the Eclairer on May 15, smashing the legs of the next-door caretaker, who was preparing a meal for the staff, but fortunately not touching the repaired machine in use. Five more on April 24, falling at two-minute intervals, framed the building, shaking it so that it seemed as if it must collapse. Two days later, a shell burst in the office cellar, killing a passer-by who had taken refuge there. It was at this point that the two workmen, their nerves destroyed, had to leave, reducing the staff to M. Dramas and three typos, Courtois, Gerrer, and Stander. Madame Gerrer volunteered to stand by the machine and receive the copies as they were printed, and a young girl, Mlle. Lucie Delcourt, who had once worked the little foot-machine, asked to return to help. And with this staff Rheims continues to receive its daily news.

The French authorities have tried to avoid giving the Legion of Honor to civilians during the war, when so many heroes are winning it at the risk of their lives, but no one found the much-sought decoration misplaced when it was accorded to M. Dramas a short time ago.

## NOTED PARIS EDITOR HONORED AT LUNCHEON

(Continued from page 8)

McCreery, J. Crawford McCreery, J. C. McMichael, Lewis Meyer, Paul Meyer, C. E. Miller, S. A. Mokarzel, D. D. Moore, A. J. Moffield, Hugh E. Phillips, Mrs. H. E. Phillips, S. T. Morgan, William Fellowes Morgan, Frank E. Morison, William J. Morton, William J. Meyers, William J. Neal, John E. Noreross, J. T. Norris, Howard W. Nudd, A. Oberstein, Alexander Olderini, Clarence J. Owens,

## AS PETER PAN ASKED—DO YOU BELIEVE IN FAIRIES

Here is a True Story of Real Life Which Does Not Lend Itself to a Head—  
It Just Appeals to the Heart.

STRICTLY speaking, this story may not belong in the columns of a trade newspaper. It does not have to do with newspaper making, nor with advertising. But it is one of those little stories that warm the heart, and give to life an added value.

And, happily, it has to do with one of the best newspaper men in the world, and with his benevolent wife. He will not discuss the story. He will give no further light on it than is shed by some news items appearing this week in the New York newspapers. But, even lacking formal confirmation, the story is essentially true—as it is undeniably interesting!

Helen Gould Shepard, the gracious woman who has endeared herself to all Americans through her bigness of heart, recently adopted two more children—little girls—and a search of the court records showed that one of these had at a former time been legally adopted by Mr. and Mrs. Don C. Seitz.

This seemed to be such an interesting news item to the New York reporters that they investigated further, and discovered that Mr. and Mrs. Seitz had been in the habit, for many years, of adopting waifs and of then proceeding to find desirable homes and permanent foster-parents for them. Up to the present time, it appears, Mr. and Mrs. Seitz have thus played the rôles of good fairies to about sixty tiny waifs!

Isn't this short story worth the telling in a trade newspaper? Isn't it good to know that there are such people in the world as Mr. and Mrs. Don C. Seitz? Could a finer story—a true one—be told of anybody else in the whole country? Of course all rules of news writing have been forgotten in telling this story. Expressions of opinion, forbidden in news writing, have crept in, perforce. And one feels, in trying to write the story, that there is a Scriptural injunction which ought to be included. It begins: "Suffer little children . . ."

Harry L. Palmer, Willia J. Pape, Bertram J. Perkins, Marlen Pew, Lewis E. Pierson, John F. Redmond, George H. Raymond, T. W. Reed, Ogden Reid, Alan C. Reilly, Charles B. Reynolds, Joseph A. Richards, Wallace C. Richardson, W. L. Roberts, K. D. Rogers, John Irving Romer, George Rosenfield, John G. Ruge, L. T. Russell, William H. Saunders, J. William Schulze, Charles A. Sherman, J. Sherer, William H. Short, W. D. Showalter, W. S. Silkworth, John A. Sleicher, R. A. C. Smith, Thomas S. Southgate, F. W. Spicer, E. R. Stevenson, Joseph F. Stier, Meredith Stiler, Melville Stone, Jules P. Storm, Oscar S. Straus, Mrs. Charles Strauss, A. E. Tate, Textile Publishing Company, Ogden L. Thompson, Samuel A. Thompson, I. B. Tigrett, Milton Towne, E. H. Tomlinson, Charles B. Towns, Samuel W. Traylor, John H. True, E. L. Turner, William D. Upshaw, Robert B. Van Cortland, William J. Vega, H. L. Walker, G. J. Washburn, R. H. Wevill, Carl A. Werner, Victor Whitlock, Louis Wiley, William H. Wilkinson, Jay C. Williams, E. B. Wilson, Coleman Wortham, Gustave Zeese, A. Zimmerma".

## BUSINESS PUBLISHERS HOLD NOTABLE SESSION

(Continued from page 12)

An answer to this was given by R. Marshall, of Concrete, in which he said that specifically what the business press wants from the advertising agent is only a fair opportunity to cooperate in making advertising pay the advertiser. To bring this about, he urged that the agent get rid of the idea that the trade press was attempting to collar all the business from its logical prospects, and, further, that the agent discriminate between good and bad trade papers.

Charles G. Phillips, of Dry Goods Economist, then pointed out the indebtedness of other forms of advertising to the business papers as pioneers in many

recent developments in the field. He was followed by H. E. Cleland, of the McGraw-Hill Publishing Company, New York, and president of the New York Business Publishers Association, who read a paper on "What Responsibility Has the Publisher for Copy After the Space Has Been Sold." A talk by Harry Tipper of The Automobile, ended the morning meeting.

### DISCUSS WAR PROBLEMS.

An important meeting was held Friday afternoon at which problems, both economic and industrial, resulting from war conditions, were taken up by publicists and educators. "The Coördination of Business and Government" was the title of a technical address by Waddell Catchings, chairman of the committee of the United States Chamber of Commerce on cooperation with the Council of National Defense. Transportation problems were discussed by R. H. Aishton, president of the Chicago and Northwestern Railroad. Among the other speakers were Prof. A. E. Swanson, of the Northwestern University, who urged an elimination of all possible waste in merchandizing during the period of the war, and Prof. H. G. Moulton, of the University of Chicago.

The annual banquet held in the Gold Room of the Congress Friday night had a decidedly patriotic flavor and was marked by a notable speech by Gov. Whitman, of New York, who came out flatly against the zone postal rates on the ground that it was not good national policy. He said in part:

"In the present crisis every individual of course, but every State as well, must forget local ambitions, local interests perhaps, and even requirements in re-

sponse to the great national call which must be heard and heeded everywhere. It is for this reason that I have in the past protested, and shall continue to protest, against the imposition of zone postal rates upon such publications as yours, which must inevitably tend to confine their distribution to the neighborhoods comparatively near their publishing houses, and must restrict their efficiency as nation-wide distributors of business news.

Among the other speakers were T. P. O'Connor, English publisher as well as publicist, who delivered a smashing speech on the place of the United States in the world war and urged its pursuance as a duty to ourselves and to our brothers-in-blood across the sea. He was followed by Douglas Molloch, humorist and philosopher, and by John W. O'Leary, president of the Chicago Association of Commerce, who talked on "The Nation's Business." A large hand bag filled with Liberty Bonds was presented to A. A. Gray, former president of the Associated Business Papers, Inc., for his work in the organization during former years.

At the business session, held on Saturday morning, Arthur J. Baldwin, was re-elected president, while A. C. Pearson was named vice-president, and F. D. Porter, of the National Builder, treasurer, taking the place of E. A. Simmons, of the Simmons-Boardman Publishing Company. Mr. Simmons was placed upon the executive committee, which was further composed of C. A. Tupper, Charles Allen Clark, of the American Paint and Oil Dealer; R. Marshall, H. G. Lord, and W. H. Ukers, of Tea and Coffee Trade Journal.

No definite place was set for next year's convention, but it is thought the meeting will be held in New York city.

## The Pittsburgh Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

## 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

## The Evening Mail

New York

Last year GAINED  
178,965 lines

of  
Dry Goods Advertising  
Only one other N. Y. evening paper exceeded this record, and three of them showed losses.  
The New York Evening Mail

Food Medium

of  
New Jersey  
Trenton Times

A. B. C.  
2c—12c Per Week  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

## HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now to the world war.  
Feature articles from leading soldiers,

THE INTERNATIONAL NEWS BUREAU, INC.  
J. J. BOSDAN, Editor 15 School Street, Boston, Mass.

statesmen and authors of Europe.  
We handle more important articles of this description than any other agency in America.

**MASSENGALE URGES THE SOUTH TO ADVERTISE**

**Well-Known Advertising Man Addresses Southern Commercial Congress in New York—Enumerates Reasons Why Southern States Should Use Paid Space to Make Known Resources.**

"The South should advertise for the same reason that any business firm should advertise—because she has the goods and knows it; but all the world doesn't know it. She has her products to sell, she has land to offer farmers, she has an out-of-door winter to attract tourists, she has cheap water-power and ample transportation to offer investors—and, above all, she has money to spend, and plenty of it."

So declared St. Elmo Massengale, president of the Massengale Advertising Agency, Atlanta, and president of the Association of Southern Advertising Agencies, before the Southern Commercial Congress, at the Hotel Astor, New York, Monday.

"We people of the Southern States are not selfish," said Mr. Massengale. "We do not desire to keep all these good things to ourselves. There are vast tracts of field and woodland still untenanted and unproductive, and we have these to offer the farmer from the rock-ribbed hills of New England or the snow-bound plains of the Middle West at prices which seem insignificant beside the cost of fancy farm land in the prairie belt. For we want more people, more sturdy Americans who will come to live with us and cultivate these lands and add to the crops that feed and clothe the world; new citizens who will benefit themselves in this sunny land and benefit the South by their presence. For more people means more money to spend, more business to be done, more manufactured articles to be bought, more taxes in the treasury to pave the highways that stretch like a spider web from Virginia to the Gulf. We have room for all who will come, and there is a living and more for all who will work."

"The field is ripe for a great national advertising campaign that will let the whole country know what Dixie has to offer. It should be a campaign to arouse the interest of capital, which will establish factories of every kind; to attract the young farmer in other sections who grows up, looks about him, and finds the lands pre-empted by an older generation and held at a price beyond his means; to attract the increasing thousands of business men who have left their investments in safe hands and are in search of a climate where they can play golf three hundred and fifty days in the year and poker on the remaining fifteen."

"From facts and figures of the Southern States you can form some idea of the prosperity which has come to us of the opportunities we have to offer to new citizens and new capital. There could be no better chosen time than now to launch a great campaign of publicity which will let the world know of the South. We have the fertile soil, the raw material. We need new blood. We need strong hands and willing hearts and able minds, to develop the resources which still lie dormant. We want more residents in our attractive climate—a climate in which sunstroke is unknown, where the zero mark on a thermometer is a convention rather than a utility. We can offer the farmer lands which will make three crops a year, lands he can till nine months in every twelve. We have room for everybody; and every man who comes to us to turn new furrows in our soil, to set new wheels to

spinning, to inspire new industries in country or town or city, will find that a Southern welcome is something more than an empty phrase."

**OBITUARY NOTES**

LOUIS T. HOWARD, court house reporter of the Indiana Daily Times, died recently in Indianapolis. Mr. Howard, who was only twenty-two years old, covered his run as usual one day and the next morning died suddenly. Mr. Howard started in newspaper work as copy boy for the Star and later became assistant sporting editor, from which position he went to the Times.

EDGAR B. QUICK, former editor of the Brookville (Ind.), Democrat, died recently.

T. E. RYAN, for many years editor of the Valley Park (Mo.) Sun, died recently in St. Louis.

FAITH HOBEL, one of the best known newspaper women in Nebraska, died recently in Omaha. She had been successively employed by the Omaha Daily News, Omaha Bee, and the Omaha World-Herald.

**BANQUET WAS GREAT SUCCESS**

**Real Southern Dinner and Entertainment Provided for Circulation Men.**

The Northern visitors to Atlanta enjoyed immensely the banquet which was tendered to the delegates to the nineteenth annual Convention of the International Circulation Managers' Association, in Atlanta, Ga., October 10, at the Piedmont Hotel.

Besides a real Southern dinner, the guests were entertained by some of Atlanta's best artists, including a selection of old-time dinky "break-down" music and typical negro songs, rendered by a colored orchestra and singers.

Green B. Adair, prominent business man of Atlanta, gave an entertaining negro monologue. Mrs. M. A. Cox and her girls' orchestra furnished some splendid music for the informal dance which followed the banquet.

Miss Lillia Lyman, one of the Atlanta's most popular sopranos, favored with a number of solos, and after the programme all of the 132 guests joined in some popular songs, led by Fred Houser, of Atlanta, convention expert and song leader.

Ivan E. Allen, president of the Atlanta Chamber of Commerce, presided as toastmaster, and short talks were made

by Major John S. Cohen, editor of the Atlanta Journal, and W. G. Bryan, publisher of the Georgian-American.

Responses were made by President J. M. Schmid, of the I. C. N. A.; I. U. Sears, and James A. Mathews, on behalf of the Association.

In addition to the delegates and visiting ladies, many prominent Atlanta business men and society women were present at the banquet.

**AUSTRALIAN PATRIOT HERE**

**W. Ernest Williams, Formerly of Punch, Melbourne, Visits New York.**

W. Ernest Williams, for thirteen years manager of the advertising department of Punch published at Melbourne, Australia, was in New York this week exhibiting a splendid collection of patriotic cartoons by George Darcey and Charles Nuttall, Australian cartoonists.

Mr. Williams spent five months on the Gallipoli peninsula with the Anzacs. Twice reported killed in action, being a member of the Third Light Horse Brigade which was cut to pieces at Anzac, Mr. Williams has been invalided out of the service and is now doing his bit through the medium of the collection of cartoons which he is exhibiting.

The cartoons were on exhibition in London and attracted widespread attention and comment, not only for their striking humor but for the patriotic spirit which breathes through every line.

**Correction**

PHILADELPHIA, Pa., Oct. 11, 1917.

THE EDITOR AND PUBLISHER:

We regret that in our report of the annual election on October 1 of the Poor Richard Club, Philadelphia, the name of Richard A. Foley, elected first vice-president, was inadvertently omitted. We would appreciate your making mention of this.

PUBLICITY COMMITTEE,  
POOR RICHARD CLUB.

**EMPLOYEES INSURED**

**Group Policies Taken Out at Expense of Brooklyn Newspaper.**

R. F. R. Huntsman, president of the Brooklyn Standard Union, this week announced that the employees of that newspaper had taken out "group" insurance in a sum totalling approximately a quarter of a million dollars, the policies being issued without any cost to the employees themselves.

Every man, woman, and boy in the service of the Standard Union has a policy of \$500 or more, paid for by the newspaper. When ever a new employee enters the service he will receive a policy, without cost, to remain in force while he is connected with the newspaper. For every year of service, \$100 insurance is added, until the total policy is \$1,500.

**Vote War Bonus**

Directors of the Toronto Globe at their last meeting voted a war-time bonus of \$2 per week to all employees of the business and editorial staffs at present in receipt of salaries less than \$2,500 per annum.

**FIRST IN DISPLAY ADVERTISING**

In September, The New York Times published 936,389 lines of display advertising, a gain of 163,002 lines compared with September, 1916, a greater gain by over 60,000 lines, and a greater volume by 364,060 lines than the next New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 357,000 copies among the most intelligent and responsive purchasers in the world.

Says the  
**NEWS-TRIBUNE**  
of Duluth

"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."

**Central Press Ass'n**

New York Cleveland

**PIERRE C. STARR**

STARR SERVICE CORPS,  
548 Transportation Bldg.,  
Chicago, Ill.

Specialists in cost systems for Daily Newspapers having over 10,000 circulation only. Send for publishers opinions.

**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

**Service Banners**

Size 15 x 19 inches. Printed in four colors on heavy enameled stock. Shows large picture of Our Flag with National Anthem, and in bold type at the bottom: "A Man From This House Is Fighting For His Country." Price \$25.00 per thousand. Can be given free or offered on coupon plan for five cents. Many thousands being used. This banner should be in every home. It is a custom in other countries now being adopted here.

Write to-day for sample

**S. BLAKE WILLSDEN**  
29 E. Madison St. Chicago



**DOMINATES**

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

**"TO-DAY'S HOUSEWIFE"**

GEORGE A. McCLELLAN  
General Manager  
New York



**IF IT'S GOOD**

it will be in the NEA service FIRST. An on-the-jump service for an up-to-the-minute newspaper. And it doesn't cost much. A trial will convince you that the NEA is indispensable.

THE NEWSPAPER  
ENTERPRISE ASSOCIATION  
1279 West Third Street  
Cleveland, Ohio

**The True News**

**—FIRST—**

**Always—Accurately**

International News Service  
World Bldg. New York



## TIPS TO DEALERS

## New Concerns and Old That Are or Will Be in the Market for Supplies.

HOUSTON, Tex.—The Gulf Publishing Company, Inc., of Houston, has filed an amendment to its charter increasing its capital stock from \$7,000 to \$10,000.

ALBANY, N. Y.—The American Press Association, of West Virginia, a corporation, filed the surrender of certificate of authority to do business in New York State, in the office of the Secretary of State, October 7. The New York State corporation will continue in the New York field.

ALBANY, N. Y.—Incorporation papers for the Plattsburgher, a publishing firm with a capital of \$1,000 in shares with a par value of \$100, were filed with the Secretary of State October 10. The offices and publication plant will be in Plattsburgh, at the Plattsburgh military barracks. Directors are Joseph A. Baer, Wilson P. Foss, jr. and John J. Fitzgerald. M. B. and D. W. Blumenthal, of 35 Nassau Street, New York, shareholders, are attorneys.

FORT PIERCE, Fla.—The News Printing Company; capitalization, \$15,000; to do a general publishing business; incorporators, R. H. Glenn, A. B. Brown, Elwyn Thomas, Edgar Lewis, A. B. Michael, Richard Whyte, R. C. Boothe, W. A. Belk, and Otis Parker.

WILMINGTON, Del.—Hessler, Inc.; to do a general advertising business; capitalization, \$25,000.

NEW YORK—Bush Advertising Service, Inc.; advertising; capitalization, \$50,000; incorporators, E. J. Crummey, C. R. Delmage, H. R. Davidson.

NEW YORK—Frost, Green & Kohn, Inc.; advertising; capitalization, \$25,000; incorporators, A. R. Eley, E. Blum, C. H. May; place of business, 225 Fifth Avenue.

ROCHESTER, N. Y.—The Johnstone Advertising and Sales Service, Inc.; advertising; capitalization, \$1,000; incorporators, F. W. Clements, C. W. Haller, Carrie C. Clements.

NEW YORK—Minute Men Publishing Co.; capitalization, \$5,000; incorporators, W. T. Wetmore, C. C. Diener, H. Ringrose.

NEW YORK—Avanti Publishing Co.; capitalization, \$40,000; incorporators, M. Siragusa, J. Corti, G. G. Migliaiolo.

NEW YORK—Hill Advertising Agency; capitalization, \$10,000; incorporators, P. Reed, H. S. and L. Sternberg; place of business, 575 West 159th Street.

GENESEE, N. Y.—The Livingston Republican, Inc.; publishing and printing; capitalization, \$10,000; incorporators: M. R. Scott, E. S. Barnes, and A. W. Erwin.

NEW YORK—Rob Roy Corp.; general advertising; capitalization, \$29,000; incorporators: C. D. W. Rogers, W. S. Gordon, J. H. Boyle; place of business, 562 West 108th Street.

DOVER, Del.—National Discount Adver-

tising Association, Pittsburgh, Pa.; capitalization, \$50,000; incorporators: Wilber A. McCoy, W. I. N. Lofhand, George W. Morgan.

## NEW ENTERPRISES

HOPE, Ark.—The News is the name of a new weekly here. W. W. Turner is editor and publisher.

PADEN, Okla.—The Sun is the name of a new paper established here by G. D. Woods.

## CONSOLIDATION

KENOSHA, Wis.—The Evening News and the Telegraph-Courier last week passed into the hands of a new concern known as the Kenosha News Publishing Company, W. T. Marlatt, president of the concern, will be editor and publisher, and Ralph S. Kingsley managing editor.

## SUSPENSION

BELVIDERE, Kan.—The News here has been suspended.

## BISMARCK TRIBUNE SOLD

George D. Mann and Ensley A. Weir Buy Prosperous North Dakota Paper.

The Bismarck (N. D.) Tribune, the "Oldest Daily in the State," was recently purchased by George D. Mann, editor, and Ensley A. Weir, business manager.

Mr. Mann has directed the editorial policy of the Tribune for nearly four years. He has had fourteen years' experience in daily newspaper work, serving at one time as city editor and news editor of the St. Paul Dispatch and later was financial editor of the St. Paul Daily News.

The Tribune's manager, Mr. Weir, comes from a family of newspaper people. For the past twenty-two years he has been with the business departments of some of the largest Eastern and Pacific Coast dailies. Mr. Weir went from Detroit Journal to Bismarck to assume the advertising management of the Tribune last May. He has worked also on the Cleveland Press and the Tacoma (Wash.) Ledger.

## Atlanta Journal Does Bit

The Atlanta Journal is flying a service flag which carries fifty stars.

## In Minneapolis, St. Paul, Omaha

## The Daily News

Has first call among wise space buyers. Circulated in the most prosperous section of the world.

C. D. BERTOLET  
1110 Boyce Building, Chicago

New York Representatives:  
A. K. HAMMOND E. E. WOLCOTT  
366 Fifth Avenue.

## The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



CONN, LORENZEN & WOODMAN,  
Special Representatives  
New York, Detroit, Kansas City, Chicago

## PROPOSE NEW MADISON PAPER

La Follette Supporter Will Attempt to Publish Daily Newspaper.

Madison, Wis., is to have a new afternoon daily, according to announcement last Saturday by W. T. Evjue, former business manager of the Wisconsin State Journal. The new paper will be independent in politics, and the first number will appear in a few weeks. Associated with Mr. Evjue will be W. C. Aliman and Thomas Bowden, both of the State Journal staff. Evjue, who was father of the Evjue Dry Referendum bill in the last Legislature, is a strong supporter of Senator La Follette, and for several weeks has taken an active part in the editing of La Follette's Magazine.

## Freie Zeitung Changes Owners

In Tuesday's issue of the New Jersey Freie Zeitung, Newark, which recently lost its second-class mailing privileges, Benedict Prieth and Edwin S. Prieth, the present proprietors, announced that the newspaper had been turned over to a new corporation, composed of old employees of the paper. The names of the men given as the new owners are H. von Hundelshausen, president; J. G. Nolan, treasurer, and George Schierholz, secretary.

## Toledo Blade Does Bit

To date eighteen employees of the Toledo Blade have either enlisted or have been called in the draft.

## ADVERTISERS

If you have any product or service to offer to the shipping, trade, you can advertise it most advantageously in

## THE NAUTICAL GAZETTE

the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year  
20 Vesey Street, New York



## THE CHICAGO EVENING

POST occupies a distinctive position among the newspapers of Chicago and the middle West.

The Chicago Evening Post carries more automobile advertising and automobile news than any other Chicago newspaper, morning or evening, based on six issues a week (Sundays excepted).

The Chicago Evening Post is read by a class of people who are financially able to buy, thus eliminating waste circulation, the bane of the quality advertiser.

Automobile advertisers have consistently placed the bulk of their advertising in the Chicago evening field in

The Chicago Evening Post

## GERMAN WEEKLY TO SUSPEND

Will Print English Daily Instead—Children to Read Paper to Parents.

The Appleton (Wis.) Volksfreund, largest weekly newspaper in Wisconsin outside of Milwaukee, will be discontinued and an English daily started within a few weeks.

President Richard Meyer, of the Volksfreund Publishing Company, announces this is because of the law compelling German-language papers to submit to censorship of their columns. The 7,000 subscribers have said they will stand by the paper and subscribe for the English edition, some saying they cannot read English, but will have their children read the paper to them.

## Northcliffe to Go to St. Louis

Lord Northcliffe will be the guest of the Chamber of Commerce in St. Louis, Friday, October 26.

## Baltimore as a Market

Prosperous Baltimore is today an actuality—not a dream. One item alone of \$50,000,000 will be expended in the expansion of the Penn-Mary Steel Company—a Schwab plant—at Sparrows Point. Of this \$50,000,000, contracts for the expenditure of some \$30,000,000 have already been signed. Ultimately from 15,000 to 20,000 men will be employed in this new plant.

## The Baltimore News

Net Daily Circulation August 1917, 89,711

GAIN over same period 1916, 14,183

DAN A. CARROLL J. E. LUTZ  
Eastern Representative Western Representative  
Tribune Bldg. First Nat. Bk. Bldg., Chicago  
New York

## The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

## Story, Brooks &amp; Finley

Special Representatives

200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

## The PITTSBURGH PRESS

Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURGH

I. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.



TO CARRY CENSORSHIP FIGHT THROUGH COURTS

Victor Berger, Editor of Milwaukee Leader, Declares He Will Battle Postmaster-General's Order in Highest Courts, if Necessary, to Regain What He Calls His Rights.

Concerning the barring of the Milwaukee Leader from the mails, Victor Berger, editor, recently made a statement to a representative of THE EDITOR AND PUBLISHER in which he said the Government censorship order will be fought through the highest courts if necessary, to recover the suspended rights of the paper.

"The proceeding against the Milwaukee Leader and Socialist papers in general is unheard of in this or any other country," he said. "Even in Russia, in the days of the Czar, a paper or its editors had their day in court."

"I was told by Congressmen in Washington, in both houses, that there is no law to-day in this country other than the will of the President. We will try to find out whether that is true. The censorship in its most virulent form which crept into the Espionage bill was put there stealthily through an amendment in the conference committee, and was never discussed in either house of Congress."

"This is a question which affects all the people, not only of the papers themselves. There is plenty of law now to deal with seditious or treasonable utterances without any censorship by the Postmaster-General. Under the new statute the Postmaster-General is the accuser, judge, and the executioner of all periodicals which incur his displeasure. The law is clearly a violation of the constitution of the United States and we shall try it out in the courts."

ALL CANADA READY FOR VICTORY LOAN CAMPAIGN

First Display Advertising to Appear Monday—Difficulty Encountered in Determining Relative Merits of Copy Submitted—General Selling Organization Now Perfected.

(Special to THE EDITOR AND PUBLISHER.) TORONTO, October 16.—Display advertising in connection with the Canadian Victory Loan campaign commences on Monday, October 22. Owing to the difficulty of determining the relative merits of the copy submitted by the three advertising agencies entrusted with the task of preparing this form of publicity, as well as with a view to varying the copy as much as possible in the different papers in each city, it has been decided to use three series of ads, which will run contemporaneously. Thus in Toronto, two papers will carry the copy prepared by one agency; two that of the second agency and two that of the third agency. In this way there will be variety and at the same time a continuity of thought which might not have been possible had the authorship of the ads been different in each case. The space used will be uniform. The first ads will occupy 100 inches; the next 60 inches, and then, when the selling campaign is on, 90 inches will be used.

The publicity bureau of the Canadian Press Association has been located in the Dominion Bank Building, next door to the offices of the publicity committee of the Canadian Bond Dealers' Association. Both offices will work in close cooperation.

The general selling organization has been well perfected. There is first of

all a Dominion committee. Then each province has a provincial committee. Provinces are divided into districts and districts into counties or other similar divisions. These in turn are divided into still smaller sections. A committee, with an expert organizer, is in charge of each. When all is complete every possible investor will be listed and his name entrusted to a canvasser.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 21, 1912.

THE EDITOR AND PUBLISHER, published weekly at New York, N. Y., for October 1, 1917. State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared Edwin D. DeWitt, who, having been duly sworn according to law, deposes and says that he is the publisher of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 21, 1912, embodied in section 443. Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Edwin D. DeWitt, 37 South Maple Ave., East Orange, N. J. Editor, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y. Managing Editor, W. D. Shewalter, 701 West 170th Street, New York City. Business Manager, George P. Loeffler, 21 Bennett Avenue, New York City.

2. That the owners are: THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City.; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. DeWitt, 37 So. Maple Ave., East Orange, N. J.; Frank Leroy Blanchard, 105 E. 15th St., New York City; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.; George P. Loeffler, 21 Bennett Ave., New York City; John Hulderrinn, Harrisville, W. Va.; Fred C. Hunter, 80 Maiden Lane, New York City; Amelia A. McReynolds, 50 Maiden Lane, New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing about's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this is done for the reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

EDWIN D. DEWITT, (Signature of publisher.) Sworn to and subscribed before me this 4th day of October, 1917. C. A. WICK, (Notary Public.) (My commission expires March 30th, 1918.)

BUSINESS OPPORTUNITIES

Advertisements under this classification, thirty cents per line, each insertion. Count six words to the line.

\$7,000 CASH. \$5,000 time to suit, buys country seat weekly in bustling northwest city of 5,000 Republican field ripe for daily. Practical business handle. If fine. Modern equipment no debt, business \$1,000 per month next three years, other interest demands on attention. Live hustler can get productive field at bare cost. Not a penny deal; unless you have the cash, know newspaper work and are sincere, don't answer. No time for copyists. Address V. 3449, care Editor and Publisher.

MISCELLANEOUS

Advertisements under this classification fifteen cents per line, each insertion. Count six words to the line.

THE DAILY REPUBLICAN, Pittsfield, Pa., desires information of the present whereabouts of its former advertising experts "Sherlock Holmes" and "Uncle Bill." Any other good specially transit advertising men will do well be getting in touch with us. J. H. Zerby, Pittsfield, Pa.

FOR SALE

Advertisements under this classification twenty cents per line, each insertion. 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. STEREO TYPE FLAT SHAVER—For Sale a stereotype flat shaver in good condition. Address for price and description. The Wichita Eagle, Wichita, Kans.

LINOTYPE—Model No. 1, Serial No. 8016 and Model No. 1, Serial No. 8011, with 1 mean line, liners, elevator blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

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.

REPORTER AND EDITORIAL ASSISTANTS. Young man, 1916 graduate journalism school, and experienced as newsgatherer for leading New York City and Massachusetts dailies. Careful writer and editor. Prolific in ideas, strong and sober in judgment. No fourth-tier. References from prominent Metropolitan editor. Prefer opening nearer to New York City. Address V. 3446, care Editor and Publisher.

COMPOSING ROOM SUIT.—High class man, age 32, desires position on daily paper. An A-1 executive. One who has made a thorough study of the composing room and can obtain highest results at least expense. Address V. 3448, care Editor and Publisher.

EDITORIAL EXECUTIVE AND WRITER.—Both newspaper and magazine experience, 37 years old, ten years with one New York concern. At Liberty son. Address V. 3450, care Editor and Publisher.

NEWSPAPER MAN with several years varied and practical experience, will accept business or general management of daily in city twenty thousand or more. South or southwest preferred. Would lease with buying privilege daily where field for development exists. Address V. 3454, care Editor and Publisher.

BUSINESS MANAGER on daily in city of 100,000 desires change. Has thorough knowledge of newspaper work in all branches. In present employment 15 years; 5 years business manager and still giving satisfactory returns. Worked from newsboy to present position. Post of references. Address V. 3455, care Editor and Publisher.

ADVERTISING MAN.—Aggressive display advertising man of successful experience wants position with Eastern newspaper in city of not less than 75,000. Strong references for originality in ideas and copy that seeks success and for ability to create new business and develop accounts. At present with substantial daily, am exempt from draft and have good reasons for making change. Position must offer opportunity for advancement. Commensurate with results produced. Address V. 3456, care Editor and Publisher.

EDITORIAL MAN, 34 years, present in charge news bureau service, wants desk position on evening daily or would take charge daily 15,000 circulation All round man. Satisfactory references. Teetotaler and worker. Seven years with his papers. Address V. 3429, care Editor and Publisher.

CIRCULATION MANAGER now employed, city of 75,000, very cosmopolitan field who has more than made good getting the business and the money. Member of I. C. M. A. Fully acquainted with A. B. C. Reports, wishes position in South, prefer town of 20,000 to 50,000, self-education. Address V. 3440, care Editor and Publisher.

MANAGING EDITORSHIP in city of 50,000 or more by man of 37 with 15 years' daily newspaper experience. Has handled all tasks including assistant managing editor on paper of 100,000 circulation. Address V. 3442, care Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

MANAGING EDITOR with pen and experience for established afternoon paper in growing Southwest city. Want man looking for opportunity to settle down in healthy, pleasant location on moderate salary, and able to invest a couple of thousand dollars. Write fully. Address V. 3445, care Editor and Publisher.

WANTED CIRCULATION MANAGER to take charge of Country Circulation Department of the largest country paper in a healthy, growing, central west. Only man with a record as a producer need apply. Give references, salary expected and go into details as to producing ability. Also state reason for wanting to change position. Address V. 3451, care Editor and Publisher.

A DETROIT AGENCY (with a complete organization) has an opportunity for a real live solicitor who has some business. One who knows how and who to solicit for new business. Commission only, but perhaps a little better opportunity than you now have. When answering give full details of experience, business controlled and names of at least two business houses for references. All accounts handled on some basis not less 15%. No other basis considered. All correspondence confidential. Address V. 3447, care Editor and Publisher.

GOOD LINOTYPE OPERATOR at once. Permanent job. State experience and salary expected. The Durham Sun, Durham, N. C.

A-1 AD COMPOSITOR at once. Permanent position. State experience and salary expected. The Durham Sun, Durham, N. C.

FOREMAN and Make-Up Man who is speedy and can run his show. Ample outlet. State experience and salary expected. The Durham Sun, Durham, N. C.

CIRCULATION SOLICITOR, who knows the game and can get new business on merits of paper. Permanent position. State experience and salary expected. The Durham Sun, Durham, N. C.

REPORTER who can dig copy in city of 40,000 and write it in a short crisp snappy manner. State salary expected. The Durham Sun, Durham, N. C.

ASSISTANCE of young man familiar with industrial of Anniversary numbers, business or editorial end. Work must be completed early in December. Address V. 3457, care Editor and Publisher.

ADVERTISING SOLICITOR wanted by heavily newspaper in New Jersey salary at start \$25 a week must be good solicitor, must have to write copy, make rough layout and cooperate with advertisers. State experience, references, age. Address V. 3458, care Editor and Publisher.

\$19,000 buys prosperous Southern daily newspaper property. First 9 months 1917 returned owner \$5,787 for personal effort and investment. 1916 was a poor year in the field but owner's return was \$5,400. \$10,000 cash necessary. Proposition P. T.

Charles M. Palmer Newspaper Properties 225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON Newspaper and Magazine Properties Times Building, New York

EASY MONEY

Only paper in modern Central West city of nearly 20,000; splendidly equipped and showing annual profit to owners about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 623 X and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina valued at \$20,000? Prop. 089 X.

H. F. HENRICHS Newspaper Properties LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend. Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg., Springfield, Mass.

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.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

## ATTENDANCE EXCEEDED ADVANCE PREDICTIONS

American Newspapers Were Well Represented at Atlanta Convention, in Spite of Fact That Meeting Was Held in the Busy Season for Newspaper Circulators.

The roster of the convention shows that publishers generally appreciated the importance of the Atlanta meeting, and that they were anxious to have their circulation managers participate, even though leaves of absence at this season are rare.

The following members of the I. C. M. A. were present at the roll-call in Atlanta: O. Anderson, Montgomery (Ala.) Journal; W. L. Argue, Toronto (Ont.) Star; J. M. Annenberg, Schenectady (N. Y.) Union Star; Hugh A. Akin, Columbus (Ohio) Citizen; A. H. Baker, New Orleans (La.) Times-Picayune; J. L. Boeshans, Montgomery (Ala.) Advertiser; Frank P. Beddow, Jacksonville (Fla.) Metropolis; J. L. Bomar, Louisville (Ky.) Courier Journal-Times; C. E. Blewer, Binghamton (N. Y.) Press; John F. Barry, A. B. C., New York city; H. L. Baker, Knoxville (Tenn.) Sentinel; W. S. Burnett, Knoxville (Tenn.) Journal and Tribune; Wiley B. Baker, Charlotte (N. C.) Observer; Joseph P. Barry, Providence (R. I.) Journal and Bulletin; Samuel P. Booth, New York Globe; Charles Chandler, Atlanta (Ga.) Georgian-American; Robert J. Corrigan, Denver (Col.) News and Times; R. S. Craft, Jackson (Mich.) Citizen-Press.

Charles D. Chaffie, Aurora (Ill.) Beacon-News; W. J. Darby, Toronto (Ont.) Mail and Empire; W. S. Dunston, Birmingham (Ala.) News; Fenton Dowling, New York American; William Elder, Toronto (Ont.) Evening Telegram; Clarence Eyster, Peoria (Ill.) Star; Paul L. Eastland, Rock Island (Ill.) Union; Frank L. Frugone, New York Bulletin-Adelphi; H. H. Fris, El Paso (Tex.) Herald; Fletcher F. Hoard, Publishers' Adjusting Association, Kansas City, Mo.; William F. Hofman, New York Staats-Zeitung; Harold Hough, Fort Worth (Tex.) Star-Telegram; J. R. Henderson, Montreal (Can.) Gazette.

Edward Dupont Hood, Savannah (Ga.) Morning News; J. Boyd Hunger, Punxsutawney (Pa.) Spirit; William M. Henry, New York (N. Y.) American; E. R. Hatton, Detroit (Mich.) Free Press; Joseph Horner, jr., Green Bay (Wis.) Press-Gazette; E. T. Horn, Nashville (Tenn.) Tennessean; A. C. Jenkins, Birmingham (Ala.) Ledger; T. J. Kavanaugh, Dayton (Ohio) News; Joe Levy, New Orleans (La.) Item; Sidney D. Long, Wichita (Kan.) Eagle; Joseph H. Lackey, Memphis (Tenn.) News-Scimitar; John Lang, Toronto (Ont.) World; James McKernan, New York (N. Y.) World; A. E. MacKinnon, Philadelphia (Pa.) North American; J. H. Moyer, Atlanta (Ga.) Constitution; R. A. McCleary, Toronto (Ont.) Globe; E. R. Mason, Flint (Mich.) Daily Journal.

A. C. Michener, Harrisburg (Pa.) Telegraph; Robert B. McClean, New York Evening Post; C. R. Norton, Jacksonville (Fla.) Times-Union; C. O. Clarke, Dayton (Ohio) Herald and Journal; W. E. Page, Columbus (Ga.) Ledger; Charles Payne, Indianapolis

(Ind.) Star; D. B. G. Rose, Louisville (Ky.) Evening Post; W. H. Rope, Atlanta (Ga.) Georgian-American; J. M. Schmid, Indianapolis (Ind.) News; Frank Stanford, Albany (Ga.) Herald; Ike U. Sears, Davenport (Iowa) Times; J. O. Stuart, Mobile (Ala.) Register; C. J. Steed, Raleigh (N. C.) News and Observer; H. W. Stodghill, Louisville (Ky.) Herald; Ernest A. Scholz, Crowell Publications, New York city.

J. B. Stephen, Toronto (Can.) Daily News; Roy C. Webster, Hartford (Conn.) Courant; John D. Walker, Johnstown (Pa.) Tribune; E. C. White, Houston (Tex.) Chronicle; John R. Waters, Birmingham (Ala.) Ledger; G. R. Mundy, Philadelphia (Pa.) Enquirer; J. P. Jones, Macon (Ga.) Telegraph; J. R. Maddox, Macon (Ga.) News; P. T. Anderson, Macon (Ga.) Telegraph; E. D. Hood, Savannah (Ga.) News; W. A. Alisch, Birmingham (Ala.) Age-Herald; J. R. Fullerton, Birmingham (Ala.) Ledger; Edward Gans, THE EDITOR AND PUBLISHER, New York city.

### WEDDING BELLS

Walter B. Clausen, wire editor in the San Francisco bureau of the Associated Press, and Miss Margaret C. Harvey, prominent in musical and social circles in Los Angeles, were married recently in Los Angeles. Clausen was telegraph editor of the Los Angeles Express before he joined the A. P.

Mrs. Frances Cabanne Scovel, formerly society editor of the St. Louis Post-Dispatch, was married to Capt. William F. Saportas, United States Army, in Honolulu September 13. When Capt. Saportas was unable to obtain a sufficient leave of absence, Mrs. Scovel went to Honolulu to become his bride.

Announcement has been made of the engagement of Gilbert M. Clayton, manager of the Dallas (Tex.) bureau of the United Press, to Miss Margaret Stube, of Chicago.

Miss Marie N. Nagel, society editor of the Lima (O.) Times-Democrat, was married recently to William Gallant, of Lima.

William J. Parnell, editor and publisher of the Norwood Press, Northampton, Mass., was married recently to Miss Mabel Harvey, of Flushing, N. Y.

Hew Trill, of the editorial staff of the Montreal Gazette, formerly well known in Toronto newspaper circles, was mar-

## A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

### The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

## PHILADELPHIA

America's Greatest Industrial City

## The PRESS

Philadelphia's Great Industrial Paper

Foreign Representatives GILMAN & NICOLL 1103 World Building 1030 Tribune Building NEW YORK CHICAGO

ried last week to Miss Eve Corker, secretary to Dr. Albert Abbott, of the Organization of Resources Committee.

David MacLaran Church, of the Washington bureau of the International News Service, was married Wednesday in Washington Memorial Chapel, Valley Forge, Pa., to Miss Edna Huber Hibbs. Mr. Church was formerly with the United Press Associations.

Alexander Leo Schlosser, secretary to City Editor Swope, of the New York World, was married Tuesday to Miss Rose Houser, daughter of Mrs. Gustave Houser, of Hoboken, N. J. Mr. Schlosser, who is one of the most popular members of the World staff, was the recipient of a substantial purse from his fellow-workers. Mr. and Mrs. Schlosser are now enjoying their honeymoon.

FRED SCOTT, of Austin, Tex., well known as a newspaper circulator in Austin, died at his home on October 12 after a long illness. Mr. Scott had been connected with various Texas publications as circulation manager during his newspaper career. He was born in Indiana, but removed to Austin when quite young and had made the Texas capital his home for many years.

### CHANGES IN INTEREST

COKATO, Minn.—William A. Donohue, of the Enterprise, has leased his paper to E. C. Clasen. He was exempted from draft service, but has withdrawn his discharge and now awaits call to service.

SCIO, Ore.—L. W. Charles has sold the Santiam News, in Scio, Linn County, Ore., to Thomas Dugger, and has purchased a plant in Ione, in Heppner County, Ore.

SOPERTON, Ga.—T. O. Grant, formerly one of the owners of the Sentinel, has disposed of his interest to C. H. Peterson and now the firm of Peterson and Durden are the owners of Soperton's one paper.

EL DORADO, Ark.—Ernest C. Rauert, formerly of the El Dorado Times, and

Clarence Russell have purchased the Union County Tribune, published here, from J. M. Raines, and have assumed control.

DELTA, Col.—The Independent, owned by the late A. M. Anderson, has been sold to Frank Stearns, who has taken possession.

TALALA, Okla.—John T. Bybee has sold the Tribune here to E. G. Berridge, of Claremore, Okla.

WAKEFIELD, Neb.—The Republican here has been sold by S. E. Mills to J. R. Feauto.

ELDORA, Ia.—C. O. Ryan has purchased the interest of E. E. Emery in the Ledger here.

CALLAWAY, Neb.—J. C. Naylor has disposed of his interest in the Queen here to H. B. Yates.

ARGENTINE, Kan.—Grant S. Landrey has sold the Republic here to E. W. Wells, of Council Grove, Kan.

BELONZI, Miss.—Frank R. Birdsall, has sold the Banner here to W. L. Toney and T. L. Turner.

SOUTH SIOUX CITY, Neb.—John Michaelson has assumed entire control of the Record here, having purchased the interest of his partner, J. P. Halloran.

DOUGLAS, Neb.—A. T. Mortan has taken over the Enterprise here.

CHAMBER, Neb.—A. D. Scott, of Edgar, has purchased the Bugle here and has placed W. B. Cissna in charge.

CAMPBELL, Neb.—Arthur Tipton has sold the Citizen here to Ben. F. Sailor.

Secretary McAdoo says we could raise seventy-four billions through bond issues before reaching the stress-point of our Civil War days. This is nothing to cheer about in Berlin.

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

SAN FRANCISCO OFFICE  
of the  
Editor and Publisher

742 Market Street

SAN FRANCISCO

## MANHATTAN PHOTO- ENGRAVING CO.

ENGRAVERS  
AND DESIGNERS



251 & 253 WILLIAM ST. COR NEW-  
CHAMBERS ST. NEW YORK.

U. S. P. O. and A. B. C. Report  
The New Orleans Item  
period ending October 1, 1917  
Daily 60,756  
Sunday 77,438  
Average 63,217

## USE UNITED PRESS

FOR  
Afternoon Papers

General Offices, World Bldg., New York

We can increase your business—  
you want it increased.

You have thought of press clip-  
pings yourself. But let us tell you  
how press clipping can be made a  
business-builder for you.

## BURRELLE

60-62 Warren St., New York City  
Established a Quarter of a Century

You MUST Use the  
LOS ANGELES  
EXAMINER  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN..... 150,000

*First in War*

*First in Peace*

*First in the Hearts of Their Readers*

## THE NEWSPAPERS OF ILLINOIS

*The National Advertisers Opportunity*

THE Newspapers of Illinois are the short cut to business victory—in the land where lies the greatest opportunity—particularly at this time—in the wealth of agriculture, mining, manufacture and commerce of Illinois.

This is a time in both War and Business when old-style methods, haphazard ideas and sentiment are no longer productive of results. Better organization, more intensive application are the highest standards that have come to take their place.

Business will go on—must go on. It will be greater in some sections than in others. Advertising must nurture this business. For results you must concentrate that advertising—YOUR advertising, where business is best—put it in the mediums that are strongest and tell your story through that means to the people whose wealth and enterprise in agriculture, manufacture and commerce place them, in this great crisis, foremost of the people of the country—the people of Illinois.

And now of all times these people turn to their great Home Newspapers for the stirring news of the world, for news of their boys at the front—newspapers that reflect the spirit and enterprise of the state—newspapers that will carry your message of business to these people as no other means can—These Great Newspapers of Illinois.

	Paid	2,500	10,000		Paid	2,500	10,000
	Cir.	Lines	Lines		Cir.	Lines	Lines
Aurora Beacon News (E).....	*15,664	.04	.04	Elgin Courier (E).....	6,577	.0143	.0143
Bloomington Pantagraph (M).....	*16,733	.03	.03	Freeport Journal-Standard (E).....	6,154	.015	.015
Champaign Daily News (E)†.....	6,593	.015	.015	Galesburg Evening Mail (E).....	8,208	.0129	.0129
†Champaign-Urbana 30,000.				Moline Dispatch (E).....	8,280	.0125	.0125
Chicago American (E).....	*392,279	.40	.38	Peoria Star (E).....	19,261	.045	.035
Chicago Examiner (M).....	192,414	.30	.25	Quincy Journal (E).....	7,529	.02	.02
Chicago Examiner (S).....	516,460	.53	.46	Rockford Register-Gazette (E).....	11,758	.025	.025
Chicago Herald (M).....	*207,015	.36	.25	Rock Island Argus (E).....	6,400	.015	.015
Chicago Herald (S).....	*241,177	.40	.28	Springfield News-Record (E).....	10,054	.025	.025
Chicago Journal (E).....	*122,699	.24	.21	Springfield State Register (M).....	21,288	.035	.035
Chicago Daily News (E).....	*452,204	.43	.43	Springfield State Register (S).....			
Chicago Post (E).....	*65,842	.25	.12	Sterling Daily Gazette (E).....	5,786	.017	.017
Chicago Tribune (M).....	395,442	.50	.35				
Chicago Tribune (S).....	645,612	.60	.45				

† Government Circulation Statement, October 1, 1916.

\* Government Circulation Statement, April 1, 1917.

# Facts Advertisers Should Know

No. 2

Regardless of all theory and argument to the contrary it should be obvious to any sane business man of even an ordinary degree of experience that an alert newspaper organization in any city should know more about that city from almost any angle than any other single agency in that place.

If advertisers generally would only place a greater degree of confidence in the reliability and accuracy of information which progressive newspaper publishers will gladly secure and give them they would save much of the money they fritter away in letting alleged investigators learn the selling game at their expense.

Most of our successful newspapers know from experience what sort of copy makes its strongest appeal to their constituency, and are willing to seriously consider and express constructive criticism on any campaign submitted to them.

The day has gone by when a newspaper takes a man's money for advertising without any further interest as to whether the advertising produces results. Our newspapers have learned that satisfied customers who regularly secure results and repeat without costly solicitation are the greatest assets a newspaper can have.

The New York Globe is prouder of its probable unequalled record of achievement in the way of successful campaigns put over single-handed for distant advertisers than if it had secured twice the volume of business from them.

One big national advertiser told me that the New York Globe could do more for \$1,000 of an advertiser's money than he could get for \$30,000 spent in the ordinary methods of trying to "Break into New York." and he meant it for he had tried it against his own early judgment and been convinced.

This service is open to any manufacturer or advertiser sufficiently interested to give us a chance of proving by past records that we can do it for him.

JASON ROGERS.

New York, October 15, 1917.

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**The New York Globe - - Over 200,000 a Day**

**Member A. B. C.**

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**CHICAGO**  
People's Gas Bldg.

**O'MARA & ORMSBEE, Inc.**  
Special Representatives

**NEW YORK**  
Brunswick Bldg.

# THE EDITOR & PUBLISHER

In the midst of the economic and social turmoil of stupendous war events The Detroit News has erected and just entered a new two-million dollar publishing plant of such notable character and possessing such bewildering array of innovations that the Editor and Publisher conceives it a duty to its readers to present this detailed description, of intimate importance to the general newspaper industry.

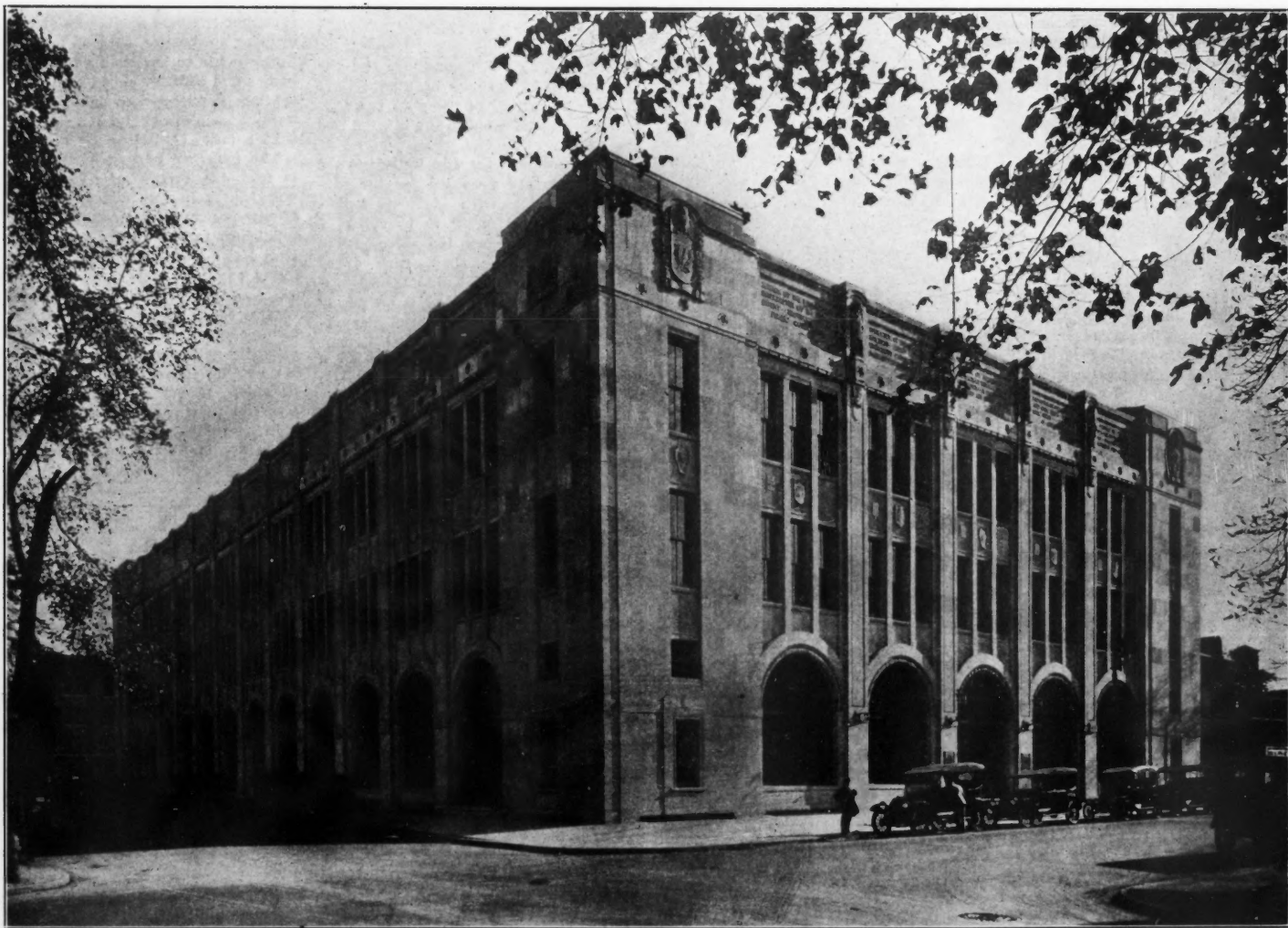
Vol. 50—No. 19

NEW YORK, SATURDAY, OCTOBER 20, 1917

Part Two

## DETROIT NEWS PUBLISHED FROM NEW HOME; \$2,000,000 PLANT FINEST IN UNITED STATES

Beautiful White Stone Edifice the Exclusive Domicile of Evening and Sunday Newspaper, with 149,000 Square Feet of Space Fully Occupied by a Bewildering Array of New Equipment In Efficient Arrangement.



MAJESTIC EXTERIOR OF NEW DETROIT NEWS BUILDING, LOOKING FROM LAFAYETTE BOULEVARD AT SECOND STREET.

**T**HE Detroit News has just been published from its new plant, nearly three years in course of construction, magnificently appointed and wonderfully equipped, a new jewel on the fair hand of the Cinderella of American cities and commanding the peculiar interest of the universal newspaper industry.

The feet of pilgrims seeking the best structural and mechanical newspaper development will now turn to Detroit, for the News building possesses the highest qualifications:

architectural charm, perfection in its bewildering array of new equipment, scientific system adapted from the most approved forms and innovated through thoughtful consideration of its individual needs and functions, making of it the most notable modern newspaper structure in the world.

Two prime factors have motivated the building operation: (1) That the building should be devoted to the single purpose of publishing the News and the Sunday News Tribune without any alien interest; (2) that there should be no counting of cost in the process of

producing a plant of maximum serviceability and civic dignity.

The exact cost of the plant and its equipment is not known, but THE EDITOR AND PUBLISHER estimates it to have been in the neighborhood of \$2,000,000.

The structure represents a material fruition of almost half a century of newspaper growth, the triumphant ascendancy of a journalistic enterprise conceived with only scant capital, but sturdily built on those fundamental principles which rock-rib the successful newspapers of this country, publications paying tribute to no man nor

institution, but are of, for, and by the people who read them. It represents a quarter of a century of plans made and abandoned under pressure of unexpected progress, of economic vicissitudes, of advancing ideals, of invention, and resultant change in the necessary equipment.

The News building presents a distinguished appearance on Lafayette Boulevard, at Second Street, extending through the block to Fort Street. Lafayette Boulevard is a principle artery of the city for automobile traffic and is free of street-car tracks.

Indiana limestone, in huge blocks, creates the walls of the imposing building, which is extraordinarily large for an all-newspaper plant, having a total area of 149,400 square feet; cubic contents, 2,673,000 cubic feet. The space is all occupied, and in view of this, the News building may be the largest exclusively newspaper plant in operation anywhere.

In architectural effect the building expresses a mediaeval prototype, although it is essentially American, and locally it is middle Western. The concrete frame of its construction is clearly shown by its series of piers and spandrels. The piers are emphasized by being made to rise, unbroken in line, from the pavement to the top of the parapet. Between the piers mullions of stone pass through the second and third stories to the parapet, with their bases merging into the arch ring above the broad first-story windows. This is a decided digression in commercial building.

The clever vertical effect is obtained without sacrifice of light advantages.

The pyramidal top immediately arrests attention. There is no cornice, but a broad surface or parapet of stone, broken only by the vertical pylons and piers and decorated only on the Fort Street and Lafayette Boulevard façades by mottoes in raised stone letters.

The fluted stone spandrels below the third-story windows carry carved ornaments, shields of an heraldic character, and in some instances simple square blocks. All are carved with the private marks or monograms of famous printers dating from the earliest period of the printing art, including that of the Aldine family with its anchor and dolphin and the simpler ones of such famous masters as Albrecht Dürer, Philippe le Noir, and others. These printers' marks form the chief characteristic exterior decorations, although supplemented by elaborately carved arch mouldings and richly ornamented iron work of the first-floor windows. The climax in the decoration and the last fitting touch which distinguishes this huge and powerful rhythm of piers and arches is reached in the carved stone figures at the heads of four piers on the Lafayette Boulevard façade. The pioneers of the printing art, Gutenberg, Plantin, Claxton and Franklin, are here represented in heroic statuary of most interesting technique.

The following legends are graven in the façade.

"Mirror of the Public Mind—Interpreter of the Public Intent—Troubler of the Public Conscience."

"Reflector of Every Human Interest—Friend of Every Righteous Cause—Encourager of Every Generous Act."

"Bearer of Intelligence—Dispeller of Ignorance and Prejudice—A Light Shining Into All Dark Places."

"Promoter of Civic Welfare and Civic Pride—Bond of Civic Unity—Protector of Civic Rights."

"We have these noble sentiments over our heads because they are ideals to reach up to," said Mr. George G. Booth to the writer.

#### STRUCTURAL FEATURES.

There are many striking structural features. The type of design, in the main, is full reinforced concrete, skeleton construction, the only departure from this being in the top story, where the middle third of the building is devoted to the composing room, and where, in order to insure the necessary daylighting, it was decided to make a monitor construction of structural steel. The arrangement of departments,

elsewhere described in detail, is as follows:

Ground floor—Grand entrance lobby, press room, mailing room, shipping department, and garage.

Balcony or mezzanine floor—President's suite, library and scaparium, balcony corridor.

Second floor—Executive offices, editorial writers, managing editor, public reception lobby, telegraph room, exchange editors, file room, sporting editor's suite, society editors, general business offices, advertising departments, circulation department, assembly and club room, job-printing plant, and supply room, first-aid hospital, dining-room and kitchen, barber shop, cloakrooms.

Third floor—Art and photograph departments, engraving rooms, telephone exchange, composing-room department, stereotyping department, carpenter and machine shop.

Roof—Filtration air and water system, editorial extension.

Basement—Newsprint storage, paper tunnel, "remote control" electric station, press spindles, newsboys' room, downtown circulation distribution depot.

The interior decoration of the building is simple and dignified. The stone of the exterior is again used in the walls of the high vaulted entrance lobby and staircase. A feature of the entrance decoration is a great suspended electric globe, bearing the world map in colors. The decoration in the public parts of the building, including the first and second-story lobbies and business offices is of a modified Renaissance character. It does not give a highly ornate impression, but rather that of good taste in severe lines and soft colors.

The business offices and editorial departments are reached by public elevators placed in the main lobby, while all departments are reached by means of several private elevators located at points of convenience.

The entire equipment is new, nothing save a few recently purchased pieces of machinery having been transferred from the old Shelby Street plant.

#### MECHANICAL PERFECTION.

It is a bewildering array of mechanical paraphernalia that greets the eye of the visitor. Selection, the writer was informed, was made without computing cost, but to meet the demands of the highest operating competency. The heads of departments were given full authority to make their respective selections, and the country was combed for the best the market afforded. The result is a luxurious equipment, fit to thrill the senses of any man who responds to efficient newspaper practice. Not only is everything provided that a newspaper worker of any department might desire to make his effort effective, but the great office is a model of system, reducing to a minimum the elements of distraction of workers, wasteful motion, confusion, noise, and kindred embarrassments and harassments.

Every department is arranged to coordinate with other auxiliary departments and the processes of manufacture connect as on an endless chain.

More than this, the management of the News has provided a wealth of comforts and safeguards for the welfare of the working staff. No plan as comprehensive, in this respect, has ever been instituted in a newspaper office and there are few commercial institutions as well provided.

#### GREAT ASSEMBLY-ROOM.

On the Fort Street side of the second floor, adjoining the broad business offices, is an assembly or clubroom, a

most attractive feature of the building. Magnificently furnished, warm red rugs and soft window hangings presenting an inviting appearance, this is the place where the staff members may meet for recreation or for conference and it also provides a place of assembly for any homeless society which may care to avail itself of the hospitality of the newspaper. A grand piano occupies a corner and chairs are grouped about smoking and reading-tables in club fashion.

In a space of more than 2,000 square feet, on the same floor, is an elaborately equipped cafeteria, with service capacity for several hundred of the employees at one time.

There is a large modern restaurant kitchen, and the dining-room lacks no feature of attractiveness or utility.

Between the assembly-room and the cafeteria is a space occupied by the office job-printing establishment and stationery department. This is a model printing plant, with an equipment sufficient for all the ordinary needs of the newspaper.

Also, on the second floor, is the office first-aid hospital. It is a remarkable little institution, with every surgical and medical device that could possibly be needful in time of emergency, and the most approved systems of hygiene are in use. A member of the staff is qualified to render first aid to the injured and a physician is on call.

Many shower baths and well-designed wash rooms are provided for the mechanical staffs, with dressing-rooms, lockers, and rest-rooms in profusion.

Adjoining the executive offices there is a model barber shop, with every modern appliance.

As arranged, the library is an accessory, merely, to the editorial department, but it was so arranged that it would not be exposed to the fevered spirit of those diligently bent on newspaper production.

#### FILTERED AIR AND WATER.

Throughout the building there are hygienic drinking fountains and the water is filtered, distilled and refrigerated in a plant designed for the purpose.

No window of the News building need ever be opened for there is a system of radiated ventilation from an elaborate plant situated on the roof. The air is drawn in by power, is filtered by being forced through a sheet of water, is heated or cooled to meet requirements and is then distributed throughout the building by means of a system of pipes. Thus water-washed air, at any required temperature, is provided, the News being the first newspaper plant equipped with this modern health-giving and comfort-making device.

A very large and bright room in the basement may be used for the entertainment of newsboys or for a gymnasium or bowling alley for the employees.

In such ways the designers of the new building have been thoughtful of the welfare of the men and women who serve daily the processes of making the News.

There are two suites of private offices which are justifiably elaborate and of a totally different style of decoration. These are the offices of the president, vice-president, general manager, and editor-in-chief. They are wainscoted in fumed oak carvings in modified Elizabethan style and achieve all the intimacy which should be that of private offices of a large corporation. Their delicately modeled ceilings are particularly effective. They are a fitting foil to the broad simplicity of the whole building.

The new structure is not out of the heart of the city, though it was at the time of purchase. It was deemed neces-

sary to make the News, as a public institution, reasonably accessible to the people, convenient to the sources of supplies and within the smallest circle that would encompass the gates to rail and water carriers. Much of the ordinary business of the public with the newspaper is now transacted through downtown offices, numerous sub-stations throughout the city and the telephone; but the building is easily reached by foot, by Fort Street car line or by automobile from Campus Martius. It lies in an area of comparative quiet that, while perhaps not necessary to good journalism, is nevertheless appreciated by the staff. How long the encroaching retail district will allow it this pleasure cannot be estimated easily.

#### STORY OF NEWS' ORIGIN.

This wonderful new building is indeed a monument to the late James E. Scripps, who founded the News on August 23, 1873. A handsome bronze bust of the founder is set in the main-entrance lobby of the building.

Mr. Scripps as a young man had gained some experience as an employee of the Tribune and arrived at the conclusion that the field would accept a penny evening newspaper, with no political entanglements to bar its progress into the homes and confidence of its patrons, and that the application of rigidly good business principle would be a better basis than a large capital.

The founding of this newspaper was, in fact, the origin of penny evening newspapers in this country, the string of newspapers later established by other publishers in other cities having the Detroit News as their guide and beacon in many essential respects.

James E. Scripps had as his initial capital \$5,000 in available cash, but he also possessed the credit that business integrity and sound judgment command. He became editor of the News, as well as chief proprietor, and he collected about him the best men he could secure.

In its infancy the News had as competitors blanket-sheets, high-priced, eminently respectable, and very dry of content. The News was bright, newsy, honest, fearless, and agile. The public accepted it, but it was an uphill fight to get it on a paying basis. The first issue was of 10,000 copies, advertising worth \$80.55, the net loss for the day being \$49.04, and the sale of papers ran down to 4,800 copies. But, after fitting up a building and installing a new plant, the sales rapidly increased, so that on December 31, 1873, some 6,600 copies were sold.

The total receipts from sales and advertising for the first year footed up \$8,971.65, with expenses \$11,409.03, reckoning nothing for Mr. Scripps's work. After that the income exceeded the expenses, and for the calendar year 1874 there was a profit of \$6,000.

Mr. Scripps originally sold his advertising space to an advertising man as a concession and he sold his circulation territory in the same way. He kept his own books and this record of his business was as simple as could be—just two columns of figures in a book which he carried with him.

His inflexible principle was that his business should be conducted on a cash basis. He received his money for his papers each night. Once a week he made complete collections of advertising accounts. In a striking manner this principle still obtains, though modified in some respects due to changed commercial conditions.

When Mr. Scripps started the News he had eighteen employees. There are some 400 on the payroll to-day, giving their full time to the production of the newspaper.

# DETROIT NEWS BUILDING MARKS MILESTONE IN MAGICAL GROWTH OF A CITY OF WONDERS

By MARLEN PEW.

I THINK I shall be able to interpret to the reader of this description of the splendid new home of the Detroit News the essential material reasons that have prompted it into being and perhaps, also, some of the psychological processes underlying this extraordinarily fine achievement in the newspaper industry.

Detroit is a magical city. In ten years it has leaped to fourth rank among the great cities of the nation in industrial production. The people talk confidently of a million population by 1920; the present population is said to be in excess of 800,000. That means an approximate doubling of the number of Detroiters in ten years. Stupendous and unparalleled!

#### A SOLID FOUNDATION.

In no sense is it a "boom" growth, as Westerners know the term. It is as solid as its base, which is established industry. And this industry is of a character demanding high skill and proportionately high wages. Men toil for high stakes in Detroit. And they live well. There is no other great community in the world where the average citizen is enabled through material resources to so indulge happiness and comfort. The bank clearances reflect Detroit's remarkable prosperity. In 1910 they were \$427,800,392, and in 1916 they were \$2,260,574,784.

To provide for the incoming human tide the city has been a hive of structural activity, some fifty million dollars in building contracts having been negotiated in the current year, a figure which is made significant by comparison with the record for 1910, i. e., \$4,142,400. Bursting its limits, the city has annexed many miles of territory, and now mothers beneath its broad corporate wings some 160,000 homes.

It will be obvious to the readers of THE EDITOR AND PUBLISHER what such an amazing community development has meant to the Detroit News. A virile, trusted, wholesome evening and Sunday newspaper, founded upon a rock of high principle by the late James E. Scripps forty-four years ago, it kept pace with the widening stream of municipal development, sailing serenely and on an even keel, but with increasing manufacturing difficulty, as the demands of the greater city outgrew the dimensions of the old Shelby Street plant, which, by the way, covers the ground upon which Mr. Scripps originally took his stand with about \$5,000 to pay for his fling in journalism.

#### GREAT ADVERTISING CITY.

Throbbing industry electrified local retail trade. Detroit merchants, always alive to the value of space advertising, became the greatest advertisers in this country. You may scan the columns of the newspapers of the important cities of the nation and be increasingly impressed by the relative merit of Detroit space-advertising methods.

The News and the Sunday News-Tribune published in 1916 a total of 19,337,130 agate lines of advertising, leading the national field. The struggle of the publishers to accommodate the space



GEORGE G. BOOTH,

President The Evening News Association

requirements of advertisers without creating a newspaper of disproportionate bulk is an event unique in the industry.

In 1913 the circulation of the week-day News was 140,000. It is around 220,000 to-day, and I am told that this triumphant growth came naturally, without any of the familiar artifices.

Patch by patch the old red brick plant was enlarged, until it became a perfect maze of departments, all more or less conflicting and harassing to the workers within. Years ago the management recognized its utter inadequacy, but at no time were they of a mind to conceive a new home without a perfect plan nor hasten it to realization without an accurate appraisal of the world's offerings in modern equipment, best suited to the present and potential needs of the newspaper.

#### MAKING BUILDING PLANS.

Four times the News approached the problem of the construction of a new habitation, even effecting the complete drawing of plans, only to sense for one reason or another the inadequacy of the site or the unwisdom of the proposed programme.

Perhaps the most important conviction

that came to the publishers was that it was a fundamental error to erect a structure for a newspaper with a view to sharing it with any other occupant or admitting any other journalistic interest. It was held that a newspaper's home must not be subordinated to any alien purpose. The institutional character of the newspaper must not be obscured.

Having made this decision nearly three years ago, the publishers gave themselves over to two other problems: The perfection of the building from a technical standpoint, and the retention at the same time of those architectural qualities which would identify it as an institution conscious of its dignity and its social and civic obligations.

How well they have succeeded is testified in this EDITOR AND PUBLISHER review of the accomplishment.

After an inspection of the new building, which is located facing Lafayette Boulevard, some seven minutes' walk from Campus Martius, and in the heart of the one-time fashionable residence district now invaded by hotels, clubs, institutions, and the lighter forms of industry, I sought out Mr. George G. Booth, president of the Evening News Association, and I gained from him

some impressions, later amplified by his associates, which explained the combination of superb beauty and seemingly perfect utility of this extraordinary newspaper structure.

Mr. Booth is an inspiring figure in journalism. Here in Detroit he is sometimes called the "Sage of Cranbrook." His exquisitely artistic home is mounted like a jewel in the Bloomfield hills, and he is a sage. He is that because he is able to divine the truth when it is not obvious. He is able to perceive trends of affairs and anticipate eventualities. He has uncommon power to transmute ideas and ideals into demonstrable forms.

#### PUBLISHER A BUILDER.

No one with whom I have talked about the News building has failed to preface his explanations by calling attention to Mr. Booth's taste and skill in the creation of the plans. That it is artistic is mainly attributable to his sense of beauty and good taste; that its equipment comprehends every important modern element of scientific newspaper manufacture, is accounted for by the practical understanding of the publisher, coupled with an undoubted genius which permits him to speak on even terms with the architect and mechanical scientist; that the building stands for one thing only—the publication of the evening and Sunday newspaper—is traceable to his appraisal of the value of concentrated and unhampered application; that it provides for the four hundred-odd employees, modern and highly approved systems of hygiene and safeguarding, together with means of æsthetic development, bespeaks the spirit of a new and better comprehension of commercial responsibility; that the News elects to take its proper place, physically as well as morally, in the almost unbelievable development of America's magical city, reveals the civic pride of its publisher.

#### MR. BOOTH INTERVIEWED.

"It has long seemed to me," said Mr. Booth, "that the convincing method of appraising a newspaper is to apply to it the human equation. Consider it as a personality, if you will. It is indeed a composite of human expression. It possesses character or lack of character in precise proportion to the worth of those who produce it. In the hands of the average reader, the News is an individual. Its contents reveals whether it is a desirable companion. If we are able to produce a newspaper that, while humanly fallible, measures up to the average moral, physical, æsthetic, and serviceable standards of the sort of men and women we can truly admire, it will not fail of public acceptance. It must have convictions, based upon reason, and unwaveringly and ably stand for them. It must have the courage of red-blooded men, never lacking the sporting spirit which characterizes the modest winner and the smiling loser. It must possess those delightful human characteristics, direct honesty and intensity of purpose. It must keep sweet through an appreciation of humor. It must have noble thoughts, vision, yet practical balance. Not the pretentious altruist ever, a trait hard to abide in men, but from sincere and earnest motives it must, because

(Concluded on page XI.)

## COMPOSING ROOM OF WONDERFUL SIZE AND PERFECTION OF SYSTEM

Here are the details of a newspaper composing room fit to joy the heart of any printer with craft pride.

With some 125 men employed in the composing room, obviously much attention was given by the management of the News to the allotment of space and location of the typesetting machines and type cases. The room is located on the top floor, occupying nearly 12,000 square feet of space, brilliantly lighted by the wide expanse of side and top windows.

For the benefit of THE EDITOR AND PUBLISHER readers, who may gain ideas in efficient composing room arrangement, John M. Tracey, superintendent of the News' composing department and for 16 years a foreman in the plant, gave a detailed account of the plans and equipment.

All of the cabinets and make-up stones are specially designed and are believed to be an improvement over any standard make. A page of type will fit into any drawer in the office. There are no racks or superstructure of any sort over the cabinets or stones, but all material is operated from beneath the top surface, thus maintaining an open view of the entire room. Except for the machines there is nothing over 60 inches high. All rules and make-up matter are in careful order beneath the make-up tables. Everything has a definite place and everything must keep to its place.

All department paraphernalia is segregated: the correcting bank, for instance, holds nothing but correcting material.

Thus the location of the type shows its stage of development: if a form is at the correcting bank it is evident that it has reached that stage of composition.

### BIG LINOTYPE BATTERY.

There are 37 Mergenthaler linotype machines in double file, on two sides of the floor, 24 for editorial and 13 for advertising work. There are two Mergenthaler lead and rule casters and two Ludlow machines, with 64 fonts of mats. The New has developed Mergenthaler composition in 24, 30, and 36 point Cheltenham bold. The standard body type is 6 point, on a seven point slug.

There are 23 steel type cabinets, each with 24 cases and each case holds 50 pounds of type. All cabinets were specially made. You can pull out any case and find the level of type below the runway, thus preventing possible breakage. Each case is electrically lighted, bulbs reflecting down.

The system of composition of ads is interesting. All ads, 60 inches or over, are set in pages, instead of galleys, on turtles. The printer follows his on turtles. This eliminates all lifting, as the final operation is to make a proof from a full-page proof press which accepts the turtle as its base.

### ADS SET AT NIGHT.

Most of the ad composition is set by the night staff. Each ad compositor is depended upon to possess skill to set any ad. There is a compositor whose only duty is to look out for ad composition and all ad copy goes to him. No ad man ever goes to a machine. There is no piling up, no hunting for odds and ends, and the running hook is operated on the ad side as on news matter.

The news copy cutter sits at an elevated desk, near to the pneumatic tubes from the editorial and business offices.

An early ad shift starts the day's make-up at 6:30 A. M. By the time the full force has arrived on the day side the paper is checked up and the machine men start with a definite layout before them. A total of 235 columns of ads are frequently set.

The whole room operates on the

classified slugs and there are no pick-ups.

### SEVEN-HOUR BASIS.

Everything in the composing-room is on a seven-hour basis and machine work is on a piece system. There is a clock on every machine. Each man, starting his night's work, gets a night form to fill out, and record is thus made of each man's operations.

All live matter for the newspaper is cut in takes for one-half galley, thus to avoid delays and to facilitate proof-reading. Steel column rules and steel galleys are used.

In the centre of the machinist's room there is an enunciator which is operated from the machines, and by pressing a button the operator also turns on a red

types. Every machine in the room is motored.

The schedule of proportions of advertising and news is as follows: Over 50 columns of advertising calls for a 16-page paper; 65 columns, 18 pages; 80 columns, 20 pages; 100 columns, 24 pages; 130 columns, 28 pages; 160 columns, 32 pages; 190 columns, 36 pages. But the pressure on the News has often driven it to run as high as 235 columns in a 36-page paper. This size is usual on Wednesday, Thursday, and Friday. Certain classified ads are not accepted on Friday, such as real estate, to make room for display.

The News will, in its new quarters, go further than any other paper in the country in the composition of adver-



SECTION OF COMPOSING ROOM, SHOWING L-SHAPED FORMATION OF LINOTYPES IN DOUBLE FILE IN BACKGROUND.

chain system and there is no possibility of lost motion anywhere.

### CLASSIFIED DEPARTMENT.

Classified ads, of which there are from 20 to 24 pages in heavy days, are sorted in the composing room and made up in takes. The best men are at the classified machines, drawing the best wages for correct work. The agate goes to the machines first and then comes to the bank. There it is numbered with classified figures in slugs from 1 to 200. The boys on the leading dump number it and then take it to the two-line machines. When the matter is returned to the bank it is met by corresponding slugs and there is never any left-overs.

There are racks for 200 classified galleys, one for each number. All classifications of liners are on separate galleys. The boys at the racks make the final classifications. Two or three men work on corrections. Their work is not heavy, because everything is by number and rack, and they have no trouble in finding their type.

Classifications are also kept in order

on turtles. All operators set their own light on his machine to indicate that a machinist is wanted. Thus no time is lost in making repairs. All machines have electric-heated pots, with gas auxiliaries.

Turtles go through one door to enter the stereotyping room and another to re-enter the composing-room. All breaking up is done at dead form tables and racks near to the latter door. All cuts are placed in envelopes and filed in reserved drawers, each designated to regular advertisers. The office is swept clean of every piece of composition every night.

### PROOF READERS HANDY.

The proof-readers, contrary to custom, sit in the middle of the composing-room, near to the copy-cutter's desk. It was not believed to be efficient to segregate them, and they are in the thick of the operation. They have flat-top art steel desks, with raised leaves, arranged in a hollow square. The error average in typography is one to 3,250 characters.

All wires and pipes connecting with the machines are carried through a concealed trench under the floor.

There is an elaborate array of saws, trimmers, and proof presses of various tising on linotype machines. It has, as a matter of fact, kept a step ahead of the manufacturers, forcing innovations from time to time. Every "ad" machine will set up to 36 point, and all body matter up to and including 18 point is set on solid slugs.

### Remarkable Flooring

The floors of the Detroit News Building attract immediate attention. In the public and office sections they are of marbleoid, installed in a plastic state over concrete and steel, and are noteworthy because of their neat appearance, elasticity, sanitation, and fire-proofing qualities. Some flooring in private executive offices is of cork.

Failing to get a job in New York, the boy, Benjamin Franklin, went to Philadelphia and settled there. If some Gotham printer had found work for the lad a whole lot of history might have been changed.



**EDITORIAL AND NEWS ROOMS ARE MODELS OF EFFICIENCY, GROUPED TO CO-ORDINATE EFFORT AND PREVENT INTERRUPTIONS**

**A**N interesting model of efficient news handling is offered in the cleverly devised editorial and news rooms of the Detroit News plant. Malcolm Bingay, the managing editor, made an investigation of the leading newspaper offices of the country before the arrangement of the department was fully decided. Here, as elsewhere throughout the building, the endeavor was to profit by the errors of others and to omit no expenditure necessary to insure perfect organization and efficient operation.

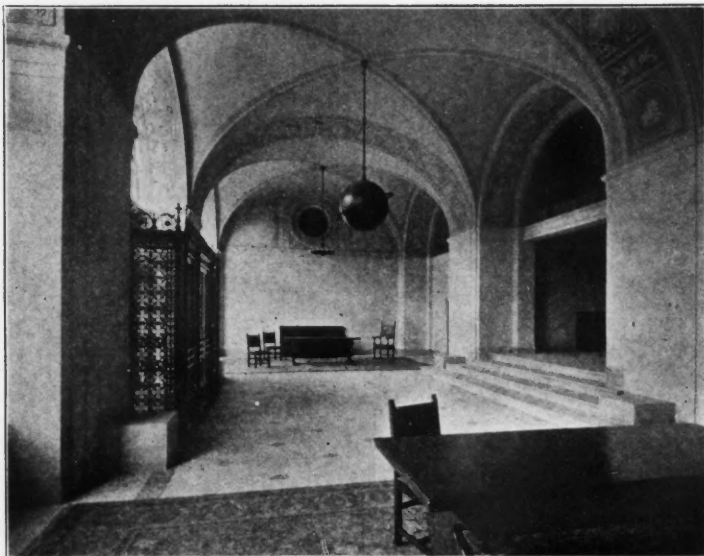
The editorial offices divide with the business offices the major portion of the space of the brilliant second floor of the building. Easy access is had from the elevators. Particular concern was felt for the public, whose varied interests attract them to the newspaper office, and the building was planned for a comfortable approach as well as for effective use by the staff.

For editors, reporters, telegraphers, and all concerned in the writing and handling of news and editorial matter an area of 18,347 square feet of floor space was apportioned across the front of the building. The office of the editor-in-chief is an attractive room, beautifully furnished, and located at the extreme right of the editorial suite, and cut off by a corridor, the object being to accommodate the editor's callers without trespassing upon other departments with consequent distraction of writers. In fact, throughout the editorial department, this idea of overcoming the disturbances familiar to editorial men in most offices, is carefully worked out.

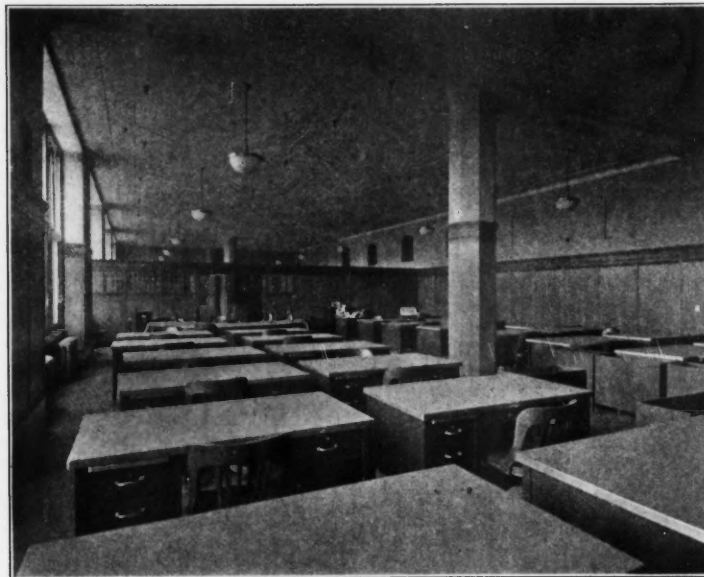
The society editor's department leads directly from the elevator corridor, and the many callers at that department do not come in contact with or cause any embarrassment to the hustling members of the staff in other departments. The society room presents wholly feminine surroundings and is admirably appointed. Also adjacent to the elevators and entered without passage through the editorial suite, is the sports department. The captain of the Daisy Nine may dash madly in to tell of his triumphant score without upsetting the poise of a man writing of world politics, or, indeed, the sporting editor himself. There is a reception room for sport callers, separate from the work shop. And although the department is thus cleverly detached, there is private access to the general editorial rooms. Space is provided for six or eight sport writers, the furnishing being in harmony with the general scheme.

For those who come to the news departments, without reference to the editor-in-chief, sporting, or society departments, there is a main editorial reception room, spacious and tastefully arranged, directly in front of the elevators.

The guest is received by a courteous young secretary whose business it is to give information or guide the visitor to the proper authority. This reception room is the heart of the editorial suite. Any department may be quickly reached from it. Ordinarily, however, few pass beyond this room, as the plan of the office is to make this the seat of contact with the public. In recognition of the principle that it is neither conducive to efficient endeavor on the part



HANDSOME LOBBY AT LAFAYETTE BOULEVARD ENTRANCE.



Section of news room. News editors and copy readers sit at U-desk, situated near the glass partition, while reporters and department news editors occupy the metal desks.

of the staff nor the convenience of the visitor to permit casual callers to visit busy departments. Nevertheless, no one of the News has set up any "holy or hollies," and the object of the plan is merely to offer public convenience and protect the interests of the hundred members of the editorial departments in their daily task of reducing the complexities of life to their graphic elements.

Straight ahead of the entering visitor, across a narrow passageway, running from right to left, lies the office of the managing editor. It is so arranged that he may survey or pass to the two principal divisions of his department, to the right a large room occupied by editorial writers, critics, special writers, and investigators, and to the left the main news department.

The office of the special writers is peculiarly adapted to studious and unhurried effort. No distraction is possible. Desks are widely spaced, the room is delightfully light and quiet. The north wall is 75 per cent. glass. The south wall is given over, to a height of six

feet, to a special reference library, for the exclusive use of the special writers. A magnificent collection of practical works line the shelves, selected by the writers themselves to aid them in their work, and all duplicated in the main library of the News, this to obviate any necessity to intrude by other members of the staff.

The same olive-green, flat-top, steel desks, with top surface of battleship linoleum, bound with brass, that are provided for the members of the business and editorial staffs, are found in the special writers' room. Each desk is provided with a typewriter stand, which unfolds from the drawer space on the right-hand side, and acts as a large leaf, so that the writer need only draw it up from its concealed position and swing around in quarter position to find his typewriter in correct elevation. The drawer space on the opposite side amply provides for filing cabinet and working supplies.

The cloistered atmosphere vanishes as one passes from the special writers' quarters to the general news room, and

here some of the most novel and interesting features of the plant have been worked out. Close to the managing editors' door is a great "U" table, at which ten editors and copy-readers are seated. To them comes all of the copy, except that of the privileged special writers. The news editor and city editor have their places in the centre of the "U," facing their assistants, and the congress of rewrite men and reporters at some thirty-five desks, arranged in rows over 1,500 square feet of floor space.

The arrangement is conspicuously symmetrical and in harmonious taste. Reporters and department editors are



WILLIAM E. SCRIPPS,  
Vice-President and Managing Director,  
Detroit News Association.

placed with reference to convenience and efficiency.

Adjacent to the head of the desk is a pneumatic tube, through which, in seven seconds, copy is whisked to the composing-room on the floor above.

At the rear of the news room lie two small rooms, one for telegraph and the other for exchange and Sunday editors. The latest models of telegraphers' tables have been installed, with space for sixteen operators. The noise of the chattering instruments is eliminated, but the copy may almost instantly be placed before the editors.

The value of the exchange editor's department is highly appraised by the editor of the News, and special pains were taken to provide suitable work-tables for the spread and clipping of the hundreds of newspapers and periodicals that come before the exchange and Sunday men.

Between these smaller rooms a private stairway leads down to the mezzanine floor, into library, so that ready access is had to the elaborate reference cases and scraparium. This passageway is for the exclusive use of the editorial staff and makes possible the utilization of the reading-room as a lounge and study for members of the staff during intervals of inactivity.

Library and scraparium are separate. In the former are some 7,000 volumes, selected by an editor who had the task in hand for several weeks and travelled over the country to obtain needful books.

There is perhaps not another newspaper library in the country better adapted to every-day service.

The scraparium has space in its tier upon tier of metal cases for the filing of hundreds of thousands of newspaper and magazine cuttings and pictures.

## GIANT VISIBLE PRESSES WITH 430,000 16-PAGE CAPACITY

THE press room, with an area of approximately 33,000 square feet, presents a new newspaper marvel.

Perhaps its chief feature lies in the fact that the presses are located on the ground floor, open to the view of the public from gigantic plate glass windows running for three-quarters of a city block and unobstructed by neither column or pier.

In making the plans for the News structure Mr. Booth and his associates arrived at the conclusion that the usual practice of devoting ground-floor space to business offices was unscientific. The modern business office is reached by way of the convenient elevator.

A newspaper may not be classed with ordinary retail enterprises. Its circulation is not sold over the counter, but is distributed by automobile to all sections of the city. Its principle advertising is contracted for in its offices and only a fraction of the small-unit business, including classified advertising, comes from the street. The major portion of the News' stupendous volume of classified is received by telephone from city ad depots, located in drug stores and other centres of local trading. The newspaper maintains a branch receiving office near the centre of the city.

In view of the modern transformation in newspaper practice it became apparent that the business offices might well go to the second floor and make way for a ground floor press room, with the advantage of an interesting street display as well as logical, orderly manufacturing system.

In this department the News has built beyond present needs, but who, in view of the immediate retrospect, shall say that the press room equipment represents a too sanguine estimate of the potentialities of the magical city of Detroit?

What does the future portend? That was the question that Mr. Booth and his associates met and this is how they answered it.

There has been installed a press equipment capable of printing, trimming, folding, counting and delivering to the mailing department, 432,000 sixteen-page papers per hour.

The equipment recognizes the established fact that while press machinery

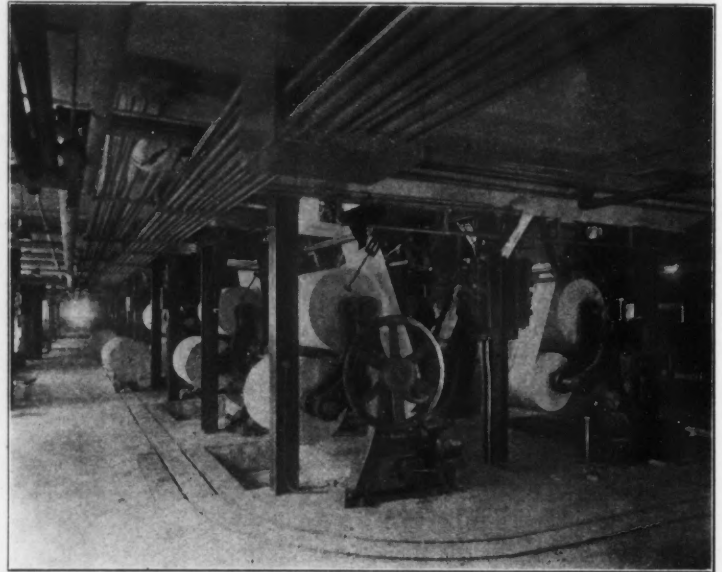
represents the most stupendous investment for machinery, which perforce must lie idle the major portion of the time, known to any industry, it is nevertheless true that presses are like fire departments, or an army or the naval fleet, in that when they are called into service they must be prepared for maximum effort and be infallible.

Technically, the equipment would be called the "Scott two-triple octuple presses." From the layman's point of view they could be considered as one press or twenty-four; for there are twenty-four units consolidated in one vast machine, yet each capable of being operated in fractions of any size. This giant phalanx of machinery extends for 205 feet and is thrust nine feet above the floor. In addition there are nine feet of understructure of foundation frames and huge spindles for the reels of newsprint.

When the Detroit News was founded by James E. Scripps in 1873, the "web-perfecting press" was but eight years old and was in service in only a few newspaper offices. Then a circulation of 10,000 offered serious problems. Today, by means of this wonderful equipment, the News in a few hours of operation each day reduces a hundred six-mille reels of news print to the manufactured article.

In the press-room also is located a color press, capable of turning out comic supplements at the rate of 11,000 per hour, and could, if desired, produce 14 colors at one time.

The method of handling the supply of news print is well worth the attention of publishers. The rolls are delivered to the shipping-room, which is on the street level, and covers 13,000 square feet, with wide doors opening on two avenues. From the truck the paper is lifted by electric crane and dropped to the mouth of the paper tunnel, in the basement. Here it is received by sturdy little trucks, which, run by gravity force on a miniature railroad, present it to the scales for weighing, and then switch the rolls to one of fifteen huge concrete piers, all inclining to the press spindles. Throughout the entire process, from the time the news print is released from the automobile truck in the shipping-room until it takes its place in the spindles, it has been moving by gravity



SHOWING BATTERY OF PRESS REELS AND PAPER RAILWAY IN BASEMENT STORAGE PLANT.

urged by man-power, but never is it upended with consequent danger of damage.

The fifteen paper piers hold two days' supply. Warehouses elsewhere in the city make a larger storage unnecessary, but should conditions warrant, racks can be provided to provide four days' surplus supply.

The delays once incident to the removal of an empty reel and the substitution of a full one are known no more on the News. Triple revolving reels are now employed, which, operated electrically, relieve the employees of the heavy task of hoisting rolls weighing three-quarters of a ton. Nor is it necessary to stop the presses while changing rolls, for the end of a vast new ribbon may be pasted onto the old as it speeds over rollers and between cylinders.

Half a ton of ink is daily consumed by these presses. Ink-handling is a more or less serious problem in most shops, but the News has solved it to a nicety. To eliminate straining and fountain-cleaning and such incidental results of ink's affinity for dust and dirt, an ingenious system was devised which has as its effect the absolute concealment of ink from the time it leaves the factory until it reaches the press fountains. Tank trailers, air-tight, follow the News' trucks to the ink factory, where they are attached to the ink mill.

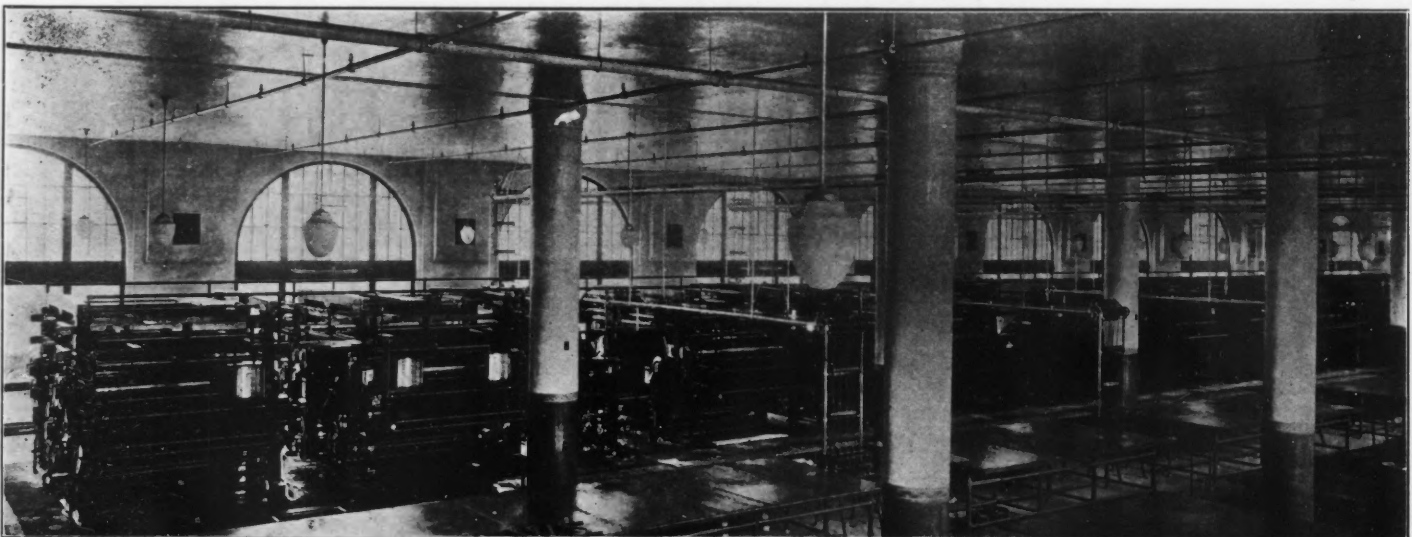
The ink is forced into the tank and then transported to the News' shipping-room.

A closet in a corner of the room contains pipes running to the large supply containers in the basement, and through these pipes the ink is forced by compressed air. Also, by the same force, the ink is pumped through pipes in the basement to the sealed ink fountains of the various presses. From the time it leaves the factory until it meets the surface of the plates in the presses the ink is never exposed.

The old-time picturesque wrestle with papers in stacks of 50, 100, and 200, delivered at several points on the press, is done away with, electric conveyors taking the papers directly from the press, speeding them aloft to the ceiling, across the room, and down to the mailing staff.

The papers are tied in bundles and heaved into conveyers that find their way to the shipping-room, where trucks await their burden. Thus, but twice in the fevered history of a roll of paper, on its way to conversion into the printed newspaper, does it know the touch of human hands. It completes a circle that is almost exclusively mechanical.

Orders for the new presses were placed in 1914, work was begun on them in 1915, and two years elapsed between the start of construction and final installation in the News building.



GIANT PRESS ROOM, WITH TWENTY-FOUR UNITS OF SCOTT TWO-TRIPLE OCTOPUS EQUIPMENT, WITH UNOBSTRUCTED VIEW FROM STREET.

**STATELY OFFICES FOR ADVERTISING,  
BUSINESS AND CIRCULATION STAFFS**



HEREWARD S. SCOTT.

COMING from the elevators, the visitor to the News business offices meets an impressive vista of counters and desks, peopled by an army of workers.

The fumed-oak counters are built in the form of a U, which creates a broad lobby, floored with marble composition. To the right, as one enters are the desks of the circulation staff, and to the left the desks of accounting and advertising staffs. An inviting enclosure is provided for those who wish to stop and rest or interview a member of the staff, and here, also, is an information and telephone room and the office of the auditors.

At the base of the U is the cashier's cage. Surrounding it, from the rear, are the desks of accountants and built-in vaults.

All desks are of art steel, in green enamel, with linoleum tops, and they are set in long rows. Along the windows, on the left, are a series of raised offices of advertising men, each credited to a department. These are in line with the enclosed office occupied by Herbert Ponting, the business manager, whose office in turn, connects with the handsome suites provided for Hereward S. Scott, general manager, and William E. Scripps, vice-president and managing director. These offices are in fumed oak, carved in the style of the Elizabethan period, with some very handsome antique rugs. The fixtures and decorations are exceptionally attractive.

**MORE THAN 100 DESKS.**

Desks are provided for an advertising and accounting staff of some eighty people, while there are some thirty desks in line on the circulation side. The circulation manager reaches the mailing room by a private elevator.

A combination telephone and writing desk accommodates the staff of ten operators who receive classified business from the branch receiving stations, mainly located in drug stores in all parts of the city and also surrounding towns. This business is operated on a commission basis, and News operators call the branch stations at regular intervals to receive the copy by dictation.

The great room, expanding over 12,240 square feet, is bright from the wide windows on two sides, and presents the

appearance of a gigantic commercial house, operating by the most approved system. There is nothing glaring or heavily ornate about it. The color scheme is soft, and the decorations simple. But from floor to the flat-coffered ceiling there is evidence of painstaking selection without regard to necessary expense, and efficiency is the keynote instantly observable.

**HIGH BUSINESS STANDARDS.**

It will interest the reader to know that the system of business in this office calls for clean books at the end of each month. The time-tested principles of Mr. Scripps, established when he founded the News, are not relaxed. Accounting is kept simple. Collections are made promptly, and nothing is considered worth a permanent book entry until the cash has been received and banked.

Mr. Scott informed the writer that absolutely no free readers are granted to advertisers. He mentioned the odd fact, too, that cash receipts often exceed the monthly earnings budget, in that the estimates are conservatively made, and collections often exceed the estimates. Fraudulent advertising is not only barred, but chemical analysis is made of proprietary articles, and if the chemists' report indicates that any injury to the consumer is possible, the advertising is excluded until the dangerous element is eliminated. The News does this and much similar service in the interest of its readers without any pretentious publicity, holding, as Mr. Scott said, that it is merely the fair thing to protect the reader, in so far as that is possible, from any trade imposition. And often the advertiser is in harmony with this practice. Mr. Scott gave as an instance the case of a firm offering a hair tonic which the News' chemists had found contained an injurious element. The advertising was refused, and the advertiser corrected his formula to meet the News' requirements and thanked the newspaper for its advice.

Circulation is kept to a strict cash and non-returnable basis. District circulators are under bond agreement, and the element of loss is kept at a minimum.

Mr. Scott said that as much as 500 inches of advertising were often crowded out on the heavy advertising days. The policy of the management is to aid and encourage small merchants as well as the great, and it is a boast of the paper that many honest small merchants of a few years ago have become great and powerful through proper merchandising methods, supported by the magic of its advertising.

**Electric Control System**

On a mezzanine balcony of the News's press-room, detached and out of the way, is located the electric control system. Each of the six quad sections of the two triple-octuple, multi-unit presses is provided with Kohler system double-motor drive and control equipment. Each of the quad units may operate independently or may be combined for sextuple, octuple, or double-sextuple products, offering remarkable flexibility. The whole control system is from push-button stations, offering perfect regulation and safety.



SECTIONAL VIEW OF SPLENDIDLY APPOINTED BUSINESS OFFICES.



SECTION OF E. G. PIPPS' OFFICE.

**VAST AREA OF NEWS PLANT; OCCUPY  
149,000 SQUARE FEET**

THE total floor area of the Detroit News plant is 149,000 square feet, and every foot of the space is now occupied and operating, distinguishing it as one of the largest newspaper offices in the world. There are many other newspaper buildings of greater dimensions, but the space is in part used for purposes other than the actual production of the newspaper. There are a few large newspaper plants built in anticipation of future development and with considerable surplus floor space. The Detroit News plant contains no unused surplus, and every inch of it is devoted to the publication of the daily newspaper and the Sunday News-Tribune.

Following is a tabulation of areas of departments, in square feet:

Third floor—Art and photograph department, 2,342; engraving, 2,326; telephone exchange, 156; composing room (including all departments), 11,782; stereotyping department, 5,022; carpenter and machine shop, which may later be moved to the basement to make room for a rotogravure press, 2,560.

Second floor—Executive offices, 908; editorial writers, 972; managing editor,

210; public reception lobby, 297; news department, 1,944; telegraph room, 228; exchange editors, 288; file room, 226; sporting department, 496; society editors, 262; general business office and advertising departments, 12,240; circulation department, 2,400; conference and club room, 1,852; office job-printing plant and stationery department, 1,152; first-aid hospital, 140; dining-room and kitchen, 2,130, and cloak and toilet rooms, 763.

Balcony or mezzanine floor—President's suite, 1,517; library and scraparium, 2,456; balcony corridor, 480; pressmen's lockers and shower baths, 658; mailing-room lockers, 864; janitors, building supplies, etc., 1,278.

First floor—Main entrance lobby, 1,952; press room, 10,771; mailing room, 10,384; shipping room and garage, 13,026.

Basement—News print storage, 11,400; car tracks and paper tunnel, 3,847; press reels, 6,908; newsboys' playroom, 3,800; circulation cashier and depot distribution offices, 1,800.

Elevators, hallways, closets, baths, washrooms, etc., unaccounted for in above totals, 6,051.

# The Scott Multi-Unit Newspaper Printing Press

## IS THE ONLY WEB PRESS THAT LASTS A LIFETIME

The illustration shows our Octuple "Multi-Unit" Press of four Units. It can be operated as two independent Quadruple Presses, if desired.

The Worcester Telegram, Worcester, Mass., The Providence Journal, Providence, Rhode Island, Los Angeles Express and Sacramento Bee, California, are using them.

ASK ANY OF THE ABOVE PUBLISHERS ABOUT THEIR PRESSES

## The Scott Multi-Unit Double Sextuple Six Unit Press

Can be operated as three independent Quadruples, or two independent Sextuples or run as Octuple or Double Sextuple Presses. Every Unit is independently driven which assures absolute reliability and freedom from interference in operation. They also make possible the driving of these units and folders in groups of any desired number and largely increase the production through elimination of unnecessary stops for roll changes.

### The Newark News, Newark, N. J.

operate this press every afternoon and Publishers visiting New York are invited to inspect it at any time.

## The Two Scott Multi-Unit Triple Octuple Presses

composed of twenty-four Units is now in use every day by  
**The Detroit News and Tribune, Detroit, Mich.**

The illustration shows only one-third of the battery of twenty-four Units. This is without exception the best laid out press-room in the world. Presses are arranged to operate as twelve Quadruples, eight Sextuples or six Octuples, all entirely independent and without any idle Units.

PATENTED AND MANUFACTURED BY

### WALTER SCOTT & COMPANY

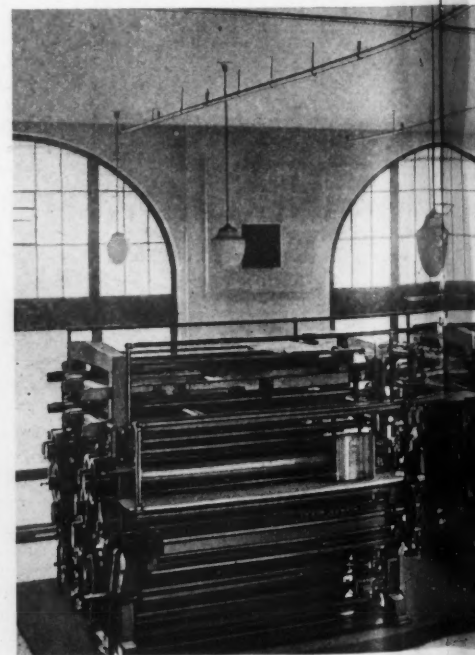
DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE  
 BROKAW BLDG., 1457 BROADWAY  
 AT FORTY-SECOND STREET

CHICAGO OFFICE  
 MONADNOCK BLOCK

CABLE ADDRESS: WALTSCOTT, NEW YORK  
 CODES USED: (5th EDITION) AND OUR OWN



Finest Equ

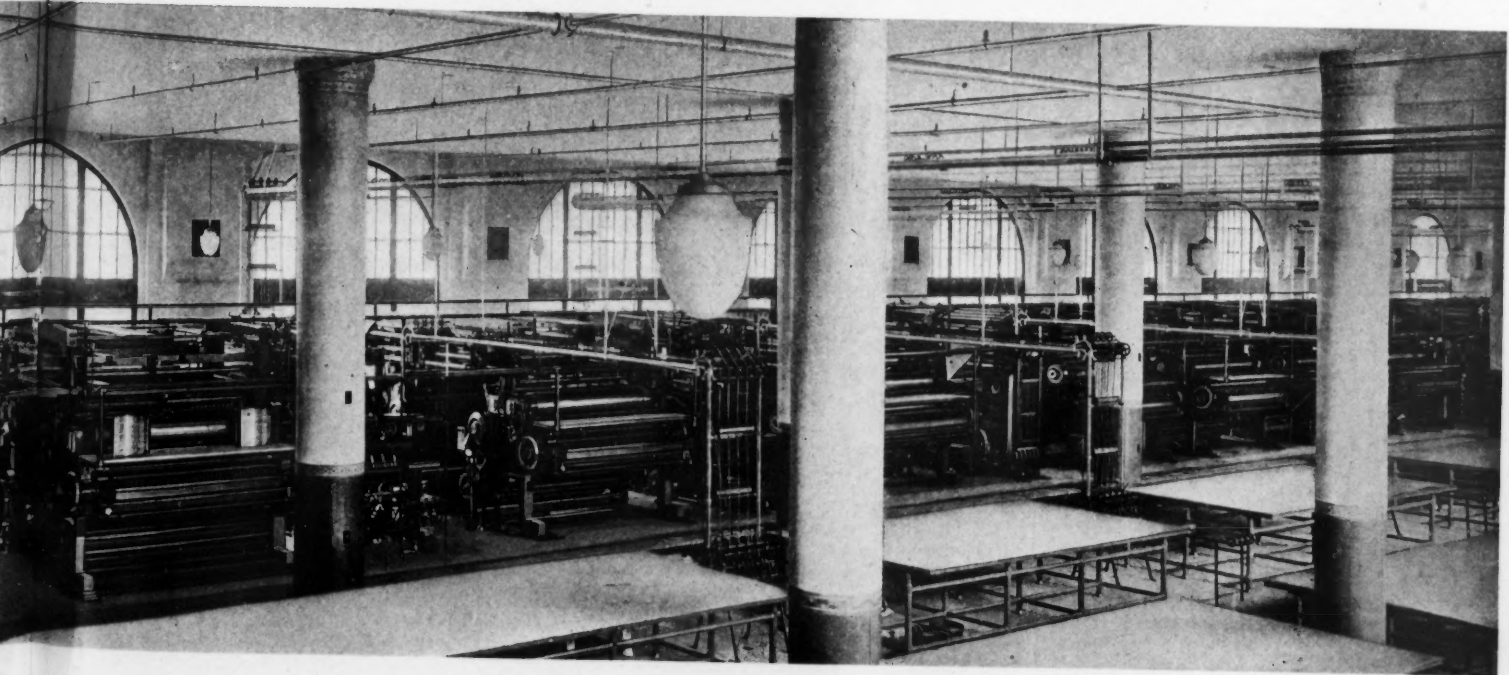
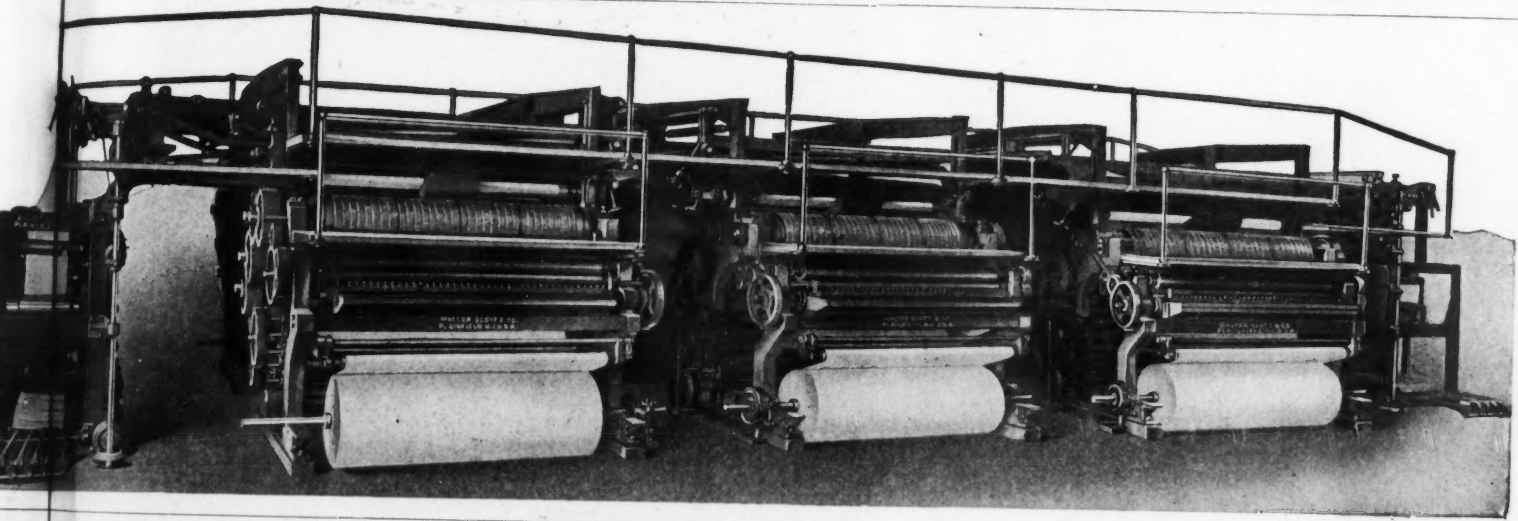
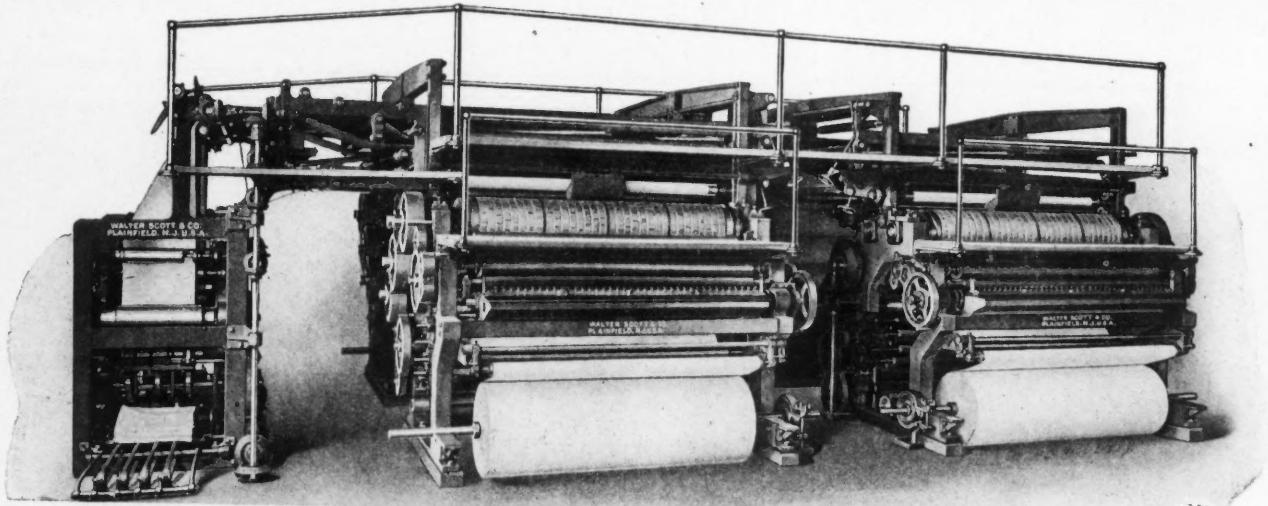
g Press

LIFETIME

two independent

, Rhode Island,

S



Equipped Newspaper Plant in the World

FEATURES OF SPLENDID NEWS BUILDING TOLD IN PICTURES



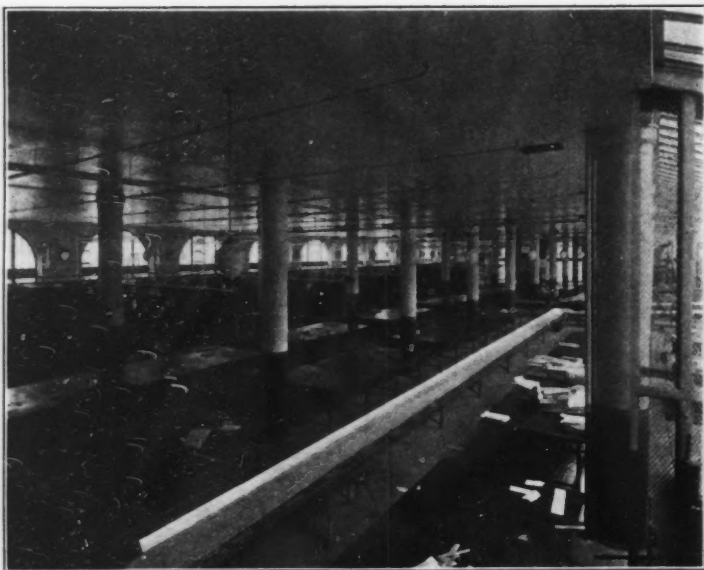
Should a News employee suffer an injury or sudden illness he will receive instant attention in the office hospital, a view of which is shown herewith. A member of the staff is trained to render first-aid treatment, and a physician is on call. This neat and perfectly equipped hospital has been inspected by prominent surgeons, who have declared it to be a remarkable institution for an industrial plant.



A SECTIONAL VIEW OF GEORGE G. BOOTH'S OFFICES.



Cafeteria, the partition dividing the rooms used by the mechanical and editorial and business office staff members.



This sectional view of the spacious mailing department illustrates the coordinating operation system maintained throughout the plant. The papers are delivered from the presses by overhead conveyors, which deposit the editions on the mailers' tables. In the foreground is shown the electric conveyor, which transports bundles to the shipping room, where automobile trucks receive them.



ASSEMBLY AND CLUB ROOM, LOOKING NORTH.

**DETROIT NEWS BUILDING MARKS MILESTONE IN GROWTH OF CITY**

(Concluded from page 3.)

the maximum service to society, through whatever channels are needful, within the province of journalism. And this newspaper individual must have good health. It must be physically sound.

"For years the Detroit News has been limping, like a man with an unsound leg, because of its outgrown plant. It was a serious defect. The demands of the rapidly expanding city have exceeded our physical ability adequately to meet them. It was a weakness which we have realized and which we have now sought to overcome.

**NOW PHYSICALLY SOUND.**

"The Detroit News is to-day physically sound, and I believe that it is prepared to meet enlarging responsibilities for a number of years. I do not know how long. We have tried to anticipate the future. But the new building seems fully occupied, and you will be amused to know that we are already planning an extension on the roof for some special requirements of the editorial department—something that has just sprung up. But the News will fail of its duty if it does not keep pace with Detroit. If you want to know what sort of activity that means, I ask you to study the census statistics for recent years. It is a remarkable growth.

"Perhaps others may more appropriately judge the moral attributes of the News. I can bespeak its honesty of purpose. I know the temper of the men who make it. It does possess individuality coined of fundamental policies

formed many years ago and strictly adhered to.

**PREPARE PUBLIC FOR CHANGES.**

I found that Mr. Booth does not hold that the function of a newspaper necessarily is to lead public opinion. Rather is it to prepare the public mind for changes that are inevitable. He made this clear by citing the instance of the recent radical changes in the Federal banking system.

"We had been a long time arriving at a safe and sensible banking system, you will recall," he said, "and while the News had followed events carefully and subscribed to the justice of the Federal Reserve banking system, it nevertheless did not attempt to advise or dictate any of the policies when they were in the formative stage. But when the proper authorities cleared the air of doubts and uncertainties, the News took it upon itself to begin to prepare the public mind for the inevitable change.

"Some of our banker friends, being at the time opposed to the change, assumed to dispute our position, and it did not seem to them at all right that the News should advise the public on this matter. They misunderstood our work and our responsibility. However, as so often happens, when the change came those who had most violently opposed it became its most ardent supporters. I suppose there is no one left who would disaccord the Federal Reserve banks.

"And so it goes in varied directions in newspaper work. Some of our great ad-

vertisers have felt that the News was not giving them the service they require because, perforce, we have had to put limitations on the size of advertisements. There is a definite limit to the proper size of our newspaper. Here we are, often running a 40-page evening newspaper. It is eight or ten pages too large. The scientific method of meeting the situation is to intensify. So, we have had to go to our advertisers and ask them all to concede a pro-rata reduction of their space, while, if possible, putting the available space to improved use by means of better copy. This has been in simple justice to the general interest of local trade. Manifestly, the interests of the newspaper are identical with those of the advertisers. And yet the latter often feel aggrieved, with pardonable reason from the individualistic viewpoint, but inconsistent with the general trade aspect as we must view it.

"I tell you this because I want you to know that the ample provisions of equipment in the new building do not necessarily mean that there is to be a greater News in the matter of bulk, but I hope that it will mean that there is to be a greater News in the matter of service and quality, only to be obtained by more intensive application of the established principles."

**SUBSTATION FOR ELECTRIC POWER**

**"Remote Control" Outfit Feature of News Plant.**

The News has the distinction of being the one newspaper in the country, perhaps in the world, which has within its own walls a substation for the supplying of electric power. This substation, contrary to former practices in power transmission, operates without an attendant

under what is called "remote control."

The Detroit Edison Company, which supplies the power, generates alternating current, direct-current generation being restricted to a small amount for residence and retail business districts. The News required direct current, however, and under ordinary circumstances would have had to draw this from the network of wires that underlies the business district and is fed from substations, more or less remote, where alternating current had been rectified to direct current.

The power company figured that it could transmit to the News its block of power as alternating current and rectify this to direct current on the premises with greater efficiency than by transmitting it as direct current.

The service is now transmitted to the News building at a pressure of 4,600 volts. It is then reduced in voltage through "step-down" transformers, from which it flows to a rotary converter of 500 kilowatts (about 700 horsepower) capacity. From this converter the direct-current agency is obtained for use in motors and lamps at the usable voltage of 240 and 120.

No operating force is necessary for starting, stopping, or regulating the current supply, and the substation need only be visited now and then for general inspection. It is controlled from a station some distance away and is automatically protected in case of disturbance on the system or accidents to the machine itself. The economy on this system is obvious, especially as it bears upon the reduction of labor cost and the elimination of heating expense. The News will consume about 400 horsepower, leaving 300 for general distribution.



**What we claim and prove for the Automatic Blanket—**

- It will save 50% of printed waste.
- It will save 100% tympan cloth.
- It will give 50% better printing.
- It will increase press efficiency 10%.
- It will save 10% of power.
- It will eliminate 90% of paper breaks between the cylinders.
- It will print a blacker, cleaner paper.
- The cost but little more than Re-pressed Felt.

Write for sample and descriptive matter

For Sale by

WALTER SCOTT & CO. GOSS PRINTING PRESS CO.  
R. HOE & CO. DUPLEX PRINTING PRESS CO.  
CALIFORNIA INK CO., San Francisco, Cal.  
and the Manufacturers

**New England Newspaper Supply Co.**  
WORCESTER, MASS., U. S. A.



New York August 24, 1916.

New England Newspaper Supply Co.,  
Worcester, Mass.

Gentlemen:—

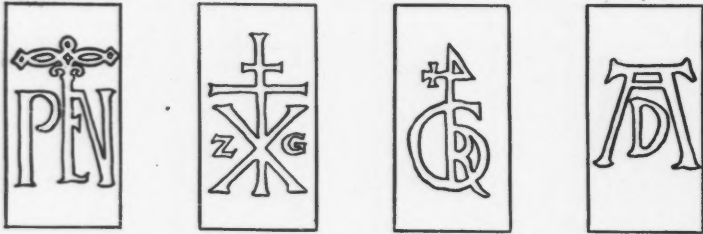
The automatic press blankets, which we have recently installed on our presses, are giving excellent satisfaction. We can already see a saving in press clothing of at least \$2,000 per year.

We have also noted increased efficiency in our Press Room by fewer breaks, less print waste, better printing, increased press product and valuable time saved from the reduced number of press interruptions.

Yours very truly,

THE NEW YORK WORLD  
*W. A. Botsford*  
Auditor.

**MARKS OF FAMOUS PRINTERS ORNAMENT  
DETROIT NEWS BUILDING**



Specimens of printers' marks, cut in the stone of the News Building, these being the marks of Philippe Noir, Gregorius, Richard Grafton and Albrecht Dürer.

CONFESSING its obligation to the men who founded and developed through all the years the art of printing, and in commemoration of their services, the News building possesses as its chief decoration a series of peculiar devices engraved in the stone and placed at intervals along the outer walls.

These interesting carvings, which have the appearance of curious hieroglyphics, are reproductions of the adopted marks, something like the modern trade-mark, of the celebrated printers of antiquity. The selection was made from a large collection found preserved privately and in museums.

One of these symbolic devices is that which Richard Grafton, a citizen of London, who, having won a competency in the grocery business, devoted his leisure to printing, used on the fly-leaves of his famous books, some of which he wrote as well as printed. As Public Printer for the English Government, he had a stormy career, buffeted between Henry XIII, Edward VI, and Bloody Mary.

John Rastell, whose device is shown, printed about thirty books, among

which was the first edition of the English statutes in the English language. All previous editions had been in Norman French.

The News has the private mark of John Besicken, a famous printer of Switzerland, flourishing between 1483 and 1489, and that of John Siberch, the first printer of books for the University of Cambridge, 1521. The mark of Hugh Singleton is represented. He printed a book in England in 1569 concerning Queen Elizabeth's affairs, which caused that red-headed lady to jail the printer and his associates and cut off the right hands of the associates, but finally pardoning Singleton, as he was only the artist employed by others. Albrecht Dürer, a great printing master and famous in other arts, had as his mark his initials in outline combination. Philippe Pegouchet used as his mark a monogram design, which included a suggestion of a cross. He was a printer of Paris and associate of Peter of Triers or Treves.

Not only are these designs significant, but they are a happy choice for the ornamentation of newspaper office architecture.

**ARTISTS DECORATE OWN FINE ROOMS  
WITH INTERESTING MURALS**

One room in the building was surrendered by owners, architect, and decorator to the devices of its occupants, with notably pleasing results. That was the room occupied by the art department. The art director, Joseph Kraemer, and the cartoonist, Burt Thomas, are engaged in the considerable task of painting murals on 180 feet of wall. The paintings represent stages in the history of pictorial art, including the stone age, Assyro-Babylonian, Egyptian, Greek, Roman Byzantine, mediæval, and modern periods. Spaced through are pictures illustrative of the achievements of the Japanese and Chinese in art, and of the primitive attempts of Indians, Eskimos, etc.

Unlike most murals, these are actually painted in oil on the plaster instead of on canvas or paper for subsequent mounting on the walls, and they are there for the ages. The range of color was very narrow; the artists could work with no lighter color than cream-buff, nor darker than blue. The furniture and woodwork of the room was entirely refinished in the key of the pictures to achieve the effect desired in the room.

The art department was allotted a floor space of 3,200 square feet, of which 800 are given over to dark-rooms for the photographers. Nine hundred square feet are taken up with the photograph galleries and filing spaces, leaving a bal-

ance of 1,500 square feet for the rest of the art staff.

The room is unique among the newspaper art departments, in that twelve desks may be located at as many windows, all with the desirable north light, without inconvenience of any kind.

Three drawing-tables are provided for each pair of artists, so that the presentation of a new task or problem does not necessitate the sweeping of a partially completed layout off the table for the spreading of a new. This is particularly true of the men whose duty it is to handle Rotogravure and other Sunday layouts, and the spare tables add at least 25 per cent. to the efficiency of the staff.

Two tables six feet long are provided for laying out work, and between them is a specially conceived and constructed supply table, with concealed pastepots and sink for soaking photographs—usually the most unsightly spots in such a department. On one table an air brush and a pantograph are permanently fixed. The multiplied use of the pantograph will result from the convenience of the arrangement, which is in itself a highly desirable end.

Elaborate filing systems have been provided for the preservation of drawings which are in frequent use; roller files for art and rotogravure pages; a safe for valuable camera lenses, and

**NEWSPAPER'S GREATEST ASSET IS ITS GOOD  
NAME, SAYS MR. PIPP**

E. G. Pipp, editor of the Detroit News, graduate from the staff, is an ardent advocate of the highest newspaper principles.

At his desk in the beautiful new editor's office Mr. Pipp gave the following interview to THE EDITOR AND PUBLISHER: "Your neighbors know you for what you are; your town knows your paper for what it is," he said.



E. G. PIPP.

"Sentiment may shift and not always be right, but when it settles down to solid public conviction, you can make up your mind that you are sized up right.

"Conviction comes only by judging one act with another, day by day, over a large period of time.

"It is the same with a paper.

"If you were to talk with a neighbor on every conceivable subject day after day, into weeks, months, and over a long term of years, you would have a good line on his character, on his reliability, on his trend of thought, on his motives.

"People who read a paper every day, year in and year out, judge it only by one standard—that is, the standard of what the paper actually is.

"Dump the new building and all the machinery of the Detroit News into the river and give the site away, and you would destroy only a small part of the real value.

"That name, The Detroit News, is worth many times the value of the plant.

"The name is valuable for one reason—the confidence the public has in the paper—the knowledge that the paper seeks ever to tell the truth.

"There is only one way in the world to have the reputation for telling the truth and that is to tell the truth.

"That means not only an inclination to tell what is so, but a determination to dig, to work hard, until the real truth is learned that it may be conveyed to the public.

"Mistakes? Yes. Mistakes come in every human effort.

"But with the mind single to the purpose of keeping one's readers correctly informed, it does not hurt, it helps to correct an error, eagerly and as fully and with the same display as that with which the original statement was printed.

"The public learns that, too.

"It knows, too, whether you are in business for the sole purpose of printing the news or are using a paper as a side issue for the furtherance of business, political, or social ambitions.

"The News believes that no member of its staff should be asked to do anything that would lead him to think less of himself or his paper.

"Any paper based on that foundation must succeed."

abundant space for letters, general literature, catalogues, studies, etc.

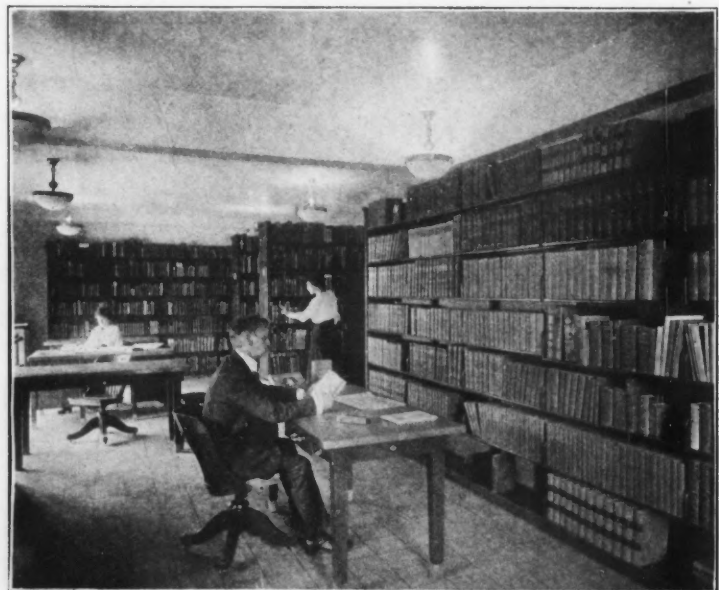
Each drawing-table has a special tool drawer, with partitions and slide trays to induce system and neatness, and also drawers large enough for the storing of a considerable number of reference works, personal files, etc.

Intercommunication with the engraving department is perfect, and access to the composing-room and the editorial departments is ready. Only a partition separates the desks of the head of the engraving department and the director

of the art department, and a door pierces that through which interdepartmental traffic is handled.

The engraving plant is modern in all details, with a three-camera outfit and efficiently placed dark-rooms.

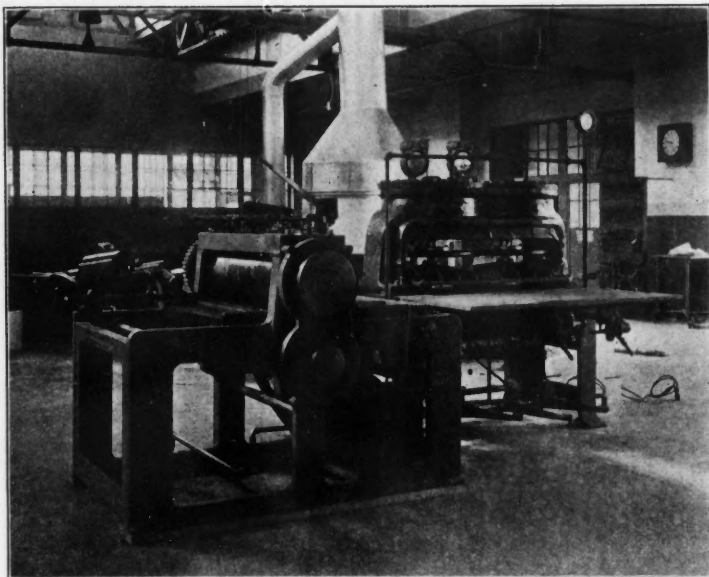
The photographers, who share the art room space, have an elaborate equipment which would put to shame the average high-class commercial shop. There is liberal dark-room space, a splendid enlarging outfit, a gallery for portrait sittings, and every utility dear to the heart of the camera expert.



SECTIONAL VIEW OF 7,000-VOLUME LIBRARY.



**CAPACITY OF STEREOTYPE PLANT IS  
18 PAGE PLATES PER MINUTE**



VIEW OF STEREOTYPING DEPARTMENT, SHOWING ONLY ONE-THIRD OF EQUIPMENT INSTALLED.

THE elaborately equipped stereotyping department has its place on the bright and airy top floor of the building, and covers 5,022 square feet of floor space. It adjoins the great composing-room and the machine shop. In making this location the management repudiated the ancient newspaper theory that the place for the stereotyping department was some dark and fume-ridden basement, near to the presses. Experts say that there is no better-appointed stereotyping room in any newspaper office than the one the News has installed. It had as its objects the comfort and efficiency of the operatives, the rapid conversion of type forms into plates, the elimination of fumes and heat directly through the roof without the possibility of communication to other parts of the building, and the perfection through the installation of the most approved machinery. Every unit of this equipment is new.

**A BIG LAYOUT.**

The machinery layout is as follows: Three double junior autoplates, with a

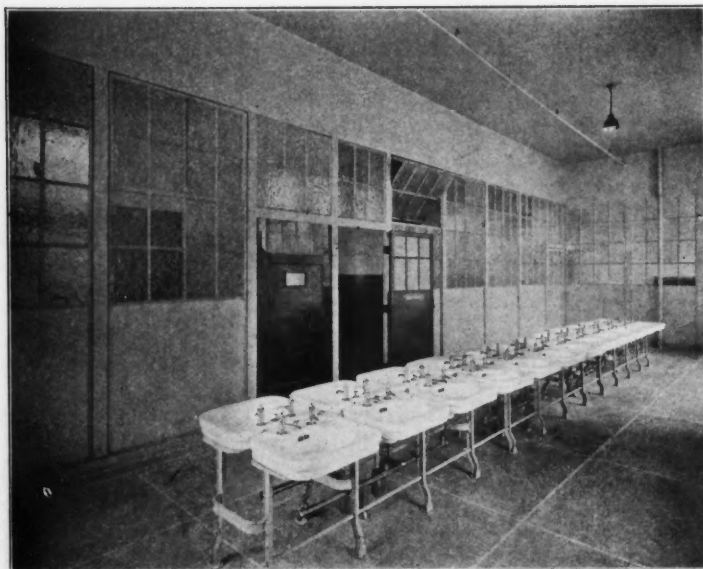
combined capacity of eighteen plates per minute. Each pot holds eight tons of metal. Four Wesel matrix drying presses, single page, and one double-page Scott drying press.

One Hoe and one Scott moulding machines, latest models. Wet mats, with a four-minute bake, are ordinarily used, though dry mats are used for press starters in extra work and for baseball and financial editions. The Wise-Wood flong and roaster outfit has been installed.

There is an auto-shaver, Wise-Wood model, for each junior autoplate. Each is capable of shaving, trimming, and cooling six plates per minute.

The two mat boxes have a capacity of 200 each. The mat-rack, with spaces numbered from one to forty, by special order, is so arranged that the curved texture of the used mat is preserved in filing, to avoid possible cracking.

A Scott double-truck page equipment, with tail-cutter and double-page shaver, is used to prevent the necessity of manipulating the junior autoplates for double-truck forms.



TYPE OF WASH ROOM IN MECHANICAL DEPARTMENT.

There is a novel laundry dryer, with a capacity of fifty-four blankets per hour, and two regulation laundry tubs.

In a detached department there is a complete job-casting plant, with three flat casting boxes, running to page size.

There is a smelting furnace, said to reclaim 91 per cent. of the metal from dross. All fumes are carried out of the building by blower system. There is an automatic ingot furnace, with an ingot capacity of three tons in eight hours.

One combination monorail saw and trimmer and also a separate saw and trimmer; one flat shaver; one planer; one flat router and another curved router, and a new set of mounting tables complete the outfit.

**GRAVITY PLATE DROPS.**

The entire plant radiates about two automatic gravity plate elevators, with a capacity of dropping twelve plates per minute to the presses. The elevators drop to air cushions and are practically noiseless.

The floor is of three-quarters of an inch marbleloid, laid on cement. All piping is carried through a false floor, directly to the machinery. The mop boards are curved, so there are no corner crevices anywhere.

Ernest J. Smith, for twenty-five years a member of the News family, is superintendent of the stereotyping department, and has a force of fifteen journeymen and two apprentices.

For the comfort of the men, two handsome shower baths are provided. There is a splendid washroom of enamel and polished tile and a set of twenty-two lockers of pressed steel. Some 300 square feet of floor space is provided for the comforts of the stereotype staff.

**You  
Should Know  
That—**

the entire concrete and terrazzo floors in the Detroit News Building (75,000 sq. ft.) are dustproofed and wearproofed by

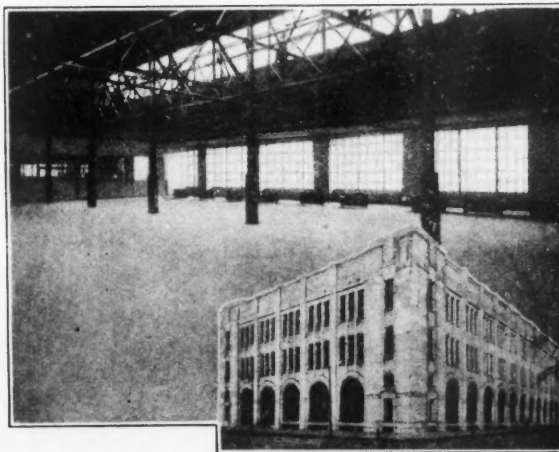
**LAPIDOLITH**  
TRADE MARK

The Liquid Chemical Hardener

Write for testimonials from leading publishers whose floors will never dust again. Concrete dust ruins printing presses. Lapidolith prevents dust and disintegration.

Write for practical and scientific proof.

**L. SONNEBORN SONS, Inc.**  
264 Pearl Street New York



**EVENING NEWS BUILDING, DETROIT**

ALBERT KAHN, Architect.  
30,000 ft. of MARBLELOID installed in this building.

This building is one of many prominent buildings equipped with the modern flooring—MARBLELOID.

Installed in a plastic state one-half inch thick over wood, concrete or steel, MARBLELOID is a Permanent Flooring which is Sanitary, Warm, Easy to walk upon (Elastic), Pleasing in Appearance and Fire Proof.

Over two million square feet of MARBLELOID are installed annually for most varied types of flooring service—e. g., Industrial Plants, Office Buildings, Ships, Hospitals, Theatres, Banks, Stores, Restaurants, Garages, Residences, etc.

13 years' experience and a policy of assuring satisfaction are behind MARBLELOID.

**THE MARBLELOID COMPANY**

Broadway and 34th Street

New York City

**Branch Offices**

Detroit Pittsburgh Cleveland Cincinnati Minneapolis Philadelphia  
Boston Baltimore Norfolk Knoxville Chicago

## How Cutler-Hammer Engineers Solved the Unusual Press Control Requirements of the Detroit Evening News

**I**N the Detroit Evening News Plant (one of the most efficiently arranged and equipped Publishing Plants in the Country), the two triple-octuple, multi-unit, Newspaper Presses are arranged in six quad sections, each quad section being provided with Kohler System double-motor drive and control equipment. Suitable mechanical and electrical interlocking connections are provided which permit of operating each of the quad units independently, or, of combining them for sextuple, octuple, or double-sextuple products, without leaving any of the press units idle.

Cutler-Hammer Engineers were asked to design the control system so as to give this great flexibility, and with modification.

### KOHLER SYSTEM PUSH-BUTTON CONTROL

used on 80% of the large presses in this country has been installed.

#### Control in Small Push-Button Stations

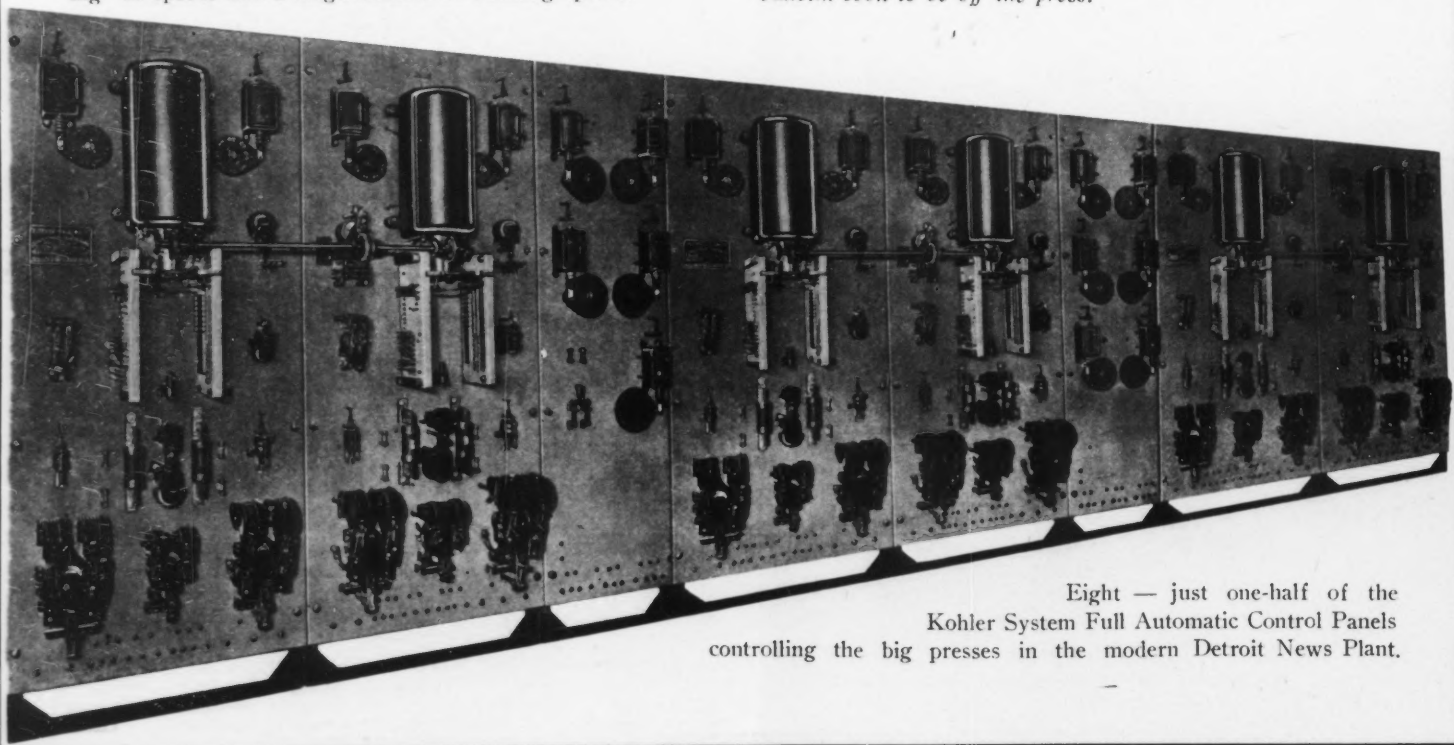
Complete control of all units of the big presses is centered in small push-button stations located about the presses and the control is so completely automatic that but two knife switches are included on the sixteen big control panels. The pressmen are always near a control station and thus able to give the press runs their undivided attention. A "Safe" button may be pressed which protects the pressman from injury when working within or about the press. Kohler System Automatic Control protects the presses and their drives because the presses cannot be improperly started. Kohler System makes for big production. It is designed to give every slow threading—in speeds and a large number of running speeds.

#### Panels Remotely Located

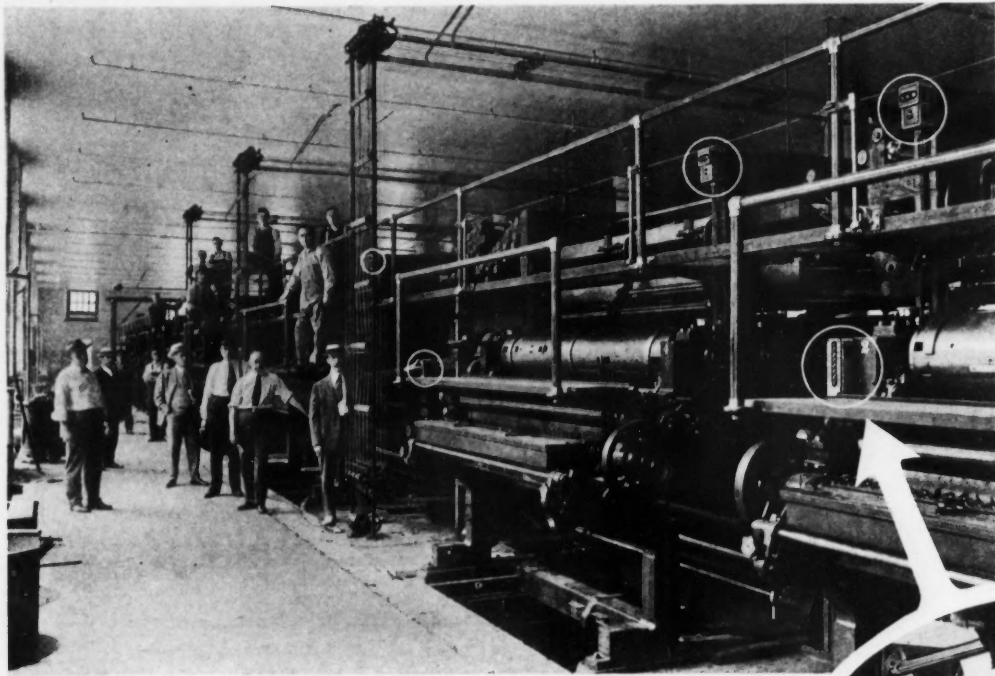
Because control is centered in small push-button stations the big control panels may be mounted at some distance and in the Detroit News plant the panels are located far from the presses on a mezzanine balcony in the press room, using space of little value for other purposes.

After the papers are printed they are taken directly from the press delivery fly to the mailing room by means of the "Dispatch Type" Conveyors, without any intermediate handling.

*Write a Cutler-Hammer office for a copy of descriptive bulletin soon to be off the press.*

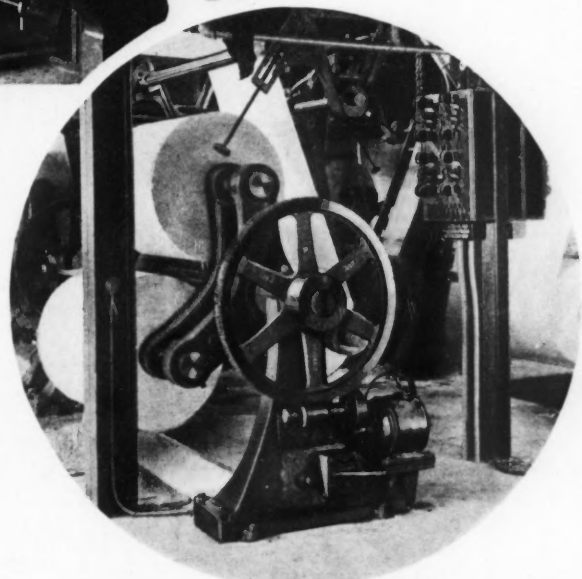


Eight — just one-half of the Kohler System Full Automatic Control Panels controlling the big presses in the modern Detroit News Plant.



Press Room of The Detroit Evening News. White lines encircle Kohler System automatic push-button control stations.

Circular illustration below shows Stone Magazine Reel which automatically feeds paper to the presses.



### A Continuous Web Automatically Fed by Stone Magazine Reels

In the circular illustration at the right is shown a Stone Magazine Reel which automatically feeds paper to the presses and permits the end of one roll of paper being pasted to the beginning of the new roll without a stop being made. From the push-button station marked 2 the reel can be operated to properly adjust the web tension and the margin on the printed paper.

Under the press floor in the Detroit News plant 24 reels, one feeding each press unit, are located. By the use of the Stone Magazine Reels, the necessity for "spindling the paper rolls" is entirely eliminated, and all paper rolls are kept off of the press room floor, since the Magazine Reels are located beneath the presses. This leaves the press room floor entirely clear for handling the stereotype plates and the printing papers.

Stone Magazine Reels, because they automatically feed paper from roll to roll without a stop, are partners with the Kohler System Push-Button Control and the "Dispatch Type" conveyors in increasing output through uninterrupted operation.

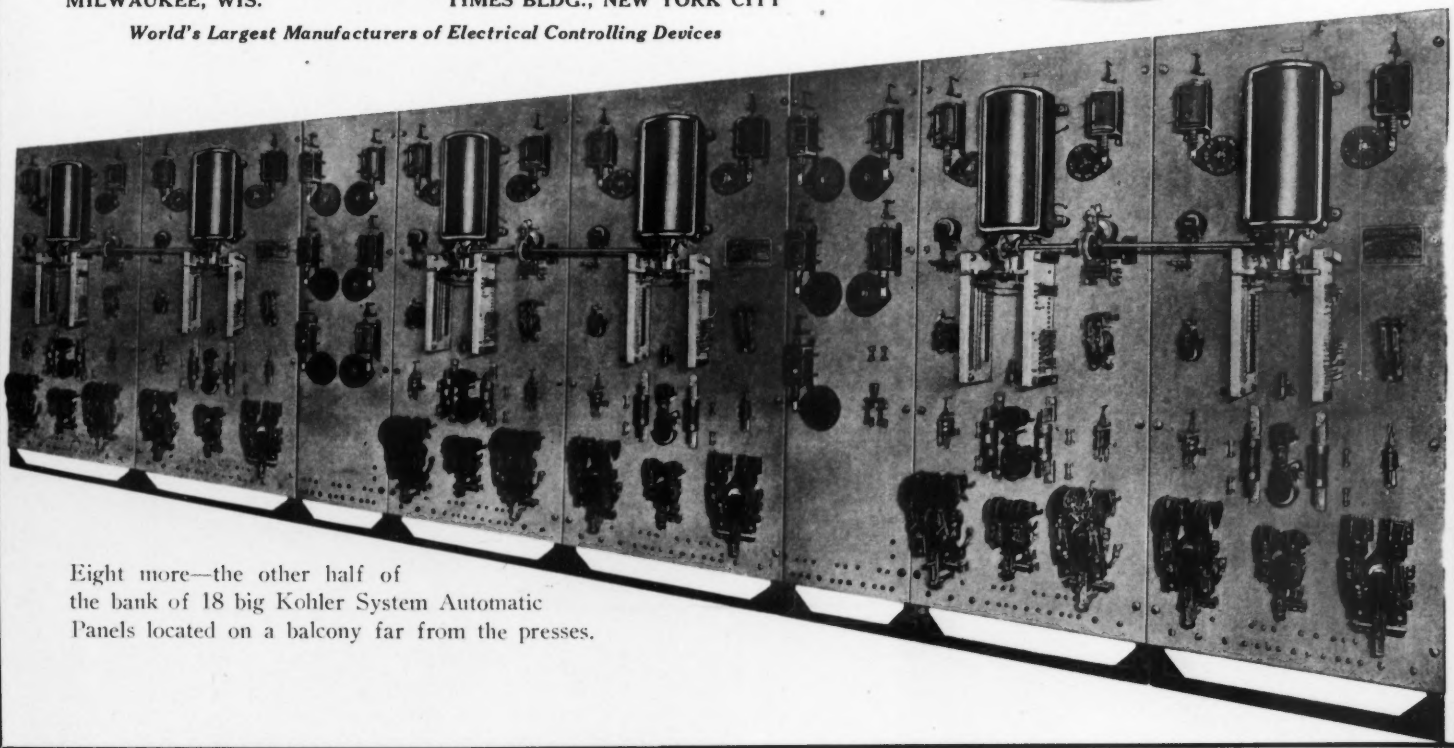
## The Cutler-Hammer Mfg. Co.

Printing Equipment Department

MILWAUKEE, WIS.

TIMES BLDG., NEW YORK CITY

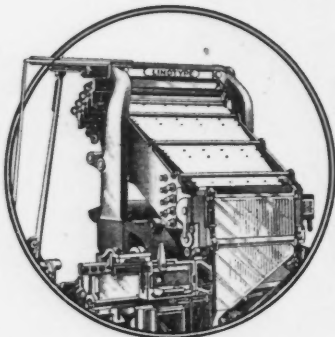
*World's Largest Manufacturers of Electrical Controlling Devices*



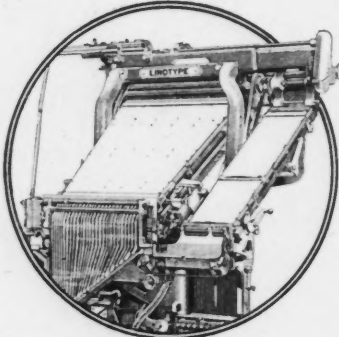
Eight more—the other half of the bank of 18 big Kohler System Automatic Panels located on a balcony far from the presses.

TRADE **LINOTYPE** MARK

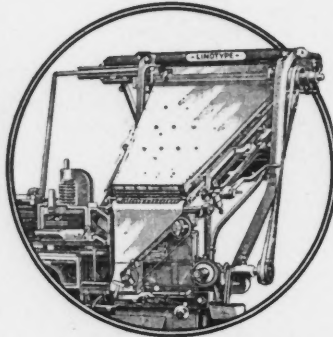
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