

THE EDITOR & PUBLISHER

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

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10 Cents a Copy

OHIO STATE
UNIVERSITY

JAN 2 1917

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Buying Buyers

People read one newspaper, say "that's so" and idly turn the page. They're edified, but not impressed. They're moved to an appreciation of advertising, but not to *action*. The paper's "current" is too weak to carry through—to spark the buying impulse.

Another paper is read through-*and*-through—read with the mind as well as the eye. It convinces reason and compels action. Almost every one reads it.

In every city full of good newspapers there's generally one paper of the latter type, and it usually carries the most advertising. In Chicago, it is

The Chicago Daily News

The Daily News has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. The Daily News has a larger circulation in Chicago and suburbs by over 90,000 than any other newspaper, daily or Sunday.

The Daily News prints more

advertising of local merchants—more advertising of food products—more advertising of dry goods and department stores—six days a week than any other Chicago newspaper prints in seven days.

When you advertise in Chicago, use The Daily News, which offers you *buyers* as well as readers.

"OHIO FIRST"

TO the intelligent merchant or manufacturer—the man who desires to expand by establishing pleasant, profitable and permanent business relations with the moneyed people of the "Buckeye State," these OHIO "FIRST" NEWSPAPERS are a necessity.

No other advertising mediums so effectually cover the state.

No other mediums reach so many Ohio Homes, or exert so great an influence.

National Advertisers seeking to put their business in Ohio on a *permanently solid foundation*, can do so by using THIS SELECTED LIST OF OHIO NEWSPAPERS.

The rates of OHIO "FIRST" NEWSPAPERS ARE LOW.

The class of their circulation is HIGH.

Ohio Receives Annually:

From her Rubber products
\$37,545,665

From her automobile factories she receives
\$30,891,660

From her meat-packing establishments, she receives
\$12,398,691

From her shoe factories, she receives
\$16,755,293

From her tobacco manufacturers, she receives
\$11,070,490

From her lumber industries, she receives
\$28,500,012

From her apple orchards, she receives
\$13,300,000

"Ohio First" Newspapers Are Best

		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	26,541	.035	.035
Canton News	(E & S)	12,316	.0214	.0214
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057
Chillicothe News-Advertiser	(E)	2,451	.0085	.0072
Cincinnati Commercial Tribune	(M)	†60,723	.11	.09
Cincinnati Commercial Tribune	(S)	†26,339	.14	.12
Cincinnati Morning Enquirer, 5c.	(M&S)	56,583	.14	.12
Cleveland Leader	(S)	117,432	.17	.15
Cleveland News	(E)	112,513	.18	.16
Combination L. & N.		229,945	.30	.26
Cleveland Leader	(M)	90,191	.15	.13
Cleveland News	(E)	112,513	.18	.16
Combination L. & N.		202,704	.27	.23
Cleveland Plain Dealer	(M)	143,103	.18	.16
Cleveland Plain Dealer	(S)	181,825	.21	.19
Columbus Dispatch	(E)	72,120	.10	.09
Columbus Dispatch	(S)	67,528	.10	.09
Dayton Herald**	(E)	*22,114	.05	.035
Dayton Journal**	(M & S)	*22,430	.05	.035
Dayton Journal	(S)	**Combination (M & E) 22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20,388	.03	.03
East Liverpool Tribune	(M)	4,392	.0115	.01
Findlay Republican	(M)	5,950	.0093	.0093
Lima News	(E)	*9,322	.02	.0157
Mansfield News	(E)	*7,631	.019	.019
Marion Daily Star	(E)	7,467	.0129	.0129
Newark American-Tribune	(E)	5,318	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Times	(E)	9,075	.015	.015
Sandusky Register	(M)	4,660	.0093	.0093
Springfield News	(E & S)	12,453	.02	.02
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	50,508	.11	.09
Youngstown Telegram	(E)	16,199	.03	.03
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	†10,000	.02	.02
Zanesville Times-Recorder	(M)	16,711	.025	.025
Totals,		1,762,181	2.9376	2.5683

*April, 1916, Gov. statement.

†Publishers' statement. Other ratings, October 1, 1916.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

ADVERTISEMENT

For 115 years The New York Evening Post has been steadily working out the policy its founder adopted. It has every year seen a decided tendency toward its standards, by the people and by the press.

Now its conductors have the felicity of knowing that it stands in the very forefront of progress in journalism, and that in consequence of its prevision from the beginning of its career. It has not been necessary for The Evening Post to adapt itself to progressing conditions, because in the beginning it counted upon the progression, and the rate and significance of the progression.

The Evening Post is essentially a newspaper. It rests its claims for recognition upon its conception of the true functions of a newspaper, and its ability to make those functions operative as to every page of every edition of the paper. This policy, consistently adhered to, has resulted in readers coming to The Evening Post in ever-increasing numbers; and staying with it year after year.

People read The Evening Post. They do not glance at its headlines and drop it when they leave the car for their homes. They take it with them. Not only do they read it, they heed it. They look to it to narrate the news, and relate it to life. They look to it to inform them of move-

ments and people, thought and research—all of the activities that tend to make up the sum of motives that make life worth living.

The Evening Post has been put in a position enabling it to render to its readers the greatest possible service, since the beginning of the European War. Almost all of the important news of the war falls within the time-zone of evening papers in America. How well The Post has discharged this trust is evidenced by its steadily increasing circulation, and the appreciation manifested by shrewd advertisers. Nothing but pulling power with its readers gets new advertising business for it.

The Evening Post believes in extending the Christmas Spirit through the whole year, exactly as it believes that everything for the happiness and good of the people is for daily consumption. To be happy all of the time it is necessary to have a sane and true view of what the world is doing and thinking.

As it is the original creed of The Evening Post to publish, all the time, the sane and true news, and all of such news, it follows that it is one of the forces working to lift the Christmas Spirit out of the sporadic class and place it among the everyday fundamentals of life.

Made in the Movies

By Ed. Mack



Features are as necessary to the "good health" of the daily newspaper as the news itself.

Features are the "show windows" that attract and compel the reader's attention.

Features *make* the newspaper interesting not to one, but to all members of the family.

Features insure the publisher against the "no news" day.

Features *make a paper*—"filler" helps ruin it.

Good Features are like bonds at par—they cost 100 but yield 106.

"Made in the Movies" is a new comic series by Ed. Mack, one of the many International Feature stars.

The "movie fan" makes up the greatest body of intelligent circulation in the country.

The "movie fan" is not peculiar to one locality—he is dominant in all.

"Made in the Movies" speaks its tongue, and will hold him through its irresistible humor.

"Made in the Movies" will be the big feature hit of the year.

**Send in your application now
It goes to but one paper in a town.**

INTERNATIONAL FEATURE SERVICE 729 Seventh Avenue, New York

THE EDITOR & PUBLISHER

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

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No. 28

“SOMEWHERE IN ETERNITY”

A Newspaper Christmas Story

By WILLIAM H. McMASTERS

IF THIS is to be a regular Christmas story it might be well to establish the date as the 24th of December and the hour of the evening on that date as about half-past eleven o'clock. Being a newspaper story it might be advisable to determine the locale and then cut detail down to the bone in the interest of speed.

The night staff of the Morning Advocate had sent up much of the routine matter for the Christmas morning issue. All the market gossip and quotations, the Christmas annual features and most of the editorial page was pretty well out of the way—the Washington dope had long since been laid to rest in the forms, and the sporting pages were sleeping soundly in their little metal cribs.

The staff waited for any big lead that might come. It might be a big break in the war zone, a new raid on shipping, a fresh crisis in our foreign relations, maybe a “peace” story with a punch in it, a big fire, a murder of unusual interest. Whatever it might be—or whether it came at all—the staff waited, ready for the call—the ceaseless, on-deck, sleepless vigilance of the men of the newspaper world. One by one the city staff came in, chatted a few minutes with the night city editor and then went to a desk, slipped a sheet of yellow paper into the machine and began to pound out assignments—the follow-up on some afternoon story, an interview with the head of the Christmas Turkey Trust on the High Cost of Living, the regular stuff out of which newspapers are made.

A little group of reporters were chinning, half-way down the room. “I wish the boss would let me write a Christmas story,” said young Walters. “I have a pippin that hasn't been sprung yet—about a newsboy who found a pocketbook full of bills and returned it to the address inside the pocketbook, and instead of getting a reward the man had him pinched for lifting his roll.”

As the young reporter waited for approval on originality from his fellowcraftsmen, old McCarthy stood by with a smile of contempt on his face.

“Old stuff, kid, old stuff,” said McCarthy. “That one has been sent over so often that it has got rheumatism in its feet.” Stung into quick action by the laugh that followed the remark, young Walters came back strong.

“Old stuff?” he repeated. “Well! I don't see you putting over any new ones.

What did you see on the waterfront today, a whale in the harbor, that you took for a submarine?”

“Don't get peevish, kid,” answered McCarthy, “I'm just trying to tell you something you ought to know. There isn't anybody left who can really write a Christmas story since Dick left us.”

“Dick who?” asked Walters.

McCarthy gazed around at the others with a look of compassion on his face.

“Did you get that one, boys?” he asked. “Dick who?” Well! somebody please tell him. My patience is exhausted.” And he went along the line to the night desk.

“What's he driving at?” asked Walters, honestly perplexed. “I don't know any 'Dick.' Some one put me wise.”

“Why!” said one of the others, “I

thought everybody knew that McCarthy was a nut on Richard Harding Davis. Knew him when he was a reporter, and always talked about him. Always called him 'Dick.' I thought it was a fake until one evening, a few years ago, I was covering a big banquet at the Waldorf, and I met McCarthy in the corridor. He was looking as seedy as usual. 'What's what?' I asked him. 'Waiting to see Dick,' he answered, 'he is just back from London.'

“And I hadn't stepped away ten feet before I heard McCarthy's voice say, 'Hello, Dick, old man!' and I turned just in time to catch Mr. Davis, dressed in his immaculate style, jump forward and grab him by the hand like a long lost brother and say, 'Why! Mac, you old scout, how well you're looking.'

“The interview didn't last long, but when McCarthy brushed by me, a few minutes later, he reached into his pocket and casually showed me the end of a twenty-dollar bill. 'Dick always comes across,' he said, so I guess the 'Dick' thing is on the level.”

McCarthy had reached the city desk and made his usual report of “absolutely nothing doing. Not a sign of a story in sight,” and the Editor had accepted it in his usual good faith. Long since they had ceased even to hope for a story from McCarthy on the Advocate, but his pay went on just the same—one of the “Old Man's” pensioners, getting pay for the extra work he had done when youth was with him on the job.

“Not hitting that cheer-up fluid too hard, are you, Mac?” asked the Night Editor, noting an unsteadiness in McCarthy's gait.

“Not a thing doing,” answered McCarthy, edging away. “Just two little bracers against the chill of the evening. Only a little preparedness and not a bit over. That's all.”

The hands of the office clock were getting ready to meet at the sign of 12. The boys were looking at their watches expectantly. With eyes on which a slight haze was creeping, McCarthy sensed the expectant attitude of his fellow-workers, and with a curl of his lips turned into the long corridor that ended in the news library.

“Nix on that Merry Christmas bunk,” he said to himself, thickly, “Me for a snooze in the little old arm chair.”

Looking around to see that his actions were not observed, he continued along the corridor and entered the library. There was no light on and McCarthy snapped the button at the side. He located a deep chair, took a look above it at a row of books bound in red and labelled “The Complete Works of Richard Harding Davis,” bowed very solemnly, whispered, “Good night, Dick, and a Merry Christmas,” turned off the light, sat down heavily in the chair, and went to sleep.

It was scarcely an hour before he was awakened with a start. Pemberton, the front-door guard, who would long since have given way to a front-office boy, except for the Publisher's special rule about the old employees, was shaking McCarthy

THE FIRST CHRISTMAS STORY

S. MATTHEW 1, 2

Ma'ry was espoused to Jo'seph, before they came together, she was found with child of the Holy Ghost.

19 Then Jo'seph her husband, being a just man, and not willing to make her a public example, was minded to put her away privately.

20 But while he thought on these things, behold, the angel of the Lord appeared unto him in a dream, saying, Jo'seph, thou son of Da'vid, fear not to take unto thee Ma'ry thy wife; for that which is conceived in her is of the Holy Ghost.

21 And she shall bring forth a son, and thou shalt call his name JESUS; for he shall save his people from their sins.

22 Now all this was done, that it might be fulfilled which was spoken of the Lord by the prophet, saying,

23 Behold, a virgin shall be with child, and shall bring forth a son, and they shall call his name Emmanuel, which being interpreted is, God with us.

24 Then Jo'seph, being raised from sleep, did as the angel of the Lord had bidden him, and took unto him his wife;

25 And knew her not till she had brought forth her firstborn son; and he called his name JESUS.

CHAPTER 2

NOW when JESUS was born in Beth'le-hem of Ju'dea, in the days of Her'od the king, behold, there came wise men from the east to Je-ru-sa-l'em, 2 Saying, Where is he that

is born King of the Jews? for we have seen his star in the east, and are come with worship to him.

3 When Her'od the king had heard these things, he was troubled, and all Je-ru-sa-l'em with him.

4 And when he had gathered all the chief priests and scribes of the people together, he demanded of them where Christ should be born.

5 And they said unto him, In Beth'le-hem of Ju'dea; for thus it is written by the prophet;

6 And thou Beth'le-hem, in the land of Ju'da, art not the least among the princes of Ju'da; for out of thee shall come a Governor, that shall rule my people Is-ra-el.

7 Then Her'od, when he had privily called the wise men, inquired of them diligently what time the star appeared.

8 And he sent them to Beth'le-hem; and said, Go and search diligently for the young child; and when ye have found him, bring me word again, that I may come and worship him also.

9 When they had heard of the king, they departed; and lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was.

10 When they saw the star, they rejoiced with exceeding great joy.

11 And when they were come into the house, they saw the young child with Ma'ry his mother, and fell down, and worshipped him: and when they had opened their treasures, they presented unto him

gifts; gold, and frankincense, and myrrh.

12 And being warned of God in a dream, that they should not return to Her'od, they departed into their own country another way.

13 And when they were departed, behold, the angel of the Lord appeareth to Jo'seph in a dream, saying, Arise, and take the young child and his mother, and flee into Egypt, and be thou there until I bring thee word: for Her'od will seek the young child, to destroy him.

14 When he arose, he took the young child and his mother by night, and departed into Egypt.

15 And was there until the death of Her'od, that it might be fulfilled which was spoken of the Lord by the prophet, saying, Out of Egypt have I called my son.

16 Then Her'od, when he saw that he was mocked of the wise men, was exceeding wroth, and sent forth, and slew all the children that were in Beth'le-hem, and in all the coasts thereof, from two years old and under, according to the time which he had diligently inquired of the wise men.

17 Then was fulfilled that which was spoken by Jer'e-my the prophet, saying,

18 In Rama was there a voice heard, lamentation, and weeping, and great mourning, Rachel weeping for her children, and would not be comforted, because they are not.

19 But when Her'od was dead, behold, an angel of

the Lord appeareth in a dream to Jo'seph in Egypt,

20 Saying, Arise, and take the young child and his mother, and go into the land of Is-ra-el; for they are dead which sought the young child's life.

21 And he arose, and took the young child and his mother, and came into the land of Is-ra-el.

22 But when he heard that Ar-che-l'us did reign in Ju'dea, in the room of his father Her'od, he was afraid to go thither: notwithstanding, being warned of God in a dream, he turned aside into the parts of Gal'ilee;

23 And he came and dwelt in a city called Na'za-reth: that it might be fulfilled which was spoken by the prophets, He shall be called a Na'za-rene.

CHAPTER 3

IN those days came John the Bap'tist, preaching in the wilderness of Ju'dea.

2 And saying, Repent ye: for the kingdom of heaven is at hand.

3 For this is he that was spoken of by the prophet Esai'as, saying, The voice of one crying in the wilderness, Prepare ye the way of the Lord, make his paths straight.

4 And the same John had his raiment of camel's hair, and a leathern girdle about his loins; and his meat was locusts and wild honey.

5 Then went out to him Je-ru-sa-l'em, and all Ju'dea, and all the region round about Jor'dan,

by the sleeve. McCarthy opened his eyes, blinking at the light.

"Sit in for me, Mac, while I go down for a bite to eat," said Pemberton.

"Where's Gallagher, our famous young office boy?" asked McCarthy.

"He has gone to report another prize-fight," answered Pemberton.

"Well!" said McCarthy, resignedly, "if that's the case, I'll sit in for you." He followed Pemberton out to the front door, facing the elevator, and sat down to handle callers, most of whom would be messenger-boys from the press associations.

"Can't let a man sleep," he said; "but I 'spose, on Christmas morning, I ought not to be kicking."

The returning elevator that took Pemberton down brought up four people—three regulars who walked by McCarthy with jocular remarks, and one elderly gentleman, who wore an old-style Inverness coat and carried a heavy cane. As he approached the desk he held his silk hat in his left hand and bowed to McCarthy in a courtly manner.

"Good evening, sir!" he said. "I came to ask if you had received anything from Mr. Davis over the wire? I am expecting word from him. I am Mr. Van Bibber."

"You don't mean from Dick, do you?" asked McCarthy.

"No! sir, not 'Dick,' at least not 'Diek' to me. I always called him 'Mr. Davis,' and yet I knew him intimately for many years," answered Mr. Van Bibber.

"Yes! I know all about that," said McCarthy, "but I wanted to be sure, that's all. You mean Richard Harding Davis. Is that right?"

"Yes! that is correct."

"And you say you expect a wire from him?"

"Yes," said the old gentleman. "He told me he would surely wire me on Christmas Eve. I waited until after midnight, as I knew the message had a long way to come."

McCarthy looked at the visitor as though in doubt whether to send for the police and have him taken away or to go inside and tell the joke to the City Editor. Finally he decided on the latter course, and went inside, after inviting the old gentleman to take a seat.

"There is an old guy out front who says he is Van Bibber, and wants to know if you have heard from Mr. Davis," said McCarthy to the Night Editor. The whole thing was so absurd that he expected a laugh from the editor or a curt request to cut the comedy. Imagine his surprise to have the editor reach over for some typewritten sheets, which he handed to McCarthy.

"Ah, yes!" said the editor, "Davis mentioned Van Bibber in his message, and he also mentioned you, McCarthy."

"Mentioned me?" repeated McCarthy, in amazement. "Stop kidding me!"

"Sure thing, Mac, no josh. He mentioned you and Van Bibber and Gallagher. We made an extra copy for old Van. Read it if you want to. We're running it, front page, in the morning." Dumb with the strangeness of it all, the gray-haired old veteran of the waterfront walked out to where Van Bibber was nervously waiting. He held the sheets in his hands.

"Ah!" greeted Van Bibber. "I see that you have the message."

"Yes," answered McCarthy. "Dick came through all right. We are running the message, front page, to-morrow. This is an extra copy. Would you mind if I read it, with you?"

"Certainly not, sir," replied Van Bibber, politely. "I should be pleased to read it, with you."

So the two old men sat side by side

and read the dispatch from the sheets. As there is nothing really private about it, we will glance over their shoulders and scan the message, with them:

(Copyright, 1916, by the Advocate Syndicate for the United States and Great Britain.)

"Somewhere in Eternity."

December 24th, 1916.

I am sending this by special messenger—a beautiful Christmas angel—to Neptune, with instructions to have it relayed via Mars and Venus to the Earth. Venus is thought to be more in touch with all the other planets at Christmas than the Earth has been of late. In fact, since the great Earth-war started, some of the folks up here have been referring to the Earth as "Mars," and calling Mars the "Peace Planet."

I am limited in the number of words I can send through, and so I can't give you much detailed news. I thought a fleeting résumé of the activities of the Press Club would serve for the basis of this dispatch.

As you probably know, I am no longer doing war correspondence. It is an obsolete profession up here. John Milton did the last war in "Paradise Lost," and the regular war-writing is through forever.

I met Milton, the other day, at the Press Club. He has recovered his eyesight. "Never lost it," he told me. Said he was "only resting his eyes on Earth, as his real vision was always in his soul." You can see that he is still talking poetry.

We have a wonderful list of members. The committee on admissions is Joseph Pulitzer, Horace Greeley, Charles A. Dana, James W. Scott, Joseph Medill, and Samuel Bowles. Greeley makes out all the reports on admission, and as nobody can read his writing, every applicant has to be accepted, which is a good thing, any way you look at it. I doubt if the men on the committee ever turned down a good newspaper man when on Earth, and surely they won't when he gets up here.

Eugene Field has written a bit of verse for the Christmas Day exercises. Little Boy Blue is going to recite it. He is a handsome little chap who loves everybody. By request, Tiny Tim is going to read part of the Christmas Carol. Dickens and Pickwick will escort him to the platform.

I had a chat with O. Henry a few nights ago. He was telling me that he had a great novel in mind just before he left on his last journey. He said if he only could have stayed another year he would have done something really worth while. Why! he hardly believed me when I told him that his wonderful short stories were being exploited as the classics of the century. He is the same modest O. Henry that we all liked when he was grinding out the copy for those who understood his genius.

You won't be surprised to know that Ben Franklin is perennial president of the Club. He is still issuing Poor Richard's Almanac, with its quaint philosophy, and as George Ade would say, if he could see the last edition, "The Doctor has certainly retained the pep of his publicity."

Mark Twain is scheduled for a speech at the midnight supper to-night. His subject is "How to spend Christmas in a white linen suit without making a noise because of the crash." It is said to be in his most serious vein.

My messenger is waiting, so I can't add much more. We are electing two new members to the Club before the

regular exercises to-morrow. Although not able to qualify under the year's residence rule, they will be voted in under suspension of the rule by unanimous vote of the committee on membership. They are Jack London and James Whitcomb Riley.

I expect Van Bibber to call at the Advocate office, to-night. Please extend to him a Merry Christmas and also to McCarthy and Gallagher.

I hated to leave the world, but somehow it isn't so lonesome up here as one would expect who didn't know. It is different in many ways—no war, no jealousy, no hunger, no heartaches, no wealth, no poverty, no unhappiness. Just work enough and play enough for all of us. May be that accounts for it—the even distribution of everything.

So, on behalf of the Paradise Press Club, and on my own behalf, I am sending, on the wireless of love, our best wishes for a right Merry Christmas to everybody on God's Earth.

Yours faithfully,
Richard Harding Davis.

As Van Bibber finished the last sheet he looked at McCarthy in a perplexed way. "I know Gallagher," he said, "but I have never heard of McCarthy before. Do you know him?"

"Know him?" said McCarthy, proudly, "I should say I did. I am McCarthy." "Well! well! well!" repeated Van Bibber, stretching out his hand, "I am surely glad to know you, Mr. McCarthy. You knew Mr. Davis very intimately, I take it?"

"Diek and I were reporters together in the old days," said McCarthy. "One good thing about Dick—he always came through."

"Yes!" said Van Bibber, turning to go, "Mr. Davis was very dependable."

As the watchman of the Advocate went by the library door at five o'clock, he heard a deep breathing from within, and opened the door. Awkwardly huddled in the arm chair he saw McCarthy, the waterfront man. He walked out and down the corridor to the desk where the young relief was immersed in a pile of morning editions, scanning them to see if the Advocate had missed any real news.

"McCarthy is snoring in the library," said the watchman. "Sounds like a peanut roaster. Will I wake him up?"

"No," said the desk man, "let him sleep. If you wake him he would be in here giving me an earful of chatter about his old pal Dick, and I'll bet he never met Davis in all his life."

"May be not," said the watchman; "these old-timers are all half-nutty about something."

"Nutty is the word," said the young relief. "They play the same old tune so long that they can't change it. What men like McCarthy really lack is the imaginative quality. Let him sleep."

And with the wisdom of youth, he turned again to the pile of Christmas morning papers on the desk before him, while the "unimaginative" McCarthy dreamed peacefully on.

Printing Industry Is Second

According to the New York Evening Post's statistical department, the printing industry in New York city stands in second place in value of output. According to the latest available statistics, the value of the output for the year 1915 was \$215,571,000. There are in the city of New York 3,185 printing establishments, in which about 50,000 people are employed. This makes the printing industry of New York second only to the clothing industry.

MILITARY CENSORSHIP RIGID AT WASHINGTON

Renewed Activities of Villa Have Made Mexican Situation Tense, Says Major MacArthur, of the War Department, and Information of Value to Enemy Must Be Suppressed.

WASHINGTON, December 20.—With the increasing seriousness of the Mexican situation, growing out of the renewed activities of Francisco Villa, there has been a corresponding tightening of the military censorship in Washington.

"The situation below the border is charged with dynamite," said Major Douglas MacArthur, official censor of the War Department. "It may go up like that"—snapping his fingers—"any hour. We must be careful. Information that may be of benefit to the enemy must be carefully suppressed, for the time being at least. While we have no fear for the safety of Pershing's column, it is better not to put valuable information in the hands of our foes."

Major MacArthur, though a "youngster," in point of years, is a man of long experience in the War Department. His opinions and predictions are valued by newspaper correspondents, who have seen his forecasts come true time after time. How Major MacArthur came to be selected as the War Department's military censor last summer when trouble with Mexico loomed large is not known, unless it was his consummate tact and rare diplomacy that recommended him for the job. It takes a clever man to "refuse to answer" the questions of reporters persistently and have them like it—but that is exactly what Major MacArthur does.

MAJOR MACARTHUR'S TASK.

Copies of all dispatches entering or leaving the War Department come to Major MacArthur's desk. All information bearing on the military situation is given him daily. From this mass of matter he must select that which may safely be given out for publication. Two conferences are held each day with the reporters. It is the privilege of the newspaper men to ask the censor any question or questions that may occur to them. Sometimes the Major refuses to answer, but more frequently he does answer, and then adds hurriedly, "but that is not for publication."

"I believe in keeping the reporters on the right track," said Major MacArthur, "even if I have to give them more information than I wish to. I have never willingly misled a man who has come to me for news, and the reporters have been just as square with me. Perhaps I lead a 'charmed life,' but since I have been on this job I never have had a confidence violated."

Major MacArthur, for all his good-natured laughter while in conference with the newspaper men, takes his job with the utmost seriousness. The Major believes that the press, powerful in peace times, may become more so in times of war. By its editorials and presentation of the news, he points out, it may sway the people for or against war, and thus stimulate recruiting and hearten the fighting forces, or, by adverse criticism, it may tend to destroy the efficiency of the fighting men. Furthermore, by publishing news of the movements and numbers of troops valuable information may be conveyed to the enemy. It is upon this point that the official censor lays special stress.

No man ever gets discouraged in trying to live without labor.

MANUFACTURERS SHIFT BURDEN TO PUBLISHERS

Agree to Distribution Plan for Relief of Small Newspapers if Large Consumers Will Sacrifice Portions of Their Contract Tonnage for Purpose—Conferences at Washington to Continue, in Hope of Finding Basis for Co-operation—Trade Commission Ready to Place Responsibility—Congressional Investigation Foreshadowed.

The news print manufacturers conceded nothing, in the matter of price or assurance of an increased production, in the hearings before the Federal Trade Commission in Washington, December 15 and 16 nor at the hearings held so far this week. Instead, they have suggested that the large publishers surrender 5 per cent. of the paper for which they have contracted for 1917 for distribution among the smaller newspapers. They suggested that in this way the smaller publishers may obtain the supply thus released, at the rate of not less than \$3.10 at the mills—freight added—a hundred pounds, through the jobbers, at a handling cost of not less than one cent a pound, and possibly not more than three-quarters of a cent a pound. In other words, the manufacturers are attempting to shift the problem of taking care of the shortage on the shoulders of the publishers.

On the other hand, members of the American Newspaper Publishers Association insist that there shall be assurance of an increased tonnage in the future, while manufacturers and jobbers insist that the situation is not as bad as it appears.

All this is interpreted by the publishers as an attempt to cloud the issue. The matter of distribution to the smaller newspapers, the publishers believe, may be regarded as dust which the manufacturers are trying to throw in the eyes of the newspaper men, to avoid a discussion of the reasonableness of the price of \$3.10 per hundred pounds at the mill, the publishers to be saddled with the cost of freight, cartage, storage, and insurance in the future. This is a question that was not taken up by the Commission. It was not reached in the first hearing, December 12, though the programme for the hearing included that phase of the question. The proposition to distribute the supply among all of the newspapers of the country was brought forward, the large publishers believe, not with any idea that it would go through, but that it might delay matters.

A number of bills have been introduced in Congress that have for their purpose the regulation of the price of news print, and it is said that a flood of others will be introduced. It is believed that out of the agitation there will come a law that may affect either the price or the supply, or both. The House Rules Committee is expected to report out immediately after the holidays, a resolution to investigate the entire news print situation, Representative Bailey, of Pennsylvania, giving as his authority a promise made by Chairman Henry, of the Rules Committee. Several resolutions on this subject have been introduced.

EXPECT A CONGRESSIONAL INVESTIGATION.

A Congressional investigation, following the report of the Federal Trade Commission to Congress, is expected. Just when the Commission will report, is not known, but it is thought that it will be some time in January. The investigation has been all but completed.

The efforts now being made are in an endeavor to relieve the immediate shortage, by working out some sort of a compromise that will assure an equitable supply to the newspapers, large and small, and particularly for the benefit of the smaller publishers, who have no contracts, and many of whom are facing prices they cannot afford, and which threaten to put them out of business.

In the meantime, it developed that a number of publishers were perfecting plans for new mills that will increase the future tonnage of the continent. It was stated that in all probability new mills that will output as much as 1,000 tons daily will be completed and in operation during 1918. While these plans cannot in any way affect the present supply, it was thought that they might have a bearing on price conditions during 1917.

In an effort to arrive at an understanding that will result in an adequate supply for 1917, a committee was appointed Saturday December 16, representing the various interests, as follows: For the American Newspaper Publishers Association, Frank P. Glass, chairman of the Paper Committee, and Lincoln B. Palmer, manager of the Association; for the small publishers, A. W. Dunn, of the American Press Association, and J. R. Hoover, attorney for the National Editorial Association; for the manufacturers, J. Boyd Potter, attorney for the News Print Manufacturers' Association; R. T. Houk, jr. of the News Print Manufacturers' Association, and William C. Ridgway, New York, and a man whom he will appoint, representing the jobbing interests. This committee was to hold meetings with members of the Federal Trade Commission, in an effort to reach a compromise that will relieve the shortage, and result in a distribution satisfactory to all. The publishers committees which remain in Washington will represent the forty-odd editorial associations, publishers organizations, and press associations that were entered for appearance before the Commission.

TRADE COMMISSION CAN FIX RESPONSIBILITY.

It is impossible to forecast the report of the Federal Trade Commission, but that that body has sufficient information on hand on which to fix the responsibility for the present high prices and the shortage, was clearly indicated by the remark made by Commissioner Davies at the close of the public hearing in Washington Saturday, and which appears in full in another part of this paper.

In the meantime there is a growing sentiment on the part of publishers that an investigation be carried on through the Department of Justice, in response to the complaint made by H. B. Varner as to an "understanding" among the manufacturers, in order to sift to the bottom the reason for the advance in price and the cause for the shortage.

Frank P. Glass, chairman of the Paper Committee of the American News-

paper Publishers Association, read a telegram from a publisher who had been offered a five-year contact from a broker for all of his tonnage, on a basic price for \$3.10 per hundred pounds at the mill, with the condition stipulated that the price be fixed each year on the cost of labor, coal, wood, sulphite, etc., while from the office of the same company he had received a letter to the effect that the corporation could supply him with no more paper, at least before next June.

Following the public meeting before the Commission Saturday morning, there was an executive session, which adjourned about two o'clock, convening again at 3:30 in the afternoon.

The manufacturers made the suggestion that the large publishers give up 5% or 10% of the paper they had contracted for in 1917 to the smaller newspaper men. In this way, it was stated, the wide difference between the price per hundred paid by the small and large publishers last year compared with this, could be adjusted. In the past this difference has amounted to about 1 cent a pound, while this year, and lately, it has been as much as 7 cents, according to the statements of some of the publishers at the public hearing December 12. The plan of the manufacturers, to saddle the responsibility for caring for the smaller newspapers on to the larger publishers, they say, would restore the margin of difference between small and large lot purchases to not more than 1 cent a pound, and possibly bring it down as low as three-quarters of a cent per pound.

COSTS DISCUSSED.

At the afternoon meeting the matter of price, cost of production, and profits to manufacturers was talked back and forth at great length and from all sides. The publishers made it plain that theirs were voluntary organizations, acting together for the common good of all, but unable to take any action that would be binding on the memberships, or upon any individual members of any of the organizations. The manufacturers, on the other hand, stated that they could not enter into an agreement on account of the anti-Trust laws, which prevented such conduct on their part.

Taking up the tables of prices, profits, and costs, distributed by the Federal Trade Commission at Tuesday's public meeting, it was stated that the cost of making paper during the first half of 1916 was in the neighborhood of between \$26 and \$28 a ton, and the publishers contended that the price of \$62 a ton at the mill was entirely too large and not warranted by the costs, as gathered by the accountants of the Commission, who had examined into the records of the mills to obtain their figures.

According to the statement of one of the publishers, the manufacturers were endeavoring to leave the question of blame, of which they were the fathers, on the doorstep of the publishers, who are in no wise responsible for the condition. The jobbing element contended

that the publishers were panic stricken, and had brought about the present condition by bidding against each other, sending the price of paper up to new high levels.

It was the general hope, after the meeting, that a way might be found to solve the problem, in part at least, though just how was not indicated.

CAUSE OF NEWS PRINT SHORTAGE.

From the discussion in the meeting and in the corridors, both during and subsequent to the executive session, it was stated that during the past year machines had been removed from the manufacture of news print equivalent to about 500 tons a day, which, from best estimates, is about equivalent to the present shortage. Of this, 100 tons daily goes to the making of kraft paper, and the other 400 tons has been turned over to the making of book and wall paper and other grades. It was the general belief that after the 1st of January the total machine tonnage that would be removed from news print would be about 600 tons daily.

Some one circulated the statement that the manufacturers had taken an order for 15,000 tons of wall paper, at a time when there was a tremendous shortage in news print, a necessity which enters into the life of every man who reads, and on which he relies for world intelligence and necessary information.

The annual paper consumption is approximately 1,800,000 tons yearly. Of that amount, 1,400,000 is made in the United States, the balance in Canada, which country is manufacturing paper cheaper than are the mills of the United States. The exports have increased about 3½ per cent. It developed that the large publishers consume about 70 per cent. of the total paper manufactured. Possibly 50 per cent. of the total amount is purchased by members of the American Newspaper Publishers Association. Thirty per cent. of the total is used by smaller daily newspapers, having circulations of from 1,000 to 7,500 copies a day, and the weeklies. The weeklies, semi-weeklies, and a list of very small dailies utilize something like 50,000 tons yearly.

EFFECT OF WRAPPING PAPER ECONOMIES.

Reports of all kinds were in circulation, among them one to the effect that the paper-bag market had been overstocked, while another was that the campaign to conserve the wrapping-paper supply of the United States, inaugurated by Secretary Redfield, of the Department of Commerce and Labor, was already beginning to have its effect; that the wrapping-paper market was overstocked, and that it would take some time to consume the supply on hand, and awaiting sale.

A remark dropped by one man present was to the effect that it might be possible during 1917 to restore some of the machines now making wrapping and other grades back to news print, would seem to substantiate the statement that the wrapping-paper demand

has been more than satisfied. It was the general opinion of publishers and others that the plan to instill a greater spirit of thrift and economy among merchants in the use of wrapping paper will do more to break the market than anything else, for it has been the demand for wrappers that has unsettled conditions and made the present supply so uncertain. In this respect, the smaller, independent mills seem to have been the greatest offenders. According to one of the economists of the Federal Trade Commission, it is the policy of at least one of these mills to turn from one grade to another. To-day it will run its machine on news print, if the price, in response to urgent demand, promises a better profit, while to-morrow it will return to kraft or some other grade, for which its machine is fitted to manufacture equally as well.

It was stated before the executive session that an advertisement had recently appeared in the papers, for the sale of stock for the new mill, with which Alexander Smith, of Peahody, Hotelling Company is connected, representing that the profits made on paper by that concern during the past year has been \$15 a ton, and that it is expected the profits will run as high as \$45 a ton next year. The company is erecting a new mill in Canada, to cost about \$4,500,000. The present mill has a capacity of 175 tons daily, the new additions being designed to increase the tonnage to 400 a day.

One manufacturer made the statement that he had sold paper to a jobber for 5½ cents a pound.

The action of Attorney-General Gregory, in turning over to Assistant Attorney-General Todd, the complaint of H. B. Varner, of the Lexington (N. C.) Dispatch, was regarded by many as significant, as Todd is the Government's "Trust buster."

PEACE PROPOSALS AFFECT MANUFACTURERS.

Germany's peace proposals, it is said, has made the paper manufacturers apprehensive of the future. At the present time Germany is purchasing a vast amount of sulphite, which it uses as a substitute for cotton in the manufacture of gunpowder, and this is given by manufacturers as one of the reasons for the increase in the price of that raw material to the present quotation, it being stated that the Inland Empires have paid as much as \$160 a ton for sulphite from the Scandinavian countries, which have been the principal sources of the foreign supply for the United States. The mere discussion of peace affects the paper market, while a cessation of hostilities, which is usually brought about through an armistice hastily arranged, would send prices tumbling toward the levels that prevailed prior to the outbreak of war in August, 1914. This would affect the Canadian mills particularly, where the cost of production is lower, the efficiency of the mills higher, and the demand is more pressing than in any other country. Canada produces about 1,800 tons of paper daily, of which its newspapers consume 250, while 350 tons are sent over the seas, leaving 1,200 tons for export to the United States. The conclusion of peace would restore before-the-war conditions, permitting South American newspapers, which have been in the Canadian and American market for a supply, to obtain sufficient for their requirements from Sweden and Norway.

The common stock of the International Paper Company dropped following the public hearing of the Federal Trade Commission on Tuesday, December 12, from about 70 to 39, and is now quoted in the neighborhood of \$46 to \$49 a share.

SATURDAY'S MEETING

Commission Met in Open Session—Committees Appointed for Conferences.

Appearances were entered before the Federal Trade Commission Saturday, December 16, as follows:

For the publishers: H. B. Varner, Lexington, N. C., representing North Carolina Press Association; J. H. Zerbey, Pottsville, Pa., representing Pennsylvania Publishers; Arthur W. Dunn, 2332 Massachusetts Avenue, Washington, D. C., representing the American Press Association; E. H. Baker, Cleveland, O., representing American Newspaper Publishers Association; J. Raymond Hoover, Hibbs Building, Washington, D. C., representing National Editorial Association, Pennsylvania Publishers, and other affiliated associations; Ernest G. Smith, Times-Leader, Wilkes-Barre, Pa., representing Wilkes-Barre Publishers Association, Pennsylvania Publishers Association; H. J. Blanton, Paris, Mo., representing Missouri Press Association; George W. Marble, Fort Scott, Kansas, representing Kansas Daily League; G. E. Hosmer, chairman Legislative Committee, National Editorial Association; also representing Arkansas Press Association; California Press Association; Colorado Editorial Association; Colorado Democratic Editorial Association; Republican Press Association of Colorado; Florida Press Association; Illinois Weekly Press Association; Southern Illinois Republican Press Association; Iowa Press Association; Kansas Editorial Association; Kentucky Press Association; Louisiana Press Association; Maine Press Association; Massachusetts Press Association; Michigan Press and Printers Federation; Western Michigan Press Association; Minnesota Editorial Association; Mississippi Press Association; Montana Press Association; Nebraska Press Association; Nevada Press Association; New Jersey Press Association; New Mexico Press Association; New York Associated Dailies; New York Press Association; Central New York Newspaper Publishers' Association; Ohio Associated Dailies; Oklahoma Press Association; Oregon Press Association; Oregon Daily Newspaper Publishers' Association; South Dakota Press Association; Tennessee Press Association; Texas Press Association; Virginia Press Association; Utah Press Association; Wisconsin Press Association, and Wyoming Press Association; Chas. H. Sloan, Washington, D. C., representing Nebraska News Press Association; Hon. John Temple Graves; V. S. McClatchey, Sacramento, Cal., representing Sacramento Bee; M. J. Lowenstein, St. Louis, Mo., representing St. Louis Star; F. J. Arkins, 1117 World Building, New York, representing THE EDITOR AND PUBLISHER; Wm. Southern, jr., Independence, Mo., representing Independence (Mo.) Examiner, and small Missouri dailies; Lafayette Young, jr., Des Moines, Iowa, representing Des Moines Capital; Hon. G. M. Hitchcock, United States Senate, representing World-Herald, Omaha, Neb.; W. W. Weaver, Durham, N. C., representing North Carolina Association Afternoon Newspapers; J. J. Devine, Clarksburg, W. Va., representing West Virginia Daily Newspaper Publishers Association and West Virginia Weekly Newspaper Publishers Association; Chester H. Rowell, Fresno, Cal., representing Fresno Republican; Theodore W. Noyes, president Washington Star, Washington, D. C.; H. H. Holt, Grafton, W. Va., representing the Daily Sentinel; secretary West Virginia Daily Newspaper Publishers Association; Hugh H. Thomson, 1117

World Building, New York, representing THE EDITOR AND PUBLISHER; George R. Roth, Allentown, Pa., representing Allentown Leader; W. H. Coles, Spokane, Wash., representing the Spokesman Review; W. C. Van Cleve, Maryville, Mo., representing the Daily Democrat-Forum; D. D. Moore, New Orleans, La., representing the Times-Picayune; member board of directors, American Newspaper Publishers Association; W. S. Jones, Minneapolis, Minn., representing Minneapolis Journal; Hon. Urey Woodson, Owensboro, Ky., representing Owensboro Daily Messenger; Paducah Daily News-Democrat; Victor Rosewater, Omaha, Neb., representing the Bee; Jason Rogers, publisher the Globe, New York, N. Y.; A. G. McIntyre, 903 World Building, New York, representing American Newspaper Publishers Association; D. E. Town, Chicago, Ill., representing Shaffer Group of Newspapers, and G. E. Caskie, jr., Lynchburg, Va., representing Caskie-Dillard Co.

MANUFACTURERS AT THE MEETING.

For the manufacturers: The Hon. T. T. Ansberry, attorney for the News Print Manufacturers' Association; J. Boyd Potter, of New York, attorney for the News Print Manufacturers' Association; Phillip T. Dodge, of the International Paper Company; George H. Mead, Sault Ste. Marie, Ontario, and Dayton, O., representing the Spanish River Pulp & Paper Mills, Ltd.; W. J. Scanlon, Minneapolis, Minn., representing the Powell River Company, Ltd., Powell River, B. C.; E. W. Backus, Minneapolis, Minn.; George W. Mead, Grand Rapids, Wis., representing the Consolidated Water Power & Paper Company, Grand Rapids Interlake Pulp & Paper Company; C. I. McNair, the Northwest Paper Company, Cloquet, Minn.; O. A. Miller, representing the Central Ohio Paper Company, Columbus, O., and F. C. Subbaton, Grand Meré, Que., representing the Laurentide Paper Company.

JOBBER PRESENT.

For the jobbers there were present: William C. Ridgway, secretary of the National Paper Trade Association; D. C. Culbertson, New York; F. T. Parsons, representing B. F. Bond Paper Company, Washington, D. C.; S. L. Willson, representing the Graham Paper Company, of St. Louis, Mo.; Joseph T. Alling, representing Alling & Cory Company, Rochester, N. Y.; John E. Linde, representing the J. E. Linde Paper Company, New York; A. W. Leslie, representing the Leslie Paper Company, Minneapolis, Minn., and David Lindsay, representing the Philadelphia Paper Trade Association, of Philadelphia, Pa.

SATURDAY'S PUBLIC HEARING.

Joseph E. Davies presided at the public hearing held Saturday morning, December 16, Commissioners W. J. Harris and Will H. Parry sitting with him, the appearances being the same as on December 12. Chairman Davies, in opening, stated that, at the previous hearing, it was agreed that the several groups, including manufacturers, publishers, and jobbers, should hold meetings on Friday, and appoint committees to meet this morning, and he called upon the manufacturers for a statement.

J. Boyd Potter, New York attorney for the News Print Manufacturers' Association, read a resolution adopted at the meeting of the manufacturers in New York the day previous, which was to the effect that a committee of nine be appointed to represent the manufacturers at the hearing before the Commission.

Mr. Frank P. Glass, chairman of the Paper committee of the American

Newspaper Publishers Association, read the resolution adopted the day before by the forty publishers' organizations to the effect that their interests were mutual, and in presenting their views to the Federal Trade Commission they would make it clear that their aims were identical, in so far as the news print situation is concerned, and earnestly inviting the cooperation of the Commission in effecting with the manufacturers an adequate news print tonnage at fair prices. Forty publishers' associations and press organizations agreed to the resolution read by Mr. Glass.

J. H. Zerbey presented a memorandum respecting the distribution and price of news print, looking to a working arrangement to be participated in by the news print manufacturers, jobbers, and consumers, the underlying motives of which were to secure an adequate distribution and a price that should not exceed what shall be determined to be reasonable and just. Among other things, it was stated that no class of publishers should receive more paper than they are equitably entitled to, the basis to be that of 1915 consumption. Present stocks on hand or in transit, memorandum stated, should be taken into consideration in making future distribution in obtaining his future supply. The terms or existing contracts to be either abrogated in full by both contracting parties or to be continued with the understanding that if the contracts be continued the quantity prescribed therein shall not be exceeded by the seller and that the buyer shall not be entitled to participate in the distribution under the proposed arrangement.

The crucial purpose of arrangement being to take care of those who are not now under contract for a supply of news print. In the event of the agreement becoming total (100 per cent. of each of the three signatory parties), due allowance to be permitted for the use and distribution of news print not used in the publication of newspapers. Regarding the price, it was stipulated that it must be reasonable, the question of reasonableness to be determined by the signatory parties to the arrangement, and in the event of disagreement, to be subject to arbitration in the usual way or to the determination of the Commission, with the further stipulation that prices may be revised from time to time. Paper to be paid for cash on delivery or subject to sight draft, bill of lading attached, the quality of the paper to be the same as furnished by the mills in 1915.

Mr. Glass then read the statement prepared by the executive committee of the American Newspaper Publishers Association, in part, as follows:

THE A. N. P. A. RESOLUTION.

"We look with great favor upon any steps directed to an elimination of the causes of the present conditions of the news print market and stand distinctly committed to the principles of cooperation. It follows that we are heartily in accord with any practical suggestion that may tend to relieve the present distress of both those who are confronted with the disaster of being unable to obtain any print paper at all, and of those who are compelled to pay an extortionate price for what they may obtain. Anticipating the present condition, very material economies have been effected by consumers, so great that many publishers are continuing publication at a very considerable loss of business, because the white paper supply has been much less than actual needs. The Federal Trade Commission may depend on the support of the com-

(Continued on page 12)

OTTAWA PAPERS WILL AMALGAMATE ON JAN. 1

Evening Journal and Free Press to Combine and Issue a New Morning Daily—Action Will Reduce Competition and Will Clear the Political Atmosphere—A Notable Change.

The most interesting happening among Canadian newspapers for many a day is the announced amalgamation of the Ottawa Evening Journal and the Ottawa Free Press, and the publication of a new morning paper from the Journal office, to be known as the Ottawa Journal-Press.

The project is an effort to meet increased production costs as well as to create a more satisfactory situation in Ottawa from the standpoint of the reader and the advertiser.

Great perplexity has been aroused in the minds of many advertisers by the existence of three good evening papers in Ottawa, one of them with a morning edition. To cover all the field it has been necessary to use all three papers, recognized by the publishers themselves as an expensive proposition in view of constantly increasing advertising rates.

A complete advertising campaign will be guaranteed now in the Ottawa territory with two papers only, and, needless to say, the bulk rate for the Evening Journal and the Morning Journal-Press will be considerable less than the aggregate of the two rates formerly maintained.

Both the Evening Journal and the Free Press have been profitable institutions even during the more intense conditions of war time. Each has enjoyed a large advertising patronage. Both are members of the A. B. C.

The plant of the Free Press which is one of the most modern of its size in Canada will be absorbed largely in the Journal plant.

WILL CLEAR THE AIR.

In a political way, the new morning paper will clear the air in the Canadian capital. In the days of the late Liberal Government, when the Ottawa Morning Citizen was a conservative paper, the publishers of the Free Press were urged frequently to start a Liberal morning paper. It is known that the present Government has wished for a morning paper friendly to them, the Citizen having assumed an attitude of radicalism and criticism of the Government's war policy.

At the same time, the Ottawa Free Press has been giving a general support to the Government since 1914, its announced attitude at that time being to assist in winning the war, regardless of the fortunes of political leaders of parties.

It is natural, then, that the advent of the Morning Journal-Press should be welcomed by those in high circles, its policy having been announced by Mr. P. D. Ross, in a signed statement in the Evening Journal, in the following words:

"The Evening Journal has been an earnest supporter of the present Dominion Government. It is the Journal's conviction that the present principles and leaders of the Conservative party deserve public confidence; and above all, that in this time of war patriotic Canadians should wish to strengthen the existing Government's hands to the utmost. The policy of the Morning Journal-Press will be in accord with this conviction."

The staff of the Evening Journal remains unchanged, while the pick of the Free Press staff will become engaged with the new combination.

NEWSPAPER MAKERS AT WORK



OSWALD GARRISON VILLARD.

OSWALD GARRISON VILLARD, of the New York Evening Post, is open-minded and generous. These characteristics impress every one with whom he comes in contact. He is a newspaper maker who clings to ideals, and is not swayed by the lure of additional profit or transient appeals to popularity. He holds the Evening Post steadfast on the course marked by his father, in 1881. Mr. Villard outlines the policy and directs the business of the Evening Post, but he does not insist that his judgment is better than that of others. An illustration of this was shown about a year ago, when the Post published an editorial with which he did not agree. Rolio Ogden's opinion prevailed. The next day the Evening Post carried a communication from Mr. Villard, directed to the editor, taking exceptions to the editorial—a course few newspaper men would adopt. It is characteristic of Mr. Villard, however, in not pushing his own ideas to the foreground, notwithstanding the fact that he is the managing owner of that great property, which has become a national institution, and which has an international reputation. He holds that the Evening Post should be independent, subservient to no political party or interest, financial or otherwise. This is the spirit that obtains in the entire organization. It is reflected in every

department of the newspaper, from the editorial division to the press-room. One is impressed, on going through the plant of the Evening Post, with the feeling that there exists in the office a spirit of concord and unanimity of purpose that flows from a single fountain head. Mr. Villard is familiar with every detail of the business. He permits men to have their own opinions, seeks suggestions, and welcomes recommendations that will make of the newspaper and the plant in which it is printed a model in every sense that the term implies. Mr. Villard's "recreations," as he whimsically terms them, are anti-militarism and the uplifting of the colored race—and work. In these he takes real delight. He established and maintains a school for the colored people at Manassas, Va., and established the Dobb's Ferry Hospital. Mr. Villard is an author. He wrote the history of "John Brown, a Biography, Fifty Years After," which John T. Morse, Jr., the historian, pronounced "one of the great biographies of our literature." He is a member of the Western Historical Commission of Harvard University, from which he was graduated in the class of '93. Mr. Villard's clubs are the Ardsley, Century, City, Cosmos, Harvard, Railroad, University, and the National Press Club. He was born in Wiesbaden, Germany, March 13, 1872.

THE NEW MANAGEMENT.

Associated with P. D. Ross, president and editor of the Evening Journal, will be Norman Smith, president and editor of the Free Press. William Findlay, vice-president and manager of the Free Press, has arranged to dispose of his interests in that paper and will join the Journal publishers temporarily to supervise the business organization of the morning and evening edition. J. S. Crate will remain as managing editor of the Evening Journal, while Ross Munro, managing editor of the Free Press, will assume the same capacity with the Morning Journal-Press.

The Toronto office of the Journal, with J. B. Rathbone as manager, will be continued as heretofore, while Bruce

Owen will continue as representative in Montreal and district.

In the United States, the Chas. H. Eddy Co., formerly representatives of the Ottawa Free Press, will represent the Journal and the Journal-Press, with offices in New York, Boston, and Chicago.

The first issue of the Morning Journal-Press will be published on January 1. It will be a two-cent paper.

New Press for St. Louis Star

R. Hoe & Co. have recently installed in the office of the St. Louis Star a new high-speed sextuple newspaper web perfecting press. This is the second large press installed by the Star within a year.

READERS CONGRATULATE THE EDITOR AND PUBLISHER

Intelligent and Exhaustive Treatment of News Print Situation Is Appreciated by All Who Are Eager for Information on the Subject of Vital Importance at This Time.

THE EDITOR AND PUBLISHER has been in receipt of many congratulatory messages recently from publishers and editors of newspapers, most of which are in praise of the news printed by this paper in the matter of the news print situation. The edition of December 16, in which was a complete report of the investigation at Washington by the Federal Trade Commission in supplement form, and the edition of August 5, which also carried a news print supplement, have been the special subjects of comment. Especial commendation is given to the issue of December 16, and the action of the circulation department in sending copies to Washington, for distribution on the day of publication to those present at the investigation. Among the communications received during the past week were the following:

WESTERN UNION TELEGRAM.

ALBANY, N. Y., DECEMBER 18, 1916.

THE EDITOR AND PUBLISHER:

I congratulate you on last week's issue and your reporting of Federal Trade Commission hearing, and particularly on your aggressiveness in supplying the hearing early on Saturday morning with copies. Many publishers there made flattering comments.

A. G. MCINTYRE.

THE NEW YORK TIMES,
DECEMBER 19, 1916.

TO THE EDITOR:

THE EDITOR AND PUBLISHER performed a notable journalistic feat last week in its remarkably complete and accurate report of the paper examination at Washington. THE EDITOR AND PUBLISHER is an excellent newspaper, and is becoming invaluable to those interested in the newspaper calling. With best wishes for your continued success.

Yours very truly,

LOUIS WILEY.

In a letter forwarding two new subscriptions to THE EDITOR AND PUBLISHER, R. R. Wallis, business manager of the Macon (Ga.) News, says: "The comprehensive and intelligent manner in which THE EDITOR AND PUBLISHER has covered the news print situation has proven a valuable source of information and assistance to us. This not only applies to the news print problem, but to all other matters of particular interest to publishers, and we find much pleasure and profit in carefully scanning each issue as it arrives."

Raising Price Has Paid

The Pittsburgh (Pa.) Press is well satisfied with the expedient of raising the price of the paper from one to two cents. The great increase in advertising has more than satisfied the management and the advertisers feel that the increase was justified. Many inquiries have been received by the management of the paper from other editors and publishers, asking what has been the result of the increase, and to all Manager T. R. Williams has simply sent a comparison of the advertising carried before and after the raise in price. This shows a great increase in lineage advertising carried—greater than at any time in the history of the paper.

PRINT PAPER SHORTAGE IS 187,200 TONS A YEAR

Deficit Is About 600 Tons a Day—Equivalent to the Capacity of the Machines that Have Been Transferred from News Print to Kraft and Other Grades—Output Should Be 2,025,500 Tons Yearly.

The news print production of the United States and Canada is 187,200 tons short of the present normal requirement. The annual production of news is about 1,838,300, though it should be something in the neighborhood of 2,025,500. The shortage amounts practically to 600 tons a day, equivalent to the capacity of the machines that have been transferred from news print to kraft, book, wall, and other grades of paper.

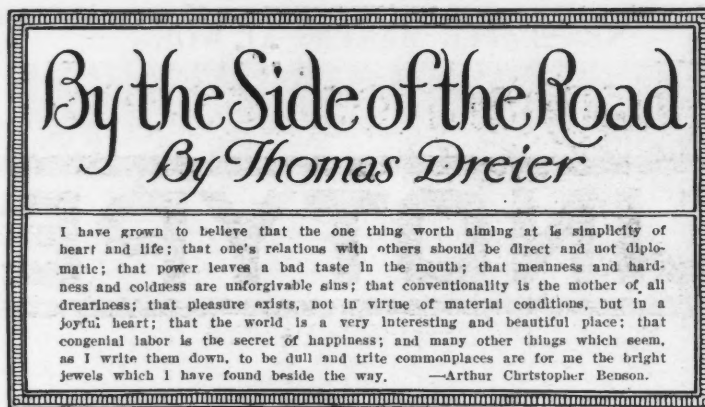
These conclusions are predicated upon the reports of individual mills embodied in the News Print Manufacturers Association's Bulletin for the month of November. According to these reports the forty-four mills produced 127,325 tons of print paper during the month of November, 1916, and for the cent. of maximum of the mills for the first eleven months of 1915 was 88.3, while for the corresponding period in 1916 it was 91.2. The rate of production was, therefore, 5,167 tons daily, while the total shipments for the first eleven months of 1915 amounted to 1,328,369, the per cent. of maximum being 93. The shipments for the first eleven months of 1916, according to these figures the correctness of which has been questioned, totalled 1,507,909, being 179,540 tons more than for the corresponding period one year ago, the per cent. of maximum being 93.5, the shipments a trifle more than 8 per cent. in 1916, compared with 1915. The reserve stocks of all kinds, at all points, for the twelve months of 1915 amounted to 80,490 tons, while at the end of November, 1916, they amounted to 53,224 tons, being 27,266 tons less than at the close of 1915. The average daily production for 1916 amounted to 5,167 actual tons. The stocks on hand at the end of November, 1916, amounted to about nine days' supply. The average production from all of the mills for the twelve months of 1915 was 4,615 tons a day, and for the first eleven months of 1916 it was 5,167 tons a day.

TOTAL PRODUCTION OF NEWS PRINT.

The mills reporting to the News Print Manufacturers' Association represent approximately 80 per cent. of all of the manufacturing news print plants in the United States and Canada, so that the actual production, counting in the other 20 per cent. appears to have been in the neighborhood of 1,838,300 tons.

The maximum capacity of the mills of the News Print Manufacturers' Association for the first eleven months of 1916 was 1,611,648; the actual production being 1,470,715, or 91.2 per cent.; 93 per cent., it is stated by manufacturers, is ideal, 7 per cent. being allowed for stoppage, accidents, etc., so that the machines were 1.8 per cent. under ideal production during the first eleven months of this year. The per cent. of maximum of the Canadian mills was 95.6, and in the American plants, 89.2, the Canadian mills being 6.4 per cent. more efficient. The shortage of maximum in both the United States and Canada was 140,933 for the first eleven months of 1916. Adding 20 per cent. for the mills outside of the News Print Manufacturers' Association, the shortage is 176,100 tons for the same period.

This, notwithstanding the fact that publishers figure that their economies have reduced consumption somewhere



I have grown to believe that the one thing worth aiming at is simplicity of heart and life; that one's relations with others should be direct and not diplomatic; that power leaves a bad taste in the mouth; that meanness and hardness and coldness are unforgivable sins; that conventionality is the mother of all dreariness; that pleasure exists, not in virtue of material conditions, but in a joyful heart; that the world is a very interesting and beautiful place; that congenial labor is the secret of happiness; and many other things which seem, as I write them down, to be dull and trite commonplaces are for me the bright jewels which I have found beside the way. —Arthur Christopher Benson.

ON THIS GREAT BIRTHDAY I want to offer to my friends an expression of the faith that has sustained me during the stress and strain of a business year. Christmas is the greatest Birthday, but to me all days are holy days and all days are birthdays. They come to us out of the unknown, like children, and slip away into the sea of silence, as we shall all do when the game is played and the lights are turned out.

Out of the adventures of twelve months of struggle I find myself emerging with greater faith in myself, greater faith in my work, greater faith in my neighbors, and greater faith in Him whom some of us choose to call the Great Executive. Great joys have come to me, and by sorrow I have not remained unvisited. But, standing here at the close of the year, I see clearly that both were needed for my growth, that both flooded me with wealth, that both have contributed to the strength that is mine and to my ability to express that strength in gentleness and neighborliness.

I should like to come to my friends on this Day of Days and pour into them the faith that has upheld me and guided me. As a business man who is playing his part in the practical world of affairs I want to speak daringly of spiritual things—of a strenuous, militant, practicable, creative faith in which men who become masters of things may find contentment of spirit and that joy which passeth understanding.

Let me say, then, that I believe in a Great Executive who is all-wise, all-powerful, all-just, and all-loving, who makes no mistakes, who permits no wastes, and who is so directing all institutions and all men that they are all serving Him in His way all the time. It is because of my faith in Him that I have great faith in you. And it is because of that faith that I dare say, "I love you and I want to give you my best."

in the neighborhood of 100,000 tons yearly.

The actual shortage of production in the market is calculated by publishers to be in the neighborhood of 600 tons daily, or 187,200 tons a year, calculating 312 working days, the mills only operating six days a week. Production, to keep pace with the demand, should be at the rate of 2,025,500 for 1916. Here the shortage that confronts small purchasers appears, in starving the market, by turning machines that produce something like 600 tons daily from news print to kraft, wrappers, wall, book, and other grades.

PUBLISHER'S ECONOMIES.

It was reported by a manufacturer's agent that the wastage due to return privileges in Boston amounts to 12,000 tons a year, more than that in Chicago, and almost as much in Detroit, enough

I HAD PLANNED to go to New York on the Tuesday night boat. Monday noon I looked at the work piled up and announced that it would be impossible for me to get away before Thursday. At three o'clock, finding that I was producing nothing and was working harder than I had for weeks, I went home and said to B, "Come on, let's go to the movies and have a session with the Chinaman."

"What!" she exclaimed, "quitting work in the middle of the day!"

"I can't do any decent work," I explained, "so I may as well play."

We went down to the park, saw a couple of Paramount dramas and some travel films, visited the Chinaman and ate with keen appetites his Oriental food, returned home early, and slept without a dream until we got up at half-past six. I was in the office before seven-thirty, and at three o'clock in the afternoon I had finished all my work and had three more hours to play before the boat train left.

Many experiences of this kind convince me that there are times when it is foolish to work against Nature's warning to take a rest. No matter how urgent the work is, if I find that it simply will not come easily after I have conscientiously tried to do my best, I quit and play for the day.

If, however, I force myself to work, I find that the product is obtained at high cost and is always of inferior quality. The best work is done joyously and easily. When work is forced out there is something wrong.

CAN YOU THINK of a better definition of an Editor than the ideal set before us by Dr. Charles W. Eliot of the educated man?

"A man of quick perception, broad sympathies, and wide affinities, responsive but independent; self-reliant but deferential, loving truth and candor, but also moderation and proportion; courageous, but gentle; not finished, but perfecting."

to supply the small publishers of North Carolina, Kentucky, Missouri, and Pennsylvania. A telegram sent by THE EDITOR AND PUBLISHER to Henry N. Cary Secretary of the Chicago Publishers' Association brought the information that Chicago newspapers are on a non-returnable basis; the wastage in that city, where the newspapers circulate 2,500,000 daily and 1,500,000 Sunday, does not amount to more than 5,000 tons. A telegram from H. S. Scott, of the Detroit News, states that his records show that for the first eleven months of this year, returns averaged 2,556 pounds daily, less than 3 per cent. of the output, the aggregate for the eleven months being 341 tons. The Sunday News-Tribune is absolutely non-returnable. Other Detroit newspapers, Mr. Scott says, are also practicing all possible economies.

MINNESOTA'S MOVEMENT FOR STATE PAPER MILL

Novel Plan Is Being Pushed with Energy and Legislature Which Meets Next Month Is Expected to Put Project Through—Plant Will Be Built at Stillwater or St. Cloud.

The movement in Minnesota to establish the first State-owned paper mill in the United States is being pushed with vigor. State officials are cooperating with the newspaper publishers, and it now appears safe to expect the Legislature, which opens its biennial session in January to put the project through. That the plan as proposed originally by Frank A. Day, editor of the Fairmont Sentinel, and former Lieutenant-Governor, is practicable as a business proposition, is shown in the fact that for many years the State has run a binder-twine plant at the Stillwater penitentiary and saved the farmers millions of dollars without loss to itself.

The legislative committee of the Minnesota Editorial Association met in St. Paul on December 14, 15, and 16 and adopted its plan of campaign. Those in attendance were: Chairman Herman Roe, Northfield News, secretary of the Minnesota Editorial Association; Harry M. Wheelock, Wheelock's Weekly, Fergus Falls, president of the Association; John E. Kienitz, Cambridge Independent Press, Assistant State Commissioner of Immigration; Carlos Avery, Henderson Leader, State Fish and Game Commissioner; W. E. McEwen, Labor World, Postmaster of Duluth and former State Labor Commissioner; Charles S. Mitchell, Duluth News-Tribune; Frank A. Day, Fred Schilpin, St. Cloud Daily Times; E. L. Ogilvie, South St. Paul Daily Reporter; H. G. White, Winona Daily Independent; A. O. Moreaux, Luverne Herald, and Fred E. Hadley, Winnebago Enterprise.

The following sub-committees were appointed to look after branches of the main object—to secure relief from the exactions of the Paper Trust:

On cooperative buying of print paper—Herman Roe, H. G. White, and John E. Kienitz.

On conservation of State and Federal pulp wood forests in Minnesota—Frank A. Day, Fred Schilpin, E. L. Ogilvie, W. E. McEwen, and Fred E. Hadley.

The committeemen conferred with Ralph W. Wheelock, formerly of the Minneapolis Tribune and now member of the State Board of Control, which has complete charge, financially and otherwise, of State institutions; State Auditor J. A. O. Preus, and Attorney-General Lyndon A. Smith.

SHOULD SHOW A PROFIT.

Members of the Board of Control informed the committee that the manufacture of print paper by the State is practicable, and, if conducted properly, would be a profitable industry. They called attention to the necessity of certain legislation, said the feasibility of the plan must first be ascertained officially, and announced that if it could be shown to be practicable, the Board of Control would gladly undertake the enterprise, if given legal authority. Auditor Preus gave the editors information on the State's resources of spruce timber and water-power. The Attorney-General was consulted regarding the preparation of bills.

The committee decided to call upon the Legislature for a law empowering Gov. J. A. A. Burnquist to appoint a commission thoroughly to investigate the subject and determine whether the plan is feasible.

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THE MACHINE THAT LASTS

Linotype *All-Slug* Composition On the Pacific Coast

THE DAILY PROVINCE OF VANCOUVER, B. C., now produces all its display composition up to 48 point *on slugs*. This practical method of *All-Slug* composition was made possible by a recent addition of five new Linotypes—one of which was a Model 14 (three magazines with Auxiliary)—and a Ludlow Typograph.

THE SAN FRANCISCO DAILY NEWS likewise produces all its display composition up to 48 point *on slugs*—the result of five Linotypes and a Ludlow Typograph. This is the fifth Scripps-McRae daily to install Ludlow Typographs and adopt the *All-Slug* system of display composition within the past year.

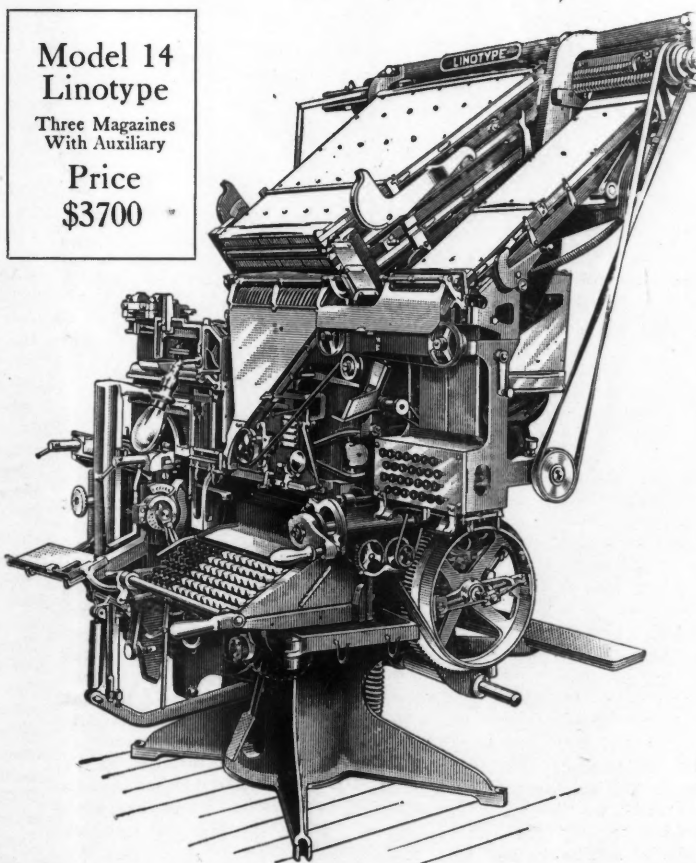
To start the New Year right every printer and publisher should investigate the *All-Slug* method of display composition. The saving it effects in time, labor, material and money is an item of economy that you cannot afford to overlook.

Full Descriptive Matter on Request

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Three Magazines
With Auxiliary

Price
\$3700

SATURDAY'S MEETING

After Open Discussion, Committees Appointed to Continue Conference.

(Continued from page 8)

mittee, in so far as it has power to cooperate in any feasible plan, but it draws attention to the fact that the association it represents, like most other associations, is composed of publishers who have contracts at abnormal prices and publishers who are without either contracts for a supply or ability to locate a supply at any price within their reach. When the manufacturers asserted early in 1916 that consumption was exceeding production, many publishers undertook to reduce their consumption by reducing the number of pages printed, by cutting off free papers, exchanges, returns, and in many other ways. They cut down their requirements in some cases as much as 25 or 30 per cent.; on a conservative estimate, about 50,000 tons in the past six months. All these efforts on the part of publishers have failed to bring relief, for it appears that as fast as newspapers have reduced their requirements, the output of the mills has been cut down by transferring machines from news print to other grades of paper. While manufacturers have declared themselves unable to supply the needs of larger newspapers for extra tonnage, or the wants of smaller publications, some manufacturers have all the time supplied jobbers with stock sufficient to meet all requirements, and have permitted these jobbers to demand extravagant prices for all paper sold by them. During the past year publishers have submitted without serious protest to the practice of economies by manufacturers that have resulted in marked deterioration in the quality, strength, color, and finish of the paper supplied, resulting in an advantage to the manufacturers of from \$3 to \$5 a ton in the cost of making, and a material loss to publishers in increased paper waste and serious loss of time in press-room. We feel constrained to urge the Federal Trade Commission to use its good offices to induce news print manufacturers to confine their efforts to supply the legitimate needs of newspaper publishers—their normal consumers—rather than to diverting abnormal tonnage to temporary channels. It is the opinion of paper consumers generally that there exists some manner of control of paper prices and distribution. Many publishers feel that the publicity of complaint on their part will jeopardize their supply of paper, and it is earnestly desired that the investigation to fix the responsibility for this condition be hastened.

Mr. Mead asked the percentage of representation of the Publishers, in terms of tonnage or in proportion to the total consumption of the country.

Mr. Palmer stated that there was no estimate of the tonnage represented in the meeting of the publishers.

Mr. Mead stated that at the meeting of the manufacturers, held the day previous the representation was very close to 80 per cent., which included the United States and Canada.

Ernest G. Smith, representing the Pennsylvania publishers said that according to the reports submitted to the affiliated publishers who had caucused together, it was found that the membership, in numbers, also represented about 80 per cent. of the publishers of the United States. The tonnage represented in the meeting had not been calculated, it being deemed more important to show the percentage of representation of the publishers. It would be a difficult thing, he said, to figure the tonnage of the smaller publishers:

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



STEERING A CUB HOTEL REPORTER OF A RIVAL SHEET AGAINST AN ENGLISHMAN WHO DOES NOT UNDERSTAND THE AMERICAN INTERVIEW.

STATEMENT FROM THE JOBBERS.

Mr. Ridgway, representing the jobbers took exception to the statements relative to the jobbers, made by Mr. Glass. It is not true, he declared, that the jobber has been able to obtain, in the past six months the amount of news print which he has distributed in the past. His supply he said had been cut down the same as other consumers of paper. The jobber is to-day obtaining no greater margin of profit and percentage than he did two years ago. He is ready and willing to continue to supply paper on the same margin of profit that he has been doing for the past ten or fifteen years.

One of the greatest causes for the whole trouble he said is the fact that publishers have become panic stricken. They have started out when not able to get the paper they wanted to seek new sources of supply. For every one that has sent out from ten to twenty letters asking quotations there have been thousands of publishers doing the same thing until the apparent shortage has been increased to such a point that every one believes it is going to be utterly impossible to obtain paper during the next year. He said that as far as he had been able to find out no customer of any jobber house has gone out of business or been crippled for lack of paper. The jobber, he said, has obtained paper at 2 or 3 cents higher than the contracts which he has with small publishers, and has in many cases lost money. He gave it as his opinion that small publishers would be able to get a paper supply for the next year.

The question of price, he declared, is not controlled by the jobber, who has not made excessive profits, and is willing to continue to distribute to the small publisher at the same margin of profit he has obtained in the past. There is some shortage, but it is not as big or serious as publishers think, he stated.

Here Mr. Glass read a telegram he had received from a newspaper manager, omitting the publisher's name, as follows:

"I received on the 12th inst., from the Chicago office of a certain broker (whose name is mentioned here) an offer of a five-year contract for all the tonnage I asked for for 1917 on a basic price of \$3.10 at the mill, with the condition that the price be fixed each year on the cost of labor, coal, weed, sulphite, and so forth. From the New York office of the same company I to-day received a letter of the same date saying that they could supply me no more paper, or at least none before next June. What would you advise? I have paper and have sufficient for some months."

Replying Mr. Ridgway stated that the committee representing the jobbers does not represent the brokerage element, which has some part in the news-print distribution of the country, and disclaimed any responsibility for the telegram.

Chairman Davies then outlined the position of the Federal Trade Commission and the part it was taking in the hearing, as follows:

COMMISSION MAY FIX RESPONSIBILITY.

"I think that it should be clearly understood that the attitude of the Federal

Trade Commission in this matter is this: That the original investigation will proceed and will be concluded, and that this development will not in any manner prevent the conclusion of the investigation. It is a development that perhaps will relieve the immediate situation, and will bring about some relief in a practical way, we hope. If it is possible, the Federal Trade Commission desires to bring that about. If it is impossible to do so, and if the responsibility attaches to any group or groups, and the hardships should continue for any length of time, I think the Federal Trade Commission is in a position to place that responsibility where it belongs."

The hearing then adjourned, the subsequent meetings with the representatives of the publishers and manufacturers with the Commission, to be executive.

Monday, December 18, an announcement was made by the Commission that an appeal must be made to every newspaper publisher in the country not represented by the different committees, for information as to the amount of paper each will require for the coming year, by six months' periods. The Commission is endeavoring to determine whether the present shortage is real or the result of a panic among publishers, as declared by the jobbing and manufacturing interests. Representatives of the smaller groups told the Commission on Monday that some publishers who had been able to get paper in the past cannot obtain a supply now. These newspaper organizations are those of Missouri, Pennsylvania, North Carolina, Colorado, and Kansas, whose requirements amount to about 40,000 tons yearly. That there is a general disposition to cut down consumption was stated by the Commission, which issued the following statement Monday evening:

THE COMMISSION'S STATEMENT.

"The Federal Trade Commission considered the news print situation to-day in conference, at which were represented the committees of the News Print Manufacturers' Association, the American Publishers' Association, other publishers' associations, and the Jobbers' Association. It was found that certain essential information concerning supply and demand could be obtained only through further inquiry.

"It was therefore decided that the several committees should be requested to send telegrams to the companies and individuals they represented, requesting certain facts. The committee representing the news print manufacturers was requested to secure information as to the amount of paper on hand and contracts for 1917; also information as to supplies to customers in six months' periods for the years 1915 and 1916. The committee representing the jobbers' association was requested to furnish information as to tonnage delivered to them by mills during the same periods; also tonnage promised them by mills for the first six months of 1917. The several publishers' associations were requested to furnish information as to tonnage used in six months' periods in 1915 and 1916, minimum quantity of paper required by each publisher in 1917, and tonnage contracted for in 1917.

"Each of the committees immediately dispatched telegrams to their several members asking for the above information. The Commission finds, however, that many publishers, and particularly the smaller publishers of the country, are not affiliated with associations, and therefore will not be directly reached

(Continued on page 21)

The Evening Sun

Government Report, Oct. 1, 1916—**171,247**

Government Report, Oct. 1, 1915—**155,009**

Government Report, Oct. 1, 1914—**122,763**

A Steady Growth of Quality, Too

Member of the Audit Bureau of Circulations

New York's First Evening Newspaper

DRAWS VIVID PICTURE OF IDEAL NEWSPAPER

Louis Wiley, of New York Times, Outlines Policies and Methods of Up-to-the-Hour Journalism — Discusses Awakening of Advertisers to Their Opportunities.

Louis Wiley, business manager of the New York Times, addressed the Men's Club of the Scotch Presbyterian Church, New York, last night on the subject of "The Newspaper."

Defining the functions of a daily paper, Mr. Wiley said:

"To record the events of one day throughout the world and to discuss their significance is the function of the newspaper. It should print the news without color or prejudice. The news withheld from publication should be that which debases the intelligence without adding to the sum of desirable knowledge. The other day there was published an article about *La Prensa*, in Buenos Aires, describing its marble halls, Oriental rugs, inlaid desks, painted panels, and the frippery of an aesthetic abode, in which editors plan and writers fulminate under the inspiration of soft music and colored fountains. I assume, however, that the buyers of a newspaper prefer the news, and it is not material whether it emanates from a gorgeous salon or the ordinary building of a practical news editor."

Mr. Wiley took issue with Don C. Seitz, of the New York World, who had recently justified some forms of sensational journalism on the theory that the printing of "something erroneous" often led to the uncovering of the truth.

"This statement," commented Mr. Wiley, "embodies the justification for sensational journalism, and constitutes its warrant for existence. It is tantamount to saying, 'Let us invent something in order to fish for truth.' This statement does not do credit to Mr. Seitz's journalistic standards. The World's editorial page is a model for all newspapers, and its news pages are clean and accurate."

Mr. Wiley discussed the news print problem briefly, summed up and answered the criticisms so commonly made of the waning prestige of the editorial page, and paid a high tribute to the alertness and efficiency of the reporter, describing him as "the annalist of the moment, the historian of the day."

In explaining why some newspapers failed, the speaker said:

"The intellectuality of the people of the United States is growing. Newspapers possess influence to the extent that they measure up to the mental calibre of the people. Publishers sometimes wonder why their circulations do not increase. The reason is to be found in their want of self-respect, exploitation of their own personalities, and adherence to methods long ago abandoned by mining-camp newspapers."

NEWSPAPER THE BEST MEDIUM.

Coming to the subject of newspaper advertising, Mr. Wiley said:

"Men who have never advertised are waking up. Men who have always advertised are seeking new and better methods of placing their wares before the public. It is true that the daily newspaper presents the best proposition for advertising. But it is also true. It has been well said that the daily newspaper is read every day by every purchaser of everything everywhere. The merchant who seeks rapid sales for his goods knows that if he advertises to-



PHOTOGRAPHIC REPRODUCTION OF TORONTO GLOBE'S ROLL OF HONOR

TORONTO GLOBE'S HONOR ROLL

It Bears Forty-Two Names of Employees Fighting with Allies.

On a prominent wall space in the main office of the Toronto Globe a mute but impressive evidence of one Canadian newspaper's contribution of newspaper men to the Mother Country is shown by a framed picture of the Globe Roll of Honor, on which appear the names of forty-two Globe employees who have enlisted in Canada's overseas contingents.

"My boy is in the Aviation Corps," was the casual remark of Mr. J. F. Mackay, general manager of the Globe, during the course of a conversation; but one could read the heart-tragedy which showed that not all the loyalty and heroism of Canadian newspaper men is evidenced by enlistment.

A like condition prevails in the average Canadian newspaper office. "Col. Watson is 'somewhere in France' with his regiment since the outbreak of

war," was the answer received when inquiry was made for Mr. D. Watson, publisher of the Quebec Chronicle. "He considers he is but doing his duty, and is averse to any personal publicity," was the answer to a request for details for a story of probably the only surviving newspaper man with the famous Princess Pat Regiment.

In spite of the war, Canada is enjoying a greater commercial prosperity than ever before in her history, and Canadian newspapers are gathering their share of this prosperity.

Newspaper advertising has done much for enlistment, and hundreds of thousands of dollars have been raised for charitable and patriotic purposes by the same means. "A general knowledge of the results attained by newspaper advertising in the raising of men and money for Canada's contribution to the Great War has done more for advertising than a century of evolution," was the judgment of one prominent Canadian advertising agent.

people understanding their own needs, and not as fools to be imposed upon by flamboyant phrases. The daily newspaper, with its calm, dispassionate survey of the world's doings, should not give its columns to the expression of false or extravagant statements. Ad-

NATIONAL JOURNAL PROPOSED

Bill Introduced Provides for Publication of Official Bulletin.

WASHINGTON, December 20.—A newspaper to be published by the Government is proposed in a bill by Senator Owen, of Oklahoma. Should this bill become a law, a large number of editorial and reportorial positions will be created at handsome salaries, to which active newspaper men would be eligible. The bill, which has the endorsement of a large number of prominent Democrats, and which was recently advocated in a speech in Washington by William Jennings Bryan, reads, in part, as follows:

"That the Public Printer shall publish at least weekly for the information and instruction of the people of the United States an official journal, to be known as United States Official Bulletin, which shall contain brief notices of the work of the various executive departments and independent bureaus of the Government, so far as the same may be of general public interest.

"That a joint committee, consisting of two members of the House of Representatives appointed by the Speaker, two members of the Senate appointed by the President of the Senate, and one member appointed by the President, shall select a board of editors and staff necessary for the preparation of the material for the official journal, whose tenure of office and compensation shall be determined by the joint committee.

"That it shall be the duty of each head of department, independent office, bureau, branch of the Government, of Congress, and of the Supreme Court to furnish advance copies, in proof or in published form, of all publications, orders, reports, records of proceedings, and of notices of general public interest and not of a confidential nature, for use in the preparation of the official journal."

The bill appropriates \$200,000 for the purpose of carrying out the provisions of the act.

Advertisers who succeed are the advertisers who tell a plain, unvarnished tale. The court of public opinion will not tolerate doubtful evidence. The truth, and nothing but the truth, must be in the story of the day and in the business department."

NEWSPAPERS MAKE ADVERTISING EFFECTIVE.

In closing, the speaker exploded the notion that newspapers were controlled by their big advertisers.

"It has been charged," he said, "that newspapers are controlled by leading advertisers. This may mean that the great merchants of every city meet at stated intervals to promulgate their views to editors who adopt them with obedient humility. It may mean that whatever readers may think about a subject, the head of a dry-goods store provides a correct opinion thereon. However, it means nothing, because it isn't true. It has also been pointed out that it is the big advertiser who makes the big newspaper possible—an argument equally fallacious. There is nothing to support such a theory. There were great newspapers, successful newspapers, long before advertisers ventured into considerable space. It is not too much to say that the newspaper of extensive circulation made advertising effective, gave it force and meaning and prestige. The honest and fearless newspaper, by discriminating against fraudulent and objectionable advertising, has placed a value on announcements of merchants and manufacturers they would never have obtained in any other way.

There is \$500,000,000 In New Money This Winter In ILLINOIS

What Share Are YOU Going to Get of This?

This amount represents new money from farm products alone—wealth that didn't before exist. There is much more too, the new wealth of the coal mined, and a billion or more in the profits of manufacture and merchandise.

All of this *new* wealth—over \$500,000,000—the people of Illinois will spend and invest this year. There are 5,638,591 people in the state. That means that each individual man, woman and child is nearly \$100 richer in newly created wealth. Each average family is worth \$500 *more* than last year.

How Much of This Will be Spent for YOUR Merchandise?

The people of Illinois are not only prosperous—they are buyers. The stores of the metropolis and the 241 other cities are unequalled in modern methods and quality of merchandise. The people are intelligent, they are readers. Over eighty per cent. are native born and the percentage of illiteracy is less than half that of the nation as a whole.

How Many of These People Will You Reach?

There are none better than the papers of Illinois here listed. Both in the metropolis and the smaller cities they represent the highest form of newspaper making—well edited, well printed, widely circulated and well patronized by the best advertisers.

Many of these advertisers are enjoying the force of their total circulation of nearly 3,000,000 a day, among the people with this new wealth, located in the wealthiest sections of one of the richest states in the country.

When Are You Going to Enjoy Your Share?

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,079	.04	.04	Elgin Courier (E)	6,577	.0143	.0143
Aurora Beacon News (S)	11,381	.04	.04	Freeport Journal-Standard (E).....	6,154	.015	.015
Bloomington Pantagraph (M)	15,741	.03	.025	Galesburg Evening Mail (E).....	8,208	.0129	.0129
Champaign Daily News (E)†.....	6,593	.015	.015	Moline Dispatch (E)	8,280	.025	.025
<small>†5c. inch extra for composition.</small>				Peoria Star (E)	19,261	.045	.035
Chicago American (E)	400,031	.40	.38	Quincy Journal (E)	7,131	.02	.02
Chicago Examiner (M)	232,828	.28	.23	Rockford Register-Gazette (E)	11,758	.025	.025
Chicago Examiner (S)	513,217	.50	.46	Rock Island Argus (E).....	5,000	.015	.015
Chicago Herald (M)	203,229	.35	.30	Springfield News-Record (E)*... ..	10,054	.02	.015
Chicago Herald (S)	222,265	.40	.35	<small>*Rate after June 1, 1917, 3c. per line; 2,800 lines or over, 2c.</small>			
Chicago Journal (E)	122,447	.24	.21	Springfield State Register (M).....	21,288	.03	.025
Chicago Daily News (E)	431,189	.40	.40	Springfield State Register (S)035	.035
Chicago Post (E).....	61,879	.25	.12				
Chicago Tribune (M)	392,483	.40	.30				
Chicago Tribune (S)	619,023	.53	.42				

ILLINOIS

First in farm land value—\$3,905,321,075
First in packing industry
Largest grain market in the world
Largest railroad center in the world

Most centrally located for water and rail transportation
Second in railroads—11,878 miles
Third in population—5,638,591

Third in manufactures—value \$1,919,277,000
Third in coal mined and pig iron produced
Value of farm and dairy products \$500,000,000
Bank deposits \$2,007,918,000
Automobiles, over 250,000

Prepared by
Walter G. Pietsch
Chicago

THE EDITOR & PUBLISHER

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

New York, December 23, 1916.

"Bow to him who bows not to the flatterer." Lavater.

GOOD advertising makes friends. "Business is business," but we do business with people who are friendly—not with those who are either indifferent or hostile.

NEWSPAPERS should urge their readers to cooperate with merchants in saving expensive wrapping papers. Customers of stores may render a real service, for the common good, by requesting that no unnecessary wrappings be made on their purchases. Package goods may always be delivered without further wrapping. The average person, if reminded of the importance of this saving, will be glad to further the plan of general conservation.

IN all sections publishers of small-city daily newspapers are organizing into groups for the purchase of news print in bulk. This is the result of the advice given to them by George F. Steele, secretary of the News Print Manufacturers' Association, through his memorable interview for this newspaper. It has not often been the good fortune of THE EDITOR AND PUBLISHER to have performed, for publishers, a greater service than was accomplished in securing and printing that interview.

NOW that the Pittsburgh afternoon newspapers are selling for two cents a copy, their managers realize the urgent need of restoring the coinage of the old two-cent piece. It is pointed out by the Press that many other commodities besides newspapers are sold for two cents, and that the rejuvenated coin would be welcomed all over the country. Those who remember the old coin will hope that a new one of less bulk may be provided. There should be no serious opposition in any quarter to the proposal.

THE New Bedford (Mass.) Standard recently printed three extras, covering a local election, WITHOUT ADVERTISING. The expedient was with a view of saving news print. The plan will not do. The issues, which we have examined, do not seem like newspapers at all. No newspaper can afford to issue any sort of extra without carrying advertising. Such a newspaper creates about the same impression that a man would create if, in the interest of economy, he wore but one shoe.

THE Chicago Herald claims that nowadays the daily newspaper is read more carefully than the average magazine. With notable exceptions, it is contended, the present-day magazines have degenerated into organs of morbid literature—specializing in "sex" stories, appealing to unhealthy minds, and dangerous and poisonous for the young. The Herald points out that this stuff is more insidious because of the "literary" tradition that still clings to the word "magazine."

IN announcing an advance in subscription rates, the Aberdeen (S. D.) American promises, in spite of the high cost of news print, a greatly improved paper. "The American has made its decision," its readers are told. "It intends to ride ahead of the storm with full sail." That is the spirit of the majority of publishers—and it will win.

THE Erie (Pa.) Times, in announcing a raise of price to two cents a copy, points out that this will not afford sufficient additional revenue with which to meet the new costs of news print—and that "there will remain a considerable gap for advertising revenues to cover." Delay in establishing increased rates for advertising will serve only to widen this gap.

APHILADELPHIA merchant says that, after exhaustive investigation, he finds that the average man devotes twenty minutes a day to reading ads. The "average man," if he does that, will have discovered that these twenty minutes are more profitably spent than any other part of his working or waking day—and he will expand the time to an hour. Meantime, there is keen competition on the part of advertisers to secure for a consideration of their messages a share of that precious twenty minutes.

READERS of newspapers often urge the editors to abandon the habit of using "Xmas" for Christmas—"taking Christ out of Christmas," as they express it. There is no irreverence involved in the abbreviation. In single-column headlines it is often impossible to spell the word in full, and still say anything in the headline. Type is not elastic—but the imaginations and understanding of the people are elastic. The same exigency of space induced headline writers to use the "X" abbreviation in writing of Christian Science. Some of the Scientists were, at first, affronted by the practice; but they have come to accept it.

ACCORDING to a ruling of the United States Circuit Court of Appeals in Cincinnati, affirming the punishment for contempt of the editor of the Toledo News-Bee, the doctrine of "constructive contempt" by newspapers seems to have been established in the Federal Courts. The ruling holds that, pending the decision of a case, comment on its merits by newspapers may obstruct the carrying out of court orders, or tend to "disconcert the court." The case is likely to go to the Supreme Court of the United States for final adjudication. The principle involved is a vital one. If ultimately sustained, it will serve as a check on the activities of newspapers in fighting for local reforms.

ADVERTISING managers of newspapers often remind merchants that people think of their stores in terms of their advertising—that they associate in their thought the advertisement and the article or the store which is advertised. Hardly any one can think of a store without the style and spirit of that store's advertising coming into the mental picture. And as that is true of stores, it is also true of newspapers. National advertisers rarely think of a newspaper without associating it, in the mental appraisal that is made, with the ADVERTISING OF THAT NEWSPAPER. Publishers, as well as merchants, should take advantage of this fact—by making their advertising ADEQUATELY REPRESENT THEIR NEWSPAPERS.

CHRISTMAS—1916

TO each and every member of its widening circle of readers and friends THE EDITOR AND PUBLISHER extends hearty good wishes for a Merry Christmas!

The spirit of Christmas has not been dethroned in human hearts. In spite of war and strife and hatreds and greed the message of the herald angels rings again across the centuries—and "Peace on Earth, Good Will to Men" stands as the changeless Mandate and Promise.

Those who make newspapers are the historians of the flying hours. Theirs is the task of recording and of interpreting the events of daily life in the world. Theirs the privilege of helping humanity to build a tolerable to-morrow out of the wreck of an intolerable today.

It's Christmas-time—the children of the world know it, and grasp the utter joy of life as their rightful prize.

It's Christmas-time for grown-ups, too! Bitterness is for the petty soul—and shrinks even that to smaller dimensions. Good will, renewed faith in old ideals, tolerance and hope—these are for all who strive for human betterment.

PLACING THE RESPONSIBILITY

COMMISSIONER DAVIES, of the Federal Trade Commission, presiding at the hearing in Washington last Saturday, casually remarked that the Commission expected to be able to place the responsibility for the news-print shortage.

No two industries could be more completely interdependent than those of newspaper-publishing and paper-making. Newspapers afford the sole market for that grade of paper known as news print. Obviously, to cripple that market, to tax it beyond the limit of its net revenues, would be to invite disaster for both industries.

Unfortunately for all concerned, the news-print-makers, lured by prospects of immediate great profits in other grades of paper, have elected to sacrifice the interests—even to imperil the existence in some cases—of the newspapers, their logical patrons and supporters.

The "shortage" of paper, even considering the increased demand of the past year, could have been prevented; prices could have been reasonably advanced, good faith observed, and goodwill enhanced—THROUGH THE SIMPLE POLICY OF HOLDING ALL MACHINES TO THEIR LEGITIMATE USES AND SPEEDING UP PRODUCTION.

The news-print-makers chose, instead, the road leading to transient profits through kraft and other grades of papers, and diverted many of their machines to these other lines of production.

They urged paper conservation upon publishers—and the publishers responded with material economies. Yet the "shortage" continued, and continues. The present market and manufacturing conditions are such that the paper-makers may keep the supply "short" as long as they wish—thus forcing excessive prices for their product, imposing impossible conditions upon publishers and collecting for themselves the earnings of newspapers.

Contract prices are excessive, extortionate, confiscatory. Yet these do not satisfy the greed of the manufacturers. Except for curtailed allotments of tonnage to old patrons, contracts are not being made. The paper-makers have "nothing to sell." Their entire output

is absorbed in filling the partial requirements of old customers.

Yet brokers and jobbers have paper to sell—at prices ruinous to buyers. They get this paper from the same manufacturers who refuse to sell to newspapers direct. It is a "beautiful system." It works almost automatically.

The remedy for publishers and the public? Prompt Congressional action will help. An artificial shortage, manipulated for purposes of oppressing consumers, for hampering and strangling a free press, is a public menace.

This is a short session of the Congress. The manufacturers are playing for delay—placating publishers here and there through graciously granting them contracts. If they can manage to keep the publishers divided, to foster petty rivalries, they may avert the full force of Congressional action until the assembling of the next Congress. Immediate action should be taken. No matter of greater importance is before Congress.

Another helpful policy, open to publishers, is to unite in breaking the kraft paper market. Through following the recommendations of Secretary Redfield, of the Department of Commerce and Labor, and bringing about a nation-wide movement for economy in the use of wrapping papers, the demand for these grades of paper will fall off suddenly. There will be no swollen profits offered in this field—and the machines now used for these other grades of paper will be restored to their proper uses.

This one factor, from an economic standpoint, should contribute mightily to a restoration of a normal supply of news print—and with a normal supply PRICES WILL BE BASED UPON MANUFACTURING COSTS, plus a reasonable profit on investment. WHEN THE MAKING OF NEWS PRINT OFFERS BETTER PROFITS THAN THE MAKING OF KRAFT PAPERS the manufacturers will promptly readjust their policies accordingly.

Raising Advertising Rates

A serious problem with many newspaper publishers just now is how to increase advertising rates, to meet heavy advance in print paper costs, so as to produce immediate additional revenue. Under ordinary conditions, a newspaper announces a new rate to commence, say, a month ahead, and then permits all present customers to make contracts for one year at the old rate, which, in effect, postpones the increase for a year.

Present conditions demand something more radical than this. Our newspapers must be made to earn more money immediately, if they are to survive. Some publishers are handling the matter in a new way, which bids fair to be a most satisfactory solution of their present difficulties. Instead of taking on new contract for a full year at a slightly increased rate, these publishers are refusing to make any renewal of contracts for a full year, and merely announcing rates to hold good for a month subject to further advances, if circumstances require it.

As soon as a contract expires, the customer becomes a month-to-month account, which can be treated with perfect fairness regarding discounts to which he may be entitled in accordance with the volume of business he does.

This process is a great improvement over the old process of permitting the renewal of contracts for a full year, and thus taking a full year to establish an advance in rates. Reports of serious results from publishers advancing rates twenty-five per cent. would seem to indicate that such jumps are a mistake.

PERSONALS

Think (if the philosophers were right) with what a perturbation of spirit we should confront the daily peril of the dinner table: a deadlier spot than any battlefield in history, where the far greater proportion of our ancestors have miserably left their bones! What woman would ever be lured into marriage, so much more dangerous than the wildest sea? And what would it be to grow old?—Stevenson.

NEW YORK.—Arthur Brisbane, editor of the New York Journal, recently gave a number of valuable books to the Free Public Library at Manassquan, N. J.

John W. Hunter, formerly of Knill, Chamberlain & Hunter, is now with the food department of the New York Globe.

W. W. Hawkins, general manager of the United Press Association, is receiving congratulations from his friends. It is a boy, the third.

James Schermerhorn, editor of the Detroit Times, was the principal speaker at the Billy Sunday preparedness meeting and luncheon held in New York this week.

Jay Darling, cartoonist of the Des Moines Register, will join the staff of the New York Tribune on January 1.

Frank H. Simonds, of the Tribune staff, will sail on December 28 for another trip to England and France. On his last trip abroad he visited the Verdun front.

Harry Cassidy, the Philadelphia "food detective," who has, it is claimed, 5,000 convictions of dealers of bad food to his credit, has been added to the Tribune's Bureau of Investigations.

R. E. Seiler, of System, has joined the advertising department of the New York American.

Following his usual custom, William Berri, proprietor of the Brooklyn Standard Union, presented to each employee of the paper this week Christmas remembrances in gold. Mr. Berri is still confined to his home with pleurisy, but is reported to be progressing toward complete recovery.

Fred B. Appieget, of the advertising department of the American Telegraph & Telephone Company, gave a luncheon this week at the Allerton to Borough President Marcus M. Marks, of Manhattan, and other city officials. Mr. Appieget was associated with Mr. Marks, as a business expert, in the conduct of the Free Markets during the summer of 1914.

Britt Craig, reporter and special writer on the Atlanta (Ga.) Constitution, is spending a two weeks' vacation in New York city as the guest of J. D. Gortatowsky, formerly managing editor of the Constitution, and now with the Newspaper Feature Service.

Major Reginald Foster, of the Sunday World staff, is home on furlough until New Year's, when he will return to the Mexican border.

F. B. Saumenig, of the World editorial staff, was called to Ohio on Wednesday by the news of the death of his sister there.

Neison H. Cobleigh, the World's veteran cable editor, is confined to his home by illness.

Harry M. Hitchcock, of the World's rewrite staff, is kept at his home by a severe rheumatic attack.

OTHER CITIES.—Sol. N. Sheridan, a veteran California newspaper man, has joined the editorial staff of the Crocket (Cal.) Signal.

Chester H. Rowell, editor and publisher of the Fresno Republican, and who is chairman of the Republican State Central Committee, is in New York to confer with some of the Eastern political leaders.

Louis N. Hammerling, of New York, president of the American Association of Foreign Language Newspapers, with his bride, formerly Countess Sophie Jean de Brzcicka of Lemberg, is in Los Angeles, Cal.

Theodore Wright, principal owner of the Philadelphia Record, recently arrived at Anaheim, Cal., where he has been accustomed to spend the winter months for many years past.

Richard H. Edmonds, editor and publisher of the Manufacturers' Record, of Baltimore, Md., has been spending a few days in Atlanta (Ga.) en route to Daytona, Fla., where he expects to spend the winter months.

Lieut. R. J. Burde, a former Winnipeg newspaper man, has been awarded the Military Cross for his zeal and untiring energy in the performance of duty while under fire on the field of battle in France. Lieut. Burde will get the cross from the king.

W. A. Perry, for several years owner and editor of the Sweetwater (Tex.) Daily Reporter, has retired from the newspaper business and will open a grocery store in Sweetwater.

George F. Milton, editor of the Chattanooga (Tenn.) News, gave a dinner a few nights ago to seventy-five townsmen, with William Jennings Bryan as the honor guest of the evening in the Patten Hotel, Chattanooga.

William H. Cowles, publisher of the Spokane (Wash.) Spokesman-Review, has just left on another business trip in the East, from which he expects to go directly to his winter home in Santa Barbara, Cal.

Charles C. Hart, well known in newspaper circles, is doing some special work for the Pacific Northwest Farm Trio, embracing the Washington Farmer, the Oregon Farmer, and the Idaho Farmer.

Colin Dymont, formerly on the staff of the Spokane (Wash.) Spokesman-Review, has been appointed head of the department of journalism at the University of Washington, Seattle.

Charles C. Hadley, publisher of the Kennett (Del.) News and Advertiser, sailed this week from San Francisco for Japan. He will spend several months in the Orient before returning home.

Joseph K. Hughes, who in September resigned from the Pensacola (Fla.) Journal to become country circulator of the Charleston (S. C.) American, has resigned from the American and returned to Pensacola, where he has been appointed assistant circulation manager of the Pensacola Journal.

C. S. Jackson, publisher of the Portland (Ore.) Journal, is taking a six weeks' vacation in California.

Ella McMunn, of Salem, Ore., whose writings have appeared in a number of well-known publications, notably the St. Louis Mirror, is doing a series of special articles for the Portland (Ore.) Journal.

Colin V. Dymont, for the past three years associate professor of journalism at the University of Oregon, has accepted an appointment as head of the department of journalism at the University of Washington. Mr. Dymont has been connected with the Walla Walla Union, Spokane Spokesman-Review, Portland Telegram, and Portland Journal, before taking up teaching.

N. R. Messerly, for several years foreman of the Tacoma (Wash.) Times,

has been promoted to be mechanical superintendent of all Scripps-McRea papers of the Northwest.

BOSTON.—The Rev. and Mrs. A. Herbert Armes, formerly of Middleboro, Mass., have joined their son, H. Lyman Armes, of the Post, for the winter. They are ensconced in an apartment in the Fenway.

Jack Harding has returned from a trip to Seattle and Frisco and is now on the city staff of the Post.

A. Harry French, of the Associated Press, owing to the pressure of work in the office of the A. P., was not a candidate for Alderman in Meirose this year, although he was urged to run for the office by many of the voters.

Carl H. Chandier, formerly of the Herald, but now in the Government employ with offices in New York city, is spending two weeks in Boston.

Jack Casey, of the Traveler, together with Reuben Greene, of that paper, have been writing some feature stories of the Billy Sunday campaign which have attracted widespread attention.

William L. Dougherty, of the night desk of the Globe, has purchased a house.

William N. Hardy, of the Sunday Post, arranged the recent party at the Press Club, securing the talent and attending to other details. He was highly complimented on his efficient work in this direction.

Clayton E. Young, who has recently joined the staff of the Record, is writing some special stories on musical matters. Mr. Young is especially fitted for his work.

A. J. Philpott, of the Globe, has a speaking engagement in Portland, Me. Mr. Philpott, like Frank Sibley, of the Globe; Edward Dunn, of the Post, and Newton Newkirk, of the same paper, is much in demand for after-dinner talks.

George B. C. Rugs, of the Post, is making good headway towards complete recovery of health at his home in Arlington.

Ernest L. Waitt, who has been a member of the staff of the Sunday Herald, has founded a weekly hotel publication to compete with the Boston Courier and Hotel News. Mr. Waitt has produced a handsomely printed and illustrated periodical.

Jack Casey and John English have been assigned to cover the Small murder trial at Center Ossipee, N. H., for the Boston Traveler. The trial starts

December 26. It is expected that ten or more Boston newspaper men will work on the story.

Gardner Hart, of Fall River, covered a recent Billy Sunday meeting for two of the Fall River papers. Mr. Hart was formerly a member of the city staff of the Post.

PROVIDENCE, R. I.—Elliott Thurston, formerly of the Evening Tribune, has entered the employ of the Providence Journal on the reportorial staff.

George V. Johnson has left the Journal and returned to Washington, D. C.

W. M. Strong, of the Journal, will spend Christmas with his sister in Derry, N. H.

Edward J. W. Proffitt, of the advertising firm of Proffitt & Larcher, has been elected National Councilor of the Chamber of Commerce of the United States.

Dan Sullivan, for the past seven years manager of the Pawtucket branch office of the Journal, will enter other business January 1. Holden Remington, night rewrite man on the Journal, will take his place.

WASHINGTON, D. C.—Senator Willard Saulsbury (Dem.) of Delaware, owner of the Dover Delawarian, has been elected President Pro Tempore of the United States Senate. Senator Saulsbury was the unanimous choice of his party for this high office, and he is probably the first newspaper owner who has achieved this great distinction.

Senator William E. Chilton, owner of the Charleston (West Virginia) Gazette, has been made Chairman of the Committee on Printing of the United States Senate.

CHICAGO.—Paul Classen, formerly an investigator for the Chicago Civil Service Commission, has joined the staff of the Chicago Examiner.

Junius Wood, of the Chicago Daily News, has been investigating conditions in the city's "black belt," and is writing a series of articles on the community life of the negroes who live there.

Francis D. Hanna, of the Chicago Herald, and Mrs. Hanna rejoice in the arrival of a daughter.

Floyd Gibbons, war correspondent for the Chicago Tribune, is handling the "Goodfellow" department, an annual feature of the Tribune.

The Atlanta Journal has renewed its contract for the Haskin Letter for 1917.

This is Why—

This feature seemed to me
from the first to fill a widely
recognized newspaper want.

John S. Cohen
MANAGING EDITOR



PITTSBURGH, PA.—Gibbons Marsh, Tri-State News Bureau correspondent, has returned from El Paso, where he has been since July 5, writing daily news stories from the border.

Elmer R. Rupp, Sunday editor of the Pittsburgh Press, is back from the border, where he served as captain in the Eighteenth Regiment. Dick Ross, of the Press composing room was the first lieutenant with the Eighteenth, and he, too, is back at his Pittsburgh post.

Charles M. Bregg, dramatic critic of the Gazette-Times, spoke at the Pittsburgh First Congressional Church on the drama at the regular Sunday night service. In the afternoon he addressed the members of the Philo-Dramatic Club.

J. L. Walker, formerly with the Tri-State news Bureau, is now covering assignments for the Press.

Martha Root, editor of the Pittsburgh Index, has resigned to live with her father at Cambridge Springs, Pa., and do special feature writing. Miss Root last year made a trip around the world, writing feature stories en route.

H. C. McCullough, of the Tri-State Bureau, has gone to Florida, where he will take charge of his father's orange grove.

CLEVELAND, O.—V. C. Post has been elected president; T. E. Egner, vice-president; C. E. Snedeker, secretary, and G. R. Agate, treasurer, of the Plain Dealer Beneficial Association. The board of managers includes W. H. Knox, F. W. Galloway, Guy T. Rockwell, M. B. Vilas, John Hoffman, H. J. Malloy, and Ralph Horton.

Fred Foulk, formerly of the copy desk of the Plain Dealer, has been appointed as manager of the library and reference department of that newspaper, to take the place of Miss Dorothy Buss, who resigns to take up similar work for a commercial house.

Idah McGlone Gibson, special writer of the Newspaper Enterprise Association, is suffering from injuries sustained in an automobile accident.

C. A. Gatchell, special writer and artist for the Press, has resigned to take up magazine work.

W. J. Raddatz, president of the Cleveland Advertising Club, and W. G. Wilson are heads of the publicity committee of the permanent organization of St. Alexis Hospital, which is conducting a campaign for a \$150,000 addition to the institution.

CANADA.—John R. Bone, managing editor of the Toronto Star, is back at his desk after an absence of six weeks, following an operation for appendicitis. He spent two weeks recuperating at Atlantic City.

W. A. Willison, son of Sir John Willison, publisher of the Toronto News, who has been representing the News in London, has just returned to Canada for a short visit.

J. H. Woods, managing editor of the Calgary Herald, is spending the Christmas vacation with his wife's people in Toronto.

John S. Scott, who has been conducting subscription campaigns for several Canadian newspapers, has been appointed editor and manager of the Newcastles (N. B.) Union-Advocate.

Miss Cora Hind, one of the best-known newspaper women in Canada, who occupies the position of commercial editor of the Winnipeg Free Press, was presented with an illuminated address and a purse of \$1,300 in gold by the stockmen and live-stock organizations of Western Canada, at the close of their recent convention in Calgary. Her

work on behalf of Western Agriculture and stock raising has been of great value.

James S. Byrne, for the past five years circulation manager of the Toronto News, has been appointed circulation manager of the Peterboro (Ont.) Review.

Robert C. Hayes, of the Toronto Star staff, who went to the front as a private, has won his commission. He also wears the military medal.

George Alger, one of the proprietors of the Tweed (Ont.) News, has enlisted for overseas service, and is taking a course with the engineers at St. Johns, P. Q.

Roy Weaver, managing editor of the Toronto News; Paul Bilkey, Ottawa correspondent of the Toronto Mail and Empire, and John G. Cooper, of the Toronto Globe, accompanied Sir Robert Borden on his recent trip to the Pacific Coast in the interests of national service.

ST. LOUIS.—Bliss Isely, recently special writer on the St. Louis Star, has gone to Wichita, Kan., to enter into civic work there in connection with the city's Commercial Club.

William Allen has gone from the Republic's reportorial staff to the re-write desk of the St. Louis Star.

Charles Y. Taylor, formerly East Side reporter for the St. Louis Republic, is now a member of the general assignment corps of the Globe-Democrat.

J. R. Hansell, formerly telegraph editor of the Joplin (Mo.) Globe, is a recent addition to the St. Louis Republic's copy desk force.

Lewis B. Ely, novelist, dramatist and newspaper man, who is an editorial writer on the Post-Dispatch, has purchased a half-interest in the Players Theatre in St. Louis, and will assume charge of the direction of the productions. Later, it is expected, several of Ely's own plays will be staged there.

SAN FRANCISCO.—Allan Benson, recent Socialist candidate for President of the United States; Ira E. Bennett, the new president of the Gridiron Club, of Washington, and Rufus Steele, the successful writer of "movie" scenarios, are all former members of the San Francisco Chronicle staff.

Fred Ely, labor editor of the San Francisco Bulletin, has returned from the East, after having attended the sessions of the recent annual convention of the American Federation of Labor.

J. C. Northrup, for four years an editor at headquarters of the Western divisions of the Associated Press, has resigned his position. C. H. Parker, another editor of the Associated Press in San Francisco, will soon go to Sacramento, to remain during the session of the State Legislature. He will work in conjunction with H. W. Thompson, head of the new Sacramento Bureau of the Associated Press.

VISITORS IN NEW YORK

Charles W. Boggs, business manager of the Oklahoma City (Okla.) Oklahoman.

Watkins Joins Ledger Syndicate

Announcement is made that, on January 1, the Watkins Syndicate, of Philadelphia, will be merged with the Philadelphia Ledger Syndicate. John Elfrith Watkins will become general manager of the new organization, which will still be known as the Ledger Syndicate.

Mrs. Skeffington Here.

Irish-American circles in New York were deeply stirred Wednesday by the announcement that Mrs. F. Sheehy Skeffington, widow of the Irish editor who was shot to death during the Dublin rebellion, had slipped through the British port cordon and come to America to lecture. Just how she managed to elude the British authorities and get out of Ireland is a mystery. Mr. Skeffington, the slain editor, was one of the leading anti-British propagandists of Ireland. He had gained considerable fame by the vigorous protests against the enlistment of his countrymen under the British flag.

Sarver Night News Manager

W. P. Sarver has been appointed night news manager in the New York office of the International News Service. Mr. Sarver has recently returned from London, where he went to act as special correspondent for the Albany (N. Y.) Times-Union. The Times-Union is a client of International News Service, and this fact aroused the suspicions of the British censor. Mr. Sarver accordingly found it extremely difficult to get any news through to the Times-Union, either by cable, wireless, or mail, although Mr. Sarver was not connected with International News Service at that time. A few weeks after he landed in New York, however, Mr. Sarver joined International News Service forces, and has now succeeded to the position formerly held by Mr. F. B. Atwood.

New Post for Robertus Love

Robertus Love, a St. Louis newspaper man and poet, has been made manager of the publicity department of Reubel-Brown, Inc., advertising agents. Love was for two years on the editorial staff of the St. Louis Republic, and for six years with the St. Louis Post-Dispatch. He has served on the staffs of many of the leading newspapers of the United States, including the New York Sun, the Portland Oregonian, the Los Angeles Times, the Los Angeles Examiner, and the Rocky Mountain News. He was for four years with the American Press Association. He was managing editor of the general press bureaus of the Louisiana Purchase Exposition at St. Louis, the Lewis and Clark Exposition at Portland, Ore., and the Jamestown Exposition at Norfolk, Va.

W. B. Stevens to Retire

Walter B. Stevens, for several years Washington correspondent for the St. Louis Globe-Democrat, and at one time president of the Gridiron Club, and secretary of the Louisiana Purchase Exposition, has resigned as secretary of the St. Louis City Plan Commission, and will retire from public life. After a winter spent in Florida, he will devote his remaining years to stock raising on his farm on the old Santa Fé trail. When Stevens was a newspaper reporter many years ago he bought 640 acres of land cheap in Kansas. It now is valuable property, and is said to contain extensive oil lands.

Dinner to Collin Armstrong

The executive staff of Collin Armstrong, Inc., Advertising Agency, gave a dinner to Mr. Collin Armstrong at the Hotel Astor Friday evening December 22d. With this dinner Collin Armstrong, Inc., closed its seventh and most successful year.

PREDICTED HIS OWN ELEVATION

When Only Five Wilcox Said He Would Be President.

It is said that by his election as president of the National Press Club, at Washington, D. C., G. Stiles Wilcox fulfills a prophecy he made when he was five years old. His father asked him



G. STILES WILCOX.

what he expected to be and he replied, "I'm going to be President, papa."

Mr. Wilcox did not start his career by being a cub reporter. He jumped into journalism as a city editor, and has made good ever since.

His recent election to the presidency was marked by the extraordinary calm of the candidate. He went about his ordinary labors, taking no time for motoring, golf, the theatre, or any of the other diversions commonly provided to prevent candidates from cracking under the strain while awaiting returns.

Mr. Wilcox has been a member of the Associated Press Capitol staff for the last seven years.

MAKES BIG PAPER CONTRACT

One N. Y. Paper Will Pay an Increase of \$800,000 for 1917 News Print Supply.

One New York newspaper, whose contract for news print expires April 1, 1917, at a price of two cents at the mill, was recently approached by a representative of the manufacturers with regard to its 1917 deliveries. Information was sought as to what the newspaper wished to do upon the expiration of the present agreement, coupled with the statement that the mill had an opportunity to contract its output if the newspaper in question did not care to continue the arrangement. The manufacturer's representative stated that if the publisher desired to relinquish the remaining three months of his contract, and sign a new one for one year, dated January 1, 1917, it would be possible to make a rate of three cents a pound at the mill, freight, storage, cartage, and insurance to be paid by the publisher in addition. This was done. The new rate means an increase of approximately \$800,000 a year to the publisher in the cost of his news print requirements.

Raise in Price

On and after January 1, 1917, the afternoon newspapers of Erie, Pa., the Times and the Herald, will sell for two cents a copy.

SOME OBSERVATIONS BY AN OUTSIDER AT THE NEWS PRINT HEARING IN WASHINGTON

Significant Incidents Frequently Revealed True Inwardness of Differences Between Manufacturers, Publishers and Jobbers—Little Men Seemed to be at Disadvantage While Big Men Were Calm—THE EDITOR AND PUBLISHER Warmly Welcomed.

WASHINGTON, D. C., December 18.—To a rank outsider, a number of things become apparent at once, after observing the crowd and listening to the talk at the investigation into the news print "shortage." First, it is to be observed that the publishers are panicky. Second, you notice that the manufacturers are calm and deliberate and seem to know just what they are doing. Then you study the Commissioners and are struck with the idea that they know a lot more than they let on and that, if they wanted to do so, they could put an end to the whole business within a short time by putting the iron heel of authority on the neck of the persons responsible for the alleged shortage.

Next you quickly observe that there are four different crowds, each fighting for itself. There are the so-called small publishers, the men who publish the smaller dailies and weeklies; the "big publishers," or the men who make the large dailies in the larger cities; the jobbers, and the manufacturers. It would seem that the interests of the first three are all the same, or at least the first two, yet the smaller publishers and the big men are fighting each other just as hard as they are fighting the manufacturers. The latter sit placidly by and urge the fight on by suggesting that the "shortage" could all be taken care of if the large publishers would give up some of their feature stuff in their Sunday editions and cut their papers "to the bone."

At the session of the Commission Saturday morning it was most noticeable that the manufacturers managed to get the other three parties to play out some of their cards, while they themselves held theirs close to their breast. Through some shrewd questioning on the part of Mr. Mead, representing the manufacturers, the publishers large and small, and the jobbers also, were induced to make statements that invariably disclosed part of their information on the subject of a shortage, while the only information given out by the manufacturers was the bare statement disclosing the solidarity of their ranks, that their committee represented 80 per cent. of all of the manufacturers in the United States and Canada.

It is rather an old trick, but always a successful one, to get your opponents fighting among themselves, thus giving you a better opportunity to walk off with the prize. This seems to be the situation at Washington, judging from an outside point of view. And as the smaller publishers are just as ready to jump at the throats of the large publishers as they are to fight the manufacturers, it only needed the suggestion of the manufacturers that less padding in the Sunday issues of the big papers, would give them all the paper they wanted, to put them in a position of antagonism to the men they should be working shoulder to shoulder with in the fight. The large publishers are in the same position, because they resent just as hotly any effort to take away from them one ounce of paper, or any suggestion to cut out even one feature from their Sunday editions. The question of their reader-value the big publishers will not discuss at all, their only answer being that they will not

cut one feature. They are the ones who maintain the loudest that there is no actual shortage.

SITUATION AT A GLANCE.

From all the facts brought out, either in reports or statements before the Commission, the situation seems to resolve itself into this: The manufacturers, seeing the greatly enhanced profits to be made in the manufacture of kraft and wrapping paper, have taken off a number of machines from news print manufacture and put them on kraft and wrapping. This is not denied, but is, in fact, acknowledged by some of the manufacturers. Necessarily, this cut down the output. There is always a certain amount of growth increase every year, and it has been said that the total shortage for this year will come to 600 tons daily. The larger publishers, taking thousands of tons annually, have been enabled to make contracts, at the advanced price, for an amount that will be sufficient for them, with the practice of ordinary economies, but not for the amount they wanted. However, they will be able to get through without much trouble. The jobbers have also been taken care of evidently, the fact that they are able to offer a man a five years' contract for all the paper he needs being sufficient to convince the ordinary lay mind that some one has looked out for their interests. Who it is is a matter of conjecture and guess. The smaller publisher who wants a few hundred pounds instead of carload lots has been left to the mercy of the jobber, and even where he has combined in associations for the purchase of paper in carload lots, he has not been able to get it direct from the manufacturers.

A rather significant fact commented on at Washington was that the International Paper Company has never appointed any successor to Arthur Wright as general sales manager of that company. His office of vice-president was filled before he had left the company's employ. The office of general sales manager is still vacant. At the time of Mr. Wright's resignation there was no great talk of a shortage and no panic. Shortly after, the situation became fraught with alarming situations for the small publisher, and most of them at once became panic-stricken. They rushed out for contracts, and finding they could not get them, lost their heads completely. For every pound of paper manufactured, there was at once a dozen or more claimants or purchasers, pounding at the door of the company demanding that pound. Certainly, therefore, there was no necessity for salesmen when the purchasers were clamoring at the door for the goods and fighting among themselves to see who was going to be the lucky one to get it.

MANY CHARGES HEARD.

Of course, in such a gathering as that before the Federal Trade Commission, one heard many charges. Some have an apparent foundation because of the situations that have been created, while others would seem to be the wild vaporings of men of no responsibility or standing, who seem to love to hear themselves talk. Such men deal only in generalities and have neither the facts nor the situations to bear out their charges.

One of the charges that was most often heard was that the stock was deteriorating in quality. It was claimed that the saving in cheaper materials or in quantity of some, reacted very favorably to those manufacturers that were practicing this. The yellowish, brittle appearance of much of the paper now put out seemed to give some foundation for this charge as far as some papers were concerned.

Then again, some publishers were loud in their complaints that as quickly as they practiced economy and cut down on their supplies, thus decreasing the demand and complying with the request of the manufacturers for economies, that the manufacturers then took off another machine from news print and put it on the more profitable kraft paper. Some of the manufacturers merely said "bosh" when this was put up to them. President Dodge, of the International, was more emphatic, entering a complete denial. "To the contrary," he said, "we are putting machines on news print and taking them off kraft, just the reverse. Only last week we made this change, adding 60 tons a day to our output. This makes the fourth machine we have changed from kraft to news print recently."

In connection with the kraft and wrapping paper matter, it was stated by several publishers who claimed to know, that the paper-bag market is overstocked and that there is a surplus at the present time of over 15,000 tons above the regular consumption. This surplus is growing daily, they claimed, thus accounting for the fact that some machines could be taken off paper bags and be put on news print.

A STUDY OF FACES.

The writer sat where he could see the manufacturers' committee, all through Saturday's hearing. The face of every one of the nine committeemen was plainly visible. During most of the proceedings their features showed only amusement as man after man made his statement or read his report. Only twice during the entire morning was this smile gone. When Frank P. Glass made the statement that he had a telegram and a letter from a man who had been refused any news print by a certain manufacturer and the next day was offered a five years' contract for the same paper by a broker, the manufacturers drew excitedly together and a whispered consultation, lasting a full minute, took place. Notes were made by three of them, evidently for future investigation.

Once more, and only once more, did the manufacturers show any sign of not being entirely pleased with the way things were moving. When the Chairman of the Commission announced that if nothing came from this digression of the Commission, that they were prepared to continue with their investigation and were ready to place the blame where it belonged, the heads of the manufacturers again came into close contact for consultation, in which practically all of them took part. This only lasted for a moment however, but the self-satisfied smile that had been hovering over their faces previous to this, was gone, and was not seen again during the session.

The statement made by the representative of the jobbers seemed to be full of significant sayings. He was drawn to his feet by the statement of Mr. Glass, quoted above, and denied that it was a jobber, saying it was a broker and the jobbers were not responsible for their dolings. This brought another element into the proceedings, the broker, who, according to the jobbers, is an entirely different animal

from the jobbing fraternity. The jobbers' spokesman was very emphatic in his statement that they (the jobbers), disclaimed all responsibility for the brokerage element. He denied the truth of the statement that the jobbers seemed to be able to get all the paper they wanted or needed. He charged that there was plenty of paper being made and that the cause of the whole trouble was that the publishers had become panic stricken and had created a false demand for news print that had caused the price to go up. He stated that the jobbers had SUPPLIED ALL WHO HAD ASKED AND THAT NONE HAD BEEN SERIOUSLY CRIPPLED IN THEIR SUPPLIES. The significance of this statement, unwittingly let out by the jobber, was not lost on the publishers.

Many comments were heard during the day on the peculiar fact that while denying that there was any combination of manufacturers to keep up the price, yet the spokesman of the manufacturers admitted, or rather made the positive assertion, that their committee of nine represented 80 per cent. of the manufacturers of the States and Canada. This statement did not seem to make the impression when it was made, that it did later, when the men had gathered in groups to discuss the morning's proceedings. Then the possibility of a relation between the two statements seemed to strike some of

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Would Make Papers Liable

In Milwaukee, Wis., an ordinance to draw the lines still closer on the question of fraudulent advertising in newspapers will be introduced in the City Council. It will make newspapers liable for the validity of advertising in their columns.



SPARKING UP A NEWSPAPER

Adams features—which are small—put a spark of life on the pages on which they appear.

One little Adams feature on a page almost full of ads will add many dollars to the advertising value of that page.

Ten little Adams features can be sprinkled through a paper, and they will be like pepper and salt to the pages of the paper. They will add life to pages otherwise flat.

Write for our plan for freshening up your whole paper with ten little Adams features.

You will be surprised at its possibilities and at the reasonableness of its cost.

Adams features hold the world's concentration record.

THE
GEORGE MATTHEW ADAMS
SERVICE
8 W. 40th ST., NEW YORK

NEWSPAPER MAKING

How Big Papers Willing to Print All Advertising Offered to Them Are Driving Smaller Dailies to Ruin by Keeping Up Prohibitive Prices for News Print—Interesting Figures Which Show Gains and Losses

By JASON ROGERS
(Publisher of the New York Globe.)

I WAS sincerely impressed the other day at the news print hearing in Washington by the wonderful grasp of the situation so apparently possessed by the Federal Trade Commission and their expressed determination to go to the very bottom of the case for details as to the reasonableness of the recent advance in the price of print paper from \$2.15 to \$3.35 per hundred pounds, and their desire to provide some sort of temporary relief for many small newspapers was indeed gratifying.

The talk of pro-rating the visible supply of print paper which has caused so much lamentation among those in possession of contracts covering 1917 supply was suggested by the Commission as a sort of "first-aid-to-the-injured" device to relieve starvation conditions among the small users of news print paper. It is understood that this is only a side issue of the main inquiry which is going straight ahead.

I sincerely believe that it would be good business policy for the larger newspapers to chlp in half of the amount required for the small papers by scaling down their own allotments, if the mills will speed up a bit to provide the other half. By this method, under a sort of a pooling arrangement, as was suggested by the paper manufacturers, the little fellows would get paper enough to enable them to live through the trying period.

The small publishers at outlying points certainly have my sympathy. Many are paying for news print, and many of them, according to statements made personally to me at the hearing in Washington on Friday, are not assured any supply at even these prohibitive prices.

For example, one small publisher showed me that on a circulation of 7,000 he has been making a net profit of about ten thousand dollars a year. His white paper bill has been running about \$1,200 a month. His bill for January is \$3,900. His profit is wiped out, and he faces a deficit. He is selling his paper for 3 cents a copy, and does not believe that he can increase his advertising rates.

Another man said to me that he had no paper contract, and, so far as he could see, could get no paper except by making a five-year contract at present ruinous prices. These are but several of numerous instances cited by the small publishers.

In view of this condition, it is regrettable that our larger city newspapers have not more generally carried out in good faith the effort at conservation so urgently advocated in October as a method for helping bring consumption within the possibility of supply.

From figures printed in last Saturday's issue of the New York Evening Post, showing the volume of advertising carried in the newspapers of fourteen of our largest cities during November, I find that only 10 dally newspapers out of 103 newspapers listed show any reduction in volume of advertising. Among the 10, I am proud to list the New York Globe.

A summary of the figures covering these 103 newspapers shows a lineage of 52,162,432 agate lines in 1916, against 46,014,811 in 1915—a gain of 6,147,621 lines, or over 20,000 additional standard columns. More than 2,600 more

pages, figuring eight columns to the page.

If our city newspapers are all going to print all the advertising that is offered to them, regardless of paper consumption, they are going to make it absolutely impossible for the small outlying papers to live and to make the cost of paper in 1918 even higher than it will be during 1917.

In the case of the Globe, we have made great financial sacrifices to get within our allotment as specified by the International Paper Company. In October we limited the size of the paper to sixteen pages per day, when we could easily have filled twenty to twenty-eight pages some days, saving thereby at least 200 tons. During November and December we have used only 700 tons a month, instead of 1,000 or 1,100 on the normal basis. These economies amount to a cut of at least 30 per cent.

Figures covering the gains and losses of reading and advertising for the New York daily newspapers for the

month of November shown in the accompanying table, indicate that, notwithstanding an increase in the volume of advertising, amounting to 457 pages, the total number of pages printed was sixteen pages less. Reading matter was reduced from 5,969 in 1915 to 5,697 pages in 1916—a saving of 271 pages.

On May 1 we increased our subscription prices from \$3 to \$6 per year. On August 1 we increased our one-time rate 5 cents per line, which through discount produced an average net increase of probably 2 cents per line. Our 2,500-line rate was increased from 28 to 30 cents; our 5,000-line rate from 28 to 29 cents, and 10,000 lines from 27 to 28 cents, and the 20,000-line contract rate was increased from 26 to 27 cents. Position charges were increased materially, and time discount rates were adjusted in proportion.

During the month of July last we renewed practically all existing contracts on the new basis running up to July 1, 1917. Our circulation figures more than justified the increases in rates.

On November 1 another new rate card was put into effect. Under that card the 2,500-line advertiser was paying 33 cents, the rate for 5,000 lines was 32 cents, 10,000 lines 31 cents, and 20,000 lines 30 cents.

The financial advertising rate was in-

creased from 35 to 40 cents. Food advertising from 26 to a shade under 32. Many classifications previously enjoying especially large discounts were brought up to scratch.

Early in October we had been arbitrarily told that we must cut our paper consumption to 788 tons a month, which the International Paper Company claimed was all we could demand under our contract, which, while contrary to our understanding of our contract, was respected as a contribution to the relief of the general situation.

We immediately placed a limit of sixteen pages on our product, and gave instructions to the pressroom not to run more than 260,000 copies. Two days later we cut this down to 240,000. We had cut the quantity of reading matter from the average, between sixty and seventy columns per day, to between fifty and sixty, which, in combination with the slight advance in advertising rates, produced the result of equitably distributing the burden between reader and advertiser. The immediate effect of these radical and revolutionary steps was a demand for more advertising space than we could possibly make available.

As a result of the increased demand for space, we still further reduced the quantity of reading matter to as low

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News Print Economy or Waste of the New York Newspapers.

November, 1916, Compared with 1915. (In Pages)

Compiled from figures furnished by Statistical Department of New York Evening Post.

Morning Papers.

	Total Pages Printed		Gain or Loss	Total Volume of Advertising		Advertising Gain or Loss	Total Reading		Reading Gain or Loss
	1916	1915		1916	1915		1916	1915	
American.....	848	950	102 loss	339 3-4	339 1-2	1-4 gain	508 1-4	610 1-2	102 1-4 loss
Herald.....	866	794	72 gain	303	262 5-6	40 1-6 "	563	531 1-6	31 5-6 gain
Sun.....	606	648	42 loss	163	137 3-4	25 1-4 "	443	510 1-4	67 1-4 loss
Times.....	926	884	42 gain	460 1-7	382 1-5	78 "	465 6-7	501 4-5	36 "
Tribune.....	604	608	4 loss	177 2-3	135 4-5	41 1-2 "	426 1-3	472 1-5	46 "
World.....	860	882	22 "	482 1-2	400 1-2	82 "	377 1-2	481 1-2	104 "
Staats Zeitung...	566	590	24 "	162 1-2	163	1-2 loss	403 1-2	427	23 1-2 "
	5,276	5,356	80 loss	2,089 1-2	1,821 1-2	266 2-3 gain	3,187 1-2	3,534 2-3	347 1-6 loss

Evening Papers.

	Total Pages Printed		Gain or Loss	Total Volume of Advertising		Advertising Gain or Loss	Total Reading		Reading Gain or Loss
	1916	1915		1916	1915		1916	1915	
Journal.....	588	550	38 gain	318 3-4	282 1-9	36 2-3 gain	269 1-4	267 8-9	1 1-2 gain
Mail.....	390	400	10 loss	211	179 2-3	31 1-3 "	179	220 1-3	41 1-3 loss
Post.....	516	492	24 gain	142 1-2	126 1-7	16 1-2 "	373 1-2	365 6-7	7 1-2 gain
Sun.....	452	398	54 "	243 3-4	205 1-4	38 1-2 "	208 1-5	192 3-4	15 1-2 "
Telegram.....	588	548	40 "	293 1-3	236 1-9	57 1-4 "	294 2-3	311 7-8	17 1-5 loss
World.....	524	462	62 "	228 1-6	217 2-3	10 1-2 "	295 5-6	244 1-3	51 1-2 gain
Globe.....	386	436	50 loss	221	231 1-2	10 1-2 loss	165	204 1-2	39 1-2 loss
	3,444	3,286	158 gain	1,658 1-2	1,478 1-2	180 1-4 gain	1,785 1-2	1,807 1-2	22 loss

Brooklyn Papers.

	Total Pages Printed		Gain or Loss	Total Volume of Advertising		Advertising Gain or Loss	Total Reading		Reading Gain or Loss
	1916	1915		1916	1915		1916	1915	
Eagle.....	852	942	90 loss	320 1-4	317 1-5	3 gain	531 3-4	624 4-5	93 loss
Standard Union.	400	414	14 "	206 5-6	199 3-4	7 "	193 1-6	214 1-4	21 "
	1,252	1,356	104 loss	527	517	10 gain	725	839	114 loss

Summary.

	Total Pages Printed		Gain or Loss	Total Volume Advertising.		Advertising Gain or Loss	Total Pages Reading.		Reading Gain or Loss
	1916	1915		1916	1915		1916	1915	
Morning.....	5,276	5,356	80 loss	2,089 1-2	1,821 1-2	266 2-3 gain	3,187 1-2	3,534 2-3	347 1-6 loss
Evening.....	3,444	3,286	158 gain	1,658 1-2	1,478 1-2	180 1-4 gain	1,785 1-2	1,807 1-2	22 "
Brooklyn.....	1,252	1,356	104 loss	527	517	10 gain	725	839	114 loss
	9,972	9,998	26 loss	4,275	3,817	256 2-3 gain	5,698	6,181 1-6	483 1-6 loss

SATURDAY'S MEETING

Department of Justice May Investigate Publishers' Charges.

(Continued from page 12)

through the telegrams sent out by the publishers' committees. Such publishers are requested by the Commission to send full information concerning their present situation as to supply and their minimum requirements for next year direct to the office of the Commission in Washington. Answers to the requests of the several committees will be sent to such committees as directed in the telegrams.

"The Commission states that this information is necessary in order that it may reach a conclusion as to the practicability of the proposed plan for an equitable distribution of the supply of news print paper which was proposed at the hearing held on Saturday."

The following telegram was sent to members of the American Newspaper Publishers Association Monday night by L. B. Palmer, manager of that organization:

"Answers to the following questions are earnestly desired by the Federal Trade Commission. The executive committee of the committee on paper urge you to reply fully and correctly by wire, and believe that your compliance with this request will be in your own interest as well as that of the public.

"First, tonnage of paper used by six months' periods, January 1, 1915, to December 31, 1916; second, tonnage you want to contract for in 1917; third, tonnage you can get along on for 1917; fourth, tonnage contracted for 1917, or any part thereof, with date of expiration of contract; fifth, tonnage assured or promised, but not under contract for

1917 or any part thereof, with date of expiration of said assurance."

DEPARTMENT OF JUSTICE MAY INVESTIGATE.

It was the opinion of publishers' representatives Tuesday that the present investigation, so far as the anti-Trust feature of the situation is concerned, should be shifted to the Department of Justice, and that arrangements are now being made, with that end in view. The most important evidence, it is said, as proof of conspiracy in restraint of trade on the part of the mill men, is that an agreement has been made and now exists whereby no manufacturer will bid for the business of any customer of another news print manufacturer. In other words, the publishers allege an agreement that eliminates competition. They charge that no publisher can obtain a bid from any manufacturer other than the one with whom he now has contracts. The report of the Federal Trade Commission, so far made public, in the form of tables showing costs of raw materials and manufacture during the first six months of 1916, shows that the cost during that period was about the same, or slightly below the cost for all of 1915. The publishers are prepared to show the Attorney-General that prices are from 50 to 200 per cent. higher than they have paid in the past, while newspaper men who have objected and have antagonized the paper makers now find themselves unable to obtain a supply of news print for their needs, while 200 newspapers have been forced to suspend. Those who have protested have been advised by the manufacturers to pass the increased cost on to the consumer by raising the subscription price, and publishers of Buffalo, Minneapolis, St. Louis, Pittsburgh, and many other points have been forced to raise the price of their papers. Manufacturers,

the publishers will explain to the Attorney-General, who cannot show an increase of more than \$3 a ton in the cost of making news print, have raised the price about \$22 a ton at the mill, compelling the publishers to pay in addition the cost of freight, storage, and cartage, which the manufacturer formerly paid and included in the price. Manufacturers, the publishers will show the Attorney-General, in order to prevent the supply from increasing, have turned machines from news print to kraft, book, wall, and other grades of paper.

The Federal Trade Commission will soon be able to fix the responsibility for the present shortage and price, as it sees it. The Federal Trade Commission announced Tuesday night that it cannot proceed with its plans to secure an equitable distribution of news print among all of the newspapers, unless it can get fuller information as to conditions that exist at the present time.

Thursday the Federal Trade Commission received a large number of replies from newspapers as to their 1917 news print requirements. The information received is to the effect that publishers are asking for as much paper for next year as they will have used in this.

Exports of paper and paper manufactures this year will reach \$40,000,000, twice the amount sent overseas in any previous twelve months, according to figures issued by the Bureau of Foreign and Domestic Commerce. Increasing exports, some publishers have stated, is one of the reasons for the advance in the price of news print. News print exports this year have amounted to \$3,430,000, compared with \$2,260,900 for 1915, about half of the amount going to South America. Argentina was the largest purchaser, Cuba second, Australia third, and the United Kingdom fourth.

Members of the Federal Trade Commission stated to-day that it would take about one week more to receive all the replies to the inquiries sent out, and when the answers are all in, manufacturers, jobbers, and publishers will be called for a final conference to discuss a plan of distribution proposed by the manufacturers to insure to the smaller newspapers an adequate supply of news print for 1917. It was the opinion of publishers on Thursday that the plan of the Commission to relieve the shortage would not meet with success.

TO END McLEAN CONTEST

Son Will Control Great Fortune and Two Newspapers.

At Washington, D. C., last Saturday, Edward B. McLean, son of the late John R. McLean, Washington and Cincinnati publisher, and the executors of the McLean estate, asked the local Supreme Court to ratify an agreement that would end the suit brought by Edward B. McLean to break the terms of his father's will.

The agreement proposes that Mr. McLean shall have complete control of the income from the McLean fortune and be recognized as the head of the Cincinnati Enquirer and the Washington Post.

Under the terms of the will Mr. McLean was to have received a minimum of \$25,000 a year from his father's estate, and the management of the properties was left almost entirely to trustees.

Under the agreement that the court was asked to ratify, Mr. McLean would receive an income estimated at \$700,000 to \$1,000,000 a year, and the executor and trustees at all times would consult with him on the management of the estate and afford to him the freest access to its books.

INTERTYPE

Sharing some of your machine and supply orders with us insures a continuance of reasonable prices in the composing machine field.

Sales averaging more than 50 machines monthly

INTERTYPE

CORPORATION

NEW YORK, N. Y. CHICAGO, ILL. NEW ORLEANS, LA. SAN FRANCISCO, CAL.
World Building Old Colony Building 539 Carondelet Street 86 Third Street

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

VIEWS OF MORE NEWSPAPER MEN REGARDING ACCEPTANCE OF PAID PUBLICITY FROM PARTIES OF OPPOSITE POLITICS

Some Agree With THE EDITOR AND PUBLISHER, but Many Hold View that to Refuse Such Business Would Not be Fair or Progressive, and that "Freedom of the Press" Should be Maintained to Fullest Proper Degree.

[Further expressions of the views of representative editors and publishers on the propriety of printing political advertising hostile to the editorial policy of a newspaper are presented herewith. The recent editorial in THE EDITOR AND PUBLISHER on this subject has aroused nation-wide interest, and has led to a discussion of newspaper ethics on broader lines than could have been anticipated.]

M'CORMICK RAPS FORD.

A letter from Robert R. McCormick, of the Chicago Tribune, says:

"Replying to your request to comment upon your editorial of November 18, I cannot agree with you at all. The six States in which the Tribune predominates in circulation all gave good majorities along the lines of the Tribune's recommendations.

"As to the Ford peace ship, it obtained unlimited publicity for a limited expense. Mr. Ford is the greatest advertiser in the world, and he gets his advertising free.

"The Tribune has not taken Mr. Ford's view of himself, nor has it endorsed his attempt to make this a defenseless nation in a world at arms.

"As a consequence, Mr. Ford is suing us for a million dollars, whereby he will get some more publicity."

THINKS QUESTION UNIMPORTANT.

A. C. Keifer, manager of the Terre Haute (Ind.) Tribune, thus expresses himself:

"The point you make relative to newspapers advocating the election of the candidates of one party, and accepting advertisements intended to advance the interests of another set of candidates or of another party, seems overdrawn.

"The people, the voters, are the ultimate jury, and the question suggests itself, would you have the case go to the jury with merely the evidence of one side offered? What would the jury think of an advocate who would attempt to stop the evidence of one side being offered in any case on trial, which is what an election is?

"It seems to me this unfair and unjust attitude would injure an influential paper far more than a fair position in which it would appear to be not afraid of letting the jury hear the case of the opponent.

"Here in Vigo County, Ind., the Tribune pressed the case of President Wilson and the Democracy as hard as we knew how. True, we accepted Mr. Hughes's advertisements, knowing full well that the intelligence of the community would not confound our editorial purposes with what appeared in the advertising columns. Vigo County gave Mr. Wilson 2,231 plurality, so we are gratified at the outcome in this respect, and our great army of readers which preferred Mr. Hughes certainly feels that a fair and sound principle was observed in our willingness to present the side of Mr. Hughes. The best evidence of this is the large increase in the Tribune's circulation during the campaign.

"Your question has been raised by an individual here and there, but it is strained, and not really deeply important. The merit in the case springs

from the fact that your calling attention to it at this particular time may finally and completely dispose of it, and it will never be heard of again."

NO LACK OF EDITORIAL INFLUENCE.

H. S. Scott, General Manager, Detroit News.

"I want to congratulate you most heartily on the thoroughness with which the last issue of THE EDITOR AND PUBLISHER covered the print paper situation. It was really splendid, and I think the publishers of the country owe you a note of thanks for the valuable information afforded.

"I also have before me your recent query as to individual publishers' views on the question of editorial policies as affecting political advertising, issues, etc. Inasmuch as the Detroit News published a large quantity of political advertising in the interests of both political parties and also in the interests of all local candidates for public office, it is obvious that we favor such course as a matter of newspaper policy, but in connection with that subject the News endeavors to pursue an editorial course on all issues and measures of public interest that we think is responsible for the confidence of our community in the News on all such matters.

"As a proof of such confidence on the part of the public, it may be observed that nearly all of the public policies advocated by the News have been adopted by the electorate. The News discusses all public issues and measures from the standpoint of the public, and believes that no issue is worth advocating unless it is strong enough to withstand the statements of its opponents, which affords good reason for the presentation of both sides. When a public measure comes up the News endeavors to consider every angle and furnishes its readers with all information available, letting them decide in their own minds what is best. If the facts developed in connection with any measure or candidate are favorable, the News will so tell its readers, or, if unfavorable, they will direct equal attention to that, also.

"When the News first advocated the election of its present Mayor, the first line of the editorial endorsing him said "he is not an ideal candidate for Mayor," and then proceeded to tell at the same time why he was the best candidate in the field.

"The News, as a rule, does not believe in giving blanket endorsements to any candidate for office, but prefers rather to tell its readers of specific acts and utterances of various candidates, discussing them from a public viewpoint; and it has been demonstrated in past years in nine cases out of ten that the information furnished its readers by the News has proven convincing if the official results of elections can be considered as the deciding test.

"With regard to Henry Ford, the News is one of the very few papers in the country that did not sneer at Mr. Ford and his peace efforts, knowing that he stands out as the one man who made an effort to stop the awful and useless killing that is going on in Europe.

"There is no question but that, if a newspaper does not treat its readers fairly and perform its duty to the public honestly, it will not progress, and

will undoubtedly reap the harvest that it has sown. There is no time in its history that the News has been so aggressively active in eliminating matter from its advertising columns which might reflect on the decency of the publication or work in any way to the disadvantage of its readers. You certainly struck the nail on the head when you say that newspapers may achieve a respect and following just in accord with that to which their editorial policies are entitled."

SEES NO REASON TO REFUSE.

C. P. J. Mooney, managing editor of the Memphis (Tenn.) Commercial Appeal, thus tersely disposes of the question:

"There is no reason why a paper should not take political advertising, provided the advertising is not scandalous or libellous. In the city of Memphis the Commercial Appeal is the only morning paper. It is a Democratic newspaper, and it is the only paper for this entire territory. Republicans occasionally insert political advertising with us. If there were a Republican daily in this city we might refuse to take it, but we regard ourselves as a sort of common carrier, and print advertising of any sort that is not hurtful to good morals or to good living."

AGREES WITH THIS PAPER.

Urey Woodson, of the Owensboro (Ky.) Messenger, quite agrees with THE EDITOR AND PUBLISHER. He writes:

"I have received and read with a good deal of pleasure your editorial on American journalism and the election. I publish more of a partisan newspaper than those you mention in this article. I never accept advertising matter that undertakes to contradict the arguments my paper uses in a political campaign. We confine the advertising we print for the opposition simply to announcements of their public meetings.

"As to the harm done the Democratic party by such papers as the New York World and New York Times in the recent campaign, I refer you to the enclosed paragraph, which shows how they might have lost us this election by their break in announcing the election of Hughes early on Tuesday evening, November 7."

The paragraph referred to by Mr. Woodson tells how, when the New York World and New York Times announced Hughes's election while California was still voting, it cost Wilson 1,000 votes in San Francisco alone and many more throughout California.

NEWSPAPER MAKING

(Continued from page 20)

as forty-five columns, on many days printing eighty-three columns of advertising in a sixteen-page paper. We could not get more paper without buying it in the open market at fancy prices.

The net result of the paper famine has been to force us into a position where we will be able to stand the storm of 1917, probably without a dollar of profit, but without serious loss working patiently as vassals of the paper-makers by dividing the increased cost fairly between our readers and advertisers.

Very few of the publishers whom I have consulted and who have written to me say that they would have objected to a reasonable advance in price to meet advanced costs, say, from \$5 to \$10 per ton, but to be boosted over 100 per cent., and, at the same time, limited in supply below the point at which it will be possible to earn enough money to pay for the paper, spells almost annihilation to many of them.

The newspapers have patiently sub-

mitted to the delivery of paper far below the standards specified in their contracts both regarding color and quality to help out the general situation only to find themselves up against almost impossible conditions as a reward for their decency.

It is now up to the newspapers to make the best they can of a very bad job. They will be forced to print smaller papers, to advance advertising rates and selling prices, and to economies in management which, in the long run, will prove highly beneficial. Increased efficiencies of production and new relations with advertisers will probably be worth all that it will have cost.

The New York Globe has got its house in order so that it can comfortably weather the storm. In my opinion nearly all other newspapers can do the same if they will but get busy and not worry so much about arbitrary conditions which cannot be corrected, short of many months' effort, along lines of economy and increased production.

The chief difficulty in the situation lies mainly with those newspaper publishers who are foolishly inclined to go on just as if nothing had happened in the hope that by so doing they may put out of business some less substantially financed competitor. Of course, the answer is obvious, such action means even further increases in paper prices.

In most other lines of business successful men have found that competition which destroys under conditions of fire and flood is not good business. It is regrettable, but true, that it is through this weakness in cooperative action that our newspapers are so amenable to combined effort on the part of those who would grow rich at their expense.

OBSERVATIONS AT NEWS PRINT HEARING

(Continued from page 19)

the publishers and they commented freely on it.

AN APPRECIATED SERVICE.

Perhaps the most pleasing part of the entire morning session was the arrival of THE EDITOR AND PUBLISHER. An office representative reached Washington at eight o'clock Saturday morning, with 400 copies of that day's issue, containing a stenographic report of the proceedings of the entire week, in supplement form. As each man entered the meeting hall he was handed a copy of the paper and immediately he became immersed in the story. New men arriving, clustered in the hallway with copies of the paper as they eagerly devoured its contents. Men came back to ask for an additional copy. Complimentary comments were heard on all sides. Hardly a man but came forward with words of thanks and praise. And every copy was saved, as was evidenced by the fact that only two copies of the paper were found on the floor after the meeting, both of those copies having been mused and thrown aside for clean ones. Late as eight o'clock Saturday night men were still approaching the representatives of THE EDITOR AND PUBLISHER, with requests for another copy, some stating that theirs had been stolen, others explaining that they had mailed their other copy home. They were supplied as long as the copies lasted, the last one to receive a copy being Frank P. Glass of the A. N. P. A.

If a man practices honesty because it is the best policy, and finds that reason natural and sufficient, he will in time say he is actuated by principle.—E. W. Howe.

RECORDS OF NEWS PRINT ECONOMIES MADE BY CIRCULATION MANAGERS OF NEWSPAPERS

Advertisers Receive Only Copies of Issues Containing Their Ads—Samples Discontinued—Subscribers in Arrears Taken from Lists—Returns from Agents and Newsdealers Cut Off—Exchanges on Subscription Basis—Closer Attention to Collections.

That the circulation managers of a majority of the daily newspapers are doing their part in the work of conserving white paper, and in bringing about better business policies and practices in the conduct of newspapers, is made evident by this further instalment of reports from these men. It is axiomatic that what one man has done another may do; hence these letters should afford valuable suggestions to circulation men in offices where the problem of reducing waste has not yet been fully met.

INCREASED SUBSCRIPTION RATES.

R. H. Berg, *Cir. Mgr., Miami (Fla.) Daily Metropolis:*

"On account of the rapid increase in the cost of white paper, the Metropolis has increased its subscription rates from ten cents to fifteen cents per week and from \$5 to \$6 per year. This has resulted in very little loss of circulation. All complimentary copies have been discontinued, returns eliminated, and the files reduced. Advertisers now receive a copy only on the day that their ad appears. The exchange list has been reduced to the minimum."

SAVES 8 PER CENT. OF NEWS PRINT.

E. Blanche Beatty, *Cir. Mgr., Sault Ste. Marie (Mich.) News:*

"The News has abolished returns from agents and newsdealers with very satisfactory results. We have established a system to supply checking copies to advertisers and agencies doing away with all such names on the mail list. Exchanges and free copies have been reduced to a minimum. The press run is watched closely and every copy accounted for. Our total saving is about 8 per cent."

CUTTING OFF EXCHANGES.

Ed. M. Lafond, *Mgr. Little Falls (Minn.) Transcript:*

"We have removed from our subscription list the names of all subscribers who were in arrears, and from whom we could not collect. We have also removed about sixty exchanges from the list, exchanging only with the few papers which we absolutely need in our editorial department, and sending each one of those a check for the amount of their subscription, cutting their name from our list unless they remit for our paper. If every newspaper would cut out the exchange list and pay for the papers they wish to receive it would do much to cut down the consumption, for it is a well known fact that every newspaper office receives dozens of exchanges each week, many of which are never taken from the wrapper, and the greater part of the remaining number are not needed."

CONTRACT RUNS TO MARCH 1.

J. J. Holahan, *Mgr. Fort Dodge (Iowa) Chronicle.*

"We have cut out returns, cut off all complimentary copies, cut out samples, reduced the number of file papers, city advertisers to the minimum, and all foreign advertisers except on the days they run ads. Our contract does not expire until March 1, 1917, although we expect our mill to take care of us when it does expire."

SAVES 4 PER CENT. OF PRESS RUN.

F. R. Starbuck, *Secy. Racine (Wis.) Journal-News:*

"Several months ago we commenced mailing out only those copies of the

paper to advertisers containing their ads. We had no waste to take care of in the press room as we have always kept this down to a minimum. We discontinued return copies to news dealers and discontinued any free copies in the city, taking in advertisers, public institutions, etc. In the aggregate our saving was around 4 per cent. of the press run."

60 PER CENT. ADVERTISING; 40 PER CENT. NEWS.

A. E. Bischoff, *Cir. Mgr. London (Can.) Free Press:*

"Every publisher in the country today is more or less unsettled regarding the white paper situation, and the Free Press is in the same boat. However, we have raised our subscription rate by mail on the noon and evening edition from \$2 to \$3 per year, outside agents' delivered circulation from \$3 to \$4; wholesale agents' rate from 1/2 to 2-3 cent per copy. In addition, we are eliminating our exchange list, cutting down our complimentary copies, as well as checking over our service copies. Where we used to run 50 per cent. news, against 50 per cent. advertising, we are now running 40 per cent. news, against 60 per cent. advertising, thereby reducing the average number of copies per day, which will probably have a significant bearing on the quantity consumed throughout the year. We are hoping that the above changes will take care of the white paper situation. However, if we find that they do not, we will raise our entire mail list up to \$4 per year, and agents' delivered papers to \$5 per year."

SAVED NINETY-EIGHT PAGES A MONTH.

Frank P. Beddow, *Cir. Mgr. Jacksonville (Fla.) Metropolis:*

"On July 24, the Florida Metropolis discontinued the Sunday paper. On September 1 we discontinued all return privileges in the city and out of the city. This was a big saving. We also cut complimentary, free list, service, exchange, and sample copies, sending advertisers partly spoiled papers. We cut down between seven and eight hundred copies daily by cutting out all dead stuff. Also forced collections, requiring every one to pay in advance or stopping the paper. During September, 1915, we ran four hundred and sixty-eight pages; during September, 1916, we ran three hundred and seventy pages, making a total saving of ninety-eight pages, by tightening the paper, and making all news stories very short. We are only printing enough papers to supply the demand. We have no papers over. Many days during the month our supply runs out entirely. We have discontinued all sample copies, except the ones that we think will bring direct results, and they are very few. We are still striving to cut off everything for which there is not some cash turned in."

CUT FOUR PAGES FROM SUNDAY ISSUE.

Paul L. Eastlund, *Cir. Mgr. Rock Island (Ill.) Daily Union:*

"Very fortunately the paper situation has not as yet materially affected us. We are protected by contract and have felt but a very slight increase, and have never found ourselves worrying about paper. We have, however, done our best to conserve, as our duty to the

fellow who is not so fortunate as we are, and to this end we have seen to the following: Cut down the size of our Sunday paper four pages; cut down returns to newsboys and dealers; a closer check on press run, and waste in press-room, and the discontinuance of 'free' copies. On our recent 'election extra' of Wednesday forenoon we made a charge of five cents a copy to the subscriber, and 2 1/2 cents to the carrier per copy. In this way we delivered only to the people who were interested enough to buy a copy, instead of as in the past on Presidential election, to all of our subscribers."

RAISED RATES.

O. C. Conklin, *Cir. Mgr. Elkhart (Ind.) Truth:*

"On the first of August of this year the Truth, in combination with the other local paper, advanced the subscription rate by carrier in the city from 10 cents to 15 cents a week, eliminated the return privilege, and cut off most of the complimentary copies. Our readers were notified daily of the proposed increase through our columns for about ten days prior to the date when it was put into effect."

COMPLIMENTS FOR THE EDITOR AND PUBLISHER.

Ray Williams, *Gen. Mgr. Burlington (Vt.) Daily News:*

"Up here in Vermont we have not cut off returns entirely, but they are reduced to a minimum. We have relieved the situation somewhat by increasing the price to two cents in outside towns to conform with our Burlington price, and also by changing our R. F. D. rate from \$2 to \$2.50 per year in advance, \$3 if not in advance. These changes have caused very little loss, which we are confident will be made up very shortly. May I take this opportunity to congratulate you fellows on the splendid way in which THE EDITOR AND PUBLISHER has covered the entire news of the white paper problem and its ramifications. THE EDITOR AND PUBLISHER is a real live trade newspaper, invaluable to all in the business. I usually take it home and read it from cover to cover at a sitting."

CASH BASIS FOR "EXCHANGES."

J. R. Henderson, *Cir. Mgr., Montreal (Con.) Gazette:*

"In reference to white print paper, we in turn with other papers in Canada are making efforts to reduce waste in every way possible, and have cut down the press run as far as we possibly can. We have eliminated, to a large extent all return privileges, and have discontinued entirely our free list, the last step in this direction being taken on the 15th of October, when we discontinued our exchange list and sent out checks for what papers we required, and invited other newspapers who required the Gazette to send along the regular subscription and the results have been so far very satisfactory."

THE FORTUNATE BROOKLYN EAGLE.

E. E. Clark, *Cir. Mgr., Brooklyn Daily Eagle:*

"The Eagle is a three-cent paper and is not affected in the same way as the penny paper. We have not cut out the return privilege, and have no intention of it at present."

PREVENTS PRESS OVER-RUNS.

H. B. Haines, *Cir. Mgr. Paterson (N. J.) Evening News:*

"As a result of the present existing conditions in the paper market we have made our paper non-returnable and are also doing our best to eliminate press-room waste and also to prevent over-issues. We stop our press every evening about five hundred short of our regular number and run these up in 50's and 100's as needed in order to prevent an overrun."

DINNER TO HAL FINK

Advertising Manager of New York Mail Honored by Staff.

The advertising staff of the New York Evening Mail gave a dinner last Thursday night to Hal Fink, the advertising manager, and the leader in the great advertising drive which the Mail has made in the past six months.

Besides the members of the advertising staff, were present the heads of all the departments and several others associated with the paper.

The banquet was at Murray's, and the menu did honor to Mr. Fink and greatly pleased the guests. A souvenir programme of the night's festivities, prepared by the humorists and poets of the advertising staff, provided much amusement.

Mr. Fink was presented with a walrus travelling bag and accessories. The presentation speech was made by John Wetmore, dean of automobile editors, who expressed for the advertising staff its appreciation of Mr. Fink, his work, and his good-fellowship.

Speeches, lauding the work which was done by Mr. Fink in accomplishing a wonderful advertising record were made by Dr. E. A. Rumely, publisher; George H. Larke, business manager; Frank K. Stockbridge, managing editor; Paul Block, John Wetmore, and Artemus Bissell. John E. Cullen, promotion manager, was toastmaster.

THROUGH WITH TRADING STAMPS

Largest Retail Grocery House in Northern Ohio Changes Policy.

The most important step taken thus far in the campaign of the Retailers' Council of Ohio to eliminate trading stamps from retail merchandising, came this week with the discontinuance of trading stamps by the Fisher Brothers Company, the largest retail grocery house in northern Ohio. In Cleveland alone this firm has fifty retail stores.

According to M. F. Fisher, general manager, the step was taken because the cost of trading stamps did not jibe with the firm's policy for lowest possible prices to the consumer. The stand of the company was set forth in quarter-page advertising in the newspapers.

Any one can do his work, however hard, for just one day.

For 1917

DAILY—Scoop, Fashions, Comics, Under the Home Roof-tree, Nozzie, Health is Wealth, Puzzle, Portraits, and (e.o.d.) Hints for the Motorist.

WEEKLY—Comic, Fashion, Children's and Feature Pages, House Plans, and Filet Crochet—Embroidery Patterns

AND (twice a month) The Ad-route.

Check features of interest, and let us tell you more about them.

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

TIPS FOR THE AD MANAGER

The F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is placing 450-line ten-time orders with large city newspapers for the Barbo Manufacturing Company, "Barbo Compound," Dwight Building, Kansas City, Mo.

The J. H. Cross Company, 214 South 12th street, Philadelphia, Pa., is making contracts with some Western newspapers for the Botanical Manufacturing Company, "rat corn," 225 South Fourth Street, Philadelphia, Pa.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing advertising with a selected list of newspapers for the Japan Society, 165 Broadway, New York city.

E. E. Vreeland, 344 West 38th Street, New York city, is sending out orders to a few newspapers in selected sections for Mme. Cartiers & Company, New York city.

The Lyons Advertising Agency, Fort Wayne, Ind., is making 5,000-line one-year contracts with some Middle West newspapers for the Rice Cereal & Milling Company, "Kre-no Sterilized Rice," New Castle, Ind., and Fort Wayne, Ind.

The Redfield Advertising Agency, 34 West 33d Street, New York city, is placing orders with a few Southern newspapers for the Dunlap Golf Ball.

The Thomas Advertising Service, Heard National Building, Jacksonville, Fla., is sending out ten-line sixteen-time orders to large city newspapers for the Hotel Albert, Jacksonville, Fla.

The Tracy-Perry Company, Lafayette Building, Philadelphia, Pa., is making new contracts with a selected list of newspapers for the Auto Car Company, Ardmore, Pa.

The Hanff-Metzger Company, 95 Madison Avenue, New York city, is again placing orders with some Western newspapers for the Chamberlin Hotel, Fortress Monroe, Va.

The Earnshaw-Lent Company, 80 Maiden Lane, New York city, is making 1,000-line one-year contracts with some Western newspapers for Lugh, Calessano & Fagle, Inc., "Duca D'Alba Champagne," 1 Broadway, New York city.

The Federal Advertising Agency, 6 East 39th Street, New York city, is handling the advertising of the Monroe Cheese Company, "Liederkrantz Cheese," Monroe, N. Y.

The Dorland Advertising Agency, Atlantic City, N. J., is sending out orders to some New England newspapers for the Florida East Coast Railway Company, 243 Fifth Avenue, New York city.

The George Batten Company, Fourth Avenue Building, New York city, is placing 3½-inch six-time orders with farm papers for W. S. Myers, "Nitrate of Soda," 25 Madison Avenue, New York city.

The Morse International Agency, Fourth Avenue and 30th Street, New York city, is making new contracts with newspapers generally for Dr. John I. Brown & Son, "Brown's Bronchial Troches," 144 Olive Street, Boston, Mass.

The Wylle B. Jones Advertising Agency, Binghamton, N. Y., is again placing orders with a selected list of newspapers for the Post Tire & Rubber Company, Liberty Tower Building, New York city; also is again placing copy for Parisian Sage and Rheuma with a selected list of newspapers.

The Sales Service Agency, People's Gas Building, Chicago, Ill., is sending out orders to some Western newspapers for the Pere Marquette-Northern Michigan Hotel combination.

Harry C. Michaels, 381 Fourth Avenue, New York city, is making 6,000-line contracts with some Southern newspapers for Alex D. Shaw & Company, "Black and White Whiskey," 12 Stone Street, New York city.

The Morse International Agency, of New York city, is sending out fourteen lines thirty-four times to a selected list of papers for John I. Brown & Son, of Boston. This agency is also renewing contracts for Beecham's Pills.

The Greenleaf Company, of Boston, is sending out 2,000 lines to be used in one year, to a selected list of newspapers, for the Hood Tire Company, Inc.

The Frank Presbrey Company, of New York, is renewing contracts for Shredded Wheat.

The Dooley-Brennan Company, of Chicago, is making 1,000-line contracts for the Dort Car Company.

The F. C. Williams Company of New York city, is placing 5,000 lines, to be used in one year, for White Rose Display, in a few Connecticut newspapers.

O. J. Koch, of Milwaukee, Wis., is placing 7,000 lines, to be used in one year, for the Kissel Kar Company.

Klau, Van Pieteron, Dunlap, Inc., of Milwaukee, Wis., is sending out 4,000 lines, to be used in one year, for the Harley Davidson Motor Corporation, of Milwaukee, Wis.

The Philip Kobbe Company, 212 Fifth Avenue, New York city, is placing orders with a few newspapers in selected sections for the Fashion Publicity Company, 27 Cedar Street, New York city.

The Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is sending out orders to some large city newspapers for the Parker Pen Company, "Parker" Lucky Curve Fountain Pens, Janesville, Wis., and Woolworth Building, New York city.

The Eugene McGuckin Company, 105 North 13th Street, Philadelphia, Pa., is placing 16-inch 26-time orders with Pacific Coast newspapers, for the Giant Powder Company, Wilmington, Del.

The Cecil Advertising Company, Mutual Building, Richmond, Va., is sending out orders to a few newspapers in selected sections, for the Pine Harbor Club.

Bell-Nugent, 67 Milk Street, Boston, Mass., is placing orders with a few newspapers in selected sections for Hodgson, Kennard & Co., Jewelers, 25 State Street, Boston, Mass.

The McFarland Advertising Service, of Harrisburg handles the nursery account of Washburn & Son, of Bloomington, Ill.

The Lessing Advertising Agency, of Des Moines, Ia., handles the seed advertising of the American Mutual Seed Company, of Chicago. This company also has the poultry account of the Majestic Squab Company, of Adel, Ia., and the tile machine advertising of the Quinn Wire & Iron Works, Boone, Ia., as well as the silo account of the Silo Specialty Company, Clinton, Ia., and the seed account of the Adams Seed Company, of Decorah, Ia.

The Ruebel-Brown Agency, of St. Louis handles the roofing account of the Century Manufacturing Company, of East St. Louis, Ill. This company also has the stock medicine account of the Fravel Remedy Company, East St. Louis, Ill.

The Lessing Advertising Company of Des Moines, Ia., has the poultry account of the H. M. Jones Company, of Des Moines, Ia., and the barn equipment business of the Franklin Barn Equipment Company, of Monticello, Ia.

The Ruebel-Brown Agency, of St. Louis, has the fence account of the Homestead Fence Company, of Hannibal, Mo.; the nursery business of the Sunny Slope Nursery of Hannibal, Mo.; the automobile account of the All-Steel Motor Car Company, of Macon, Mo., and the seed business of the Archais Seed Company, of Sédalla, Mo.

The C. Ironmonger Advertising Agency, of New York city, has the account of the Atlantic Communication Company of New York, wireless telegraph, as well as the auto accessories business of the Hart-Bell Company, of New York.

Hoyt's Service, New York, handles the stock and bond account of Hambleton & Co., 43 Exchange Place, New York, and the Ben Hur Motor Company, of Cleveland, O., motor cars.

The H. M. Morris Advertising Agency, of Philadelphia has the lawn-mower account of the Pennsylvania Lawn Mower Company, 1615 North 23d Street, Philadelphia.

The MacMartin Advertising Company, of Minneapolis, Minn., handles the account of the Wisconsin Pearl Button Company, La Crosse, Wis.

The Portland Cement Association, 111 West Washington Street, Chicago, has determined upon an advertising appropriation of \$1,000,000. L. S. Bruner is advertising manager. No agency has been selected.

H. Walton Heegstra, Inc., 19 South La Salle Street, Chicago, has secured the account of the Sterling Motor Truck Company, of Milwaukee, Wis.

Full pages for the Geiger-Fishback Company's Virginia Sweet Pancake Flour are being placed in Middle Western newspapers by the Sidener-Van Riper Advertising Company, 1206 Merchants' Bank Building, Indianapolis, Ind.

A campaign for "Sawtay Cooking Butter," manufactured by the Saute Products Corporation, is to be launched by the Bayer, Stroud Corporation, 200 Fifth Avenue, New York city.

The Redfield Agency, 34 West 33d Street, New York city, handles the advertising of A. R. Redney, Inc., 100 Hudson Street, New York city, for "Rodney's Sauce or Russian Dressing."

INAUGURAL PRESS COMMITTEE**Newspaper Men Named to Distribute Information Concerning Big Event.**

The press committee, to have charge of national distribution of information concerning the inauguration of President Wilson, has been named, with Frank B. Lord, as chairman. Mr. Lord is a former president of the National Press Club, was in charge of publicity for the Grand Army semi-centennial celebration in Washington last year, and performed important work at the New York Headquarters of the Democratic National Committee during the campaign. Grafton S. Wilcox, president-elect of the National Press Club, has been appointed vice-chairman of the committee. James D. Preston, superintendent of the Senate Press Gallery, has been named secretary, and William Donaldson, superintendent of the House Press Gallery, assistant secretary.

Other members of the publicity committee appointed by Mr. Harper, chairman of the Inaugural Committee, are: Theodore Tiller, president of the National Press Club; Richard V. Oulahan, chairman of the standing committee of Washington correspondents; Frederick W. Steckman, Washington Post; William P. Kennedy, Washington Star, and E. Jesse Conway, Washington Herald.

The Sherman (Tex.) Daily Democrat issued its holiday number on Dec. 14.

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending Oct. 1, 1916

36,660 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

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 & WOOD-
MAN,

Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

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

O'FLAHERTY'S N. Y. SUB-
URB LIST,
22 North William St., New York.
Tel. Beekman 3636

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston,
Mass.; Kresge Bldg., Detroit,
Mich.

AD FIELD PERSONALS

Ray Becker, of the copy and promotional department of the Modern Hospital, of St. Louis, formerly connected with their Chicago office, has been transferred to the St. Louis headquarters.

R. B. Johnston has joined the American Motors Corporation staff. He will help Secretary P. W. Hanel in handling the advertising and assist Director of Sales Marcus I. Brock in his work. He started the automobile column of the New York Sun, and ran Leslie's Motor Bureau for some time.

H. T. Proudfit has been elected vice-president of Marx & Angus, Inc., a New York advertising agency. He was formerly advertising manager of the Aeolian Company, of New York.

Harvey Conover has resigned from the Cusack Company, of Chicago, to join the Mahlin Advertising Company, where he will have charge of the promotion and outdoor departments.

J. Bain Thompson, who has been identified with the special agency business in New York for the last ten years, and recently secretary of the firm of Bryant, Griffiths & Fredricks, Inc., has joined the organization of J. P. McKinney & Son, newspaper representatives, 334 Fifth Avenue.

Ralph E. de Motte, who for the past several years has been connected with the Benjamin & Kentor Co.'s New York office force, and who recently has been in Texas with the New York State militia, of which he is a member, has been appointed as an additional advertising solicitor for the company. The Chicago office of the Benjamin & Kentor Co. has added William Rohde as a new advertising solicitor to its staff.

W. W. Gail, for three years editor of the Billings (Mont.) Gazette, has resigned from that publication and will hereafter devote his entire time to a general advertising business at 110 North Broadway, Billings. He will head the Billings Advertising Company.

Harvey R. Young, advertising manager of the Columbus (O.) Dispatch, was the principal speaker at the noon-day luncheon of the newspaper division of the Indianapolis Advertising Club on Wednesday. His subject was "The Red Blood of Business," which, he stated, was advertising.

R. L. Hildebrand has recently made a connection with the Curlee Clothing Company, of St. Louis, in the capacity of advertising manager.

A. A. Jost, lately of the Copper Clad Malleable Range Company, St. Louis, is now in charge of advertising and sales promotion for the Laclede National Fire Insurance Company.

B. Hunt Stromberg, who resigned as advertising manager of Mermod, Jaccard & King Jewelry Company, of St. Louis, to accept a position with the Famous-Barr Company, has reaccepted his former position with the Jaccard firm and has taken up his old duties.

L. L. Smith, formerly of the Waterloo Cement Machinery Corporation, has been appointed associate sales manager of the Sterling Motor Truck Company, of Milwaukee, Wis.

Stuart Gayness, for several years automobile editor of the San Francisco Examiner, has left for the East to accept a position with the International Advertising Agency of N. W. Ayer & Son, of Philadelphia.

To Represent Pensacola Journal

Cone, Lorenzen & Woodman, Brunswick Building, New York, have been appointed sole foreign representatives for the United States and Canada of the Pensacola (Fla.) Journal.

Thompson Force Increased

The J. Walter Thompson Company announces the following additions to their officers and directorate: James W. Young, formerly manager of the Cincinnati office, has been elected vice-president in charge of production, with headquarters in New York. Henry T. Stanton, associated with Mr. Young in the Cincinnati office, has been elected secretary, with headquarters in New York. Elon G. Pratt has been elected a director of the company. The complete directorate of the company is as follows: Stanley Resor, president; C. E. Raymond, Elson C. Hill, J. P. Parsons, Walter G. Resor, Elon G. Pratt, James W. Young.

Major O'Keefe's Good Run

When the ballots were counted in Boston Tuesday night it was found that Major Patrick F. O'Keefe, well-known advertising agent, had been defeated for the Council and that James A. ("Jerry") Watson, a member of the Press Club, had been elected. Major O'Keefe put up a great fight, however, being the recipient of 29,607 votes. He made an active campaign and was close to the winner.

Bonus to Entire Staff

Directors of the Toronto (Can.) Globe are giving employees of the paper a nice Christmas box in the shape of a bonus of 5 per cent. of their 1916 salaries. This applies to all members of the editorial, business, circulation, and advertising departments. The Globe has granted similar bonuses on several occasions in the past.

Tarrytown Daily News

The Tarrytown (N. Y.) Daily News in its regular (not special) edition on December 15 carried 104 columns of advertising. It contained 20 pages and was the largest paper issued in Westchester County.

Better Get Acquainted, Mr. National Advertiser. Send for sample copy
Goes into 2,000 homes daily

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS: The greatest possible variety from which to choose. The submitting of each feature to your own editorial judgment. The opportunity to order a budget consisting only of what you want. A material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd St. New York

CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service, week ending, Dec. 23rd, 1916.

C. M. Pepper, Formerly Trade Advisor to the United States Department of State.
Wharton Barker, For Years Financial Agent in the United States for the Russian Government.

Rev. Carl E. Grammer, D.D., President, The Indian Rights Association.

Wilfred Schott, Secretary and Treasurer of the Atlantic Deep-sea Waterways Association, Secretary of the Commercial Museum.
C. F. Thwing, I.L.D., President Western Reserve University.

Write or wire for rates.
National Editorial Service, Inc.,
225 Fifth Ave., New York.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA.	NEW JERSEY.
NEWS Birmingham Average circulation for March, Daily 89,025; Sunday, 41,039, Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA.	NEW YORK
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN. New York DAY New York The National Jewish Daily that no general advertiser should overlook.
MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.	NEBRASKA.
THE PROGRESS Pomona	TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA.	OHIO.
JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	VINDICATOR Youngstown
ILLINOIS.	PENNSYLVANIA.
HERALD-NEWS (Circulation 15,190) Joliet	TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA	TENNESSEE.
REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.	BANNER Nashville
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TEXAS
LOUISIANA	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
TIMES-PICAYUNE New Orleans	UTAH.
MICHIGAN	HERALD-REPUBLICAN Salt Lake City
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	VIRGINIA
MINNESOTA.	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
TRIBUNE, Morning and Evening... Minneapolis	WASHINGTON
MISSOURI	POST-INTELLIGENCER Seattle
POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	CANADA
MONTANA	ONTARIO
MINER Butte Average daily 11,965. Sunday, 20,180, for 3 months ending March 20, 1916.	FREE PRESS London
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	NEBRASKA.
ILLINOIS.	FREE PRESSE (Cir. 123,384) Lincoln
SKANDINAVEN Chicago	NEW YORK
	BORLETTING DELLA SERA New York

ALONG THE ROW

PROMOTED.
 "What is Smith, who was your financial editor doing?
 "Oh, he's covering the Butter and Egg market."

TO SANTA CLAUS.
 Say—Santa Claus
 It would be nice
 If you would bring
 A cut in price
 Of paper which
 We have to use
 In the big Biz
 Of printing news.

The papers as
 You've cause to know
 Each year root for
 You and your show—
 Run cuts of yours
 And ask no pay—
 Now Santa throw
 Something their way.

A Present make
 Of Paper low
 From 'Frisco then
 Clear to Park Row.
 The Publishers
 Will sing your praise
 With free write-ups
 For all your days.

THE WORM TURNS.

The fair creature who writes society copy for a certain afternoon paper, left a note for the City Editor a few days ago complaining that he had slashed her stories unmercifully, and had been most unkind toward her. In reply he put the following in her envelope:

"Of all the lives that must be led
 Who wants to be a City Ed?
 He cuts effusions down to sticks
 Yet smiles beneath a load of kicks,
 But still despite his kind of life
 He has a heart, he loves his wife.
 When copy's cut smite not his iid,
 Just try to think—It must be did."

AS USUAL.

The office boys are now polite
 And call you "Mister Jones,"
 And say "Sir" when they're spoken to
 In mild and gentle tones.
 But when you've signed their Christmas list
 For one buck or for four,
 You'll hear them whisper, "Hully Gee,
 Dat Jones Guy makes me sore."

BELATED.

"Merry Christmas," said the friend of the Magazine Editor, as he stepped into his office yesterday.
 "Too late," replied the M. E. "I am now making the lay-out for the Easter number."

CUB COPY.

"The body of John Henry was funeralized Thursday. The deceased is survived by his widow, two daughters, and a large number of creditors, according to the neighbors.

TOM W. JACKSON.

The New Orleans Item

Largest Circulation of any Louisiana Newspaper
 Largest Circulation in the entire South
 (October Post Office Statement)

Sunday 68,942
Daily 55,365

NEWSPAPER ACTIVITIES IN MANY CITIES

Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

The St. Louis Republic is meeting with success in its arrangements for a special train to Washington for the inaugural ceremonies in March. The passenger list is fast growing, even at this early date, and it looks as though reservations will be gone before the time limit of acceptance.

A new service department, inaugurated by the St. Louis Republic, is the tri-weekly appearance in its columns of the "Business Republic," a section the object of which is to help the paper's readers to get the utmost benefit from the advertising carried. It is cleverly edited and has become a popular feature.

The Westfield (Mass.) Journal has started a new feature called "Men Who Make the Journal." It consists of photographs and stories about the writers, advertising men, and so on, who give the Journal readers the day's news. R. W. Perry, editor of the Journal, started the feature. He is including stories concerning some of the men in International News Service, which serves the Journal.

The Spokane (Wash.) Spokesman-Review again arranged to give each of its employees a worth-while Christmas present. This year the cards announcing the distribution represented a big Christmas tree, beneath which a crowd was gathered. The members of the crowd were recognized as being prominent workers on the Spokesman-Review. More than two tons of specially selected turkeys and 200 pounds of bonbons and chocolates are needed each year for this distribution, which includes nearly 800 employees. A choice between skates, sleds, tennis-rackets, baseball gloves, turkey, and candy is offered the carriers, while every "newsy" will be the recipient of a big stocking filled with nuts, candy, and toys.

The Indianapolis Daily Times, adhering to the one-cent price, takes occasion in each issue to emphasize to readers the marvellous value represent-

ed in the contents of a penny newspaper. In one of these talks it was shown that, in six daily issues, the reader received, at a cost of six cents, a greater volume of reading matter than is contained in the average popular novel which retails at \$1.35.

So keenly have the people of Cleveland, O., responded to the Plain Dealer's ten best opportunities to aid poor families, that as much money was donated the first two days the campaign opened this year, as was sent in the first week of last year's movement. The deserving families are named by the Associated Charities. This year the response has been so good that many more poor families have been added to the list. A larger amount of money also was asked for by the Plain Dealer this Christmas, on account of the 30 per cent. increase in cost of living there.

A movement for a city natatorium is being conducted by the Cleveland (O.) Leader, under the direction of Miss Pauline Wilcox. Every day a story with pictures of girls working for this building is run, and is exciting much interest among the athletically inclined women of the city.

"Fur's waitin' fur things is concerned, thar's such a thing as waitin' too long."
 —David Harum.

FOR SALE

Goss High-Speed Straightline Five Roll Double-Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour.

Walter Scott & Co.
 Plainfield, N. J.

THE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

- CHICAGO EVENING POST
- INDIANAPOLIS STAR
- MUNCIE STAR
- TERRE HAUTE STAR
- ROCKY MOUNTAIN NEWS
- DENVER TIMES
- LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.
SHAFFER GROUP
 12 S. Market Street Chicago

Colorado Springs
 and
THE TELEGRAPH
 An A. B. C. Paper
J. P. MCKINNEY & SON
 New York Detroit Chicago

NEWSPAPER
 prosperity is based on circulation.
FEATURE
 elements of the right kind make and hold circulation.
SERVICE
 by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
 37 WEST 39TH ST., NEW YORK

The True News
—FIRST—
Always—Accurately
International News Service
 238 William St., New York City

You **MUST** Use the
LOS ANGELES
EXAMINER
 to cover the GREAT SOUTHWEST
 Sunday Circulation **150,000**
 MORE THAN.....

In Philadelphia
 For over half a century
THE EVENING TELEGRAPH
 has reached more men and women of education, refinement and BUYING POWER than any other Philadelphia newspaper, and its position is stronger today than ever before in its history.
More than a million and a half lines of paid advertising gained
 during first eight months of 1916—
 —a greater gain than that of ANY other Philadelphia newspaper, morning or evening.

The Boston Evening Record
 is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.
 Rate, r.o.p. 12 cents a line, flat
 Represented in New York by
Bryant, Griffith & Fredricks

R. J. BIDWELL CO.
 Pacific Coast Representative of
DAILY NEWSPAPERS
 SAN FRANCISCO OFFICE
 of the
Editor and Publisher
 742 Market Street
 SAN FRANCISCO

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.

LIVE TOPICS DISCUSSED BY OUR READERS

Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

The Re-use of Mats

JOURNAL-STANDARD COMPANY,
FREEPORT, Ill., Nov. 27, 1916.

THE EDITOR AND PUBLISHER:
I was very much interested in reading an article which appeared in a recent issue of THE EDITOR AND PUBLISHER regarding the re-use of mats. As we print from fourteen to sixteen pages per day, it occurred to us if we could use some of our mats a second time it would mean a great saving in the course of a year.

A little experimenting along the lines suggested in your article demonstrated the fact that at least half of the mats we make can be used a second time with excellent results. In today's issue of twelve pages we used eight mats the second time.

In selecting mats for re-use, it is advisable to take the ones that are as free from large display ads, as possible; and when this is done, and a little care is exercised, the results cannot help but be satisfactory.

In these days of newspaper economy, this new idea will be worth passing along.

D. B. BREED,
Secretary, Journal-Standard Co.

Why They Were Invited

NEW YORK, Dec. 13, 1916.

THE EDITOR AND PUBLISHER:
I have gathered from your Mr. DeWitt, as well as from other gentlemen specially interested in the development of the newspaper as a medium for general advertisers, that there is a feeling that, in inviting only representatives of the general periodicals and the farm papers to confer with the members of the A. N. A. at their annual meeting in Boston last week, the newspaper interests were ignored by the executive committee of the Association.

The purpose for which these gentlemen were invited was solely to enable the members of the A. N. A. to obtain definite and expert information on circulation-getting methods and problems—matters of interest peculiar to the distribution of generally or territorially circulated publications. J. SULLIVAN, Secretary-Treasurer.

Still a One-Cent Paper

THE DES MOINES CAPITAL,
DES MOINES, Iowa, Dec. 1, 1916.

THE EDITOR AND PUBLISHER:
In the last issue you have listed the Des Moines Capital as having increased its subscription price from one to two cents. This error is a pardonable one on your part, as the Publishers' Association made the same error. The Capital is still a one-cent newspaper, selling at \$3.00 a year. It had been our custom to sell the paper for \$2.00 cash in advance by mail for one year. In the month of July this was raised from \$2.00 to \$3.00. This is the only change that has been made in our subscription price.

THE DES MOINES CAPITAL.

Another Paper Committee

The California Press Association, in convention at San Francisco, has appointed a paper committee to deal with the news print situation. It is composed of Messrs. Mixon, of Woodland; Mason, of Bakersfield; Day, of San Luis Obispo, and Wickhiser, of Pasadena.

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n

World Bldg. New York Frederick Bldg. Cleveland

THE JOURNALIST

Devoted to Newspapers, Authors, Artists, Publishers and Advertisers.
Vol. XIV, No. 14, New York, December 12, 1916. Price Ten Cents.

[The following paragraphs are a digest of news from the Journalist, and tell what were the most interesting topics of discussion in the newspaper and advertising fields twenty-five years ago this week.—Ed.]

Arthur F. Bowers, city editor of the New York Tribune, created quite a feeling of resentment against himself when he issued an order to the effect that his reporters had to resign from the New York Press Club or from the Tribune staff. His excuse for this arbitrary action was that he had a personal grievance against Col. John A. Cockerill, President of the Press Club. The origin of the difficulty seemed to have been the publication of an article in the New York World a few years before when Col. Cockerill had been editor. The article, without mentioning Bowers's name had said that a certain dramatic criticism published in the Tribune must have been written by the "horse editor." Bowers sent Cockerill a letter asking whether he wrote the article. Cockerill returned a non-committal reply. Some time following this occurrence, Col. Cockerill's name was proposed by Richard Watson Gilder for membership in the Fellowcraft Club, of which Arthur Bowers was a member. Bowers made a bitter fight to prevent Cockerill's admission. When Cockerill was elected, Bowers and two other Tribune men resigned. Just before the recent election of the officers of the New York Press Club, Bowers, as city editor of the Tribune, had called up the six reporters on that paper who were members of the club and had told them individually to vote against Cockerill. To one man he had remarked that in case he intended voting for Cockerill he had better look for another position.

Two men, Arthur L. Mackaye and Henry C. Sommers, resigned from the Tribune at once. They declared that if it was a question of giving up their personal liberty or starving, they would prefer to starve. Mackaye found a position waiting for him on the Daily News, and Sommers joined the staff of the Advertiser, on the following day. Of the other four men on the Tribune, three declined to resign from either the club or the paper, and they had not yet

PREMIUMS

Publisher of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

S. BLAKE WILSDEN
Premium and Advertising Specialties.
1808 Heyworth Bldg., Chicago

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp.
New London, Conn

been dismissed; the fourth man said he would resign from the club.

When the news of Bowers's action reached the Press Club a sort of indignation meeting was held, and there was talk of issuing a call for a special meeting to take action in the matter but it was thought best to wait until the next regular meeting. There was but one opinion among the members of the club—the action of Mr. Bowers was a gross perversion of his authority as city editor and an attempt to deprive reporters of their personal liberty.

Col. Cockerill's indignation at the action of Bowers led him into printing in the Morning Advertiser an article headed "Bowers the Bully," which was without question the most bitter personal attack on an individual that had been published in a metropolitan newspaper for many years. One paper commented editorially "It is a pity that the colonel forgot himself so far as to use the language that one associates with the journalism of the frontier and the mining camp. It was wrong for the colonel to use the epithets that he did, and his excuse that Bowers would rather walk ten miles in bad weather than have a personal encounter is not sufficient. He should have been satisfied with calling attention to Bowers's horse-track methods, and to the manner in which he conducts the city department of the Tribune."

Raises Its Ad Rates

The Boston (Mass.) American announces a change in certain of its advertising rates. Effective December 15, the run of the paper rate for general advertising, automobile, special pages, and the woman's page are all increased. The other rates are not touched. No change is made in the Sunday rate.

Daily Features for Women

The women folks generally select the home paper, so why not cater to their wants? The Great Philadelphia North American Daily Women's Service

is recognized as the most authentic service of the kind published.

Do you want proofs?
World Color Printing Company
R. S. GABLE, Mgr.
Established 1900 ST. LOUIS, MO.

MANHATTAN PHOTO-ENGRAVING CO



251 & 253 WILLIAM ST. COR. NEW-CHAMBERS ST. NEW YORK.

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

There is always room for the best feature
Goldberg's Cartoons
for example
The Evening Mail Syndicate
203 Broadway, New York

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

Many special representatives who know through years of observation recommend

AD ART SERVICE
212 Press Bldg. Cleveland, O.
to all papers on their lists.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.
HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
Tel. 4884-4 Eastways

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

9-62 Warren St., New York City
Established a Quarter of a Century.

**First in
Dry Goods Advertising**

In November The New York Times published 266,591 lines of dry goods and women's specialty shops advertisements, a gain of 46,493 lines over November, 1915, a greater volume and a greater gain than any other New York morning newspaper.

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
PITTSBURG PRESS**
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

PHILADELPHIA
*America's Greatest
Industrial City.*

The PRESS
*Philadelphia's Great
Industrial Paper.*

Representatives
LOUIS GILMAN NEW YORK
World Building, C. GEORGE KROGNES, CHICAGO
Marquette Building.

**The
Pittsburgh Dispatch**

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

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

**The
Pittsburgh Post**

ONLY
Democratic
Paper In
Pittsburgh.



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

A TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

LET US ELIMINATE the usual brand of maudlin sentiment usually associated with the old, worn-out wheeze about "Do your shopping early." Let us strip it of all the mush anent the tired shopgirls and the overworked delivery men and horses.

Let us exclude the salve about the comprehensiveness of selections early in the season, and the preference for shopping early to avoid the crowds.

Let us take a look at the proposition as it really is. Philanthropically inclined men and women have for years been preaching this mawkish stuff—and to little purpose. Newspapers have taken up the cry editorially, and have achieved little or nothing in the way of remedying things.

People still wait for the last few days. They still keep out of the shops as much as possible, crowding the bulk of their purchases into the last week to the very utmost of their ability.

This condition, which is a serious one, is a mighty tribute to advertising. It is an acknowledgment of the fact that advertising, if properly persisted in, will achieve results that are simply stupendous.

For years and years storekeepers have spent vast sums in newspapers, advertising the fact that they overcharged the early shoppers, and that poor simps who gave one thought to the welfare of the clerks behind the counter did so at the expense of their own pocketbooks.

Millions of dollars have been spent heralding the news that those who waited until the last minute effected tremendous savings, or, to put it the other way, those who shopped early paid infinitely more for their merchandise than did those "wisenheimers" who were cagey enough to wait until the show was over, and then did their Christmas shopping late.

It is a rotten way of doing things. It is contemptible, mean, and low, and, glory be! it is rapidly being eliminated by the majority of mercantile institutions.

This is not the first opportunity The Editor and Publisher has taken to say a few kinds word- about this scheme, but the thought was dominant that this year there would be an elimination of this practice—at least in the better stores of New York.

However, the beans have been spilled again, and in the papers of Tuesday, December 19, Lord & Taylor take occasion to advertise the fact that, for instance:

Teddy Bears and other animals have been reduced from \$2.50 to 95c.
Steam Engines and Attachments, Swinging Horses, and Dolls are reduced one-third.

Handkerchiefs are very sharply reduced.
Imported Decorative Articles for Christmas gifts have been reduced one-half.
Arnold, Constable & Co. note reductions on infants' gift merchandise, such as hand-quilted Afghans from \$1.75 to \$1.25.

Children's Sweaters from \$5 to \$3.95.
Men's Neckwear from \$2.50 to \$1.85; from \$2 to \$1.35; from \$1.50 to \$.95.
Silk knitted scarfs from \$10 to \$7.50.
Plush lap-ropes from \$35 to \$28.
Franklin, Simon & Co. put children's bathrobes from \$2.95 to \$1.95.
Jersey drawer leggings from \$2.95 to \$1.85.
Children's worsted sweaters from \$5.95 to \$2.95.
Nursery toys all very materially reduced.

Stern Brothers note men's neckwear reduced from \$2 to \$1.35.
Novelty art furniture, strictly Christmas line of merchandise, for instance:
Old Oak Cellarettes reduced from \$20 to \$12.50; from \$150 to \$80.
Mahogany Cellarettes from \$75 to \$55; from \$125 to \$85, etc.

It is pleasing in this connection to note that there are a large number of houses in New York city who have dealt fairly and generously with the retail shoppers, and have refrained from flaunting their contemptible duplicity in the newspapers this season—more, in fact, than ever before.

This is one of the burdens placed on a newspaper publisher by the merchant who, after having played fast and loose with the confidence and trust of his customers, turns around and blames the newspapers for not producing results commensurate with the price charged for space.

* * *

RETAIL BUSINESS IN NEW YORK CITY is hitting the high figures this year, and it looks like it is going to stick around a while, and grow even greater than it now is.

What a difference there is in the way things are done in various places! An advertiser recently received what he considered a raw deal from three papers regarding an ad, and wrote to the advertising managers.

One man promptly replied, acknowledging the corn, and, apologizing for it, asked for a chance to make good by giving a rerun.

Another one, hedging, in a perfectly polite way, said he would rerun if the advertiser insisted; while the third flatly refused to consider any proposition, and let it go at that.

Of course there will be more business go out from this advertiser—and some publisher will wonder why his paper was cut off the list—and still courtesy costs nothing.

**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

"Today's Housewife"

Guaranteed Circulation
1,100,000 Every Issue
95% Net Paid

George A. McClellan
General Manager

Daily Northwestern
AT OSHKOSH.

Only Wisconsin paper with Full Leased Wire Service of the Associated Press and United Press. Established 1868. A.B.C. report on circulation.

G. LOGAN PAYNE COMPANY
Representatives

The New York Call

Every Morning
Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City



**"From Press to Home
Within the Hour"**

Its exclusive carrier service enables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

210,658

Lines of advertising carried in the December 10th issue of the Detroit FREE PRESS, which, we believe, is the largest volume of advertising ever published by any Sunday newspaper in the United States.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VEREE CONKLIN Foreign Representatives } New York Chicago Detroit
Largest two-cent morning circulation in America.

THOMSON'S OPTIMISTIC TALK

Sees Great Future for All Concerned in Western Advertising.

William A. Thomson, director of the bureau of advertising of the American Newspaper Publishers Association, who recently arrived in San Francisco from New York on a scouting expedition, said in an interview:

"Newspapers of the United States and Canada will carry \$300,000,000 in local and \$70,000,000 in general, or national, advertising this year. The gain in general advertising in the newspapers this year over last is approximately \$20,000,000.

"This development in the national field shows the power and economy of newspaper advertising, not only as a creator of consumers' demand, but as a means of interesting dealers. By the latter I mean the dealer would rather sell goods that are well advertised by a manufacturer, because he finds a greater market.

"Everything is so substantial in the West. There is no sham, and business opportunity could be developed to a wonderful volume by the application of advertising."

Thomson is investigating conditions in the West, preparatory to launching an educational and scientific campaign to show the consumer and the dealer alike the value of newspaper advertising. So much does he think of the Pacific Coast opportunities that the director, on his return to New York, will recommend the establishment of an office in San Francisco. The Association is about to open an office in Chicago.

Mr. Thomson is en route home from Los Angeles, and is expected to arrive in New York on Sunday morning.

CHANGES IN INTEREST

WILSON, N. C.—The Evening Dispatch has been changed to a morning paper. Leon Daniel has purchased the interest of Ed Stalling, sr., and is now the sole owner.

CLIFTON SPRINGS, N. Y.—Emil Calman, of Ann Arbor, Mich., and George F. Aumann, of Sodus, have purchased the Press from H. L. Wright & Son, who have managed the paper for thirty years. It had been owned by nine different proprietors in the previous eight years of its existence.

SMITH CENTER, Kan.—Will Payton, of Colony, and John Merriam, of Smith Center, have purchased the Russell County Record from N. A. Turner, and have assumed charge of the paper.

GOLIAD, Tex.—The Guard has been sold to J. A. White, editor of the Advance, and the two papers will be merged.

SULLIVAN, Ind.—Charles E. Boyd has purchased the Dugger Tribune of E. O. Chowning, and has suspended publication of the Shelburn Enterprise, owned by him.

GRADY L. WEBSTER, editor and owner of the Madill (Okla.) Times, has purchased the Madill News-Democrat, and will consolidate the two papers. This leaves but one other newspaper in Madill, a small Socialist weekly.

J. M. WATKINS, at one time business manager of the Ada (Okla.) Morning News, but for the last six years editor and manager of the Konawa Chief-Leader, has purchased the Wetumka (Okla.) Gazette and will sever his connection with the Chief-Leader. S. M. Buatt will succeed him as editor and manager of the Chief-Leader.

NEVADA CITY, Cal.—J. H. Green, first editor of Nevada City News, has re-

signed to accept the editorship of the American, at Weiser, Ida. The editorial management of the News will hereafter be under control of W. A. Potter, assisted by Clinton D. Sturgess.

NEW INCORPORATIONS

ENGLEWOOD, N. J.—Englewood Press, to publish a newspaper; capital \$50,000. Directors: Joseph P. Tillotson, Joseph H. Tillotson, George D. T. Tillotson, Eva D. Tillotson, and Nelle W. Bentley.

ROCHESTER, N. Y.—Willard Printing Company; capital \$500. Directors: E. W. H. Irvine, J. P. and J. Willard.

NEW YORK.—Ruthrauff & Ryan, general advertising; capital \$50,000. Directors: W. B. Ruthrauff, E. B. Ryan, of Cranford, N. J., and M. Raines, of 862 East 163d Street, New York.

NEW YORK.—The Varick Printing Co., Inc.; capital \$30,000; Directors: F. H. B. Ortman, Montclair, N. J.; H. A. Sittig, 791 East 169th Street, New York, and D. Fraser, Brooklyn.

MADILL, Okla.—Record Printing Co.; capital \$5,000. Incorporators: Grady L. Webster, A. P. Brown, and David Russell.

Forecloses on Skyscraper

The twenty-three-story office building at the southeast corner of Nassau and Spruce Streets, formerly the American Tract, but now called the Sun Building, was bought December 19 for \$1,000,000 by the New York Life Insurance Company, the plaintiff, at a foreclosure sale.

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.

EDITOR'S ASSISTANT—Well educated young man (32), with energy and original ideas, wishes connection with trade paper, magazine, or book publisher. Edited small magazine two years and had other editorial experience. Can write copy. Has good knowledge of French. Just returned from year's work in France. Is more interested in opportunity for use of ability than size of salary. Address N. 3158, care Editor and Publisher.

PRESS-ROOM SUPERINTENDENT—Ten years' experience on some of the largest dailies, executive ability. Can handle men and get results, sober, reliable, and can furnish best references. Write N. 3139.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

ADVERTISING WRITER—Wanted competent advertising writer and solicitor. Must be able to write effective advertising copy and sell it. Strong paper in small city where living conditions are good. Only energetic and dependable man wanted. Send full statement of qualifications and experience together with references, specimens of advertising copy and wage demands in first letter. Address N. 3154, care Editor and Publisher.

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-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., Chicago, Ill.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh, Pa.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5, Serial No. 14243, 3 magazines, and motor. Canwell Printing Co., Madison, Wis.

LINOTYPE—Model No. 5, Serial No. 10412, magazine, matrices, etc. Con. P. Curran Printing Co., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680, magazine, matrices, spacebands, liners, and blades. Winaton Printing Co., Winston-Salem, N. C.

POTTER PRESS—16-page two-deck Potter table-top press, with complete equipment for pressroom and stereotype room; capacity 10,000 per hour. Fine condition. R. A. Oliver, Sioux City, Iowa.

Editorial Executive
wants position
IN NEW ENGLAND

Now on copy desk of large Eastern daily. Ready to put the results of my 10 years' experience in metropolitan and provincial fields into improving a paper where results will mean permanence. Address N 3157, c/o Editor & Publisher.

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.

Wanted—Jan. 1

Newspaper to reorganize and manage on salary and commission basis. Have changed two newspapers into paying properties. Strong executive and get big results by efficient and economical organization. Know all departments by actual work. Wish to connect with newspaper owner where I can develop fine paying property. Age 35; married. Good record, strong references. Correspondence confidential. Address N. 3155, care Editor and Publisher.

NEWSPAPER MAN—A newspaper man of wide experience in editorial and reportorial fields, now in charge of daily in middle class city, desires position as news, city or managing editor on evening newspaper offering opportunity for broader results. Capable of taking complete charge of editorial department. A man of ideas and a hustler for news and circulation in getting features. Absolutely reliable, loyal, dependable, age 33. Reasonable salary to start. Address N. 3156, care Editor and Publisher.

ADVERTISING MAN—Business getter of ability and many years experience with leading New York City Dailies wishes to make change on January 1st. Can furnish best of references as to ability, honesty and sobriety. Am a live wire and can make good on any proposition, large or small, New York City or out of town. Address N. 3152, care Editor and Publisher.

CITY EDITOR—Young married man desires situation on evening daily. Fully competent as editor, city editor, advertising manager, circulation manager or reporter. Can come at once. Would consider editor-manager position on high-class weekly. Address N. 3153, care Editor and Publisher.

EXECUTIVE—Do you want executive and organizing of considerable successful experience in active and constructive newspaper building to manage your property efficiently? Now employed, but ambitious and wants broader field that will pay the price for such ability as is sought by owners who desire the best possible results. Can come on reasonable notice. Address N. 3139, care Editor and Publisher.

CLASS MAGAZINE EDITOR in narrow field wants better position. Three years with magazine, ten years in newspaper work, both editorial and mechanical. Can take charge of making, handling news, features, and assist with advertising. Go anywhere on month's notice. Nothing under \$30 and good prospects considered unless weekly paper. Address N. 3142, care Editor and Publisher.

COPY WRITER—Young man, 21 years of age, having five years' experience in a large advertising agency, can proof-read, write copy, etc. Is not looking for a big salary, but for a good job. Can you offer me one? Address N. 3150, care Editor and Publisher.

ADVERTISING MAN—Young man with thorough knowledge of printing, engraving, etc., and several years' experience with well-known agency. Can make layouts, write copy, and follow up printing jobs, and get them out on time. Have you an opening? Address N. 3149, care Editor and Publisher.

BUSINESS MANAGER—Some small daily publisher who will sell interest may obtain services of experienced business manager now on daily, city 40,000. Reason: wants to locate between N. Y. and Florida. (Originally from Va. and don't like N. E.) Present connection fastest growing paper in N. E., doing business \$50,000 annually. Twelve years' experience as advertising manager and writer, country weekly publisher, daily managerships. Can do anything in plant, including mechanical work. Highest references from past and present associates, and from some of the "knowingest" newspaper men in the U. S. High-grade, settled man of 32, married, no bad habits, absolutely clean record of successes; a man who was never out of a job since he started as newsboy. An unusual young man of originality, energy, enthusiasm, and an experience varied enough to be of benefit to any publisher. At least worth writing to. "New England," care Editor and Publisher.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition O. Q.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

An Investment of

\$5,000 Cash

balance deferred, easy payments, will buy Daily newspaper, located in town of Southern State, now earning net over \$3,000 per annum with rapidly growing business. Plant has 2 linotypes.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties

Times Bldg., New York

HAS SAVED \$10,000

Unusual thing—Unusual man

Nine years in newspaper, advertising, and selling positions. Just finishing a hard job on which he has been successful. Getting \$3,500, and worth more. In every way fit for the position of business or advertising manager of a live city newspaper. Would consider an investment proposition. Age 36, college graduate, married, perfect health. State your requirements and let us introduce No. 6236.

Remember, our candidates are not in New England only. We reach South and West.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr.; Phone Franklin 44; San Francisco, 742 Market St., E. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brennan's Book Store, Twenty-sixth Street and Fifth Avenue; and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trevis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Power's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Marland.

DEATH OF J. B. DIGNAM

Well-Known Advertising Man Passes Away in Chicago.

J. B. Dignam, one of the best-known advertising and newspaper men of the country, died at the Henrotin Hospital, in Chicago, early Tuesday morning, following an operation for ulcer of the stomach.

Mr. Dignam was born in London, Ontario, Canada, fifty-one years ago, and came to this country as a young man. Soon afterwards he became the Western Advertising Representative of Cushman's Couple, published in Boston, Mass., and later affiliated himself with the Nelson Chesman & Co. advertising agency, leaving them to become the advertising manager of Home Life. During the period of his connection with Home Life, Mr. Dignam published what was probably the nearest thing to his heart in the publishing world—a magazine entitled "Jabs," perhaps the brightest periodical of its kind ever published. Later he published Dignam's Magazine at Richmond, Ind., after which he became connected with Hand, Knox & Cone, leaving their employ to become the advertising manager of the Kansas City Journal. He then joined the organization of Cone, Lorenzen & Woodman, publishers' representatives, and was a director of that firm until the time of his death.

Mr. Dignam's appearance was always the occasion of a hearty handshake and a welcoming smile. Loyalty to his firm and the people with whom he was associated was ever his watchword.

He was president of the Three Score and Ten Club and was also a Mason. He married Alice Mary McManis at Indianapolis in January, 1896, who is left to survive him, with their daughter, Dorothy. Mr. Dignam has two brothers living.

The funeral was held in Chicago on Thursday.

DONNOLLY DIED IN HARNESS

Old Employee of New York Evening World Stricken at His Desk.

Jere F. Donnolly, for the past twenty years news editor of the Evening World, died Wednesday afternoon in the Volunteer Hospital, New York, of apoplexy. He was attacked suddenly on December 11, while at work at his desk in the Evening World office, and was hurried to the nearest hospital, where he sank steadily until the end.

Mr. Donnolly was fifty-seven years old, and was engaged in newspaper work in Brooklyn and Manhattan from boyhood, serving his apprenticeship as a reporter on the Brooklyn edition of the World.

From there he went to the Commercial Advertiser, of which he was city editor for several years. He returned to the World in 1896 as news editor of the evening edition.

For more than twenty years Mr. Donnolly worked with only the rest obtained in the usual summer vacations. He was an unusually quiet, reserved man, and he finished his career on the Evening World as he had lived it—quietly and almost softly.

OBITUARY NOTES

JOHN J. LEDY, aged seventy-two, a veteran newspaper editor, died suddenly in his chair at his home in Newark, N. J., a few days ago. In the early seventies he was editor of the Morning Register, in New York. He subsequently became associated with the Sunday Call, the Morning Press, and the New-

ark Evening Journal. In 1896 he became editor of the Newark Daily Advertiser, and continued in that capacity for twenty years, even when the publication became the Morning and Evening Star. He was with the Star-Eagle until recently.

CHARLES B. SNYDER, formerly a newspaper owner in Pennsylvania, and more recently business manager of the Graphic, of Greenwich, Conn., died December 14, at the age of sixty-five. He was at one time owner of the Berwick (Pa.) Independent, and later of the Wilkes-Barre Record and the Wilkes-Barre Times-Leader.

J. W. D. WADDLE, editor of the Weir City Journal, died December 9, at the home of his daughter, Mrs. W. R. Shannon, near Long Lane, Mo.

CHARLES COLE, a former newspaper man of Washington, died at his home in Philadelphia, December 14, from Bright's disease. Mr. Cole, who was connected with a Philadelphia newspaper at the time of his death, was well known among Washington newspaper men. He left Washington five years ago, and took the position he held at the time of his death.

C. T. ROBINSON, a proof-reader on the Evening Sun and formerly with the New York World, died in the Methodist Episcopal Hospital on Monday. He was a son of the late Frederick M. Robinson, for forty years foreman of the World proof-room. Mr. Robinson was forty-nine years old, and lived at 143 Webster Avenue, Brooklyn.

DR. WALTER B. GUNNISON, principal of Erasmus Hall High School, Brooklyn, N. Y., and brother of Herbert F. Gunnison, business manager of the Brooklyn Eagle, died on December 20, aged sixty-four years.

LEONARD REED TRAIN, for twenty-five years editor of the Fort Dodge (Ia.) Times, died at his home in Lents, Ore., December 9, at the age of eighty-two. He was born at Moriah, Essex County, New York, in 1834, and served in the Civil War in Company K, Forty-sixth Infantry.

GEORGE H. HALE, publisher of the Orillia (Ont.) Packet, died on December 13, aged seventy years. He founded the Packet with his brother in 1870 and conducted it during the interval in an able manner.

JAMES WRIGHT, for thirteen years proprietor of the Princeton (B. C.) Star, has passed away at the age of forty-four. He was born in Ontario, and had experience on the Toronto Globe and on papers in Winnipeg and Edmonton.

JOSEPH NEVIN DOYLE is dead at Brantford, Ont. He was once city editor of the Belleville (Ont.) Sun, then associate editor of Bachelor's Pocket Magazine, New York, and later on the staff of McClure's Magazine.

T. AUSTIN WILLIAMSON, who had been city editor of the Albany (N. Y.) Times-Union for upward of thirty-five years and actively engaged in newspaper work for upward of forty-five years, is dead at his home in Albany. Mr. Williamson was sixty-two years of age. He was a prominent Mason.

FRANK D. BLAKE, director of publicity of Deere & Co., Moline, Ill., ex-cowboy and former newspaper man, died at Moline December 21.

WILLIAM A. FISHER, connected with the mechanical department of the New York Herald for fifty years, died December 18 of pneumonia at the home of his niece, Mrs. William J. Demarest, at Hasbrouck Heights, N. J. Mr. Fisher was in his eighty-sixth year, and had been ill only about a week.

LEE BARTON, fifty-four years old, for the last twelve years editor and publishers of the Clayton (Mo.) Argus, died at St. Vincent's Hospital in St. Louis this week. Barton had been a newspaper man for twenty years, having published papers in Chillicothe, Mo., before going to Clayton. He was a member of the Missouri Press Association.

Rothwin Wallace, of the New York World's war desk, and Miss Alice Richards Hornie, an actress, were married by City Clerk Patrick J. Scully in the Municipal Building, on December 18. The bride is a native of Chicago, the daughter of Melville Hornie. Mr. Wallace is the son of Truman Wallace, of Christiana, Pa., and is a talented short-story writer as well as editor.

GEN. GEORGE W. BOOTH, of New Orleans, a non-resident member of the San Francisco Press Club, died on December 9, following an illness of more than a year.

ROBERT M. PECK, local editor of the Hynes-Clearwater Outlook, recently died at his home at Hynes, Cal. He was a talented writer, and, before going to California, did work for the city papers of Hamilton, O. Many of his articles appeared over the nom de plume of "Mons. Wheeler."

DAVID O. BLACK, former owner and publisher of the Providence Telegram, now the Evening Tribune, and the Pawtucket Evening Times, died at his home in Pawtucket December 16, after a long illness. He retired from active newspaper work in 1904. He leaves a widow and ten children.

ARTHUR BOWEN, aged thirty-five, artist and cartoonist, died in Chicago last week. Mr. Bowen was for two years cartoonist for the Chicago Journal, and later did animated cartoons and comic drawings for the Chicago Daily News. He had been ill for two years.

WEDDING BELLS

Mrs. Mary Chambers, more widely known as "Kate Carew," was married in Los Angeles, on December 8, to John A. Reed, of New York. Mrs. Reed, as Kate Carew, was first employed by the San Francisco Examiner several years ago. She went from San Francisco to New York and then to London, gaining a wide reputation both as artist and writer. Her sparkling Interviews with celebrities, illustrated by her, have been a feature of the London Tatler for years.

Norman Hapgood, editor, author, newspaper writer, and dramatic critic, was very quietly married on December 13 in New York to Miss Elizabeth Kempley Reynolds, head of the new Russian Department at Columbia University, and daughter of Mr. and Mrs. Edwin Lewis Reynolds. Mr. and Mrs. Hapgood sailed for Europe the following day on the Finland.

George Parsons West, of New York, formerly on the staff of the San Francisco Bulletin and now a magazine writer, was married on December 4, at the Palace Hotel in San Francisco, to Miss Isabel Percy, of San Francisco, an artist, who has won many honors through her paintings. Mr. and Mrs. West will live in the East.

Joseph C. Martin, a reporter on the Erie (Pa.) Times was married recently to Miss Dorothy Little, of Erie, in St. Peter's Cathedral, in that city. Mr. Martin is one of the best known of the younger newspaper men in Erie.

Orville F. Salisbury, editor of the Isle of Pines Appeal, an English newspaper published in the West Indies, and Miss Margaret Mae Lyon, of Cleveland, Ohio,

were married on December 7, 1916, in the American Consulate at Nueva Gerona, Isle of Pines.

Robert A. Wallace, of the Gardner Advertising Company, was married in St. Louis this week to Miss Helen Dorothy Lewis. After the ceremony the couple departed for Kansas City on their honeymoon. Wallace came to America from Australia a year ago.

J. D. Meddiers, a Birmingham, Ala., newspaper man, and Mrs. Lille Holzknecht were married December 6 by the Rev. J. K. Matthews.

Wants Two-Cent Coin

Because of the great increase in the number of newspapers that have raised their price from one to two cents, the Pittsburgh (Pa.) Press is advocating the re-coinage of the old two-cent piece or of a new one of a more convenient design. Congressman Porter, of Pittsburgh, at the instance of the Press, has introduced a bill in Congress providing for the coinage of a two-cent piece. The demand for this new coin is becoming more and more pronounced, as one paper after the other changes from a one to a two-cent paper. Bills for a 2½ and 3-cent coin are not meeting with the same demand as that for the two-cent one, as the latter will be the more convenient, especially in the payment for newspapers.

It is interesting to know, from the figures of the Director of the Mint at Washington, that there are at present tucked away somewhere in the country just 28,617,609 of the old two-cent copper coin, mintage of which was discontinued in 1873. Of the old ½-cent piece, coined between 1792 and 1857, when it was discontinued, 7,985,222 were coined, but not a single one found its way back to the mint. Although discontinued as far as coining is concerned, these coins are still legal tender, and if brought from their hiding places could be legally used for barter and sale again.

Changes on St. Louis Republic

More changes, made recently in the staff of the St. Louis Republic, are that of Roy Edmonds from day city editor to Sunday editor; Max B. Cook from night city editor to city editor; Charles Lilley from assistant Sunday editor to day city editor; Avery Carr, State editor, and George Huber, make-up, to copy desk. The head of the Republic's news bureau is changed from week to week, all the staff contributing matter. A re-write man is now on duty daily as early as 8 A. M.

Rates Held to Be Fair

An important decision has just been rendered by the Interstate Commerce Commission, involving freight rates on news print paper. The case is important, as this particular decision reviews that of several others. The decision states that a differential of six cents per hundred pounds in the rates on news print paper, carload lots, from Sault Ste. Marie, Ontario, over the rate from Wisconsin producing points, to points west of the Mississippi River, is found not to be unjust and discriminatory. The Wisconsin Pulp and Paper manufacturers' Traffic Association is the principal paper concern represented.

Editors to Smoke

Six hundred and forty Ohio editors have been invited to attend a press smoker to be provided by the Columbus (O.) Chamber of Commerce in connection with the inauguration of Gov.-elect James M. Cox, on the night of Jan. 8.

New York State Newspapers Are Read Everywhere

THIS means that when your advertisement appears in these Newspapers you have the assurance that it confronts the people whom you want to interest in your products, not only in New York State, but practically every state in the Union.

Almost **FOUR MILLION** of these New York State Newspapers are read every day.

Their influence is tremendous!

They are persuasive, powerful salesmen that go into the homes and arouse the interest of the home-folk when they are in their most complacent and receptive mood.

IT IS IN THE HOMES that the New York State Newspapers do their **BEST WORK**.

It often happens that, from some far-off, unthought-of place, these New York State Newspapers bring National Advertisers unexpected results, and thus lay a foundation for a radically new business.

It is in their homes that people read advertisements and weigh the arguments.

Advertising success, like all commercial success, lies in getting the **RIGHT MEDIUMS BEHIND YOU**.

And the whole question centres on **WHAT NEWSPAPERS CAN SELL MOST FOR THE MONEY**.

Experience proves that the New York State Newspapers invariably sell most, and that because of the exceptional service they give, the **COST** of getting business from them is proportionately **LESS** than getting it from other mediums.

If you doubt this, put them to the severest test you can possibly conceive.

A DAILY FORCE OF ALMOST FOUR MILLION

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	41,090	.06	.06	New York American (S)	705,224	.60	.57
Albany Knickerbocker Press (S)	35,144	.06	.06	New York Globe (E)	210,994	.28	.27
Brooklyn Eagle 3c (E).....	44,332	.16	.16	New York Herald (M).....	99,597	.40	.40
Brooklyn Eagle 3c (S)				New York Herald (S)			
Binghamton Press-Leader (E).....	28,761	.07	.05	New York Evening Post (3c) (E).....	20,744	.18	.16
Buffalo Courier-Enquirer (M&E).....	102,568	.14	.12	New York Sun (M).....	192,210	.39	.36
Buffalo Courier-Enquirer (S).....	101,795	.14	.12	New York Sun (S).....			
Buffalo News	103,303	.15	.15	New York Sun (E).....	171,247	.31	.29
Corning Evening Leader (E).....	7,832	.0193	.015	New York Telegram (E)	218,463	.2925	.27
Elmira Star-Gazette (E).....	21,549	.035	.03	New York Telegram (S).....			
Gloversville Herald (M)	6,483	.02	.015	New York Times (M).....	340,904	.50	.45
Gloversville Leader-Republican (E) ..	5,714	.0143	.0108	New York Times (S).....			
Ithaca Journal (E)	6,904	.035	.015	New York World (M)	398,894	.40	.40
Jamestown Post (M).....	8,751	.025	.0207	New York World (S).....			
Middletown Times-Press	5,222	.0178	.0107	New York World (E)	404,858	.40	.40
Mt. Vernon Daily Argus (E).....	6,888	.0214	.015	Rochester Union & Advertiser (E)....	39,276	.10	.06
Newburgh Journal (E).....	5,076	.0107	.0107				
New York American (M)	329,984	.40	.38		3,661,707	6.3160	5.9129

Ratings Government Statements, October, 1916.

The Editor and Publisher will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

The New York Globe

Offers the General Advertiser the Greatest Quantity of the Best Quality Evening Circulation in New York

CIRCULATION—Net Paid Averages

	<u>1916</u>	<u>1915</u>
May	200,010	198,284
June	220,774	187,894
July	212,014	182,825
August	210,676	182,737
September	231,077	184,532
October	221,832	184,872
November	210,612	177,197
	<u>1,506,995</u>	<u>1,298,341</u>
Average	215,285	185,477

A Gain of 29,808 per Day

The Globe Sells Results

By various processes of establishing the confidence and interest of its readers in their newspaper, The Globe, as will be shown by scores of unsolicited testimonials on request, produces results far beyond ordinary newspaper advertising.

Owing to the limited paper supply and a desire to help other newspapers secure sufficient quantity to get out their editions, The Globe has been forced to leave out from 10 to 40 columns a day of space offered it since October 10, 1916.

Its policy is to care for as many customers as possible and to limit heavy volume from any during this critical period.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

