

THE EDITOR & PUBLISHER

UNIVERSITY

SEP 1 2 1916

LIBRARY

\$2.00 a Year

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

NEW YORK, SATURDAY, SEPTEMBER 9, 1916

10 Cents a Copy

Your New Sales Plans for Fall

Conditions change each year, each season, every month. Those who led last year may not be leading this. Competition may present a half dozen new angles it did not have in previous seasons. And the *vital thing in every selling plan is to have it fit PRESENT CONDITIONS just as they are, not past conditions or conditions that exist in theory only.*

That's where *The Chicago Tribune's Merchandising Service Department* performs its most important work. It *investigates conditions in your particular line with the utmost care and thoroughness.* It finds out what you must combat and where and when and how. It gets the dealer and consumer *facts* on which you can base intelligently every move of your selling force and every line of your advertising copy.

There is a very valuable book entitled, "*WINNING A GREAT MARKET ON FACTS,*" published by The Chicago Tribune, which shows you some of the very unusual methods employed by The Tribune to render unusual service to its clients. It will help you in laying out your selling plans for Fall. Write for it on your letterhead.

The Chicago Tribune

The World's Greatest Newspaper

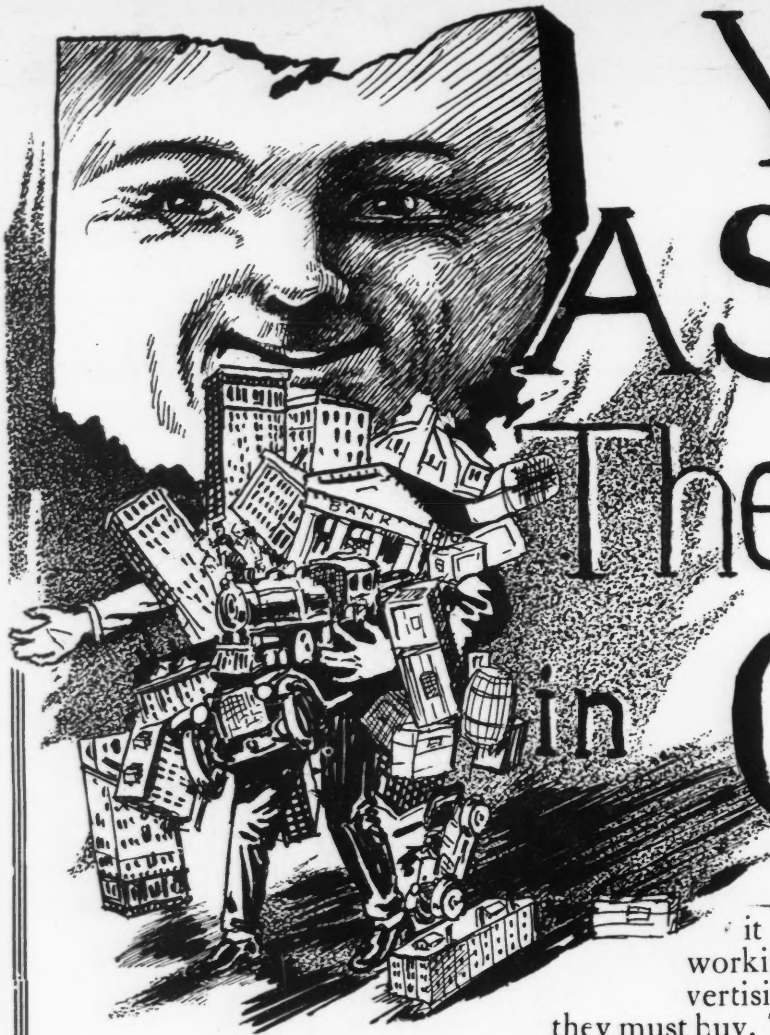
(Trade Mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco



You Get A Sunny Smile and The Glad Hand in OHIO

Prosperity makes its home in Ohio. The high buying power per inhabitant makes it a rich ground for the advertiser. These hard-working and free-spending Ohioans respond to advertising. They believe in living well and to do this they must buy. There is surely room for your product in Ohio.

According to the last census there are in Ohio

15,138 Manufacturers
523,004 Employees
\$245,000,000 Wages
\$1,300,233,000 Capital
1,024,800 Homes
4,267,121 People
40,740 Square Miles Land Area

With all this money and these conditions, Ohio is the field where your advertising money brings home the most bacon. It is the zone of liberal spending. Many advertisers already realize this, and are reaping big harvests. If your sales need boosting put Ohio on your list.

Your Advertising to This Group Will Bring Results

Ohio has not been over advertised. There are thousands of live prospects here for you. There are 117 inhabitants to every square mile and they can be reached by the accompanying list of papers. Their circulation is among the prosperous and reliable people of their different communities. Write any of the papers in this list for rate cards and detailed information.

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

This advertisement was prepared by the Mumm, Cramer Advertising Co., Columbus, Ohio.



AN EFFICIENT LIST OF OHIO NEWSPAPERS

	Net Paid Circulation	2,500-10,000 Lines	
Akron Beacon-Journal (E)	24,837	.035	.035
Canton News (E & S)	12,478	.0214	.0214
Chillicothe Scioto Gazette (E)	2,310	.0057	.0057
Chillicothe News Advertiser (E)	2,449	.0085	.0072
Cincinnati Commercial Tribune (M)	160,723	.11	.09
Cincinnati Commercial Tribune (S)	126,339	.14	.12
Cincinnati Enquirer (M & S) 5c.	53,000	.14	.12
Cleveland Leader* (S) *106,593		.17	.15
Cleveland News (E) *112,888		.18	.16
Combination L. & N. *219,481		.30	.26
Cleveland Leader (M) *76,550		.15	.13
Cleveland News (E) *112,888		.18	.16
Combination L. & N. *189,438		.27	.23
Cleveland Plain Dealer (M)	131,430	.18	.16
Cleveland Plain Dealer (S)	174,867	.21	.19
Columbus Dispatch (E)	75,077	.10	.09
Columbus Dispatch (S)	71,832	.10	.09
Dayton Herald (E) **	22,114	.05	.035
Dayton Journal (MS) **	22,450	.05	.035
**Combination (M&E), 6c. per line.			
Dayton Journal (S)	22,000	.07	.045
Dayton News (E)	32,014	.045	.045
Dayton News (S)	18,443	.03	.03
East Liverpool Tribune (M)	5,666	.0115	.01
Findlay Republican (M)	5,496	.0093	.0093
Lima News (E)	9,322	.02	.0157
Mansfield News (E)	7,631	.019	.019
Marion Daily Star (E)	7,059	.0129	.0129
Newark American-Tribune (E)	5,590	.0085	.0085
Piquette Daily Call (E)	4,119	.0072	.0072
Plymouth Daily Times (E)	8,377	.015	.015
Sandusky Register (M)	4,721	.0093	.0093
Springfield News (E & S)	12,224	.02	.02
Steubenville Gazette (E)	3,570	.0143	.0071
Toledo Blade (E)	50,182	.11	.09
Youngstown Telegram (E)	15,728	.03	.03
Youngstown Vindicator (E)	18,014	.03	.03
Youngstown Vindicator (S)	15,034	.03	.03
Zanesville Signal (E)	10,000	.02	.02
Zanesville Times-Recorder (M)	15,281	.025	.025
Totals.	1,246,388	2.1876	1.8274

†Publishers' statement.

*A. B. C. statement.

Other ratings, April, 1916.

The Best August in the History of *The WORLD*

The New York WORLD has continually and consistently led the newspapers of the rich Metropolis in the amount of advertising printed, but during the past month of August it smashed all its records for that month to smithereens.

The WORLD is making such wonderful strides and improving its own extraordinary records because *it pays advertisers*. Advertisers concentrate where the investment pays.

During the past month of August, according to the figures of the statistical department of the N. Y. Evening Post, the World carried 901,893 agate lines of advertising.

This was 173,463 lines more than the New York Times, the next leading paper.

The World led the New York American by 295,957 lines.

The World led the New York Herald by 392,413 lines.

The World led the New York Sun by 613,472 lines.

The World led the New York Tribune by 633,886 lines.

The World, as usual, leads for the month, the year, and any period selected.

The World has just made a new record of 1,163,743 separate ads from January 1 to August 31—740,704 more than the nearest competitor.

The New York WORLD

First in the First City

100 Per Cent. Service

Below is one of scores of letters and telegrams of congratulation received by the United Press on the service Labor Day when championship prize fights were held at Colorado Springs, Colo., and Cedar Point, Ohio.

Peoria Star Company

SWORN CIRCULATION
OVER 21,000

Circulation more than Double that of any
other Paper in the State of Illinois
outside of Chicago

Peoria, Ill., September 5, 1916

United Press Associations,
New York City.

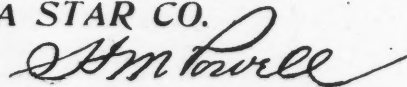
Gentlemen:

We want to complement you on your service yesterday covering both prize fights. It was really perfect and we had a tremendous crowd listening to our megaphone. It must have been that the ~~United Press~~ did not fare so well with the ~~United Press~~ report, because they did not try to megaphone at all. We had the entire crowd.

This shows what can be done when we all try. It is another great victory for the United Press and we thank you for it.

Yours very truly,

PEORIA STAR CO.



Business Manager

At points where U. P. wires were in direct competition with other press services, U. P. was three rounds ahead in description.

Such service makes circulation, which brings advertising and thereby pays the paper bill.

UNITED PRESS ASSOCIATIONS

General Offices

New York City

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, World Building, 63 Park Row, New York City. Private Branch Tel. Exchange Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; E. D. DeWitt, Treasurer; Frank Le Roy Blanchard, Secretary.

Vol. 49

NEW YORK, SATURDAY, SEPTEMBER 9, 1916

No. 13

PAPER CONFERENCE TO BE HELD NEXT WEEK

Manufacturers' Association Members to Meet in New York to Discuss Situation—Hope for a Joint Meeting with Federal Trade Commission—New Standard Form of Contract Submitted.

A conference between the executive committee of the News Print Manufacturers Association and the Federal Trade Commission is in prospect and will be held within a week or ten days.

G. F. Steele, secretary of the Manufacturers Association, yesterday sent telegraphic notices to all of the members of the committee for a meeting for next Thursday at the New York office of the Association, 18 East 41st Street.

QUESTIONS TO BE DISCUSSED.

If this date is agreeable, Mr. Steele hopes to arrange for a joint conference at the same time, with the Federal Trade Commission, at which time the questions propounded by the Commission and addressed to the association, as published in last week's issue of THE EDITOR AND PUBLISHER, will be taken up for discussion.

If, for any reason, the executive committee and the trade commission cannot meet Thursday, then the meeting will be held on the first day following that can be agreed upon.

The News Print Manufacturers Association sent out to its members this week proposed new contract forms for use in Canada and the United States. This new form was prepared by a special committee of the Association, and is submitted for adoption by the Association.

FORM OF CONTRACT.

Early this spring a special committee on standard form of contract was appointed and the result of their work is seen in an entirely new form of contract, one for the United States and one for Canada. This contract will be submitted to the executive committee of the Association at a meeting to be held in the near future, and action will then be taken by that body on the adoption or rejection of the same. The executive committee is composed of P. T. Dodge, of the International Paper Company; George H. Mead, of the Lake Superior (Spanish River) Paper Company; E. W. Backus, of the Minnesota & Ontario Power Company; George Chahoon, of the Laurentide Company, Ltd.; George H. P. Gould, of the St. Regis Gould Paper Company, and the Donnacoma Paper Company.

The new contract is considerably different from the old one, and is substantially the same for both the United States and Canada. The only difference that can be noted is that in the Canadian contract no allowance whatever is made for cores, the amount per hundred pounds charged for rolls including in its weight the cores and not making any allowance for the return of the

(Concluded on page 12.)

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



BREAKING IN "THE GREEN" OFFICE BOY ON THE OLD MAN.

NEWS PRINT SITUATION IN DIFFERENT CITIES

Government Now Feels the Pinch of High Prices—A. N. P. A. Urges Members to Subscribe to Paper Fund at Once—What Publishers Are Doing All Over the Country to Reduce Consumption.

The news print situation continues to hold the attention of publishers. In the closing hours of the session the United States Senate passed a resolution calling upon the Federal Trade Commission to report whether there is a paper trust. In presenting the resolution Senator Fletcher said:

"The resolution adopted by the Senate on April 24, 1916, applies only to the increase in the price of news print paper. An investigation has been about completed by the Trade Commission. I believe that the information called for by this resolution will be of great service to the Government, especially as the joint committee on printing will soon be called upon to invite proposals, and award contracts for furnishing paper for the public printing and binding for the year beginning March 1, 1917."

NOT ANXIOUS TO BID.

Senator Fletcher called attention to the fact that the public printer has been able to get only one bid on 152,000 pounds of machine finished printing paper, and that bid from a broker was at 11 cents per pound, an advance of 7½ cents per pound over last year's figures.

The resolution directs the Federal Trade Commission "to investigate the increase in the prices of the various kinds of paper required for printing and binding during the last year, and to ascertain and report at as early a day as practicable whether there has been any violation of the anti-trust acts by any corporation in connection with such advance in prices, with special reference to the prices demanded for paper necessary for public printing and binding, and also whether or not the paper so used was manufactured in the United States or imported from the Dominion of Canada.

The news print bulletin for the American Newspaper Publishers' Association for September 2 urges publishers to subscribe to the paper fund, and to send, without further delay, the information requested by the Federal Trade Commission.

JOBBER ADD 30 PER CENT. PROFIT.

It is reported that some Wisconsin mills prefer to sell through jobbers who add 30 per cent. profit to the commodity that passes through their hands. Wisconsin publishers have been unable in many instances to renew contracts recently expired or about to expire, but are advised by the mills now supplying them that they will be taken care of on a month-to-month basis, the price for the following month to be fixed on

(Concluded on page 12.)

FORD SUES CHICAGO TRIBUNE

Wants \$1,000,000 Damages Because of Editorial Criticising Him.

Suit for \$1,000,000 was filed by Henry Ford, the Detroit manufacturer, against the Chicago Tribune in the United States District Court, Chicago, on Thursday. Mr. Ford asks for personal damages as compensation for an editorial printed in the Tribune on June 23, which, it is charged, called Ford an anarchist.

The bill charges that the Tribune "sought to bring the plaintiff into public hatred, contempt, ridicule, and financial injury" by publishing the editorial.

The editorial was based on the report that Mr. Ford's employees would lose their places if they went to the border as members of the National Guard.

Duelling Editors Halted

In San Juan, Porto Rico, Vicente Balbas, editor of the Spanish Herald, and Luis Torres, editor of Juan Babo, decided to arbitrate their differences of opinion with pistols. They met in the early dawn of August 24 at a coconut grove, with their seconds, but were surprised and placed under arrest at the dramatic moment, and later held in bail for trial.

HAINES SEEKS \$50,000 DAMAGES

Sues the American Fair Trade League for Alleged Libel.

Harry B. Haines, treasurer of the National Trade Association and editor of the Paterson (N. J.) Daily News, on Thursday brought suit for \$50,000 damages against the American Fair Trade League, which supported the Stephens-Ashurst Price Maintenance bill before Congress. The National Trade Association, of which George B. Caldwell, of Sperry & Hutchinson, is president, and Percy S. Straus, of R. H. Macy & Co., is vice-president, has been opposing the bill.

The suit is based on the circulation of a statement accredited to the secretary-treasurer of the League, charging Haines with publishing "untruthful statements" to advance his own interests. The statement followed a recent story in Mr. Haines's paper to the effect that organized labor was opposed to the Stephens bill, and charged that the publication was made with "reckless disregard of the truth." The statement alleged further that Mr. Haines had "betrayed his trust, and had been guilty of duplicity and insincere, treacherous, and deceitful conduct."

NEW CABLE SERVICE TO AUSTRALIAN PAPERS

E. H. Brewer Goes From Freemantle, West Australia, to London, to Take Charge—Visits New York on the Way—Impressed by American Newspapers—News Print Higher in Australia.

E. H. Brewer, of Freemantle, West Australia, a well known newspaper man in that section of the globe, has been at the Hotel McAlpin during the past week. His visit to New York was one stop in a two months' journey, comprising 16,430 miles, undertaken by Mr. Brewer to reach London, where he goes to take charge of a special cable service inaugurated by the Melbourne Herald, Sydney Sun, and several other Australian newspapers. This arrangement has been combined with the Reuter Telegram Company and will give the Australian papers down-to-the-minute service, especially on war news.

"Heretofore the service has not been what we hoped for or expected," said Mr. Brewer to a representative of THE EDITOR AND PUBLISHER, "but with the new arrangements we have made, we expect to have our news up to date instead of from twenty-four to thirty-six hours old. There is no other significance in my trip to London and I do not expect to visit the war zone. I anticipate a two-years' service in London, after which I will visit New York again and perhaps get better acquainted with it."

Mr. Brewer expressed "most agreeable surprise," when he saw New York and other American newspapers. Said he: "Americans are past masters in the art of advertising, but some of their publicists who place cheap problem novels on the markets of the world, give their country severe knocks. The knocking fraternity would have us believe that the newspapers of America are sensational muckrakers and are all inaccurate. I would as lief credit this as I would the story that the standard of life in New York city is truthfully portrayed in the palpitating serials which, passionately illustrated, run their red way through some of the American magazines which reach us."

Referring to the "rush" of the average New Yorker, Mr. Brewer said: "The New Yorker who watches the sharp quotation ticker, while he swallows his lunch, wants the whole story served first to him in the headlines of his newspaper. Then if anything strikes his fancy, he stops to read some of the details."

A visit to the New York World plant left him full of wonder as he surveyed the many time and labor-saving devices. The telegraph typewriter especially caught his attention and he mourned the passing of the day of the "stubby pencil."

"The news print situation in Australia is even more acute than it is here," he said. "Several papers have closed down because of the shortage. Some are more fortunate than others in having made yearly contracts, but even these ones are having difficulty in getting their supply on account of the lack of transportation. All news print comes from Canada and Sweden. The papers that did not have contracts are now paying an increase of as much as 120 per cent. over the price before the war."

"The Government, which owns the telegraph, has also taken a hand in it. The former elaborate stationery of the Government departments has been cut

down and strict economy is the rule. Telegraph forms are being better cared for and the people are even being advised in every case possible to use one postage stamp of a higher denomination instead of two of a lower cost, as for instance a two-cent stamp instead of two one-cent stamps."

Mr. Brewer left Freemantle on July 22 for Sydney, then to Vancouver via New Zealand and Honolulu, and from Vancouver to New York, making one stop—at Chicago. He sailed on the Adriatic for London on Thursday, "more afraid of being seasick than of submarines," he said.

MATS AID SPACE GRAFTERS

By L. W. GRISWOLD.

JUST now the matrix, better known as "mat," is the shoe-horn which press agents and advertising agencies alike are using to ease matter into news columns. And the sad side of this statement—from the publisher's viewpoint—is that a great many who send out press-agent stuff in mat form are getting away with it. It is strange that right now, when publishers have adopted radical methods in their efforts to cope with the high cost of paper, the mat epidemic seems to be at its height.

For the press agent, and the agency which is seeking to get free space, the mat game is indeed a big idea. In many instances whole columns are being obtained gratis where paragraphs were lucky catches when mimeographed copies of the stuff were sent out with requests that, "in view of the campaign which our clients are about to run, we think it wise for your paper to take care of us in this regard." In other instances pages—whole pages, mind you—are grafted from the newspapers.

Now the main reason why the press agent and the agency like mats better than any other free publicity shoe-horn yet secured is this: *The matter must be run exactly as the free-publicity procurer wrote it.* Through insistent work upon the part of publishers' cooperative bureaus, THE EDITOR AND PUBLISHER and other journals, newspaper advertising managers had acquired the habit of going over press-agent stuff and blue-pencilling the rawer phrases, such as boasts of the advertisers' family tree, super-superlatives relating to the press-agented product, and the like. Naturally, when the clippings were exhibited to the clients and such things were lacking, the clients were not quite as enthusiastic as they would have been had the more boosty boasts been left in the tales. But with the mats, the advertising censor cannot cut a word or line or paragraph here and there.

In the case of boilerplates, an intermediate stage in the development from the press-agent letter to the mat, there was this objection: Publishers could tell the composing room to saw out a paragraph now and then. The press agent did not find plates with whole paragraphs sawed out entirely to his liking.

UNDER FULL STEAM.

Just where and when the mat epidemic started is difficult to ascertain and hardly necessary. The point is, it is going full blast to-day, and more aggressive action against it would save white paper and have a tendency to raise the tone of the advertising columns of a great many newspapers.

Most every one in the publishing field remembers the kick which went up when Mr. George Hough Perry, advertising impresario of the Panama-Pacific Exposition, announced that his big show would not run a paid advertising campaign. During the winter of 1914-15 the newspapers were flooded with matrices designed to boost the fair. There were quarter-column, half-column, quarter-page, half-page, and full-page mats. Some newspapers used none of them, some used a few of them, others used all of them. Most papers saved them, because the pictures which they embraced were good likenesses of the buildings and nobody could tell when an earthquake would come along and make said pictures very handy things to dust off and run on the first page.

Since the Panama-Pacific days the number of press agents and agencies which have lined up under the mat banner is the proverbial legion.

Among those who have followed press agenting in all its phases, almost, are Susanna Cocroft, our Chicago friend with the fine figure, and Palm Beach, which Mr. King Lardner, of the Chicago Tribune, recently entertained us with. Both these institutions got across with mat stuff recently, and got across good and proper. Half-pages were devoted to Susanna and all sorts of space to Palm Beach.

The National Fertilizer Association, the Association which would not care what a road was paved with so long as it was "red brick," and other cooperative advertising fathered by particular lines of trade, have used the mat route to get into the news columns.

MOVIES AT THE FRONT.

Movie concerns are doing it so often they must blush at times to see the results of their clever dope. And as for colleges, many names could be offered in evidence—but what's the use? Proof which accompanied a matrix from a certain New York State college not long ago even went so far as to say that unless the newspaper used the stuff and sent a marked copy to the undergraduate named, "you will be stricken from our mailing list."

Another angle on the mat situation is found in the fashion services sent out these days. Buried in the text we find references to trade-marked names and the desk man who runs across such information naturally wonders how it is a certain manufacturer in the textile field is mentioned to the exclusion of others.

And some of the advertisers whose attention to the display columns has been diverted to the free-publicity field of late certainly go to great extremes in laying out the plot designed to attain their ends. Elaborateness in this respect is particularly noticeable in the automobile field. Tour maps boosting certain brands of tires; gas-engine theory based entirely upon the type of motor which only one manufacturer puts in his cars—such and many more testify to the madness which the mat germ has developed in the people who are seeking free publicity.

With the cost of white paper where it is; with the certain harm insertion of such mats does to the four-square advertiser, it would seem as if the time for publishers to cry "Halt" had arrived.

NEWSPAPER MEN WILL FLY

New York Scribes to Organize Soon An Aviation Club.

New York will soon have a corps of newspaper aviators, according to the plans of the New York Flying Yacht Club, whose officials have offered to give courses in aviation to all newspaper men capable of becoming aviators. The Club, through Commissioners Cabot Ward and R. A. C. Smith, recently received permission to use the North River waterfront at 129th Street for a landing stage for hydro-aeroplanes and aeroplanes, and floats, hangars, and machine shops will be erected there in the near future.

J. C. Mars, better known as "Bud" Mars, and August Post, aviators, will be in charge of the training school for newspaper men, and, with Francis W. Clinton, acting chairman of the Club, they believe experience in observation will make the novices excellent air scouts in time of war.

In speaking of the plan Mr. Mars said: "We believe that newspaper men will make good aviators, and we plan to give them free instruction in the handling of all types of flying craft. In past years newspaper men have done great service for their country, and in case of war these men may have an opportunity to lend valuable aid to the Government. As couriers of the air, scouts, and members of the Coast Patrol, the writer-aviators could fill important missions."

Augustus Post suggested a novel newspaper feat at the time the station was formally opened to the public. He said an attempt would be made to have an aeroplane carry a reporter as passenger from the station at 129th Street to one or more newspaper offices and deliver a story written either just before or during the flight. The purpose of this experiment, according to Mr. Post, will go to show that, if all other transportation or communication facilities failed, it would be possible for a newspaper office to get its news by means of aeroplanes.

Mr. Clinton, who has pledged \$1,000 to the fund of the Flying Yacht Club, said:

"I believe in preparedness, and I hope that this organization will prove an incentive to patriotic citizens to study aviation and thus be prepared to render valuable service if our country needs them. I believe that newspaper men have the making of good fliers, and our Club will take special interest in members of the writers' profession who wish to study aviation. They will find it worth while to prepare themselves either for military duty or for piloting machines for pleasure or sport."

Journalists at Engineers' Convention.

The visiting newspaper men in attendance at the annual convention of the International Fire Engineers' Association, held in Providence, R. I., last week, were "handled" by William H. Mason, night city editor of the Journal, who is taking his vacation. Among them were Robert E. Reardon, the Brockton Enterprise; F. B. Jacquith, Brockton Times; George B. Fales, the Troy Sunday Budget; H. H. Esterbrooks, of the Firemen's Herald. Paul Mason, of Cincinnati, who has just resigned as editor of Fire Protection, was also in attendance. He met Chief William R. Trotter, of Sheboygan, Wis., for the first time in thirty-six years. They were boys together.

It is never too late to subscribe for THE EDITOR AND PUBLISHER.

McCLELLAN DEFENDS HIS MANAGEMENT

Former President of Jacksonville (Fla.) Metropolis Asserts That While he Ran the Paper Its Net Earnings Exceeded \$20,000 Annually and Its Circulation Gained 33 1-3 Per Cent.

THE EDITOR AND PUBLISHER has received a statement from George A. McClellan, former president of the Metropolis Company, referring to his administration as publisher of the Jacksonville (Fla.) Metropolis. In substance, the statement is as follows:

THE EDITOR AND PUBLISHER:

In a recent issue of your paper there was an account of the sale of the Jacksonville (Fla.) Metropolis, which, for the most part, is not in accordance with my understanding of the facts.

The first important statement contained in it is "McClellan paid \$10,000 in cash, but beyond keeping up the interest on the purchase price, he never made any further payment on the principal." The contract of sale provided for three cash payments and the remainder of the purchase price in fifteen-year securities. Two of three payments were met and paid in full under the contract conditions. The final payment was not made for the reason that I refused to pay it until the former owners should make good on certain guarantees appearing over their signatures in the bill of sale. Instead of earning \$30,000 to \$40,000 a year previous to my taking over the property, as reported in your paper, a complete audit by the best firm of certified accountants in Jacksonville—Mucklow & Ford—disclosed the fact that the Metropolis had actually operated at a loss over the two-and-a-half-year period ending July 31, 1913 (the date on which the paper was sold to me).

Next, the assertion is made that the paper was not in debt and had a complete plant and a fair circulation. At the time I took over the paper, it had practically no working capital, and an indebtedness in excess of \$27,000. In order to have a complete plant, it was necessary to buy over \$20,000 worth of new equipment. As to circulation: During the last year of Carter & Russell's administration, they collected in cash from circulation \$44,081.53. In 1915, the cash collections from circulation were \$65,652.51, a circulation revenue increase of nearly 50 per cent. At the time I took over the paper the net paid circulation was 15,283. When it was sold to Carter & Russell, the net paid was 19,645—a gain of nearly one-third.

A Metropolis financial statement dated April 1, 1916, shows the net profit year to date was \$13,927.46. The Metropolis showed a net operating profit averaging in excess of \$20,000 each year for the first two years of my ownership, and at the rate it started this year, the net profit should have been in excess of \$30,000.

In addition to plant and other investments, the former owners, during my ownership of the Metropolis, drew out of the business more than \$50,000 cash as interest on the unpaid part of the purchase price.

While I have heard that the impression has been created in certain quarters that the paper was taken away from me without proper consideration, the fact is, I was unwilling to make final payment on purchase price until they should make good on their guarantees, and they, being unwilling to make what, in my opinion, I regarded as proper concessions on the purchase price, I sold my 85 per cent. interest in the property to them at a figure which was entirely satisfactory to me.

Coming to the final statement, namely, that the former owners will have to pay a large indebtedness incurred by me: Eliminating some undivided dividends which appear on the books of the company as a liability, but which, for certain reasons, is not a valid obligation and will not have to be paid, the amount of the indebtedness increase was less than half the amount stated, and this increase is considerably more than offset by plant, real estate, and accounts and bills receivable increases.

NEWSPAPER MAKING

The introductory article of a Series of Studies of the underlying principles of modern newspaper making for the benefit of newspaper workers

By JASON ROGERS,

Publisher The New York Globe.

FEW active executives of daily newspapers have either the time or the inclination to study the thousand-and-one little details which earlier in their careers would have enabled them to take advantage of passing opportunities at practically no expense. Moreover, being chained to their desks, routine prevents them from keeping abreast of the best contemporaneous successes.

By similar processes the subordinates on our daily newspapers are too often held down beyond reason by executives for fear their call for larger salaries will be denied, even though merited. Many a most promising youngster may have been lost to the newspaper business by some ignorant department head who refused to meet a request for another dollar a week.

I know that these conditions exist, for in my various journeyings about the United States I have visited hundreds of newspaper offices, big and little, swapped experiences all along the line, and talked with all sorts of newspaper men from fly-boys to owners of various degrees of newspaper ability.

LACK OF POLICY DETRIMENTAL.

Through some strange fate or lack of ordinary commercial training, or perhaps, by reason of political aspirations that induced them to buy the properties, newspaper-owners seldom operate along a well-defined policy to a logical end like the few who score the big hits. Oftentimes success is missed by a very narrow margin. Continued unsuccess more often than not makes a man so doubtful and fearful that he runs at a shadow, and halts many a new venture just before it has developed into a success.

The mining or oil prospector who stops a foot or two short of the mother lode or gushing stream of oil, because of faint-heartedness or hard luck, leaving the rewards for his labor and investment to the man who follows in his footsteps, and who has only to bore a foot or two deeper in the old hole to win fame and fortune, furnishes a parallel in many cases.

MANY OPPORTUNITIES FOR ENTERPRISE.

During a recent trip of investigation I was amazed to find so many opportunities for bright young men to buy up moribund properties and ride through to success without the necessity of endangering their small capital account.

These conditions, and the apparent inability of any of the schools of journalism to get away from the purely professional side of the subject, has induced me to undertake a series of articles in which I shall attempt to set down for practical use many of the ideas and suggestions that came to me during a long experience, and from

When you take into consideration that the last three-year period in the South has not been equalled since the Civil War, and that during this period the Metropolis's circulation increased 33 1-3 per cent., that its net earnings were in excess of \$20,000 annually, that it cleared nearly \$14,000 the first three months of this year, and that in excess of \$50,000 in cash as interest was taken out of it, I feel sure that you will agree with me that the showing was an extraordinarily good one.

GEORGE A. McCLELLAN.

talks with newspaper men in their offices all over the country.

No man ever put through any really worth-while newspaper enterprise without some definite well-thought-out goal in sight, and a rigid adherence to policy clear through to success. The trouble with the unsuccessful newspaper men is that they are mere drift-



JASON ROGERS.

ers who mark time until some lucky wind blows success their way, which seldom happens.

There are generally ninety-nine doubters and drifters for every man with a real idea or purpose, and with sufficient confidence in it and himself to put it across. In the absence of any generally accepted course of instruction that would qualify a young man to undertake the task of operating a newspaper plant in the light of the best practice and experience, I am going to make clear as much of this practice and experience as it has been my good fortune to learn and apply.

We will not be able to go as thoroughly into all matters as I should like, but we will be able to discuss many problems that are perplexing, and discover some tender spots which, if healed, would make for greater progress and success, not to mention happiness.

For example, few editors, in their overweening desire to give the most generous treatment to news and the various departments, stop to consider the consequence of their prodigality or waste in its relation to the bill for white paper.

ANTAGONISM SHOULD BE ELIMINATED.

In many an office where necessity has compelled great circumspection, there is antagonism and expressed criticism against the editorial or business management, which, if not controlled, makes for disorganization, or is conducive to the development of a spirit of laziness or lack of interest which is unwholesome.

It is just as serious a menace to newspaper success for those concerned in the business management in their mistaken enthusiasm to overlook the necessity of the production of the best possible sort of a newspaper by the edi-

FIGHTING INFANTILE PARALYSIS

How the Pittsburgh Chronicle-Telegraph Happened to Be First in Urging Action.

The Pittsburgh Chronicle-Telegraph was the first paper in that city to sound the "Safety First" bugle in the campaign to prevent the spread of infantile paralysis in western Pennsylvania territory. And the story runs thus:

For some years Mathilda Orr Hays, well-known clubwoman, has been a contributor to the Chronicle-Telegraph. Through its columns she had led a lively battle with the Pittsburgh policemen to enforce the "Anti-Spitting law." When the scourge broke out she was in New York, where she was engaged in teaching and lecturing on "Natural Education Methods," and as her work took her into all quarters and among all classes of the city, she gained much first-hand knowledge of the disease.

Realizing that the disease might spread to Pittsburgh, she hastened back to that city with the data she had obtained, and consulted with C. W. Danziger, the managing editor, about running a daily column dealing with its prevention and probable cure. All the measures which she first presented in her columns have been put into effect by local and State authorities. The clubwomen have taken up the cry, and formed working bodies to instruct foreigners, enforce laws, and get a cleaner city.

torial department, as it is for the editorial end to withhold active interest in and cooperation with the business department.

Editors are too prone to ignore and discourage business office activities, and business-office executives too ready to believe that a newspaper can succeed regardless of editorial merit. The departments must get together and recognize their interdependence if enduring success is to be recorded.

Of course, it is obvious that all of the men concerned in so important an industry as the newspaper business, which includes 26,000 publications in the United States, cannot be expected to see the advantages and wisdom of adopting modern methods and discarding the old hit-or-miss methods of the past.

DETAILS ARE WANTED.

Too often the growing youngsters and aspirants to fame are deceived by the well-intended speeches and writings of great and successful editors and publishers, who, in explaining how they became great, only touch on the high lights, give little consideration to many important low-light efforts which really enabled them to score a big success.

Let us carefully consider a few fundamental truths in this series. The articles will be brief and to the point. They will express conclusions on many mooted questions. It is better to have a conviction and carry it through to a fair trial or fall in the attempt, than to procrastinate.

The writer will be glad to hear views, criticisms, or suggestions from newspaper workers as we go along, and if during the series we are able to develop a wholesome discussion of fundamentals or important details of management and administration, I shall not have labored in vain.

Next week's article will deal with the successful policies of the late Col. W. R. Nelson, builder of the Kansas City Star.

WOMAN WRITER POSED AS MAID

Later, Her Experiences Made Good Copy for a Cleveland, O., Paper.

Miss Beatrice Burton, of the Cleveland (O.) Press, calling herself "Mary" for a week and seeking employment as a ladies' maid, has gathered some surprising facts for her paper, and incidentally for the public, not overlooking the women who hire maids.

Miss Burton donned a gray uniform and set out to learn why girls leave domestic employment to seek work in stores and factories at lower wages.

In the first place she worked she found that one maid was expected to do the work of six servants, and expected to wait on the table à la Ritz-Carlton, all for \$10 a week. For this she could have slaved for fifteen hours a day, but she quit after one day's tryout.

At the next place she received kindly treatment from the lady of the house, but had to sleep in the cellar of the apartment house, where a window opened on the sidewalk and the feet of passersby were less than a yard from her face. At another place a two-weeks' wash had been saved for the first maid who applied for work, which happened to be "Mary"—but Mary didn't wait to do it.

At still another place she made such nice desserts that the pet daughter of the house ate them before supper time, and Mary had to do it all over again. About 10 P. M. the mistress of this household thought it would be fine for the maid to make some cakes and lemonade "for the young people who have been out automobiling all evening."

In her articles, Miss Burton pointed out that a little more consideration for the humar element in the maid problem would make it less of a problem, and much easier for the employer to obtain and keep good domestic service.

HIS OWN PAPER JARRED HIM

It Made Chairman Vance McCormick Sit Up and Take Notice.

It takes a lot to shock an editor, but according to a story going the rounds in political circles the deed has been done and Vance C. McCormick, owner of the Harrisburg (Pa.) Patriot, is the victim.

Mr. McCormick has learned that being an owner of a Democratic newspaper and the chairman of the National Democratic Committee has its disadvantages. He picked up a copy of his newspaper (the Patriot) and read in it with wide-eyed amazement that there was trouble in the Democratic party and that the Campaign Committee was the bone of contention. Grasping the telephone, he soon was in communication with Harrisburg.

"Why do you print such stuff?" he demanded of his managing editor.

"Why not?" was the reply. "Isn't it true?"

"Of course it isn't," said Mr. McCormick.

"Then the best way for you to do is to tell us just what is going on and then we'll not make any mistake," said the managing editor. "If you would take the Patriot into your confidence there wouldn't be any such difficulty, but in the absence of other news we will have to print what is sent to us from other sources."

"Well, what do you think of that?" was all Mr. McCormick could say. Now he is afraid to open the wrapper containing his own paper.

ON NEWSPAPER CO-OPERATION

By CLINTON L. OLIVER.

PERSONALLY I want to enter a disclaimer to the allegation made in the call for this "Dealers' Service Conference." You will remember the statement: "Discussions will be led by the following AUTHORITIES," I am not an authority on "newspaper coöperation" and I do not believe any one in the newspaper fraternity has attained to that distinction. Some newspapers have had more experience in so-called coöperation than others, but the thoughts and plans for newspaper coöperation have not been sufficiently crystallized, and newspaper coöperation has not been defined to an extent that a standard of measure is provided by which authorities can be named.

I must subscribe to the statement on the front of our programme. "We have only begun to coöperate—we have only begun to be confidential with each other." In the absence of a standard by which coöperation is measured I can do no better than present to you the motives behind a lot of work and expense undertaken by the Omaha Bee to do the thing called "coöperation," and the methods employed to get certain results intended to better business conditions—for the retailer in our territory—for the advertiser that uses our columns, and for ourselves.

NOT A "FREE LUNCH" FOR ADVERTISERS.

In the first place let me assure you that what we call coöperation is not "graft"—is not "rate cutting"—is not a "free lunch" for the advertiser for whom some service is performed, although some advertisers and some agencies seem to think that because we say we "coöperate" with advertisers the signal has been given to ask us for everything they want, regardless of expense to us, and regardless of intelligent reason. In many cases it has attained the appearance of graft and the proportions of the free lunch. Nevertheless, we take the broader view that in many cases a little effort on our part can turn the tide for the advertiser so that what would have been an unprofitable campaign, for him, in our publication, turns to a profitable campaign, and at the expiration of the schedule we get a renewal instead of having to go out and dig up a new advertiser.

The publishers of the Omaha Bee believe that their interest in an advertiser does not cease with publication of the advertisement as ordered by the advertiser. They believe that they do give value in full measure in circulation, good printing, and a first-class newspaper, at the rate charged, to every advertiser. Believing this, they might naturally be expected to feel that it is unnecessary to do anything more in service to an advertiser.

NATIONAL ADVERTISING GOING TO THE NEWSPAPERS.

Some years ago, and even to-day, some publishers looked upon coöperation as "unethical," but only a misunderstood coöperation could be called that. It is within the legitimate province of any newspaper to do anything that honestly builds up the business concerns from which it derives profit. National advertising has increased mightily in the past few years. Much of the space used by these concerns is in the newspapers. Many advertisers who started in the magazines are finding that their real field—their real success—their real opportunity to develop and grow is in the use of newspaper space. If they break into the newspapers and meet success the newspaper has won a new friend and developed a new source of revenue. If they fail in their attempt to develop their business through the use of newspaper space then the newspaper has added one more skeptic—one more knocker—to the list and lost one more source of revenue. It is "graft," "rate-cutting," or "free lunch" if the newspaper takes an interest in the advertiser, and, by adding a little service, turns the tide and produces a success rather than a failure?

In coöperative service to manufacturers and distributors who advertise in the Omaha Bee, the publishers feel that they are extending "the Helping Hand." There is no misunderstanding of the term "coöperation" so far as our institution is concerned. We do not actually sell a manufacturer's goods by the act of taking the order, but we recognize responsibility to the advertiser and concern ourselves with his success in this field.

In extending "the Helping Hand" to our advertiser, our institution maintains a service department whose entire time is occupied in securing the proper "acceptance" of the manufacturer's advertising by the retailer. To do this the attention of the retailer is called to this advertising through letters, personal calls, and by "The Trade Builder," a magazine which makes its monthly visits to all the retailers of importance in Omaha or this trade territory. An attempt is made to develop a friendly attitude toward this advertising by presenting its advantages and suggesting ways and means by which the merchant can get his share of the benefits through store and window displays of the advertised products and other methods of good merchandising which secure for him a rapid "turn-over" on these lines.

HELPING THE RETAILER.

There is no attempt to "educate" the retailer in the spirit that he is totally ignorant of good merchandising methods, but with the idea in mind that every retailer is a busy man—swamped with the details of his business to such an extent that he lets slip some of the opportunities that knock at his door. Generally under our methods he welcomes information and suggestions.

Through the Trade Builder we carry to the retailer of our field the best thoughts of the brightest minds on subjects of store management, store arrangement, window trimming, the value of advertising—how to do his own advertising, and how to use the advertising of the national advertiser.

I have been interested in the words of those who have already spoken at this meeting. I find a paint company spending large sums of money to turn out several classes of house organs—some of them teaching general store problems like accounting, advertising, etc. I note other manufacturers doing a hundred different things, but all with one simple end in view—to make better retailers who thus become more intelligent agents, able to take care of and increase your business in his locality. To bring about this improvement in the retailer you go all around the bush, teaching him how to sell a lot of things in which you

COMPLAINTS AGAINST TIRE CO.

National Vigilance Committee Calls Attention to an Akron, O., Concern.

The National Vigilance Committee of the A. A. C. W., of which Merle Sidener is chairman, has issued a special bulletin calling attention to the Double Service Tire & Rubber Company, of Akron, O., which is placing advertisements with periodicals of every class, claiming that its tires give "guaranteed 7,000 miles service" and are puncture proof.

Many publishers, it is reported, are receiving complaints from readers who have ordered tires from this company, that they have sent checks to this company and have failed to receive the goods ordered. Others are to the effect that the goods when furnished are very unsatisfactory. One man ran two tires sold him by this company for about fifty miles and they were practically wrecked.

have no financial interest. It is legitimate for you to do this, because when you have developed him he takes your line, sells a lot of your goods, makes money for you and for himself.

In just this same manner we endeavor to add our bit toward good merchandising. We attempt in every known way—some of them our own invention—to assure the success of the advertiser by making ready and keeping normal our local market, by developing our retailers to a point where they are an asset to us through their acceptance of the value of the national advertising which appears in our columns.

PREPARING THE LOCAL MARKET.

We do not hold our service up to an advertiser as an inducement to use our publication, but if he does use it we are appreciative enough to take an interest in his welfare and do what we can to make him successful in our field. Frequently we do things for prospective advertisers along preparatory lines. At times we have had our hearts broken by seeing the copy break with our competitors after we have done a lot of work believing that it was coming to us. But although that is a scandalous trick it does not cause us to lose heart in the greater work we mean to do.

A great many methods have been evolved by the newspapers for coöperating with advertisers. The wise publisher will keep abreast of the times and make his coöperative work as effective as possible. On the other hand, the advertiser and his agency must "have a heart." Some of the most unreasonable requests are made under the guise of asking coöperation. The desire on the part of the newspaper to extend the helping hand has led to gross abuses. This tendency to overstep the bounds of reason in asking coöperation has resulted in some newspapers misrepresenting the amount of work they have done in various instances; in other words, reporting that they have done certain things for the advertiser when they had not and didn't intend to.

Frankly, we do not do everything we are asked to do. We do a thing, or we don't, and we don't have to lie about it. Just what we do in coöperative work I can't say. We treat each case differently, but as it appears necessary at the time it comes to us. We believe in newspaper coöperation and expect to widen our scope of coöperative activities as time goes on.

TRADE **LINOTYPE** MARK

10400 Ems An Hour

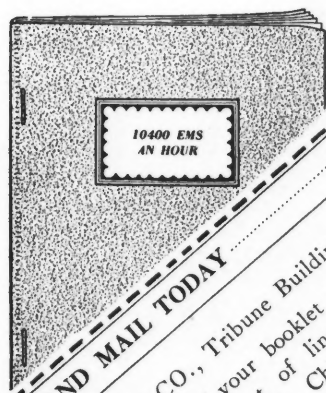
This average was made in one night by an operator on the Model 18 (Two-Magazine Model 5) Linotype in the office of the Chicago Tribune during a comparative trial test with a two-magazine line-casting machine of another make.

Two operators from the Tribune's regular staff alternated from one machine to the other and worked "off the hook."

At the end of the comparative test, the voluntary testimony of the operators proved that they set a larger amount of type with less effort on the Model 18 Linotype than was required to set the smaller amount on the other machine.

Result: The Chicago Tribune ordered 39 Model 18 Linotypes and 2 Model 16 Linotypes—the largest single order ever placed for line-casting machines.

"10400 Ems An Hour"
 is the title of a booklet which covers all the details of this comparative test. To get your copy of this book fill in the coupon now and mail it today.



**MERGENTHALER
 LINOTYPE CO.**
 Tribune Building, New York, N. Y.

FILL IN AND MAIL TODAY

MERGENTHALER LINOTYPE CO., Tribune Building, New York

Gentlemen:—Please send me a copy of your booklet "10400 Ems An Hour" describing the recent test of line-casting machines in the composing room of the Chicago Tribune.

Name.....
 Address.....
 Employed with.....
 Position.....

E. & P

CHICAGO AD MAN A NOVELIST

Sherwood Anderson Has Written Five Books During His Leisure Hours.

CHICAGO, September 6.—Few American novelists ever planned their literary debut in the unusual way that Sherwood Anderson, a well-known Chicago advertising man associated with the Taylor-Critchfield-Clague Company, has done. Mr. Anderson is the author of "Windy McPherson's Son," a business romance which is being published by John Lane & Company.

For six years he has been devoting his spare time to novel writing. This will be his first published work, and followed at intervals of a year by books already sold. One of these is a labor story and the other a woman's theme.

Instead of attempting to run into print as soon as he completed his first book, Mr. Anderson merely continued writing, planning his procedure with the same deliberateness as he would exercise in laying out an advertising campaign. From the outset his idea was to get a good start before allowing himself to come in contact with a publishing house, thereby preserving whatever individuality he might have and freeing himself from the possibility of being affected by commercial influences.

"For twenty-four years I have been actively engaged in the advertising business," he said. "I am in it, and am going to remain in it, solely because it provides a substantial means of livelihood; not because I have a spark of love for it.

"There is nothing I enjoy more keenly than writing, but I want to write what is in me, not what some publisher demands of me. Therefore I am sticking to my business and writing for the pleasure of it. If what I turn out doesn't suit a publisher it won't hurt me, for I am not depending upon the revenue of a book for bread and butter.

"The vast majority of writers are corrupted by commercialism. They write to get by, not to express their own thoughts. That is the reason that many of our present-day novelists are writing poor drizzle, although potentially capable of producing works worth while.

"Another advantage, I believe, that my plan has given me is that I have not been thrown into a so-called literary circle. Every day I come in contact with men and women of the business world—the people I am writing about and for. This keeps me out of the rut that I might otherwise fall into were my associates chiefly members of the literary fraternity.

"Right now I am working on my sixth novel. In other words, I am five years ahead of my first published work. Because of this I can go ahead painstakingly and deliberately. It will not be necessary for me to grind out a book hurriedly in order to take advantage of whatever little popularity my first effort may bring."

Floyd Dell was the first one to go over any of Mr. Anderson's manuscripts. He urged two or three years ago that they be put in the hands of publishers. Theodore Dreiser and Arthur Mencken are other critics who have read and favorably commented upon the manuscript of the new book. Mr. Anderson does this writing evenings, mornings, and on trains when travelling.

U. S. Paper Plant Bill in House

Government manufacture of print paper for the Government Printing Office was proposed on Thursday in a bill by Representative Tavenner, of Illinois. The purpose is to strike at present prices of paper.

SPEAKING OF REAL WORTH WHILE SCOOPS

By WILLIAM H. McMASTERS.

WHEN it comes right down to a real big exclusive story in the newspaper game, it doesn't happen so often that anybody should worry about it.

We hear a great deal about how "the Express had the story of the fight on the street five minutes ahead of all the others," but that is a circulation scoop, or we learn once in a while that "the story of this deal—to sell Ty Cobb to the Vera Cruz team—was first mentioned in the Gazette two weeks ago," which is a sporting story, important to Cobb, if not true, but the real going to press with a genuine new story, played up on the front page and not even mentioned or hinted at in any other paper in the city—well! not often. Frequently a reporter worms a story out of some official—an exclusive interview—some candidate giving out an advance feeler on how anxious the public is that we should run for Representative, Senator, Governor, or what not, but public interest is very often lacking in such cases—as many a candidate can testify.

I remember when I was doing politics for the Boston Post, a dozen years ago, I skipped up to Hopedale to interview Eben S. Draper, who was a tentative candidate for the nomination for Lieutenant-Governor of Massachusetts on the Republican ticket. Eugene N. Foss was also a candidate had injected as his issue reciprocal relations between the United States and Canada, popularly contracted into the single word "Reciprocity." Mr. Draper received me very graciously at his home, and incidentally I would like to say right here that, in all my experience with public men, successful or unsuccessful candidates, the two most gentlemanly and courteous men whom I ever met were Eben S. Draper and his Democratic opponent of that year, Henry M. Whitney.

But with all his courtesy, Mr. Draper was firm in his refusal to give me any direct statement on his views. His reasons were sound, too.

"I am to give a statement to the papers at my Boston office to-morrow noon," was the way he expressed it, "and I don't feel that it would be fair to give you that statement in advance."

I agreed with him, and told him so. Then I began gunning for something else that would pay me for my trip to Hopedale.

Just to see if I could get a rise out of him, I said: "Mr. Foss claims that Reciprocity is the only thing that will save the Republican party in Massachusetts."

It was only a random shot, in the dark, but it hit Mr. Draper. The Foss agitation had gotten on his nerves just a trifle. He came back like this:

"So Foss says that, does he? Well! We don't all have to agree with his views on public questions." Then, as though he had said too much, he quickly shifted to other topics. I made out that I had muffed it worse than Snodgrass dropped one in the world's series, and a while later said, "Good-by."

The next morning we printed an out-and-out declaration against reciprocity on the part of Draper, and at the meeting of the newspaper men at noon, Mr. Draper very generously said that I had guessed at his views, but luckily for me I had guessed them correctly.

But little things like that are not worthy of being called scoops. They simply keep a man from getting rusty on his job.

Only twice as a newspaper man did I ever assist in putting over a real, bona-fide scoop on the other papers, and, strange to relate, I was not connected directly with the newspapers at the time—once I gave the story to the Post and the other time I gave it to the American. In both cases I fell into the stories. One evening in June—I think 1907—when the Massachusetts Legislature was being held together for the sole purpose of legislating the Boston Holding Company into shape for absorbing the Boston & Maine and consolidating it with the New Haven, I was sitting in the Hotel Touraine, Boston, reading one of the magazines so kindly provided by the management. Across the corridor from me was Charles S. Mellen, president of the New Haven. For weeks the newspapers had been full of Mellen, New Haven, Boston & Maine, and the Legislature.

Mr. Mellen arose from his seat, walked over to the clerk's desk, spoke to him, and took an elevator to his room.

About five minutes later, Senator Crane, of Massachusetts, entered the hotel and, in the manner that he has made famous, tip-toed over to the elevator and disappeared.

I decided to wait. Virtue was soon rewarded, as, inside of another five minutes, Senator Henry Cabot Lodge came through the front door, dressed in evening clothes—a classic figure, fresh from his summer home at Nahant—and took the same route as Mellen and Senator Crane.

Maybe there wasn't any story in it at all. Maybe it was all pure coincidence. But I would never dare look an editor in the face again if I didn't take a chance on it.

I got the night city editor of the Post on the 'phone and told him what was in the air.

"Much obliged, Mac," was all he said, "we will attend to it."

And he did. Don't worry. All over the front page—a review of the entire situation and a stray interview with Senator Lodge. Senator Crane never talks, you know. He whispers. The Boston Holding Company was put over, right there, and not a paper in Boston carried a line of the story except the Post.

The early afternoon editions called the story a fake, but later they all used it. What Mr. Grozier handed me for the story is another story—quite satisfactory to me.

The American story attracted much wider attention. It came through this way.

I met Sherman Whipple, the prominent Boston lawyer, one noon at Young's, where I had an opportunity to speak to him for a couple of min-

"GOOD THROUGH FIRE LINES"

O'Neill's Police Card Identified Him at the Telegraph Office in Michigan.

The identification cards which New York reporters carry—issued by the Police and Fire Departments, jointly—have stamped across their face, in large red letters, the legend, "Good Through Fire Lines."

Joseph Jefferson O'Neill, of the New York World staff, was on an assignment recently which took him to Mackinac Island, in Lake Michigan, to interview Charles Warren Fairbanks, the Republican Vice-Presidential nominee. He had some funds coming to him from the World which had been sent by telegraph, so he went to the Western Union office in the remote resort to collect.

A little, gentle, old lady was in charge. She said: "Yes, I have some money here for you, Mr. O'Neill. Have you anything to establish your identity?"

Joe produced his yellow pasteboard and said: "Why, yes; here is my credential as a newspaper correspondent."

The lady manager looked it over and remarked, starting to count out the money: "That seems to be all right." She counted some more bills, then ventured, cordially: "You've been in Europe, haven't you?"

Wonderingly, the newspaper man said: "Yes; but not very recently. I got back in April. And I don't see how you could tell from that card!"

"Why, that was simple enough," the gentle old lady said. "I just happened to notice that your badge said it was good through the firing lines."

"I suppose," said O'Neill upon his return, "that the dear old soul thought all a newspaper man has to do on the other side is to show one of the cards signed by Police Commissioner Arthur Woods and Fire Commissioner Bob Adamson and walk right through all the armies of Europe."

utes about the advisability of bringing an action against the New Haven officials, including the entire Board of Directors, for the losses sustained by the stockholders through mismanagement and breach of trust. Without batting an eyelash he told me that he had been contemplating that very thing for some time.

As Mr. Whipple had once done me a personal favor, I went ahead by asking if he had mentioned it to any newspaper.

"Not a word, as yet," he said.

"Then I would suggest that you give an exclusive story to the one paper that will make the best use of it," I told him. "That is the American."

"Will you arrange it?" he asked me, and I told him that I would.

Although this was Thursday, the American held it until Sunday, and then spread it out for a page and a half. All the law and argument was furnished by Whipple. The case involved over \$100,000,000, and was the biggest case ever filed of its kind.

The Associated Press used it all over the country, and the American played it for weeks as their great exclusive.

Awhile later, I called Publisher Johnson's attention to it, and he paid me space rates for the original story.

Mr. Whipple got \$50,000 worth of "ethical" advertising out of it I had the pleasure of writing about it. The United States courts have thrown the case out, so I understand. So everybody is satisfied except the New Haven stockholders. So it goes with exclusives. You can't satisfy everybody.

Supreme In Ohio

The Columbus Dispatch Leads All Other Papers in the State

As An Advertising Medium

This newspaper excels the best of those in Cleveland and Cincinnati

COMPARISON OF DISPATCH WITH CLEVELAND PAPERS

	Total Paid Advertising for August in Lines
THE DISPATCH - -	823,820
PLAIN DEALER - -	766,602
THE PRESS - - -	754,258
THE NEWS - - -	494,032
LEADER - - - -	484,834

DISPATCH GAINS

August this year.....	146,820 Lines
First 8 months this year.....	1,155,012 Lines
Total Paid Advertising published first 8 months this year....	7,312,930 Lines

The Dispatch regularly leads all Cincinnati papers by several hundred thousand lines monthly

Not only is The Dispatch supreme in the local field, but it also leads any other Ohio newspaper in the amount of **foreign advertising** published, being recognized by foreign advertisers as Ohio's leading advertising medium.

The Columbus Dispatch

Ohio's Greatest Home Daily

HARVEY R. YOUNG, Manager of Advertising

WESTERN REPRESENTATIVE
JOHN GLASS, Peoples Gas Building, Chicago

EASTERN REPRESENTATIVE
I. A. KLEIN, Metropolitan Tower, New York

NEWS PRINT SITUATION IN DIFFERENT CITIES

(Concluded from page 5.)

the first of the month. One such publisher has been told that his price for September will be \$4.50, and another \$4.75 f. o. b. mill.

Boston dailies are making unusual economies. The size of papers is being carefully watched and less pages are being run in proportion to the amount of advertising than ever before. Each paper is cutting down advertisers' lists, exchange lists, and free lists. Some of the papers have cut off issues to employees. Others have reduced them from 25 to 50 per cent. Exchange lists in some cases have been abolished.

The following newspapers have recently gone upon a non-returnable basis—Burlington (N. J.) Enterprise, Everett (Pa.) Press, Harrisburg (Pa.) Patriot, Missoula (Mont.) Missoulian, Morristown (N. J.) Record, Saratoga Springs (N. Y.) Saratogian, and Tucson (Ariz.) Citizen.

The Oklahoma City Oklahoman reports that it has reduced circulation to a paid up-to-date basis. Names of subscribers are removed from mailing list as soon as they expire if they are not immediately paid in advance for the following year.

The percentage of news in the Oklahoman will run about 25 per cent. of total volume, and in Friday's issue, August 25, with twenty-four pages, the news ran 20 per cent. The Oklahoman has cut out returns.

NEW JERSEY WAKING UP.

The New Jersey Press Association is urging members to adopt radical measures. In a circular letter sent out by Secretary Clift the statement is made that it is quite probable that unless such measures are adopted to remedy present conditions, not only will the price of print paper go much higher, but many publishers will be unable to buy at any price.

The North Carolina Press Association urges members to economize in every way possible in the use of print paper, to answer immediately the questions of the Federal Trade Commission if they have not already done so; to place their papers on a cash-in-advance basis by January 1 next, or earlier if possible; to eliminate all free copies and to send advertisers only such papers as are necessary to present proof of insertions of advertisements; to increase both subscription and advertising rates; to reduce margins of papers wherever practicable, and to adopt standard sizes.

FEWER PAGES IN MINNESOTA.

Minnesota publishers have taken radical steps to reduce consumption. Nearly every paper in the State is getting out fewer pages—ten or twelve-page sheets have come down to eight—eight-page to six and four, and so on all along the line. The reduction in the size of the big Sunday papers amounts to from ten to twenty pages.

Westchester County publishers of daily newspapers held a meeting on Wednesday at the office of the Mt. Vernon (N. Y.) Daily Argus, at which the news print question was under discussion. Practically every daily in the county was represented with the exception of the Yonkers Statesman, the editor and proprietor being away on his vacation.

No definite action was taken, but it is expected that on the return of Mr. Oliver, the proprietor of the Yonkers Statesman, that all of the county dailies will go to two cents.

The Durham (N. C.) Sun announces a suspension temporarily on account of scarcity of news print, of the Saturday afternoon edition.

IN FAR OFF ALASKA.

The Skagway (Alaska) Daily Alaskan, the first daily in Alaska, has been compelled to reduce its size to a five-column four-page issue, on account of the shortage of print paper. So scarce is the latter that the Alaskan was recently printed on book paper.

The Salem (Mass.) Evening News has gone to the limit of reducing the size of its paper by eliminating dashes in special departments and reducing the point size of all sub-heads. This is in addition to cutting down the number of pages.

The St. Louis Post-Dispatch and the St. Louis Times on September 1 placed their daily issues on a non-returnable basis.

The Toronto Globe states that the owner of the right to cut pulp wood on an area of 1,000 square milles recently asked \$1,500,000 for them, but he could not look at that price now. The Ontario Government rent-charge is \$8 per mile and the stumpage \$1.25 per thousand feet.

"More inquiries for Canadian pulp, pulp wood and paper are being made at the present time than ever before," says the Globe. "Our resources are being conserved by those anxious to insure for themselves adequate supplies in the future. Their anxiety is being accentuated by the prevalence of forest fires. At the present a cord of rough wood cut for pulp is worth 25 per cent. more than it was six months ago."

W. R. Wiley, secretary of the John Leslie Paper Company, Minneapolis, states that "Heretofore during the period before the war and almost up to the present time the price of print paper has been about \$800 for 36,000 pounds. To-day in round figures the cost is about \$1,900 for the same quality, and our mills will not tell us that highest point has been reached. The normal price of print paper has been \$2.10 a hundred. To-day it is quoted at \$5, figuring 35,000 pounds to the carload, the actual cost to-day in excess of the normal cost of a car would be approximately \$1,050."

TEN YEARS' FAITHFUL SERVICE

James McKernan of the New York World Highly Honored.

In September, 1906, ten years ago, Don C. Seitz placed James McKernan in charge of the Circulation Department of the World. When Mr. McKernan arrived at the office last Tuesday morning, he found a magnificent horse shoe of flowers on his desk, a gift from the circulation department, mail room, and delivery department employees, wishing him good luck on his tenth anniversary as manager of the department.

The World circulation has shown a wonderful growth in the past ten years.

The evening edition has increased over 106,000 per day net, the morning over 70,000 per day net, and the Sunday over 89,000 per Sunday net.

The Jolly Twelve, an association composed of news company managers, post-office superintendents, and circulation men tendered Mr. McKernan a dinner at McKees Hotel, Eltingville, S. I., on Wednesday evening. There were over forty guests present, and a very pleasant time was spent.

Mr. McKernan was the recipient of an automobile outing kit.

BELIEVES IN CLASSIFIED ADS

Business Manager of the Sydney Herald Tells Why.

W. G. Conley, business manager of the Sydney (Australia) Morning Herald, who is a visitor in town this week, is a great believer in the small classified ad on the ground that it adds more value to a newspaper than the large display ad so much affected in metropolitan newspapers. Mr. Conley has just returned from a visit to England where he went to look after business interests in the line of machinery and paper, and leaves to-day for Canada for a week's visit. Speaking on the news print situation in Australia to a representative of THE EDITOR AND PUBLISHER he said:

"The paper situation is, of course, rather acute, but as far as I know, no one is very short. The price has gone up considerably and we will get off very well if we pay only double for our next lots. I believe that the time will come when the paper mills will make up a stock and then put it up at auction to the highest bidder. That will be bad indeed if it comes. We in Australia always carry large stocks, running from a four to an eight-months' supply. The tonnage has shrunk considerably and the Government may have to step in and supply bottoms if it gets any worse."

Mr. Conley's interest in the small classified ad was displayed when he showed a copy of the Sydney Morning Herald. It was remarked that it was made up principally of the smaller ads and that no display ads of any account were to be seen.

"Why," he said, "we cater more to the small advertiser than we do to the large one. Here is a half page ad in display. We charge more in proportion for that half page ad than we do for the same amount of space in the smaller classified ads. I believe that they add value to the paper, just like a telephone. If you have a telephone and no one else has one, it is of no value to you. If, however, 200 other people also have a 'phone, then your 'phone is correspondingly valuable. So with the small ads."

"Take this amusement column. If only one amusement place advertised and took up the space of two columns, would our paper be as valuable to the reader as it is now when we carry in small ads every amusement place in Sydney? Now, he can look down the column and get any place he wants to. With one display ad he could get only one place. So with every class of advertising we have we cater to the interests of everybody and especially to those wanting something special. We believe that the small advertiser makes the newspaper valuable and that the large advertiser is simply taking advantage of the value placed on the paper by the score or more of smaller ads."

A Conservation of Reporters

The Associated Press dailies of St. Paul and Minneapolis have taken their representatives out of the Capitol and their work devolves upon Theodore Richter, who has resigned from the Minneapolis Journal to enter the service of the Associated Press. Of the old Capitol force the only one left is Joseph B. Hennessy, of the St. Paul Daily News, who is also United Press representative. The papers will, of course, have their special representatives in the State House during the biennial sessions of the Legislature.

PAPER CONFERENCE TO BE HELD NEXT WEEK

(Concluded from page 5.)

same. In the United States contract the weight includes wrapping, but excludes the cores. The cores are, however, charged for at one cent per inch for paper and three cents per inch for iron, and must be returned to the mill FREIGHT PREPAID, when an allowance will be made.

Under the proposed new contract, the point of delivery is on board cars at place of manufacture. This is specified in the contract. The price will be fixed for delivery at that point, but an allowance on that price will be made for freight to the home town of the publisher. The amount to be allowed will be fixed in the contract and will vary with different points. It is assumed from the wording of the contract, that a fixed net price for the paper will be made, freight to the point of destination will be added, thus making the selling price, and then the amount of freight will be allowed. On this point the contract reads: "Price and delivery, \$... per one hundred pounds actual weight of rolls, including paper and wrappers, but excluding cores, ON BOARD CARS AT MILLS. Price includes freight allowance of ... cents per one hundred pounds. Routing is reserved to the seller." At another point the contract reads: "Delivery point. Delivery point is on board cars at place of manufacture."

In the matter of claims, under the old contract claims of any nature might be presented within fifteen days, and even a claim for consequential damages might be presented. Under the new terms claims must be made "immediately," and it adds, "no claim shall be allowed for consequential damage."

The matter of contingencies is also broadened. Under the old contract provision was only made for "strikes, fires, casualties at the mills, or other difficulties." The new contract "provides for "strikes, fire, explosion, lockouts, combination of workmen, flood, drought, embargoes, wars, the acts of God, the public enemy, or any cause beyond the control of either party hereto."

"Roll News Print Paper Trade Customs," which are made part of the contract, are an addition in most of the features. They provide that the purchaser shall order a definite tonnage to be taken over the contract period and in equal monthly instalments. It is provided also that 5 per cent. over or under the contract basis of weight shall be considered good delivery. The balance refer to shipments, weight, delivery point, terms, cores, claims, contingencies, etc.

THREE PERSONALS

The St. Louis Republic recently published an editorial commending Tom Rogers, formerly a reporter on the St. Louis Times, but more recently a member of the Efficiency Board of the city, for his work in connection with the Board.

Powell Glass, eldest son of Congressman Carter Glass, of Virginia, is attending the civilian camp at Plattsburgh, N. Y., and is first lieutenant of one of the companies. Mr. Glass is managing editor of the Lynchburg (Va.) Daily Advance, and spent one month in Plattsburgh last summer. He has been in camp two months this year.

Carter Glass, jr., and R. Chess McGhee, of the Lynchburg (Va.) Daily News, are members of Company L, First Virginia Regiment, now encamped at Brownsville, Tex. Both newspaper men are serving as correspondents.

Southern Prosperity Will Increase Your Sales

***Cotton is Bringing the Highest Price in
Years and Bank Deposits Are at the
Highest Point in Southern History.***

On the day this advertisement is written, August 25th, cotton is quoted at 15.76 cents per pound as against 9.70 cents per pound for the same date last year. This represents a gain of 6.06 cents per pound, or \$30.30 per bale. Very conservative estimates place this year's crop at 11,600,000 bales, which at present market price will bring \$914,080,000, or \$312,000,000 more than last year's crop. Adding to this sum of \$914,080,000 the amount of \$230,000,000 which the seed will bring at current prices, it will be noted that

**The South is Receiving This Year from Cotton Alone
at Current Prices the Enormous Sum of \$1,144,080,000**

This year's report on the value of all agricultural products is not yet compiled, but in 1915 the cotton crop constituted but 19.9 per cent. of the total value of Southern farm products. The percentage this year will be somewhat higher, but it gives some basis for determining the absolutely astonishing value of Southern farm products this year.

***Moreover, Southern manufactured products in 1915 were valued
at \$400,000,000 more than Southern farm products, and approx-
imately the same relationship holds good this year.***

The latest report available shows that the increase in National Bank deposits in the South for 1916 over 1915 was 14.9 per cent. With the same proportion of increase holding good for State Banks, there is on deposit in Southern banks this year an average of approximately **two and one-half billions of dollars.**

The significance of the above facts is apparent. There are billions of dollars now on deposit in Southern banks, and other billions are now rapidly coming in that are piling up a purchasing power that is unequalled in Southern history, and which cannot be paralleled in any other section of the country. To neglect the Southern field this fall in the preparation of national advertising lists is inexcusable in the face of such facts and figures.

MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

ALABAMA

Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser

FLORIDA

Jacksonville Times Union

GEORGIA

Albany Herald
Atlanta Georgian-American
Atlanta Journal
Augusta Herald
Macon News

Macon Telegraph

Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Louisville Courier-Journal
Louisville Herald

NORTH CAROLINA

Asheville Citizen
Charlotte News
Charlotte Observer
Greenboro Daily News
Raleigh Times
Winston-Salem Twin City
Dally Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Columbia Record
Columbia State
Greenville News
Spartanburg Herald

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal &
Tribune
Knoxville Sentinel
Memphis Commercial
Appeal

Nashville Banner
Nashville Tennessean

VIRGINIA

Lynchburg News

STORY OF AMERICA'S FIRST LIBEL SUIT

Peter Zenger, Editor of the New York Journal, the City's Second Newspaper, Was the Defendant—Governor's Efforts to Convict Him in the Courts Failed—A Victory for Press Liberty.

By EMIL BAENSCH.

Sometime in 1710 a shipload of German emigrants landed in New York city. Among them was a poor widow with her thirteen-year-old son, John Peter Zenger. He was apprenticed to Bradford, the printer, and served him for eight years. After working at his trade in Maryland for some time he returned to New York and opened a print-shop of his own. Some of the books and pamphlets he printed are still preserved, among them being the first school arithmetic published in America.

At this time England's treatment of its American Colonies became harsh and oppressive. In New York, Gov. Crosby was especially arbitrary, and was creating great dissatisfaction among the people. The only newspaper, the Gazette, was a Government organ, from which it appears that "organs" are not of latter-day growth. So general and so bitter grew the sentiment that in 1733 Zenger was induced to establish an opposition organ, the Journal, a four-page folio. It readily won popular favor, and was weekly filled with articles criticising the Government. Indeed, so eager were the people to voice their opposition and criticism, that Zenger found himself in the enviable position to be able to state, in one of his issues, that he had sufficient copy on hand to fill the paper for the following seven weeks.

TRIED TO SUPPRESS THE JOURNAL.

The Governor and his party determined to suppress the Journal. Two of the three judges of the court, however, sided with the people. The Governor promptly removed them and appointed more pliant men in their places. These called a grand jury and charged it to take evidence as to the libellous articles and to return an indictment against the author and publisher. But the jury declined to do so.

Then the Governor tried more diplomatic tactics. He wined and dined the Aldermen, and induced some of them to sign an address to the people upholding the Governor and censuring Zenger. At the following election every Alderman who had signed that address was defeated.

Next the Governor's Council butted in and ordered the Sheriff to burn copies of the Journal in the public square, and that the Aldermen attend the burning. The Sheriff declined, and the common hangman attended to the burning, while the Aldermen refused to witness this odd ceremony.

ZENGER ARRESTED ON A WARRANT.

The Governor's patience was now sorely tried. Again the grand jury was requested to report an indictment, and again it refused. Thereupon the Attorney-General filed an information, charging Zenger with libel, specifying two articles published in the Journal. On this a warrant was issued, and Zenger was arrested and put in jail, where he remained for over eight months. No visitors were admitted, nor was he allowed the use of pen and paper, and, as a result, several issues of the Journal did not appear. Then habeas-corpus proceedings were started, and he

was given pen and paper and allowed to speak to his wife and servants. Thereafter his wife visited him regularly, and through a hole in the jail door received instructions for running his business.

Two of the leading lawyers of New York, Smith and Alexander, volunteered to defend Zenger. When they appeared the court refused to listen to their arguments, and ordered their names stricken from the roll of attorneys. Thereupon Zenger's friends engaged the services of Andrew Hamilton, a famous lawyer of Philadelphia. Although then over eighty years of age, he accepted the retainer and that without fee.

When the trial began, Hamilton admitted the publication and offered to prove the truth of the charges contained therein. The Court refused to allow him to do so, and tried to induce the jury to bring in a verdict simply finding Zenger guilty of publishing the articles. But Hamilton, in an able and eloquent address, boldly appealed to the jury to be the witnesses of the truth of the charges which the defendant had been denied the privilege of proving. The jury disregarded the direction of the Court, and brought in a general verdict of not guilty, leaving nothing for the judges to do but to discharge the prisoner.

OUTCOME OF THE TRIAL.

The trial was held in the City Hall, which was crowded with citizens, who greeted the verdict with cheers and applause, and proceeded to celebrate the outcome of the trial with much noise and jollification. Zenger returned to his newspaper and continued the business with increasing success. The following year he was made public printer of the colony, and a year later was given a like position for New Jersey. After his death, in 1746, the business was managed by his wife, and later by his son, but the Journal discontinued publication about 1753. One of his daughters lived to the age of ninety-eight years, dying in 1836, a century after her father had played the leading rôle in one of the most stirring incidents of Colonial days.

The judge who refused to permit Hamilton to prove the truth of the alleged libel, was right, because the law of that time did not allow the admission of such evidence. But here may be found the starting point of that evolution which has firmly established American freedom to speak and write the truth. Thus Zenger's case, which Gouverneur Morris called "the morning star of that liberty which subsequently revolutionized America," has become the beacon light of the liberty of the press, without which liberty popular government is an impossibility.

New Ad Magazine Appears

Practical Retail Advertising is the title of a magazine, the initial number of which has made its appearance in Springfield, Mass. The magazine is the official organ of the retail department of the Associated Advertising Clubs of the World, and will be issued, under the direction of J. D. Bates, from offices at 292 Main Street.

The introductory number is a forty-five-page magazine, illustrated with attractive cuts. Its contributors are men prominently associated with retail advertising in many of the large cities of the country. Among its contents for September are articles on cooperative retail advertising, the relation of the retailer to nationally advertised merchandise, and many other vital subjects, all handled by men whose experience has rendered them especially suited to discuss the subjects taken up.

PRECIOUS NATIONAL RELIC

First Printing Press Set Up in This Country Preserved in Vermont Museum.

The first printing press ever set up in this country, or, for that matter, north of the City of Mexico, is still preserved, and in the Museum of the Vermont Historical Society at Montpelier.

This press was procured in England in 1637 or '38 by the Rev. Jesse Glover, a pious man who intended emigrating to Massachusetts, and who knew that a printing outfit was the most acceptable present he could take to the colony and especially to the young Harvard College, which sorely needed something of that kind. The press may have been built to order in England by some joiner, since there were no regular press builders in those days, each printer giving directions for the construction of his press according to his own ideas.

Mr. Glover died before reaching America, but Mrs. Glover set up the press in Cambridge, in the house (at first) of Henry Dunster, Harvard's first president; and as soon afterward she married Dunster, the printing office came under his superintendence. The actual work was done by Stephen Daye. Daye's first job was the printing of the earliest American publication, the Freemans' Oath (March, 1639), and this was speedily followed by the equally famous "Bay Psalm Book."

In 1714 the press was moved from Boston to Connecticut, and in 1778 it was bought by Judah P. Spooner, who moved to Vermont to become public printer to the new State.

The old press was applied to producing The Green Mountain Post Boy, the first newspaper ever published in Vermont. There was much moving about from place to place at first, but finally a permanent home was found at Windsor, where the Spooners kept the old press at work until 1814, when it was sold to a man named Eddy, of Weathersfield. Then came a series of fittings from one town to another which it has been difficult to trace, until it was laid away in an old barn at Windsor, where a few years ago it was found by the editor of The Vermont Standard and presented to the State Historical Society, by whom it was sufficiently restored to be properly set up, and is now carefully preserved under glass.

It is difficult to think of anything that could be considered by American printers more precious as a national relic.

Advertises State's Industries

The Providence (R. I.) Journal has inaugurated a system of advertising for the State's large industries, at the same time calling attention to its columns as advertising mediums. Periodically, W. G. Roelker, the advertising manager, sends to agencies in various parts of the country and to large business houses throughout the United States, letters on the big industries of the city and State. Taking each time some one industry, the letter states how many people work at that industry, what the average wage is, the amount of capital employed, etc. Mr. Roelker states that this new ad bringer will be sent out from time to time, covering a period of probably a year, and he anticipates good returns.

Oakland Tribune Sued

Mrs. Katherine Tingley, head of the Theosophist Colony at Point Loma, Cal., has brought suit for damages to the amount of \$50,000 against the Oakland (Cal.) Tribune, basing her action upon the publication in the Tribune of a caricature of herself and a feature article, both of which she alleges were libellous.

URGE TRADING STAMP TAX

New York Retail Grocers' Association Drafts Radical Statute.

The New York Retail Grocers' Association, at their recent convention at Ithaca, demanded the enactment of a State law regulating the coupon, trading stamp, and premium business.

The statute approved by the convention and to be presented at the next session of the Legislature, is drastic in its nature, and modelled upon the Washington State law whose validity was upheld by the Supreme Court of the United States. It provides for a county license for merchants and others who give or deal in stamps, coupons, or premiums, and fixes the fee at \$6,000 per year.

In the State of Washington the license tax law of similar character has operated to stop the use of stamps and coupons. The New York retail grocers, in framing this bill, have evidently had in mind the decision by Justice McKenna, in which the rights of a State to regulate this industry within its borders, even to the point of imposing prohibitive license charges upon merchants using these devices, were upheld and affirmed. It is believed that there would be little question of the constitutionality of such a statute, but that great difficulty may be found in securing the enactment in New York of practically prohibitive legislation.

WILL STILL FIGHT COUPONS

Temporary Setback Has Not Discouraged Merchants of Atlanta, Ga.

ATLANTA, Ga., Sept., 6.—Although the Rules Committee of the House of Representatives of the Georgia Legislature has defeated the Anti-Trading Stamp and Coupon Bill this year by not allowing it to come to a vote, the Atlanta Retail Merchants' Association, which was back of the measure, is not discouraged.

Grover Megahee, secretary of the Association says: "We have already started our campaign for next year and expect to win at that time."

A circular issued by the association while the bill was pending last week says that from \$5,000,000 to \$7,000,000 annually is paid out by the people of Georgia for premium slips.

Twelve Hundred Inches of School Ads

The Dallas News, in one of its August Sunday issues, carried an educational section of ten pages, eight and one-half pages of which were filled with school advertisements. James B. Harris, the advertising manager, claims that this is the largest amount of school advertising (1,200 inches) ever carried in a Southern newspaper. The text of the other pages was furnished by college and university presidents. The articles were timely and authoritative, and contained much valuable information.

N. Y. State to Abate Billboard Nuisance

UTICA, N. Y., September 4.—It has just been announced here by William M. Acheson, Division Engineer of the State Department of Highways, that orders have been given to tear down all advertising signs along the highways of the State. Complaints have been widespread and numerous. The advertising signs on all State roads between the fences will be removed.

A smile is a sunshine promoter: A frown hatches chickens of gloom.

SUES PRESIDENT OF ATLANTIS

Greek Consul-General Seeks \$750,000 Damages for Defamation of Character.

Solon J. Vlasto, president of the Greek daily newspaper Atlantis, of New York city, was arrested recently on a warrant issued by Justice Delehanty, of the Supreme Court.

The complainant is Klanthis Vassardakis, Greek Consul-General at San Francisco, who is suing for libel and for \$750,000 for alleged defamation of character.

Mr. Vassardakis, who is at the Waldorf-Astoria, charges that Vlasto in the Atlantis for years had tried to blacken his reputation, and that the Greek newspaper had represented to the Greek Government and to the Greeks in this country that the Consul-General was not fit to represent that nation here.

Mr. Vlasto said, so far as he knew, the Atlantis had not made any accusations against Mr. Vassardakis, but had criticised his appointment as a representative of the Greek Government. He said the Consul was sent to the United States in 1914 as purchasing agent of the Greek Government and subsequently was transferred from this position to that of Honorary Consul-General, being also made representative at the Panama-Pacific Exposition.

Crusade Against Fake Advertisers

C. H. Porter, chairman, and B. I. Dasent, secretary of the Better Advertising Bureau, have made a report of progress to the Chicago Advertising Association.

"The Better Advertising Bureau has

been making gratifying progress recently in bringing to account individuals and firms that have indulged in unfair methods for the purpose of exploiting their wares," the report says.

"One of the latest instances is found in the retail hat situation. Complaint was received that a number of hat shops in the loop district were using signs and posters to announce '\$5 and \$7 hats' for \$1.45.

"The bureau called the attention of the proprietors to the State laws against fraudulent advertising and the posting of fictitious values, and there was an immediate scurrying to have the comparative prices removed from their signs and 'announcements.'"

ADVERTISING IN NEWSPAPERS

Miss Bina West Urges Fraternal Societies to Use Mediums that Reach People.

Miss Bina M. West, supreme commander of the Woman's Benefit Association of the Maccabees, addressing the National Fraternal Congress held this week in Cleveland, O., emphasized the value of daily newspaper advertising for all fraternal organizations.

"Such advertising," said Miss West, "goes directly into the homes of persons whom fraternal societies wish to reach. You can centralize your publicity and cover valuable fields to good advantage.

"Most people read their favorite newspapers daily. Many times their opinions and beliefs are formed from the opinions and beliefs expressed in their daily newspapers. Our people are busy people, and the newspaper is their recreation. The newspaper brings to the home

each day the fresh, new thought of the day. It expresses opinions which its readers have not considered before and which sometimes become their opinions.

"For these and many other reasons it is the opinion of the members of your committee that no better medium for carrying educational information relating to these institutions and what they are undertaking to do for the homes of the land can be secured than the public press.

"I therefore recommend, both as a general medium of publicity if concerted action can be secured and to the individual society desiring good publicity at a minimum of cost, the use of the newspapers for this purpose."

Advertising Advantages of Cremation

Newspaper space is the best medium for local advertising campaigns to increase cremation, according to D. A. Ruebel, who read a paper on "Cremation Advertising" at the fourth annual convention of the Cremation Association of America at Cincinnati, last week. Ruebel cited the results obtained in the last five months from the advertising of the Missouri Crematory Association of St. Louis. He stated that the number of visitors to the crematorium had been increased by 100 per cent. since the advertising started. The increase in cremations for five months has been 11.5 per cent. over the same number of months last year.

Bangs Again An Editor

John Kendrick Bangs, the author-humorist and lecturer, will get back into the editorial harness after ten years'

absence on October 1, when he will become editor of The Rambler, a new monthly magazine of comment on art, literature and politics with offices at 27 Beach Street, Boston. Associated with Mr. Bangs is Alfred H. Moorhouse, president of the Blanchard Press, and a publisher of wide experience.

NEWSPAPER CAUSES ARREST

Picture Printed in Chicago Tribune Aids Farmer in Identifying Fugitive.

CHICAGO, September 6.—Photographs of J. Maurice Pettit, the confessed slayer of his beautiful girl bride of a month, printed in the Chicago Tribune, brought about the speedy capture of the murderer who had succeeded in escaping the local police and making his way into Michigan.

Pettit, travel worn and hungry, stopped at the farm of J. Spencer Roulo, near Bedford, Mich., eighteen miles from Detroit, and requested food. He was taken in, dined and given a room for the night.

Something about the man's appearance looked familiar to the farmer, who had just been reading about the sensational murder. This caused him to turn to his copy of that day's Tribune and scrutinize the front-page picture of the slain girl and her fugitive husband.

The similarity between the stranger and the man pictured in the newspaper was so striking that Roulo questioned Pettit and finally obtained an admission of the latter's identity. Police authorities were notified and the man was arrested and taken to Chicago.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

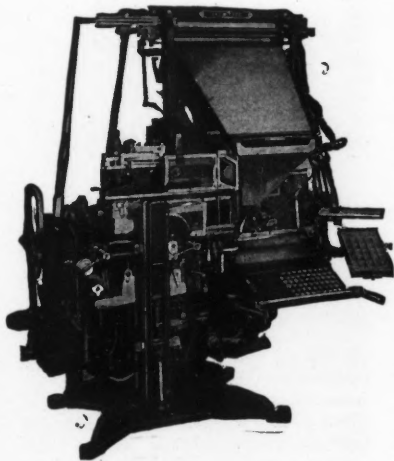
THE EASTERN WEDGE

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and
Interchangeable
Models.



Some recent Intertype installations—

Boston Advertiser and Record
Burlington Free Press
Ithaca Journal
Norwich (N. Y.) Sun
Elmira Star Gazette
Paterson News
Hackensack Record
Charleston American

Intertype success is a normal, healthy growth among concerns which stand well in their respective communities, as may be seen by the above list.

INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
OLD COLONY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

THE EDITOR & PUBLISHER

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

New York, September 9, 1916.

"Court fame but as a spur to brave and honest deeds; and who despises fame will soon renounce the virtues that deserve it."—Mallet.

IN their efforts to produce sensational articles for their readers some newspapers are going to all sorts of lengths. The other day the Sacramento Star sent out its star woman reporter, Esther Elton Stannert, on a dog-catcher's wagon to write what she saw on a day's trip. Another young woman was asked by the city editor of an Eastern paper to walk the streets and tell her experiences in flirting with men.

WE may expect a lively contest between the Advertising Men's Republican League, formed to promote the candidacy of Mr. Hughes, and the Woodrow Wilson Advertisers' League, just formed in New York, for nation-wide advertising of the Democratic cause. This is the first Presidential campaign in which advertising will have figured as a definite and almost dominant force in campaigning for votes.

WHEN in doubt about the news value of any matter submitted for use in the news columns—where such matter contains any possible element of advertising—editors should shift the responsibility to the business office. The business manager may not have the editor's keen appreciation of news values, but he may be counted upon to deal the better with space grafters for this very reason.

WHAT is a fair "basic rate" for advertising in newspapers of large circulation? The New Orleans Item says that it is one-seventh of a cent a line per thousand of circulation. At such a rate, advertising may be bought at a profit, as all advertisers will attest. But is it not true that a compromise rate, a little higher than the Item's basic one and a little lower than the "eventual rate" of one cent per line per thousand of circulation, as forecast by Mr. Ochs, should be determined and adopted by newspapers of more than fifty thousand circulation?

WILLARD CARPENTER, the well-known special agency man, now filling a new rôle as editor and publisher of his own daily newspaper, the Courier-Herald, Lincoln, Ill., carries with him into his new field the viewpoint of the trained advertising man. In a recent editorial he quoted a churchman as saying that it makes religion cheap to put its appeal alongside of that of biscuits, beer, braid, and bran. Mr. Carpenter inquires whether an empty church might not operate even more effectively to cheapen the cause of religion—which does not leave much more to be said on this point.

A HOME-BUILDER in Detroit calls attention to a phase of real-estate advertising upon which comment is not often made. He points out that often

the "by-product" of such advertising is more valuable than the immediate result. In advertising a house, and in selling it, he comes in contact with people who are seeking homes, but to whom the particular home advertised for sale does not quite appeal. He keeps in touch with such people, often being able to close contracts for several new houses through an advertisement intended to sell but one.

THE Philadelphia Public Ledger's prize contest, carrying cash awards totalling \$2,000 for the best editorials advocating the election of Mr. Hughes or the reelection of President Wilson, contestants limited to editors and reporters of daily and weekly newspapers in the United States, is the most important opportunity of this kind opened to newspaper men in many years. The writers of the editorials winning these prizes will have not merely earned substantial money rewards, but blue-ribbon honors in their profession. Conducted under such auspices, such a contest will invite the participation of the best editorial talent in the country, and the wide publication of the winning editorials should give to them real influence in deciding the issue of the coming Presidential election.

"IDEALS" IN THE BUSINESS OFFICE

A NEW YORKER, speaking at Seattle the other day on newspaper making, said some things concerning the duty of a newspaper to protect its readers against questionable advertising which will sound, to some people, like idealism run mad.

He contended that the manager of a newspaper must not merely have some knowledge of the underworld of advertising, but some courage to refuse questionable business. He urged that a successful newspaper could be built only upon reader-confidence in it, and that this comes "of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned."

This doctrine has a strange ring—although a persuasively clear and inviting one—to men who have not altogether renounced old Omar's admonition: "Ah, take the cash!"

Those who criticize such a creed will point out that it is very pretty—but that it is one born of ideals growing in the editorial rooms of a newspaper, and would not thrive if transplanted to the business office. The speaker quoted, however, happens to have spent his life in the business office. His "ideals" have worked pretty well under the fire of the fiercest newspaper competition in the world—that of the New York field. They have been put to the test in a newspaper which has attained and held first rank among American newspapers. For the orator with the strange ideals was Louis Wiley, business manager of the New York Times.

"FOR IMMEDIATE RELEASE"

WITH the alluring head, "A Hundred Million a Year Running at Random," and with the explanation in the sub-head that "The Premium Industry Is at Last Going to Have the Right Kind of Control," an advertisement, in the form of a news story, "for immediate release," is being sent to newspapers by the National Premium Advertising Association, Inc., Harry B. Haines, secretary.

Mr. Haines, publisher of the Paterson

News, sends a form letter to the newspapers, soliciting the free publication of this matter, in which he confesses that he himself is opposed to giving free space to people who ask for it, and has scrapped tons of such matter himself—BUT he wants the editors to read this matter before deciding not to use it.

From the matter itself one gleams that this association is about to begin an educational campaign of national scope, with a view to tempering threatening legislative winds to the helpless lamb of the premium industry. If the present stunt is the beginning of this campaign, we may infer that it is to be a campaign of "publicity," not one of advertising.

Mr. Haines assures the publishers that his association does not fight the battles of any special interest, but will work for legislation which will properly regulate the use of premiums and protect the public against fraud in the issuance of trading stamps, coupons, or other profit-sharing tokens. This reassurance is valuable—but the New York address of the association is given at 2 West 45th Street. By a remarkable coincidence this also happens to be the address of the Sperry & Hutchinson Company and the Hamilton Corporation. Could it be possible that the "hundred million a year running at random" has excited the compassion and interest of these concerns?

NEWSPAPERS DO NOT SELL "PROTECTION" TO ADVERTISERS

CARL HUNT, editor of Associated Advertising, writes a letter of protest concerning our recent editorial on "Editorial Policy." Mr. Hunt admits that it may be true of a very few of our great newspapers that the counting room does not control editorial policy, but intimates that, in effect, such control is very general.

Mr. Hunt thinks that it must be a long time since the writer of our editorial worked on a newspaper. To reassure our critic on that score we may say that it has been a long time since the writer in question has not worked on a newspaper—a matter of about thirty years. Some of his newspaper work, during that period, has brought him opportunities for wide contact with newspaper activities, with newspaper men and policies, so that his convictions as to the high ethical standards generally prevailing in editorial rooms are not based upon optimistic supposition.

Mr. Hunt asserts that in the absence of strong editorial direction the editorial department of any newspaper will have a feeling in favor of the protection of its advertisers, and that this feeling is based upon the fact that when things are printed displeasing to him the advertiser "raises such a howl and the editorial department hears from the matter to such a degree that considerable precaution is the most natural thing in the world."

It is not inconsistent with the best newspaper ethics for an editor to exercise "considerable precaution" against printing matter offensive to an advertiser—or matter offensive to any other person or class of persons in the community. An editor is a censor. If he is lax in his vigilance a great deal of offensive matter, whose publication could serve no useful purpose whatever, would find its way into his columns.

Doubtless the average advertiser would "raise a howl" if something should appear concerning him or his business of an unjustified and offensive nature—So would the non-advertiser—and any other reader of the paper. A

merchant feels a friendly interest in the patrons of his store. An editor feels a friendly interest in the patrons of his newspaper—advertisers and readers alike. He is willing and eager to protect them from trivial publicity which would surely hurt them and as surely serve no good purpose.

But the advertiser does not buy immunity in buying advertising space. If he, or his business, happen to figure in a news event about which the public have a right to know the full facts, the full facts will be made known. Through no other policy than this could a newspaper render adequate public service, or earn and hold prestige and credence in a community. A newspaper CONTROLLED by its advertisers would have no value to them as an advertising medium—it would be a mere circular. The advertisers know this to be true. Mr. Hunt should know it to be true. And that point is what we tried to make clear in the editorial to which he takes exception.

WILL THE NEWS PRINT MAKERS RESPOND TO THE CALL?

THE voice from Washington is one which the news print makers may well heed. In advance of its report of its investigation the Federal Trade Commission urges upon news print manufacturers certain immediate courses of action—in the interests of the public welfare.

These courses of action include the formation at once of a protective committee of the manufacturers, whose duty it shall be to see that all newspapers are able to secure their supply of white paper at a reasonable price, "regardless of contracts." The suggestion is made that the existing organization of news print manufacturers should use legitimate means to "restrain" its members or middlemen from extorting prohibitive prices for current or market sales.

The Government at Washington thus suggests, through its Trade Commission, that the news print manufacturers of repute, who realize the menace of the present situation, SHOULD TAKE OVER CONTROL OF THIS MARKET—take the market out of the hands of the pirates, and make their operations impossible.

It is a call to action which comes from Washington—for action based upon high common-sense and patriotic duty. There are men in the news print industry big enough to realize its import—men who know that it is within their power, acting together for the common good, to end the reign of piracy and of hold-up methods in their great industry. The responsibility for a continuance of present conditions will be theirs—just as the opportunity is theirs now to restore the market to something like normal aspect.

The mere assurance to publishers, which the Trade Commission asks the News Print Manufacturers' Association to give, that legitimate needs will be supplied at reasonable prices will go far toward disarming the bandit dealers and manufacturers who are now exacting shameful tribute. Publishers will not ask for terms from a pirate if they can get terms from an honest dealer. They will not do business with a pirate unless the so-called legitimate manufacturer refuses to do business with them, and turns them over to the pirate.

The time has come when the dominant men of the news print industry must demonstrate their dominancy. Uncle Sam has told them to go ahead and demonstrate it. Will they heed the mandate?

PERSONALS

"It is better to decide between our enemies than our friends; for one of our friends will most likely become our enemy; but, on the other hand, one of your enemies will probably become your friend."—Biaz.

NEW YORK.—Ralph Pulitzer, editor of the New York World, will be the Democratic candidate for Presidential elector in the First Congressional District, which comprises Nassau and Suffolk Counties and part of Queens.

Deems Taylor, of the Tribune Magazine, will sail for Paris on the Chicago to-day, where he will join his wife, who, under the name of Jane Anderson, has been writing special stories for the London Mail and the New York Tribune for the past year.

C. E. T. Scharps, for five years automobile editor of the New York Sun, will on September 15 become automobile editor of the New York Tribune. He was on the Sun staff twelve years.

Col. "Bob" Livingston still shows his old newspaper training gained on the New York Herald. The last two issues of Gas Logic which he publishes for the Consolidated Gas Company of New York have been liberally read by the members of the New York city regiments now on the Texas-Mexican border. Gas Logic this month reproduces photographs taken in the McAllen, Texas, camps of the Seventh, Twelfth, and Seventy-first Regiments showing the "soldier boys" of those commands reading Gas Logic.

Capt. Norman Thwaites, of the British Fourth Dragoon Guards and formerly a member of the World staff, arrived in New York last Saturday on the Adriatic. For two months he has been staff intelligence editor of his regiment. He was detached to promote in this city an exhibition of trophies, relics, and demonstrations of the feats of the British arms at the front. The exhibition will be for the benefit of Great Britain's wounded soldiers.

George Burdick, recently financial editor of the New York Tribune, has been appointed assistant financial editor of the Moody Manual Company.

Periton Maxwell, formerly editor of the Cosmopolitan and Hearst's Magazine, is now with the Wildman Magazine & News Service.

Pierre V. Key, musical editor of the New York World, was in Atlanta (Ga.) last week on a tour of the South investigating the musical and opera conditions for Max Robineff, managing director of the Boston National Grand Opera Company. He engaged Homer C. George, a former newspaper man, to represent Mr. Robineff in Atlanta.

James C. Garrison, late of the editorial staff of the Providence Journal, has just returned to New York from a trip to Holland in the interest of the Committee of Mercy.

Edward J. Burrowes, for the last eleven years with the New York Times as art manager, has just accepted a position as solicitor with the Powers Photo-Engraving Company.

OTHER CITIES.—Irvin S. Cobb and Charles Van Loan, of the Saturday Evening Post, of Philadelphia, who recently went to the Pacific Coast on a fishing trip, while braving the perils of the peaceful Russian River in the vicinity of the Bohemian Grove, after the close of the annual "high jinks"

were spilled into the icy waters by the upsetting of their frail boat. Fortunately the two adventurers were rescued without much difficulty.

Robert Sterling Yard, of Washington, D. C., director of publicity for the Interior Department, who has been visiting the Yosemite, is in San Francisco.

Eddie O'Dea, of San Francisco, the talented critic and special writer on Town Talk, acted as publicity director for Willis E. Booth, of Los Angeles, during his campaign for the nomination as United States Senator on the Republican ticket.

Granville Lyon has been appointed editor of the Roseville (Cal.) Tribune, in the place of H. L. Bowne. Lyon, who has had considerable experience in the past in newspaper work, has been practicing law in Roseville.

L. Banks, for many years on the staff of the Stockton (Cal.) Record and for several years the Record's editorial writer, has succeeded M. G. Woodward as managing editor of the Stockton Evening Mail.

W. B. Millen, who has been connected with the St. Paul Dispatch and Pioneer Press for several years, lately as exchange editor and editorial writer, has resigned. Walter Liggett, who formerly worked on Pacific Coast papers, and for the past year has been a copy reader on the Dispatch, will take Mr. Millen's place.

Corwin Root, formerly on the street for the St. Paul Dispatch, and M. W. Halloran, formerly on the street for the Pioneer Press, now are on the copy desk of the Dispatch.

G. N. Gunderson, formerly with the Daily Missoulian and the Missoula Sentinel, Missoula, Mont., and D. R. Himel-hock, formerly of the San Francisco Call, now are with the display advertising department of the St. Paul Dispatch and Pioneer Press.

S. S. Howle, who has been with the Atlanta Journal about ten years, has severed his connection with that paper and gone to Quitman, Ga., to become advertising manager of the Free Press. Royal Daniel, the editor of the Free Press, has recently begun the issuing of a daily that is a credit to the town and to south Georgia.

T. S. Whitfield, advertising manager of the Savannah (Ga.) Press, is spending his vacation at Tate Springs, Tenn.

Claud Methvin, editor of the Eastman (Ga.) Times-Journal, announces his withdrawal from the race for Representative from Dodge County.

A. M. Clapp, for seven years advertising manager of the Fort Scott (Kan.) Tribune-Monitor, will, on October 1, become the business manager of the Dixon (Ill.) Leader.

Frank P. Stewart, a former Salt Lake newspaper man, who enlisted as a private in the Second Montana Infantry when the militia was ordered to the Mexican border, has been promoted to the position of regimental sergeant-major.

W. Leslie Rawlins, police reporter on the Atlanta Constitution for the last year and a half, has joined the staff of the Charlotte (N. C.) Observer, of which Cole E. Morgan, former assistant managing editor of the Atlanta Georgian, is managing editor.

Richard P. Harris, former assistant city editor of the Charlotte Observer, son of Wade Harris, editor of that paper, has gone to Colorado for his health.

R. C. McIntyre, for the last year circulation manager of the Raleigh (N. C.) News and Observer, Secretary Daniels's paper, has resigned that position to accept the position of circulation

manager of the Asheville (N. C.) Citizen.

T. C. Carrington, who for some time has been the editor of the Staunton (Va.) News, has resigned that position to accept the city editorship of the Norfolk Ledger-Dispatch.

John L. Warner has been appointed publicity manager of the Prohibition National Campaign Committee, with headquarters in Chicago.

Elmer E. Clarke, publisher of the Little Rock (Ark.) Democrat, has just made a vacation trip to Los Angeles.

Charles A. Abraham, for some years president and business manager of the Winnipeg Daily Telegram, retired on September 1. He is one of the best-known newspaper men in Canada, with a large circle of acquaintances in the United States. Mr. Abraham was publisher of several small dailies in Ontario, and later advertising manager of the Toronto Daily Star. He went to the Telegram ten years ago, and during his connection the advertising earnings have shown an increase of 280 per cent. He was for two years president of the Winnipeg Advertising Club, treasurer of the Western Associated Press, and for two years a member of the advertising committee of the Canadian Press Association.

Stuart Olivier, owner of the Baltimore news, is the author of a play called "The Sport of Law," which had its premier on September 4 with the seasonal opening of Ford's Opera House, Baltimore. On the bills the author's name is given as "Stuart Fox," but it was quickly whispered around that Mr. Olivier was the author, and he is being overwhelmed with congratulations. There was no reason why Mr. Olivier should have written under a pen name. He can write a cracking good newspaper story, and he has written a play of real merit.

Paul Hutchinson, of Rochester, N. Y., for the last three years associate editor of the Epworth Herald, sailed from Vancouver on September 7 for China, to take charge of the Methodist publications in the Far East. Mr. Hutchinson will spend his first year in China at the Nanking Language School. The next year he plans to go to Shanghai and take up editorial work.

Titles amount to but little in the newspaper world. It's service that counts.

BOSTON.—John Lally, assistant advertising manager of the Post, has entertained several members of the Post staff at his summer camp at Gloucester this season, including Joseph D. Hurley and Louis Whitcomb.

Jack Connolly, private secretary to Congressman Carter, is making his headquarters at the Press Club during the two months that he is in town. Mr. Connolly, who was formerly city editor of the Traveler, enjoys the acquaintance of many newspaper men here and in Washington.

Wells Hawkes, who is doing publicity for the Mary Pickford Corporation, is well known in Boston as a circus press agent de luxe. He writes Roy Atkinson, president of the Press Club, that Mary will make a little speech to the newspapermen at any time if they will arrange a reception.

Andrew J. Bailey, affectionately known as "Andy," is away on his annual vacation. For years Mr. Bailey was Corporation Counsel of this city, and is a favorite among the newspaper men of the city.

Fred H. Thompson, night city editor of the Post, took a party of friends on a trip to New London recently in his Studebaker four. The ride down was made at speeds rarely falling below forty miles an hour.

Clifton Loring, City Hall man for the American, has returned from a vacation trip to Milo, Me.

Robert L. Norton, political editor of the Post, has been in Maine reporting the political situation.

PROVIDENCE, R. I.—Tribune men who have been enjoying vacations are John Myers, city hall man; Samuel Lincoln, East Providence representative; George Moody, Barrington correspondent, and M. J. Flaherty, sporting editor.

Donald A. Adams, who has been connected with the Providence Journal for the past year, leaves soon for Seattle, where he will take a position on the Inquirer.

W. R. Hobart, of Motorcycle Illustrated, was in the city last week to attend a picnic of motorcyclists.

William S. Stone, for the past seven years head of the publicity and advertising department of the Gorham Manufacturing Company, has been made assistant treasurer of the concern.



The New York Globe
has signed for
the Haskin Letter
for one year from
September eleventh.

PITTSBURGH, Pa.—Elmer R. Stoll, secretary of the Pittsburgh Publishers' Association, is visiting his home in Indiana.

H. M. Bitner, managing editor of the Press, is in New York.

J. C. Griffin, superintendent of the composing-room of the Dispatch, and Charles F. Steel have returned from an extended automobile trip in Ohio.

John L. Jones, of the advertising department of the Dispatch has returned from a New England trip.

Andrew Cronin, assistant night editor of the Tri-State News Bureau, has returned from Ligonier, Pa.

CHICAGO.—Paul Crissey, financial editor of the Journal, is away on a vacation. His work is being done by E. M. Young.

Donald Day has been made labor editor of the Tribune.

Dan C. Batchelor and C. B. Howard, of the Journal's local staff, have returned from vacations.

Bert Yarwood, who covers the Federal run for the Examiner, is on duty again following an outing on the Wisconsin lakes.

Floyd P. Gibbons, Mexican war correspondent for the Tribune, is back from the border doing assignments.

David Town, general manager of the Schaffer group of newspapers, is back from a vacation trip.

ST. LOUIS.—Raymond F. Soat, telegraph editor of the Omaha (Neb.) World-Herald, a former St. Louis newspaper man, spent his vacation here visiting his local newspaper friends.

Avery Carr, telegraph editor, and Roy M. Edmonds, city editor, of the St. Louis Republic, are back at work,

after vacations spent in Illinois and Colorado, respectively.

W. T. Gray, assistant night editor of the Republic, spent much of his vacation inspecting the celebrated Cahokia mounds in Illinois, relics of the Mound Builders.

Charles R. Webb, for years assistant Sunday editor of the St. Louis Globe-Democrat, is now on the general copy desk.

Miss Jane Winn, special writer and editor of the Globe-Democrat's women's department and book reviews, is back at her desk, after a vacation spent at Lake Geneva, Wis.

CLEVELAND.—Elbert H. Baker, president and general manager of the Plain Dealer, is home after an extended trip to the Northwest.

James H. Lanyon, Plain Dealer reporter, is now on the Mexican border with the Cleveland troops. Besides covering the activities of the Cleveland regiments he will handle emergency messages to and from the troopers.

C. Rowland Wood, the News reporter who has been covering the movements of the local regiments at Columbus, has moved with the contingent to Texas, where he will send news to both the Leader and the News.

William D. Hines, a Leader reporter, is covering the investigation of bond forfeitures, which has to do with tracing responsibility for uncollected ball to the amount of \$95,000.

E. Arthur Roberts, of the Plain Dealer, has been covering the race riots in Lima, O., where the attacks on the Sheriff by a mob seeking a prisoner, indirectly caused the death of the official's daughter.

Tom Terrell, of the Plain Dealer, and

H. H. McDaniel, of the Leader, covered the Kilbane-Chaney fight at Cedar Point for their papers.

Joe Williams, former News desk-man, is now a "member of the club" once more. For the last year he has been acting as manager in Ohio for the Fox Film Corporation. He is now on the copy desk of the News.

TEXAS.—Roscoe P. Ady, formerly of the Dallas News city staff, but more recently a reporter on the Dallas Dispatch, has resigned.

Jack Shields has resigned as managing editor of the Fort Worth Record.

C. C. Brown, formerly a member of the staff of the Waco Morning News, and prior to that with the Dallas Morning News, is now on the staff of the Fort Worth Record.

W. Roy Christian, city editor of the Waco Morning News, has resigned to become secretary of the Young Men's Business League, succeeding H. Hagadorn, jr.

J. P. Bridges has resigned as Mayor of Luling, to become, on October 1, editor of the Cuero Daily Record. Mr. Bridges was formerly editor of the Record before moving to Luling.

DISCUSS PAPER SHORTAGE

North Carolina Publishers Talk Over News Print Situation.

North Carolina publishers took up the matter of the scarcity and high price of news print at a meeting held recently at Greensboro, N. C., and while no conclusion was reached as to what might be done for relief, the question of a reduction in the quantity used was discussed at length. The meeting was held in two sessions, one for the afternoon publishers and one for the morning men.

The discussion revealed the fact that some of those present were paying from 2½ to 4 cents a pound, depending on whether they held old contracts or not. All present agreed to cut down on the amount used in every way possible.

The afternoon newspapers appointed Robert McQuoid, of the McQuoid-Miller Company, of New York and Baltimore, as their representative in the field of foreign advertising.

Those representing the morning newspapers were Mr. Bagley, of the Greensboro News and Observer; Mr. Sullivan, of the Charlotte Observer, and E. B. Jeffries, of the Daily News. The evening papers were represented by the following: W. H. Bagley, of the Greensboro News and Observer; W. E. Lawson, of the Wilmington Dispatch; R. E. Carmichael and R. A. Shore, of the Winston-Salem Sentinel; W. W. Weaver, of the Durham Sun; W. B. Sullivan, of the Charlotte Observer; J. L. Horne, of the Rocky Mountain Telegram; J. E. Hurley, of the Salisbury Post; J. B. Sherrill, of the Concord Tribune, and E. J. Hale, of the Fayetteville Observer.

Conservation in Toronto

TORONTO, September 6.—That the publishers of the six Toronto dailies will shortly take concerted action to reduce the size of their papers and thereby do their share in conserving the paper supply, was stated to-day by the business manager of one of the publications concerned. Steps will also be taken to abolish return privileges. Paper contracts expire at intervals of from two to twelve months, and it is probable that action will be taken some time before the first contract is up.

PAPER AND PULP STATISTICS

Interesting Figures Relating to the Industries Before the Great War.

WASHINGTON, September 5.—One of the principal statistical compilations from which Senators are securing their information to base their arguments relating to import duties, and other sources for the raising of revenue, under the bill now pending in the Senate, is Senate Document 366, entitled "Foreign Commerce and the Tariff." This document, which contains data on the value of imports compared with the value of domestic production, and information relating to the value of imports, exports, and import duties, under the present and two preceding tariff acts, covers the period from 1899 to 1915. Some of the statistics on paper and wood pulp are as follows:

Paper stock, except wood pulp (unmanufactured), imported between October 4, 1913, and June 30, 1914, amounted to \$6,774,449.

Wood pulp, manufactured, imported, mechanically ground, chemical unbleached, chemical bleached, and all others, from October 1, 1912, to June 30, 1913, totalled \$14,836,468, and the same kind of wood pulp imported between October 4, 1913, and June 30, 1914, totalled \$16,160,116.

Total duty paid for the importation of this wood pulp was \$1,388,000 for the two periods mentioned.

According to this document, paper and wood pulp and paper goods, not elsewhere specified, as stated under Table 19, where a comparison is made between the value of domestic production of manufactured articles in the calendar year 1909 and the value of imports for consumption, in the fiscal year ending June 30, 1914, of such articles as are fairly comparable—value of products, census, 1909—\$322,136,005; imports for consumption, fiscal year 1914, amount free of duty and dutiable, \$35,791,885; per cent. of product of 1919, 11.11.

Other data relating to paper and wood pulp can also be found in this much discussed document. The information is furnished by the Secretary of Commerce at the request of a Senate resolution presented by Senator Fletcher, of Florida.

WANT PULPWOOD EMBARGO

Canadian Publishers Pass Resolution Calling for Governmental Action.

At a meeting of the Alberta and Eastern British Columbia Division of the Canadian Press Association, held at Calgary recently, a significant resolution, which was carried, was moved by G. M. Thompson News-Advertiser, Calgary, and seconded by J. H. Woods, Herald, Calgary.

It was, "that, in the opinion of this convention of the newspaper publishers of Alberta and Eastern British Columbia, the time has come in the interests of Canada and Canadian industry, for the Dominion Government to take steps to restrict or prohibit the exportation of pulpwood from Canada, and to thus give such encouragement to the manufacturers of paper in Canada as will result in the benefit and advantage to the Dominion, and in the interests of the printing and publishing industries of Canada, and that copies of this resolution be forwarded to the Prime Minister of Canada, and to each of the Western members of the Dominion Government and also to the secretary of the Canadian Press Association, with the request that that organization be asked for its support."

BUSINESS GETTERS AT BARGAIN PRICES

The live publisher is ever on the lookout for an acceptable premium to stimulate new and retain old subscribers.

It goes without saying that, because a newspaper wields an educational influence in its community, books of unquestioned merit and universal appeal are the most logical premiums which can be employed.

Every publisher has of late realized from bitter experience the great scarcity of paper and the rapid advance in prices. This condition has hit the publisher of books as well as the publisher of a daily newspaper. Not only have paper prices jumped, but bindings, labor and manufacture have taken a sharp upward leap.

The books heretofore published by us cannot be duplicated to-day for less than one-third to two-thirds more than previous costs.

The unsold remainders of our editions which were printed but a few months ago, prior to the price advances, have to-day, therefore, an average value at least 50% higher than when they were manufactured.

SPECIAL CONFIDENTIAL PRICES

We have decided NOT to take advantage of this condition, but to offer what we have of these books to the hundreds of newspaper publishers with whom we have been doing business during the past years

At a Special Discount from the Old Prices

Here then is the big opportunity.

As the result of a very favorable paper contract covering a year, we are able to supply our customers on the basis of old costs, while the supply lasts.

The line includes the most popular sellers for advertising campaigns or for special circulation canvasses and includes Dictionaries, Bibles, Cyclopedias, Histories, War Books, etc.

We have but a limited stock of these books on hand and we therefore urge immediate action if you would be supplied.

Our advertising department co-operates with newspaper circulation departments whenever assistance is desired.

Write and tell us which books or plans interest you and we will quote you special discount prices. Address

SYNDICATE PUBLISHING COMPANY

9-11 EAST 37th STREET, NEW YORK CITY

ST. JOHN'S PAYS LESS THAN THREE CENTS

Daily Star Gets Its News Print Paper at 2 3/4 c. Under a Two Year Contract Made Last Summer—Other Newspapers Are Equally Fortunate—Interesting Facts About Newfoundland Publications.

TORONTO, September 5.—Two and three-quarter cent news print is a luxury that few newspapers in North America are able to enjoy at present. Yet that is the price which the daily papers of St. John's, Newfoundland, are paying for their supply, according to the evidence of Dr. H. M. Mosdell, president of the St. John's Daily Star Publishing Co., and managing editor of the Star, who is at present in Toronto in connection with certain developments proposed for his paper.

"The Star, like the other dailies in St. John's," says Dr. Mosdell, "gets its paper supply from the big plant of the Anglo-Newfoundland Development Co. at Grand Falls, which as you know, is owned by Lord Northcliffe, and the paper we use is the same as that on which the London Daily Mirror is printed. We made a two-year contract last summer at 2 3/4 cents; this is only a very slight advance over the price current before the war. So far as the St. John's papers are concerned, we have no distressing paper problem like that at present disturbing the peace of mind of publishers in the United States and Canada."

Dr. Mosdell discloses a unique newspaper situation in the capital of Newfoundland.

"We have no fewer than five daily papers in a city of 50,000 inhabitants," he says. "I don't know whether that is a record or not, but it looks like one. The oldest paper is the Telegram, which is Liberal in politics. Then comes the Herald, of which the Hon. P. T. McGrath, chairman of the Legislative Council, is editor and publisher; it is a Government organ. The Daily Mail and Advocate is published by the Fishermen's Protective Union, a big cooperative organization with 10,000 members. The News, our only morning daily, is a Government paper, controlled by Hon. J. A. Robinson, a member of the Legislative Council. My own paper, the Star, which was established three years ago, is independent in politics."

"All our papers have been prospering lately. The seal fisheries this spring were highly remunerative, bringing lots of money to the colony, and in consequence St. John's merchants have been advertising more extensively. If the cod fisheries turn out as profitably, we ought to have a good winter."

Dr. Mosdell says that the Star has been trying to get away from the very old-fashioned methods which have characterized newspaper production in St. John's ever since newspapers were started there. By displaying the news, by running features, by securing special services, he has tried to make his paper popular. There are many difficulties. For instance, there is no engraving plant in St. John's and, when cuts are required, the publisher has to send to Halifax for them, which takes from eight to ten days. The telegraph service is also very high and apart from a special service from Halifax, to which all five dailies subscribe, there is little opportunity to get exclusive features.

The five St. John's dailies are the only daily papers published on the island but circulate also outside the city.

Plan New Paper Mill in Texas

AUSTIN, Tex., September 3.—A well organized movement is under way looking to the establishment of a paper mill in this city to manufacture print paper. The present print paper situation is largely responsible for the launching of the enterprise. Several business men, including A. C. Goeth, are behind the plan, and they feel optimistic as to the result. It is planned to utilize power from the Austin dam over the Colorado River, and the material to be used will be cottonwood, which grows in large quantities along the Colorado.

Georgians Want News Print Conference

The heads of a number of north Georgia papers at a conference recently at Rome, Ga., agreed that the print paper situation was such a grave one that they asked the Georgia Press Association to call a special meeting to be held in Rome within the next few weeks for the purpose of discussing conditions and the best way to meet them. The consensus of opinion seemed to be that the weekly papers would have to raise the price of subscriptions and ads.

Effects of High Cost of Paper

The Durham (N. C.) Sun announces that, owing to the high cost of paper, it will discontinue its Saturday edition. The Sunday issue will be continued.

The Jacksonville (Fla.) Metropolis has recently discontinued its Sunday morning issue, which was started just after the beginning of the European war. The experiment has been a paying one, but the increase in business, as compared with the six-day paper, was not sufficient to make the continuation of Sunday morning issue desirable.

Texas Papers to Save News Print

A. H. Belo & Co., publishers of the Dallas (Tex.) Morning News, Dallas Evening Journal, Galveston Daily News, Farm News, and allied publications, have joined the movement for conserving print paper. In a double-column box in display type, the Dallas News advises its readers of the situation, and announces that the News has joined the movement for conserving print paper by cutting off free lists and exchanges, and reducing returns.

Paper Shortage Caused Suspension

H. W. Marshall, publisher of the Lafayette (Ind.) Journal, is authority for the statement that the cause of the recent suspension of the evening edition of that paper, after a few weeks' existence, was not lack of support, as reported in THE EDITOR AND PUBLISHER, but because of inability to obtain white paper from the mills. When the company learned that it was supplying news print for both morning and evening editions it refused to continue the service, which was originally contracted for the morning edition alone. Although attempts were made to secure a supply elsewhere all of them failed.

Rising Cost of Paper Causes Trouble

The superintendent of the Virginia State printing office in Richmond, Davis Bottom, is in a predicament. The increase in the cost of white paper has added \$25,000 to the amount usually paid for the annual supply, and how to keep within the appropriation is the problem with which he is struggling. As the State documents must be printed he must contract at current prices.

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

An Able Circulator Free of Cost

In this hour of advancing costs the necessity of economy is imperative.

Reductions must be made. They may be brought about wildly or sanely. Imprudent slashings often become glaring extravagances.

Reductions should be made, not only to fit the immediate hour, but with a view of permanency. We usually act in times of stress only as we should have acted before.

There are a few available men in the I. C. M. A. Men whose experience, will enable them to save their salaries from the present waste.

There is no time for experiments.

Wire

IKE U. SEARS, Chairman
General Welfare Committee,
I. C. M. A., Care Times
Davenport, Iowa

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO- ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



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

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

Varied Activities of Journalistic Organizations in the United States and Canada That Are Worth Knowing.

At a meeting of the advisory committee of the Canadian Press Association held on September 1 in the Press Building at the Toronto Exhibition it was decided to proceed at once to secure larger premises for the accommodation of the permanent staff. The business of the Association has been growing rapidly, and, with the return of Mr. Imrie, the manager, on October 1, and the definite appointment of an assistant manager, more space is needed. The advisory committee also authorized the president of the Association and the chairman of the Weekly Section to undertake in October a tour of Quebec and the Maritime Provinces in the interest of enlarged membership and the extension of the Dollar Fifty Campaign. A gain in the membership of the Association of twenty-four since May 1 was reported to the meeting.

Arrangements have been completed for the holding of another series of district press meetings in Ontario, with a view to bringing the campaign for higher subscription rates to a satisfactory conclusion before the end of the year. The following meetings are scheduled for the immediate future: Norfolk County, at Simcoe, September 8; Simcoe and North York counties, at Orillia, September 14; St. Clair counties, at Forest, September 15; Elgin County, at St. Thomas, September 8. Several other meetings are also projected.

The Missouri Writers' Guild, of which Lee Shippey, of Higginsville, is president, will assemble at Cliff House, Lake Taneycomo, on the White River in the Missouri Ozarks, for its second annual outing, September 23 to 30. No formal sessions or speeches will be permitted, it is announced, but around the campfire at night speakers will narrate their experiences. Missourians, whose contributions have appeared three times in publications of a national circulation, are eligible for active membership in the Guild, but any Missourian with literary aspirations may become an associate member.

At a recent meeting of the Houston, Tex., Press Club, the following officers were elected for the coming year: Samuel H. Dixon, president; Edgar C. White, vice-president; Dr. E. A. Norton, secretary, and Fred Fuchs, treasurer.

Woodson May, chairman of the executive committee of the Kentucky Press Association, has issued a call for a meeting of this committee to be held at the secretary's office at the Kentucky State Fair grounds, September 15, at 1:30 o'clock, for the purpose of selecting the time and the place for holding the mid-winter meeting of the Kentucky Press Association. Besides Chairman May, the committee is composed of B. F. Forgey, of the Ashland Independent; R. L. Elkin, of the Lancaster Record; B. B. Cozine, of the Shelbyville News; J. Nall La Rue, of the Franklin Favorite. The mid-winter meetings are always held during Christmas week, the last one being held at Lexington.

The Press Club of Los Angeles held its third annual barbecue at the Dominguez Rancho last Sunday. The all-day event recalled the old days of the Spanish occupation of California. The press men had barbecued beefsteaks at noon, bull's head at four in the afternoon, and barbecued lamb at 6:30 in the evening.

The entertainment consisted of oratory and sports and old Spanish songs and dances.

Newspaper Men Guests of S. F. Chamber

The San Francisco newspaper representatives who went to Coos Bay, Oregon, to report the celebration of the completion of a direct railroad line to that important trade territory, as guests of the San Francisco Chamber of Commerce, included: Fred J. Wilson, of the Call and Post and the Pacific News Service; S. F. Schumacher, of the Daily Journal of Commerce; John Doran, of the Bulletin; A. C. Sandahl, of the Daily Commercial News, and Lemuel F. Parton, of the San Francisco Examiner. At dinner Saturday night, all received a copy of a new publication, "The Bull Peddler," which the newspaper men printed in North Bend, and which contained many good-natured allusions to incidents of the trip. Only a limited edition was printed, and the paper will undoubtedly be a treasured souvenir.

Free Course in Proof-reading

The New York Board of Education announces a free course in proof-reading, copy-editing, and theoretical typography at the Stuyvesant Evening Trade School, 15th Street, near First Avenue, city. Men and women engaged in the printing, publishing, and allied trades and professions are invited to avail themselves of this opportunity. The class opens on Monday, September 18. Registration begins Monday, September 11, and candidates may apply for admission any evening during the week. The hours of instruction are from 7:30 to 9:30 P. M. The class is to be conducted by Arnold Levitas.

Barry Resolution Not Adopted

Through a correspondent's error our report of the I. T. U. Convention recently held at Baltimore made it appear that President Barry's resolution recording the organization of an offensive and defensive alliance of the five International Unions of the Printing Trades, was adopted by that body. From the official printed report of the proceedings it appears that the Committee on Allied Trade Relations reported unfavorably upon the matter, and the report of the Committee as a whole was adopted. This action, of course, rejected the Barry resolution.

Critic of President Is Snubbed

Charles Edward Russell, the well-known American journalist, now abroad as special war correspondent for a press association, has been snubbed by the American Chargé d'Affaires in Paris, Robert Woods Bliss, because of his criticism of President Wilson, in an interview published in the Paris Herald. When Mr. Russell presented his credentials to the Embassy for identification, before leaving for the Belgian front, they were returned to him with a note explaining that, "in view of your criticism of the President, I do not feel justified in giving you a letter of commendation to the Belgian Legation." Mr. Russell was candidate of the Socialist party for President of the United States four years ago. In his offending interview he had referred to Mr. Wilson's "strange and grotesque felicitations to the Austrian Emperor."

ALONG THE ROW

IMMUNES.

There never was any danger of the Katzenjammer Kids, Buster Brown, and the Newlyweds baby catching infantile paralysis.

SURE THING.

James Gordon Bennett never gives out an interview, but the Lord help the member of his staff who is sent out to get one, and fails to succeed.

MORE HARD LUCK.

England expects the war to last at least eighteen months longer. This will be sad news for cable editors and copy readers. Rumania jumping into the scrap has added another lot of terrible names to the list, which are about as hard to edit as a tangled barbed-wire fence.

CUB COPY.

"The bride was given away by her father and the groom was given away by his mother."

FOLLOWED ADVICE.

"Look at Our Prices Before Purchasing Elsewhere" reads a sign in the window of a Brooklyn store. The other day a man looked at the prices, and then followed the sign's advice and purchased elsewhere. Some day that storekeeper will wake up.

FROM THE SKINNERSVILLE SIGNAL.

"Our contemporary, which we have never esteemed, in yesterday's issue, called the attention of its few readers to the fact that it published a column concerning the news of Rumania declaring war against Austria, and sneered at us because we merely printed the bare announcement. He referred to us as a so-called newspaper. The story in our contemporary was padded out, by using a history of Rumania copied from an encyclopedia, and contained no more real news than we published. No one in Skinnersville cares a cent about Rumania anyhow. Instead of making a screech about its Rumanian story, why doesn't our contemporary explain how it came to be beaten on real news? Did it have a word about Deacon Scudder falling down a well and kicking the bucket? Did it print anything about the cow of Widow Jones trying to eat a live trolley wire on Main Street, and retiring from the milk business? Did it present any of the startling facts concerning the mistake of Druggist Smith, in giving Miss Rose Jenkins a bottle of citrate of magnesia, instead of a bottle of lemon pop, to take with her on an auto ride? Did it have anything about the Italian running amuck in the east end of town, because some one filled his macaroni with turpentine and then plugged up the ends of the tubes? Not a line. But all these live local events received proper space in The Signal. What is the use of saying more? The facts speak for themselves."

HIS REASON.

"Why did you call your new paper The Regulator?" asked the village constable of the New Editor.

"In the hope," replied the Editor, "that every one in town will go buy it."

BY PHONE.

"Do you think he will be a good man to cover the Bronx District?" asked the City Editor of an evening paper of his assistant, referring to a new-comer on the staff.

"Yes," replied the assistant, he has a clear, powerful voice."

TOM W. JACKSON.

NEWS REPORTING MORE THAN A CENTURY AGO

Striking Contrast of Methods in 1811 and To-day—How a Holocaust in Richmond, in Which 120 Perished, Was Covered in Small Space in the Standard by a Sympathetic Writer.

By HERMAN P. DEAN.

The difference between the 1916 way of handling a big story and the 1811 method is seen by a research through some century-old files.

One of the biggest stories that ever broke in America was the Richmond theatre fire on December 11, 1811, when 120 persons were cremated alive. The victims represented the crust of Richmond's society. Among them were George W. Smith, Governor of the State; Abraham B. Venable, United States ex-Senator and president of the Bank of Richmond, and many other equally distinguished persons.

To-day such a story would be worth the whole front page and as many other pages as the press associations could fill. On such an occasion even the most conservative newspapers would feel justified in using box-car streamers.

To-day, the star man, or even the cub, would justly appreciate the opportunity of using his typewriter on a story the size of the Richmond fire. In 1811 the men that covered it said they "were mournfully sorry that it had ever fallen to their lot to chronicle such a horrible catastrophe."

A PIONEER NEWS STORY.

But a better way of telling how our pioneer news writers wrote is to give a good specimen of their efforts. The following style is typical of all stories in those days. This is the Richmond theatre fire, as the editor of the Richmond Standard saw it:

"The performers and their attendants in vain endeavored to tear down the scenery; the fire flashed in every part of the house with a rapidity horrible and astonishing; and, alas! gushing tears and unspeakable anguish deprived me of utterance. No person who was not there can form any idea of this unexampled scene of distress. . . . There was but one door for the greatest part of the audience to pass. Men, women, and children were pressing upon each other, while the flames were seizing upon those behind. The editor went to different windows, which were very high, and implored his fellow-creatures to save their lives by jumping out of them.

EDITOR WAS OVERCOME.

"Those nearest the windows, ignorant of their danger, were afraid to leap down, while those behind them were seen catching on fire and writhing in the greatest agonies of pain and distress. At length those behind, urged by the pressing flames, pushed those who were nearest to the windows, and people of every description began to fall one upon another, some with their clothes on fire, some half-roasted. Oh, wretched me! Oh, afflicted people! Would to God I could have died a thousand deaths in any shape, could undivided suffering have purchased the safety of my friends, my benefactors, of those whom I loved!

"The editor, with the assistance of others, caught several of those whom he had begged to leap from the windows. One lady jumped out when all her clothes were on fire. He tore them burning from her; stripped her of her last rags, and, protecting her nakedness

with his own coat, carried her from the fire. Fathers and mothers were deploring the loss of their children; children the loss of their parents; husbands were heard to lament the loss of their companions; wives were bemoaning their burnt husbands. The people were seen wringing their hands, beating their hands and breasts, and those that had secured themselves seemed to suffer greater torments than those enveloped in the flames."

In 1811 this story commanded only a rather inconspicuous place inside. It was big, the editors knew it was, but ways of determining news values were unknown to journalists in those days. Even the foreign ship news, dry stuff, was given a more prominent position than the Richmond fire.

EMOTIONS NOW SUPPRESSED.

To-day the trained reporter covers a big story, giving the happenings as they are. Possibly strong language and three-word sentences indicate the writer's feelings, to some extent, but in no other ways are his emotions disclosed. He steadily relates facts. The facts may be big, but the reporter does not say so.

In 1811, when the editor, for the editor covered his paper's territory then, would sometimes confess in his article that he was too "over-awed because of the immensity of the event to write more." This would leave his readers to draw heavily upon their imaginations.

The lead was not used by our early newspaper writers. The structure of their stories resembles magazine style. The twentieth century reporter thinks it a "cheat" that so many fine stories which broke in the days of our forefathers were never covered.

AN OUTBURST OF GRIEF.

"Oh, distracting memory! Who that saw this can think of it again and yet retain his senses! Do I dream? No, no! Oh, that it were but a dream! My God! Who that saw his friends and nearest connections devoured by fire and laying in heaps at the door, will not regret that he ever lived to see such sights? Could savages have seen this memorable event, it would even soften their hearts.

"A sad gloom pervades this place, and every countenance is cast down to the earth. The loss of a hundred thousand friends on the field of battle could not touch the heart like this. Enough. Imagine what cannot be described. The most distant and implacable enemy, and the most savage barbarians, would mourn our unhappy lot."

Printers Strike at Shreveport

SHREVEPORT, La., September 3.—Having unsuccessfully demanded a higher scale of wages, union pressmen on the Daily Times and Daily Journal walked out on September 1. Strike-breakers were immediately secured by both papers to fill the places of the strikers and publication was not interfered with.

ORIGIN OF "PRINTER'S DEVIL"

IN early days printing was styled the "black art," and printers were supposed to be in league with Satan. But it was in the time of Aldus Manutius, in Venice, that matters took a serious turn. This was the famous printer who first published the Greek and Roman classics. He took into his employ a negro boy who was homeless on the streets in Venice. The people supposed the boy was an imp of Satan and helped in the printing. Mobs collected about to wreck the building when the boy was brought forward and exhibited, and it was shown that he was flesh and blood; but, he was still called "the printer's devil," and every boy in his position ever since has been so called.

St. Paul Daily News Staff News

William H. Neal, advertising manager; William E. Shaules, manager of the educational department of the Daily News, and Clarence Aldrich, manager of the Rural Weekly, are three enthusiastic hunters. They have leased a large preserve in the famous lake region of Minnesota, wherein to hunt the elusive quail, duck, and prairie chicken. They left the first of the month to supervise the building of blinds on the duck passes, in preparation of the opening of the hunting season.

W. F. Dickson, of the display advertising staff, is entertaining his mother and sister from Kansas City at Bald Eagle Lake, one of the popular lake resorts near St. Paul.

Ray Lavelle, who has been on the Financial Directory of the paper, will leave to join the Sentinel staff at Milwaukee, in the same capacity.

H. L. Hodson, formerly foreman of the mailing room, has been appointed purchasing agent of the Daily News, succeeding William Le Claire, resigned.

Jack Dempsey, a former member of the advertising staff, and now with the Newspaper Association, stationed in Boston, Mass., called to renew old acquaintances while on a vacation trip to St. Paul during the past week.

F. O. Bowen, who had charge of the financial directory of the Daily News, leaves soon for Milwaukee to join the Sentinel staff.

Guardsmen Publish a Semi-Weekly

National Guardsmen from the States of Oklahoma, Louisiana, and South Dakota, in camp at San Benito, are publishing a newspaper, the Oklasodak, a semi-weekly. Its editor is S. D. Wasson, of Clinton, Okla., and its business manager is D. P. McCalib, of Durant, Okla., both experienced newspaper men. The paper is filled with news of the soldiers and advertisements of merchants of San Benito and other towns in this trade territory. A feature of the paper is a column devoted to a "School for the Soldier," in which advice for the guardsmen is printed.

Premium Books at Reduced Prices

The Syndicate Publishing Co. has for several years been engaged in furnishing books as premiums and circulation builders to newspaper publishers. As will be seen elsewhere in this issue it is now offering these books at special discounts from the old prices regardless of the fact that present costs make them worth at least 50 per cent. more. The syndicate is able to do this because it is protected on its paper stock requirements for an entire year.

The editor of Oneida's first newspaper and the founder of the Oneida (N. Y.) Dispatch, the oldest newspaper establishment in Oneida, is John Crawford, and he is now over eighty-five years of age and still takes a keen interest in local newspaper affairs.



Over a Million and a Half Line Gain Biggest Advertising Gain of any Philadelphia Newspaper During 1916 made by

THE EVENING TELEGRAPH

During the eight months of 1916, THE EVENING TELEGRAPH published 3,758,980 agate lines of paid advertising—a gain of 1,594,034 agate lines in comparison with the same period last year—a greater gain, six days a week, than that of any other Philadelphia newspaper six or seven days a week.

Eight Month Record of The Evening Telegraph

January	12% Gain
February	5% Gain
March	67% Gain
April	88% Gain
May	111% Gain
June	93% Gain
July	88% Gain
August	119% Gain

THE EVENING TELEGRAPH

For Over Half a Century Philadelphia's Leading High-Class Evening Newspaper

A Twenty-Five Cent Ante is just about right, but when you see

our proofs of

"That Little Game"

the sky is the limit when it comes to genuine humor.

The service is furnished in mat form, three, 3-column mats per week, or six, " " " " "

Let us send you proofs

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

DETROIT SATURDAY NIGHT

guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

Topeka

Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

32,551

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,

TOPEKA, KANS.

Colorado Springs

THE TELEGRAPH

An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago

FIRST

In eight months of 1916, The New York Times published 7,184,539 agate lines of advertisements, a gain of 1,178,034 agate lines compared with the corresponding period last year, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

The average net paid daily and Sunday sale of The New York Times exceeds one-third of a million copies.

**The
Pittsburg 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

July Advertising

The Evening Star

WASHINGTON, D. C.

Last month the Evening and Sunday Star printed over a million lines of advertising or more than any two of its competitors combined. The Star frequently prints more local display advertising than all three of them combined.

THE PITTSBURG LEADER

NET PAID
CIRCULATION 84,036

SOCIAL SERVICE

An unique department in Journalism—a new one—every Sunday in the

The New York Call

(Daily and Sunday)

Rev. A. B. HOWLAND'S, World Review, of Social Service, is in itself a tribute to the intelligence of our readers who are both followers and supporters.

You should know this paper—
Advertising Rates for Now, 10c. a line.

"Run" Your Advertising

Is your advertising "Running" or "Walking"? One reason why Free Press ads in Detroit "Run" is because they have the push of reader-preference behind them.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & CONKLIN { Foreign Representatives } New York Chicago
The largest two-cent morning circulation in America.

WHAT LIVE ADVERTISING CLUBS ARE DOING

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

Plans for the establishment of a thorough-going, comprehensive course of active study for members of the Junior Advertising Association, an adjunct of the Advertising Association of Chicago are being made by President S. DeWitt Clough, W. Frank McClure, John Tenney, and others of the senior body, and several connected with the subsidiary Association. Under the guidance of the parent organization, the Junior Association has accomplished splendid work in the past and is beginning to grow rapidly. Considerable pride is taken in the undertaking which is one of education and coöperation, and no pains are spared for its success.

Unusual interest was attached to the weekly luncheon meeting of the San Francisco Advertising Club, held last Monday, at the Hotel St. Francis, as a large delegation of business men and advertising men came across the bay from Alameda County to participate in the event. The programme was headed "Oakland Day," and the speakers responded to the sentiment of "Hands Across the Bay." The recent agitation for the construction of a \$25,000,000 bridge from San Francisco to Oakland has done much toward encouraging closer relations between the business men of Oakland and San Francisco.

The Sherman (Tex.) Ad Club, which disbanded some time ago, has been reorganized and new life infused into the organization. Officers elected are: C. L. Pool, president; Victor Adamson, vice-president; J. E. Surrat, secretary; C. L. Pool, Victor Adamson, W. G. Banks, and J. E. Surrat, board of directors. The club is planning an educational course for its members during the winter months. Social features also will play an important part in the meetings, as it is by this means that the new officers expect to arouse and hold interest.

A whirlwind campaign for new members was started by the Kansas City Ad Club on September 5 and will last until September 19. Prizes will be awarded for the member who gets the most new names and each department will be in a contest to get the largest number of members.

Preliminary steps have been taken for the formation of an advertising club in Galesburg, Ill., to be associated with the Associated Advertising Clubs of the World. A considerable number of those interested met last Thursday evening at the Galesburg club and heard an address on "Business Building Through Advertising," by Andrew M. Fox, advertising manager of the Benjamin Electric Company, Chicago, and chairman of the Big Brother Committee of the Chicago Ad Club.

The Dallas Advertising League will conduct courses in advertising at the local Y. M. C. A. throughout the coming winter. The first class will be held Thursday, September 28, and classes will be held every Thursday night thereafter until May 3, 1917. A feature of the classes will be addresses by prominent advertising men of Dallas and other Texas cities. J. C. Phelps will be the speaker at the first meeting. His subject will be "Advertising Defined and Truth, the Golden Rule of Advertising." The classes

will be open to all who are interested in advertising work. A. G. Chaney, who will be in charge of the classes, says that lectures will be given by men who are connected with every branch of advertising work.

The Advertising Club of the Cincinnati Chamber of Commerce, at its last meeting held at noon at the Hotel Deshler, listened to an excellent address by H. H. Hershey, the president, in the course of which he said: "It may be possible, by questionable advertising methods, to gull a part of the public, and that part may be large enough to give a man or a business house a great trade, but the most of us realize that this is the most expensive way of doing business, that the gaining and holding of customers' good will mean repeated orders, which cost less to get and afford a larger profit than the initial sale."

A permanent business, according to Mr. Hershey, is always built upon confidence, which is simply a belief in the honesty of the advertiser. Speaking of different types of advertising and the impression they make on the public, he said that if advertising is dishonest, it soon gets noised about that the store is untrustworthy and probable buyers are put on their guard and avoid dealing there. Hershey asserted there is no defence for the man who sells goods under false pretences, that he is a criminal at heart.

TEXAS PRINTERS PROTEST

They Want State and Other Printing Done at Home Instead of Elsewhere.

CORPUS CHRISTI, Tex., September 2.—The Texas Printers' Council held its fourth annual session at Corpus Christi with about fifty-six printers, representing the thirty-six locals in Texas, present. Texas printing for Texas printers was one of the principal subjects discussed, it having been brought to the attention of the Council that many institutions in this State and even some departments of the State Government were sending out of Texas to have their printing done. This practice was strongly condemned, and resolutions were adopted calling on all Texas industries and institutions to have their printing done in Texas.

Clint Tullis, of the Dallas Evening Journal, secretary of the Council, led the fight for Texas printing for the Texas printers. "Printing for the University of Texas is done in Kansas City," he said, "when it should be done in Texas. Many of the large printing contracts of the State are done in Cincinnati, St. Louis, and other cities outside of Texas, when plants in Texas can do the work just as well and just as cheaply. Large manufacturing plants and wholesale houses are waging a campaign for Texans to buy Texas-made wares, and we believe these concerns should have their printing done in Texas, also. It is only consistent. We believe the printing plants located in the various communities are entitled to the printing of those communities."

Officers were elected as follows: H. C. Colley, Houston Chronicle, president; J. D. Douglas, Wichita Falls Tribune, vice-president; Clint Tullis, Dallas Evening Journal, secretary-treasurer; George Blevins, Corpus Christi Caller, chairman, executive committee.

HIXSON IS STILL HUSTLING

He Does Service of Equal Benefit to Advertisers and Publishers.

Among the American advertising men who succeed in making two ads grow where only one grew before, Harold P. Hixson, of the Whalen-



HAROLD P. HIXSON.

Hixson Company, Detroit, Mich., and Whalen-Hixson-Craig, Windsor, Ontario, deserves a place.

Mr. Hixson was formerly with the Parke Davis Company. His specialty is handling local accounts and newspaper copy exclusively. The concern of which he is a member is established on a service basis and is not an advertising agency, but an advertiser's agent. There's a difference.

Town Criers' Day Off

The Providence (R. I.) Town Criers will hold their annual outing at Crescent Park on September 12. Plans are being made to entertain four hundred advertising men from Providence and other New England towns. It will be the biggest outing in the history of the organization. Athletic events, shore dinners, cabaret shows, vaudeville performances and the taking of moving-pictures, are but a few of the features provided by the committee. Awards of a unique and interesting nature will be presented to the winners in athletic contests and the two men having the best individual records will be presented the Governor's trophy and the Mayor's cup.

Educational Committee for 1916-1917

The Educational Committee of the Associated Advertising Clubs of the World for the coming year is made up as follows: Lewellyn E. Pratt, of New York, chairman; Frank Stockdale, secretary, Indianapolis, and these chairmen of the sub-committees: Libraries, John Cotton Dana, Free Public Library of Newark, N. J.; club programmes, Professor J. B. Powell, University of Missouri; publications, Herbert S. Houston, president A. A. C. of W.; colleges and universities, Professor Paul T. Cherington, Harvard University; schools and Y. M. C. A.'s, E. L. Shuey, president, Association of National Advertisers; lectures and study courses, Ralph Starr Butler, University of New York.

Genius does not consist in holding a good hand, but in playing a poor one well.

BIG IMPROVEMENTS ARE PLANNED BY THE MAIL

Efficiency to Be the Keynote in New Composing Room of New York Afternoon Daily — All Steel Equipment Throughout — Battery of Twenty-five Linotypes to be Installed.

The article in THE EDITOR AND PUBLISHER of August 19 on the new home of the New York Evening Mail has attracted considerable attention in the fraternity, and many inquiries are being made as to the details of the changes spoken of by Mr. Larke in that article. Among other things Mr. Larke, in referring to the composing-room, said that there would be practically a new composing-room throughout, an increase in the linotype battery of 20 per cent. and in efficiency of about 50 per cent.

A representative of THE EDITOR AND PUBLISHER called on John Anderson this week and obtained these details. Mr. Anderson is the superintendent of the composing-room of the Mail and is responsible for many of the changes that have been made in that department that made for efficiency and economy. He stated that the Mail would have in its new home a linotype battery of twenty-five machines instead of twenty-one as at present.

NINETEEN NEW LINOTYPES.

"There will be nineteen new linotypes, and only six of the present battery will be carried over. The machines will be the Model 18, and will set ads and straight composition without change. They will set caps and lower case in two different kinds of type. They are a larger and better machine than the old, and will save a great deal of time. With the present magazines we have to make from fifteen to twenty changes a day, but with the new battery we will have to make but one or two a day. We are practically changing all the time under existing conditions.

"We will have an all-steel equipment throughout the composing-room, steel frames, steel tables, and everything. There will be absolutely no wood anywhere. This will all tend to efficiency. With our all-steel equipment and our battery of twenty-five linotypes, practically all new and of the improved design, we will have what we believe will be one of the best equipped composing-rooms in the business. The increase in number of machines, together with the increased amount of work that can be done on the new models will, I believe, give us a greater increase in efficiency than 50 per cent., once we get our stride in the new quarters. Here we are all cramped up and even with our present equipment we cannot get our best, but, with the new quarters, new machines of up-to-date models, and an all-steel equipment, we will be ready to break records."

NON-DISTRIBUTION PLAN.

The question of the non-distribution of type, a system now in practical use in the Mail composing-room, was referred to. Under this, all type under 24 point is thrown into the melting-pot and is cast over, thus saving the time, trouble, and expense of distributing the type after it has been used once. Mr. Anderson was probably the first man to inaugurate this system, and he has brought it down to the finest point of efficiency. He said:

"I started this system about five years ago, and have had no regrets

since. It is not only a time-saver, but a money-saver as well, and gives us at all times new type to work with, with good, clean-cut faces. You don't need two kinds of metal either, because you can use the same metal you use in the linotypes. We have one monotype caster now, which casts all faces up to thirty-six-point, and also casts all our slugs of every size, rules and borders. The slugs are cast in strips and are cut to size. The borders and rules the same way, come out in long strips, and can be cut to any size wanted. We are preparing to put in a Thompson caster, which will cast up to forty-eight-point, and then everything will go into the melting-pot as soon as the paper is off the press. At the present time we throw into the pot everything below twenty-four-point, but we have to save out all type above twenty-four. Of course, there is not a great deal of that, and one man can attend to it very easily. It is a great saver of time and money. That old monotype of ours has paid for itself twice over since we have had it, and it is still going good. One man attends to the work, a machinist. He runs the monotype and keeps the bins full. He casts a quantity of each letter or figure of the various faces and then dumps them into specially prepared boxes. When the box in the type case gets low, a handful is grabbed from the bin of that letter, and in a moment there is a full box again. If your machinist takes an interest in his work, he can keep the largest office going. I have such a man here, and don't have to worry about my type. Formerly, I had three men doing nothing else but distribute all day long, and on Sunday I generally had to get a half-dozen or eight of the men to come down and put in a day distributing to clean up, and pay them \$10 for the day. That will give you an idea of the saving to us by the new method. Now, for instance, there is a full page ad of Macy's. After picking out the few faces above twenty-four-point, we threw the entire page into the melting-pot. The time consumed for the entire operation was less than fifteen minutes. Then there is our financial page. It is thrown into the pot every day, just swept off the stone. Imagine the time that was formerly taken to distribute that page alone! Now we melt it up and make new type out of it, and one man does it in a very short time.

The new system gives the foreman of the composing room a better chance in every way. Overhead is reduced and he has a larger assortment to work with. He does not have to depend on any one but his machinist, and is practically independent of the type-founders. I believe the day is coming when newspapers will be set entirely by machine and type cast right in their own office. Practically every face is now made, and we are gradually getting nearer and nearer the time when every face will be cast."

The new home of the Evening Mail in the Lupton Building, City Hall Place, will be larger than first intimated. The adjoining property at No. 21, formerly occupied by the Deutsches Presse Club, has been leased from the city for five years with option of renewal. The additional land has already been cleared and will be reimproved with one-story and basement building for the delivery department of the Mail and to provide additional press room.

ADVERTISING ALWAYS PAYS

St. Louis Electric Light Company Gains 1,000 New Customers a Month.

St. Louis, September 5.—That it pays to advertise during the summer has been amply proved by the Union Electric Light & Power Company of St. Louis. In the last three months, according to F. D. Beardslee, sales manager, the company has gained 1,000 customers per month net, a great increase over gains during summers when they did not advertise. The company now has over 73,000 customers. When it obtains 75,000, further consistent and permanent rate reductions will be made.

"We have found that the idea of everybody being out of town in the summer is mere fancy," says Mr. Beardslee. "Our rapid gain in customers as a result of our summer advertising has proved that. Through advertising in the newspapers and bringing to the attention of St. Louisans who stay at home our low rates for service, we have made net gains which assure us of soon reaching 75,000 customers, a net gain of over 10,000 customers this year."

PEOPLE READ NEWSPAPER ADS

How the Head of a Dallas Bakery Learned This Fact from Experience.

At last week's meeting of the Dallas Advertising League, Mr. Stone, of the Stone's Cake baking plant, told the members how he had learned by actual experience that Dallas newspaper advertisements are read.

"When we opened our plant in August," Mr. Stone said, "we held open house each night for a week and advertised the receptions daily in the newspapers, the attendance ranging from 8,000 to 12,000 each evening. Having decided not to have a reception Saturday night, I instructed our advertising man to make the announcement in the advertisements appearing in the Saturday papers. I thought he would use big display type, but was chagrined to find that he put in the very last paragraph of the ad in very small type.

"I was disappointed and told him no one would see it, and that we would have another large crowd Saturday night, and that we had better make preparations to entertain them. But only six people came. This proved to me the efficiency of newspaper advertising.

Six Page Section of Amusements

For several weeks the Boston Traveler has been printing an amusement section of four pages on Saturday. Last week a six-page section was issued, which carried twenty-one and a fraction columns of paid amusement advertising. It is the belief of the management of the Traveler that in the absence of all proof to the contrary, this is the largest section and the greatest amount of paid amusement advertising ever issued in the United States by a daily newspaper.

Linotype Bulletin Twelve Years Old

The Linotype Bulletin with the August issue begins its thirteenth volume. When it was started it was a small and modest appearing publication, but under the direction of L. A. Hornstein, for several years advertising manager of the Mergenthaler Linotype Co., and at present one of Mr. Philip Dodge's chief assistants, the Bulletin has been enlarged and improved until it is now a handsome example of the art of typography. While issued primarily as a house organ, it contains matter of interest to every printer in the land.

THE Audit Bureau of Circulations in its report for Sept. 30, 1915, stated that 88.6 per cent of the Louisville Herald's Sunday circulation in the city of Louisville was delivered by carrier. Its competitor showed 23 per cent of its city, Sunday circulation, delivered by carrier.

"The paper that goes home" in Louisville is

THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper

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

Now More Than **70,000**
The Sunday Item
New Orleans, La.

The **Pittsburgh Post**
ONLY Democratic Paper In Pittsburgh.

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

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

PITTSBURGH (Pennsylvania)
ROLLING IN WEALTH
Colossal Pay Rolls Waiting For the Advertiser who buys Space in the **GAZETTE TIMES**
AND **CHRONICLE TELEGRAPH**
Whose Readers always have Money and this Year have more than ever before.
COMBINATION FLAT RATE
Daily 20c Agate Line, Sunday 22½c Agate Line.
Advertisers, Sales Managers and Space Buyers—Address:
URBAN E. DICE, Foreign Advertising Manager, Pittsburgh, Penna., or **SPECIAL REPRESENTATIVES**
J. C. WILBERDING, Brunswick Bldg., New York City,
J. M. BRANHAM CO., Mailers Bld., Chicago, Ill., Chemical Bldg., St. Louis, Mo.

TIPS FOR THE AD MANAGER

It is reported that Edwin Bird Wilson, Inc., 14 Wall Street, New York City, will handle the newspaper advertising of the Bankers' Trust Company, 16 Wall Street, N. Y. C.

The Snellenberg Clothing Company, 200 Fifth Avenue, New York city, is placing 20-inch, 12-time orders with a few newspapers in selected sections, through L. S. Goldsmith Company.

The Ireland Advertising Agency, 136 South Fourth Street, Philadelphia, Pa., is again placing 8-inch, 97-time orders with some Southern newspapers for Trueshape Hosiery Company, Wayne Junction, Philadelphia, Pa.

The Western Advertising Agency, 213 State Street, Racine, Wis., claims to have secured the following accounts: J. I. Case Plow Works, Racine, Wis., and S. C. Johnson & Son, Johnson Floor Wax, Racine, Wis.

Martin V. Kelley Co., Second National Bank Building, Toledo, Ohio, is placing orders with some large city newspapers for the Jordan Motor Car Company, Cleveland, Ohio.

Van Patten, Inc., 50 East 42d Street, New York city, announces that it will handle the following accounts: Chalmers Motor Car Co., Jefferson Avenue and New Belt Line, Detroit, Michigan; American Chic Co., Chewing Gum, 1 Madison Avenue, New York city; Pyrene Mfg. Co., "Pyrene Fire Extinguisher," 52 Vanderbilt Avenue, New York city.

Lord & Thomas, Mellers Building, Chicago, Ill., are again placing orders with some Western newspapers for California Associated Raisin Co., "California Sun Maid Raisins," Fresno, Cal.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is making con-

tracts with Western newspapers for Martin V. Howe Coal Co., Chicago.

Moon, Byron & Co., Boardman Building, Troy, N. Y., are again placing copy in selected sections for Hall, Hartwell & Co., "Slide-well Collars" and "Hartwell Shirts," 553 River Street, Troy, N. Y.

Street & Finney, 171 Madison Avenue, New York city, are placing new schedules for Rice & Hutchins "Educator Shoe," 10 High Street, Boston, Mass.

Street & Finney, 171 Madison Avenue, New York city, will shortly start a try-out campaign in a selected list of New England newspapers, for the North Atlantic Oyster Farms, "Sealsht Oyster," 40 Central Street, Boston, Mass.

Redfield Advertising Agency, 34 West 33d Street, New York city, is placing orders with some Western newspapers for the American Lead Pencil Co., "Venus" and "Velvet" Pencils, 220 Fifth Avenue.

The Fletcher Co., advertising service, Philadelphia, is preparing a national newspaper and magazine campaign for the Fitzgerald Manufacturing Company, Torrington, Conn., Clero horns and automobile accessories.

Street & Finney, Inc., 171 Madison Avenue, New York city, is preparing copy for Shaw-Walker "Built Like a Skyscraper" filing cabinets, to appear in New York, Chicago, Detroit, Milwaukee, Baltimore, Indianapolis, Buffalo, Cleveland, Pittsburgh, and Boston papers.

L. E. Anfenger, St. Louis, Mo., is placing 5,000 lines, one year, with a selected list of papers for the Heyner District Company.

Frank Seaman, Inc., New York City, is making a 3,024-line schedule for Liggett & Myers (Piedmont Cigarette).

G. L. Dyer Company, New York city, is sending out 20,000 lines, one year, with a selected list of newspapers for the House of Kuppenheimer.

Lord & Thomas, Chicago, are placing 75 inches, 8 times, with some Mississippi papers for the California Associated Raisin Company.

Richard A. Foley Agency, Philadelphia, is making out a schedule of 3,730 lines for Liggett & Myers Tobacco Co. (Velvet).

M. V. Kelley, Toledo, O., is placing 5,000 lines, one year, with a few Middle West papers for the Jordan Motor Car Co.

G. L. Dyer, New York city, is placing advertising 24 times with a few selected lists for Kellogg Toasted Corn Flakes.

H. E. James, Philadelphia, Pa., is sending out 2,506 lines, one year, to a large list of papers for Dr. Bell's Pine Tar Honey.

H. E. James, Philadelphia, Pa., is placing 2,000 lines, one year, with a large list of papers for Sloan's Llniment, and 1,305 lines, one year, with a large list of papers for Dr. King's New Discovery.

Powers, Alexander & Jenkins, Detroit, are using 10,000-line space for one year for the Ford Motor Co., Detroit.

SOUTHERN PUBLISHERS ADVERTISE**Committee Endorses Plan for Attracting Attention of Manufacturers.**

Charles H. Allen, publisher of the Montgomery (Ala.) Advertiser; J. H. Allison, publisher of the Nashville (Tenn.) Tennessean and American, and Walter G. Bryan, of the Atlanta (Ga.) Georgian, who compose the advertising committee of the Southern Newspaper Publishers' Association met last week in the office of St. Elmo Massengale, of the Massengale Advertising Company, and enthusiastically indorsed a campaign for advertising Southern newspapers in the trade journals and large newspapers of the East and Middle West.

In an advertisement recently sent to a number of leading Eastern newspapers by the members of this Association, it was shown that the big increase in the price of cotton over that of last year will add greatly to the prosperity of the South. The point was also brought out that if national advertising was neglected by the Southern newspapers this fall a chance to increase sales would be lost.

In addition to the newspaper campaign the Massengale Advertising Company will issue for the Association a booklet to be distributed among the leading advertisers of the country, the purpose of which is to emphasize the importance of newspaper advertising.

GEORGIA CANDIDATES ADVERTISE**Have Used Big Space in the Newspapers To Win Public Support.**

This week concludes a series of "fat" times with the newspapers of Georgia. The Legislature stopped all liquor and beer advertising in the newspapers of the State on May 1. The owners and business managers wondered where the advertisements were to come from to make up this deficiency. Providence was kind. A State-wide campaign has been on, and with four candidates for Governor and many aspirants for other States offices seeking election there has been a prodigal use of printers' ink in both the dailies and the weeklies.

The candidates for Governor have in many instances used entire pages in the Saturday afternoon and Sunday morning issues. The candidates for State Treasurer, for Judges of the Circuit Court of Appeals, for Railroad Commissioner, for Commissioner of Agriculture, and for other offices where there have been from two to a half dozen candidates have been quick to see the value of advertising and the newspapers have been the medium used.

Political advertisements of a purely local nature for every office from Sheriff to Congressman have driven many a Georgia weekly editorial page clean out of the paper for several weeks running. The business is very desirable because as a rule it is cash with the order. The harvest is over this week for the primary is to be held on Tuesday of next week.

The Corning (N. Y.) Evening Leader was unable to print in its own plant on Thursday, because its pressroom was flooded to a depth of twelve feet by the worst inundation in the history of the city. The flood came suddenly Wednesday night as a result of a cloudburst, and inflicted damage in the business section estimated at \$100,000.

AD MEN ORGANIZE FOR WILSON**Charles H. Ingersoll Is President and L. E. Pratt, Secretary and Treasurer.**

There are in the United States quite a lot of advertisers and advertising men who would like to see Woodrow Wilson reelected President. Quite a number here organized the Woodrow Wilson Advertisers' League, a national organization to take an active part in the campaign. Twenty-seven cities in nineteen States are already represented.

The officers are: President, Charles H. Ingersoll, of R. H. Ingersoll & Bro., New York; executive committee, W. L. Saunders, chairman of the directors of the Ingersoll-Rand Company and vice-chairman of the United States Naval Consulting Board; E. T. Meredith, publisher of Successful Farming, Des Moines, Ia.; L. D. Wallace, Jr., general manager United Cereal Company, Chicago; Homer J. Buckley, of Buckley, Dement & Co., Chicago, and Lewellyn E. Pratt, New York. Mr. Pratt will act as secretary and treasurer.

The national headquarters of the League will be at 220 West 42d Street.

The following men will organize local branches of the Woodrow Wilson Advertisers' League in various cities: W. R. Emory, James O'Shaughnessy, and Dad Kentor, Chicago; James G. Moran, New Haven; C. R. Connor, Denver; E. O. Bliven, Los Angeles; George H. Eberhard, San Francisco; Dan P. Lennon, Joliet; W. A. Jackson, Quincy, Ill.; Guernsey Van Riper, Indianapolis; R. J. Wilson, Anderson, Ind.; J. G. McMasters, Cedar Rapids, Ia.; W. J. Leon, Boise, Idaho; Russell Sholk, Lexington, Ky.; Meyer Benson, Shreveport, La.; Guy H. Cleveland, Minneapolis; C. E. Lawrence, St. Paul; Theodore S. Fetting, Newark; J. George Frederick, New York; J. J. O'Keefe, New York; M. Hamburger, New York; W. J. Radatz, Cleveland; P. L. Frailey, Youngstown, O.; William Nixdorf, Lancaster, Pa.; William T. Ellis, Swarthmore, Pa.; J. H. Allison, Nashville, Tenn.; Lowry Martin, Corsicana, Tex.; Earl J. Glade, Salt Lake City; A. M. Candee, Milwaukee, and Hendrick Romeyn, Spokane.

TO WIN RUSSIAN TRADE**Americans Are Advised to Advertise in the Empire's Newspapers.**

The American-Russian Chamber of Commerce, New York city, has issued a bulletin on "The Russian Market, Its Possibilities and Problems." In dealing with the subject of selling American goods in Russia the bulletin says:

"It is essential that American manufacturers and exporters should realize the importance of opening direct connections in the Russian market. Under present conditions perhaps the most effective method of securing direct connections in Russia is by use of the Russian press for advertising purposes.

"Russia has a well-developed and thoroughly organized metropolitan, provincial, and trade press, which circulates throughout the entire Empire and reaches the most important elements of the Russian market. Just before the war there were in Russia 2,167 newspapers and magazines regularly published in 246 cities and towns.

"The American-Russian Chamber of Commerce believes that Russian advertising is extremely important, and by a special arrangement this organization is in a position to furnish its members with liberal discounts in advertising rates."

Advertising Agents

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

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broc 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.;
Kreage Bldg., Detroit, Mich.

AD FIELD PERSONALS

Myron Townsend, advertising manager of the Blaisdell Paper Pencil Co., of Philadelphia, who is abroad, was interviewed by a reporter from the Advertisers' Weekly who declared in his story that Mr. Townsend was one of the most reticent Americans he ever saw.

J. A. Greene, jr., who has been employed on the Philadelphia North American, the Philadelphia Bulletin, and the Birmingham (Ala.) News, as an advertisement writer, has been appointed advertising manager of the Jackson (Mich.) Patriot.

Sherley Hunter, an advertising man of Los Angeles, has received an offer of \$7,500 a year to come to New York and take an important position.

L. E. Van Patten, of the Cheltenham Advertising Agency, (N. Y.) who has been spending several weeks in viewing the scenic wonders of California, has returned home.

Fred. W. Ellsworth, for six years publicity manager of the Guaranty Trust Company of New York, on August 31 was made secretary of the company. Mr. Ellsworth has long been one of the leading bank advertising men, and at the Guaranty Trust Company he has built up a publicity and new business department which is very complete and efficient.

Mrs. Stella G. Mack has been appointed advertising representative in New York city for Postage, the magazine of direct mail advertising.

H. C. Williams, with the Hutchinson Kansas News for nine years, will cover the Fifth Avenue Specialty Shop advertising for the New York Tribune.

E. J. Carr has joined the advertising staff of the New York Sun, and will have charge of the advertising in the pictorial section.

S. A. Weissen, of the Cleveland Ad Club, has been commissioned to visit a number of Mid-Western cities to investigate the methods practiced and results accomplished by the best advertising bureaus. Among the cities are Chicago, Milwaukee, Des Moines, Indianapolis, and Minneapolis.

Byron A. Bolt has been made sales manager of R. R. Donnelley & Sons Company. Until recently he has been sales and advertising manager of Albert Pick & Company, of Chicago.

Norman F. Boyesen, until recently affiliated with the National Railways Advertising Company, has joined the force of the Burnet-Kuhn Advertising Company.

Edwin F. Deicke has resigned from the Mohin Advertising Company and is now serving as assistant manager of the Lee-Jones Advertising Company.

R. L. Shepherd, formerly advertising manager of the Denison Coffee Company, has opened offices and is handling the advertising of a number of large manufacturing concerns

Change in Agency Ownership

TORONTO, September 5.—An important change in agency circles went into effect on September 1. The J. Walter Thompson Co., of Canada, Limited, has gone out of existence as such, the business having been acquired by Frank G. Smith, vice-president of Coffin Armstrong, Inc., New York; A. J. Denne, late manager of the J. Walter Thompson Co., of Canada, and Harold A. Moore, who have established the firm of Smith, Denne & Moore, Limited. The change is chiefly one of ownership, as the personnel of the active management remains the same. The firm's clientele also remains the same. Offices will be maintained in Toronto and in London, Eng., the former in charge of Mr. Denne, and the latter of Mr. Moore.

Advertising Enterprise in London

C. F. Higham, one of London's foremost advertising experts, has recently used in the Mail, of that city, an entire page advertisement to set forth some of his views on scientific distribution and how it can be effected through intelligent and forceful advertising. As the space cost Mr. Higham \$1,650, the expenditure of this amount for such a purpose is proof of his own faith in newspaper advertising. In fact, Mr. Higham writes THE EDITOR AND PUBLISHER that the advertisement had paid for itself before four o'clock on the day that it appeared.

Press Evolution Pictured

R. Hoe & Co. have presented to Adolph S. Ochs, publisher of the New York Times—in commemoration of the twentieth anniversary of Mr. Ochs's connection with that paper—a composite photograph showing all the different types of presses used by the Times since 1851. The novel pictorial souvenir shows the earliest flat-bed machine and the types succeeding it, including the new "Twentieth Century Model" Sextuple Presses, now being installed in the Times plant, and which are by far the fastest machines ever designed for printing newspapers.

Agricultural Papers Consolidate

The Live Stock & Dairy Journal, until recently published at Sacramento, Cal., has been consolidated with the California Cultivator, of Los Angeles.

The Gem State Rural, of Caldwell (Idaho) which for the past twenty years has enjoyed strong prestige among the farmers of that State, has been consolidated with the Idaho Farmer, of Boise, Idaho. The Idaho Farmer is a member of the Pacific Northwest Farm Trio.

"Hunches" for Editors

The Newspaper Enterprise Association, of Cleveland, issues a house organ called "Pep" each month. Its most valuable feature is a department headed "Hunches" in which are printed a dozen or more practical suggestions to editors for special or feature articles, which can be worked up in any good-sized town or city.

Branham's Telephone List

The John M. Branham Company, Brunswick Building, New York, has issued a revised edition of its telephone card of advertising agents and special newspaper representatives doing business in the metropolis. This useful list has won favor among all who have occasion to deal with advertising people.

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.

NEWS Birmingham
Average circulation for March, Daily 39,025; Sunday, 41,039, Printed 1,905,330 lines more advertising than its nearest competitor in 1915.

CALIFORNIA.

EXAMINER Los Angeles
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

MERCURY-HERALD San Jose
Post Office Statement 11,434. Member of A.B.C.

THE PROGRESS Pomona

GEORGIA.

JOURNAL (Cir. 57,531) Atlanta

CHRONICLE Augusta

ILLINOIS.

HERALD-NEWS (Circulation 15,190) Joliet

STAR (Circulation 21,589) Peoria

IOWA

REGISTER & LEADER Des Moines
EVENING TRIBUNE Des Moines
Essential to covering Des Moines and vicinity.

SUCCESSFUL FARMING Des Moines
More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

KENTUCKY

MASONIC HOME JOURNAL Louisville, Ky.
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

LOUISIANA

TIMES-PICAYUNE New Orleans

MICHIGAN

PATRIOT (No Monday Issue) Jackson
Last Gov. Statement—Daily, 11,403; Sunday, 12,568, Member A. B. C. and A. N. P. A.
Flat rate 2 cents line; full position 2 1/2 cents line.

MINNESOTA.

TRIBUNE, Morning and Evening Minneapolis

MISSOURI

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

MONTANA

MINER Butte
Average daily 11,965, Sunday, 20,189, for 3 months ending March 20, 1916.

NEW JERSEY.

JOURNAL Elizabeth

PRESS-CHRONICLE Paterson

COURIER-NEWS Plainfield

NEW YORK

COURIER & ENQUIRER Buffalo

IL PROGRESSO ITALO-AMERICANO New York

DAY New York
The National Jewish Daily that no general advertiser should overlook.

NEBRASKA.

TRIBUNE Hastings
Circulation A. B. C. report, 7,100. Full leased wire report United Press.

OHIO.

VINDICATOR Youngstown

PENNSYLVANIA.

TIMES Erie

DAILY DEMOCRAT Johnstown

TIMES-LEADER Wilkes-Barre

TENNESSEE.

BANNER Nashville

TEXAS

CHRONICLE Houston
The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

UTAH.

HERALD-REPUBLICAN Salt Lake City

VIRGINIA

DAILY NEWS-RECORD Harrisonburg
In the famous Valley of Va. only paper in the richest Agricultural County in United States.

WASHINGTON

POST-INTELLIGENCER Seattle

CANADA

ONTARIO

FREE PRESS London

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS.

SKANDINAVEN Chicago

NEBRASKA.

FREE PRESSE (Cir. 123,384) Lincoln

NEW YORK.

BOULLETTINO DELLA SERA New York

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.
34,686 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

Circulation News, Views, and Observations

NEWSPAPER STUFFING MACHINE INVENTED

L. B. Nelson, Circulation Manager of the Seattle Times, Tells of New Machine Which Will, it is Claimed, Stuff at the Rate of 8,000 Complete Copies Per Hour—Inventor a Seattle Man.

One of the most vexatious expenses attached to the marketing of a newspaper has been the hand "stuffing," "inserting," or assembling of the various parts or sections of daily and Sunday editions. It has been expensive because of the fact that it required entirely manual labor, and vexatious because of the unreliability of such labor. Practically every other department of the modern newspaper has seen the coming of improvements that have meant saving of not only time and labor, but expense as well. The mailing room, however, has had to struggle along with the same old antiquated system of stuffing that was in vogue when the first two-section paper was printed, depending entirely on the speed worked up by its individual stuffers to keep down expense. Because of this, newspaper publishers will no doubt be well pleased with the announcement of the perfection of a stuffing machine. The machine is the invention of a Seattle, Wash., man, and was suggested by Mr. L. B. Nelson, circulation manager of the Seattle Times. Mr. Nelson is very enthusiastic over the merits of the machine, and after a thorough test he has ordered three machines for the Times.

To a representative of THE EDITOR AND PUBLISHER Mr. Nelson said:

"When I first commenced to work on a newspaper, eight pages was the limit of the size of the perfecting press. There was no color press; all type was set by hand; stereotype mats were beaten by hand; plates were cast by hand. Now there are perfecting presses that will print 32 pages at the rate of 40,000 per hour; there are color presses; Mergenthaler machines; 60-point head machines; type-casting machines; moulding machines; auto plate-casting boxes;

mailing machines, that stamp, wrap, and route. In fact, the only mechanism lacked by a modern newspaper was a machine that would automatically stuff or assemble the various sections into a complete whole.

"Mr. Sam Halvorsen, of the Diamond Machine Works, came to me about five years ago and requested me to come to his shop and see a newspaper vending machine, which he had invented. I suggested to him, that if he could invent a stuffing machine which could do the work satisfactorily, he would have no trouble in selling it.

"Mr. Halvorsen went to work, and the result was that, a little over a year ago, he completed a two-head machine that could make a single stuff at the rate of 8,000 per hour. I told Mr. Halvorsen that, unless he could invent a three or four-head machine, there would be practically no saving for a newspaper in its operation. He followed out my suggestion, and now has on the market a four-head machine. This machine is a success. It is guaranteed to make three complete stuffs at the rate of 8,000 or more per hour in any size sections from 4 pages to 32 pages.

"The machine was tried out recently by the Times and made three complete stuffs at the rate of 6,500 per hour, and was only running a little over half speed.

"I have some of the fastest stuffers in the country; one man, nicknamed 'Racehorse,' can single stuff at the rate of 3,000 per hour for a short time. His average per hour is 2,500. The general average of all my stuffers is a little over 2,000 per hour. The four-head machine stuffing with the speed of 8,000 per hour is equal to 24,000 single stuffs per hour, which in turn is equal to the work of 10 or 12 men. The machine will require three men to operate it; two loaders and one packer boy.

"The average circulation of the Sunday Times is approximately 85,000, and the cost of three complete stuffs average \$1 per thousand, total \$85. The Times has ordered three machines to be installed in its new building. I have figured that the operating expenses of

the machine will average \$10 per machine for eight hours' work, thus effecting a saving of \$50 per week.

"Mr. Halvorsen also claims that he can make a seven-head machine which will do six stuffings equally as well as the four-head machine will do three stuffings."

CIRCULATION NOTES

The newsboys of Memphis, Tenn., are forming a union, the organization to be affiliated with the International Union of Printing Pressmen and Assistants.

The South Bend (Ind.) Tribune is proud of a letter from David Lloyd-George, written in appreciation of an editorial in the Tribune describing him as "the biggest man in Britain."

On receipt of a letter from the board of control, Philip J. Kealy, president of the Kansas City Railways Company, has issued an order prohibiting newsboys from selling papers on the street cars. It will be effective immediately.

The order was the result of numerous requests and many letters received by the railways company. Practically all the letters expressed the opinion that not a few newsboys who daily hop on and off of moving street cars have been killed, and many have been maimed for life.

The Cleveland (O.) News is the last English language daily of that city to announce a change in price policy. Beginning the first of this month this newspaper goes to two cents in all territory outside of a thirty-five-mile radius of Cleveland. The morning English dailies, the Plain Dealer and the Leader, made a similar announcement some time ago. The Press in the evening field also made the change.

Texas Circulation Convention Postponed

President Harold Hough, of the Texas Circulation Managers' Association, announces the postponement of the date of the annual convention at San Antonio, from September 6 to Wednesday, September 20.

AMAZING CIRCULATION FIGURES

London Newspapers Lead the World in Volume of Sales.

The circulations of the London newspapers, for many years the largest in the world, have risen to enormous figures in war time and leave all previous records far in the rear.

The Daily Mirror shows an average of 1,300,000, exclusive of complimentary, free and voucher copies. The Mirror is a small sheet paper, very fully illustrated. Its news is condensed to the minimum. Sales went up 150,000 the day following the North Sea battle, while the event that stunned Britain more than anything else since the war broke out, the tragic loss of Lord Kitchener, raised the total nearly 350,000.

One other London daily newspaper boasts of a circulation of more than 1,000,000, and that is Lord Northcliffe's famous Daily Mail, while the Daily News and Daily Sketch sell 750,000 each, the Daily Chronicle 600,000, and the Daily Express 500,000. All these are published at one half-penny (one cent). The penny (two cent) journals include the Times, with a sale of 200,000; the Daily Telegraph, 180,000, and the Morning Post, 75,000.

There are now only two one cent evening newspapers published in the British capital, the Evening News and the Star. The former has a circulation of 750,000 and the latter 500,000. The two cent papers—the Pall Mall Gazette, Westminster Gazette, Evening Standard, and Globe—circulate between 80,000 and 40,000 each.

None of the London dailies is published on Sunday, all the newspapers appearing on the seventh day being once a week journals, though some of them issue "country editions" on Saturday afternoon. The circulations of several have become stupendous. The Sunday Pictorial leads the way with 2,500,000 copies, while the News of the World sells 2,000,000, Lloyd's Weekly News 1,500,000, the Weekly Dispatch 1,350,000, and the Sunday Herald 1,250,000. The Observer, edited by England's most influential journalist, J. L. Garvin, sells to about 220,000 people.

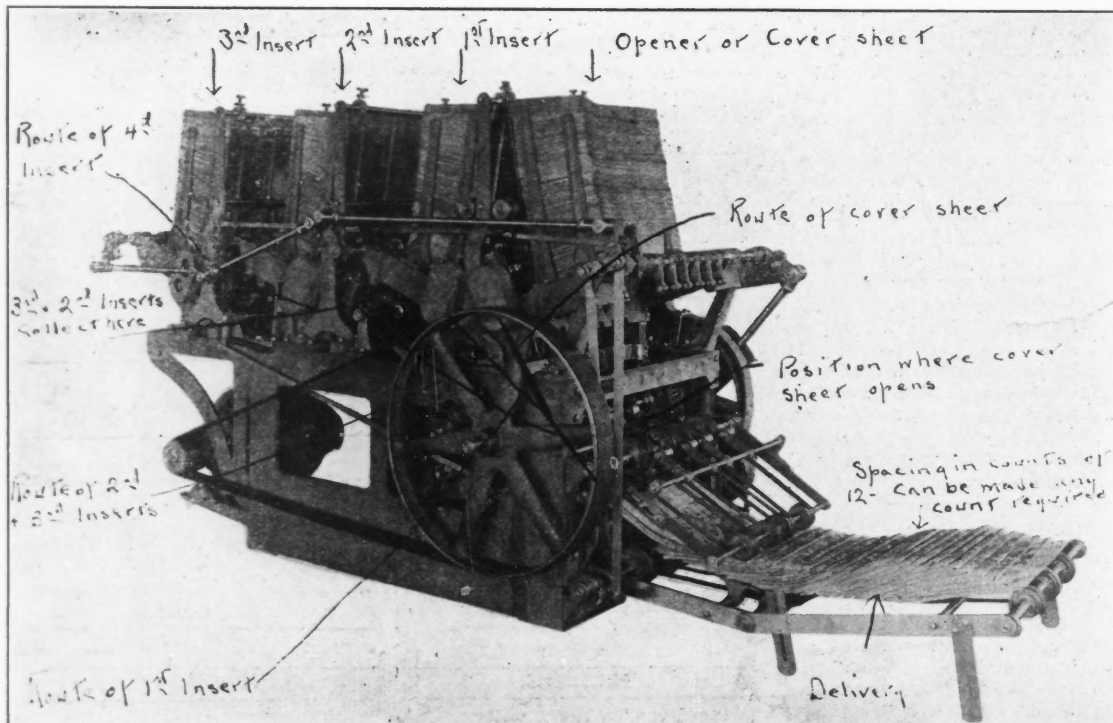
Cutting for Buffalo Newsboys

The annual outing of the Buffalo Newspaper Distributors will be held at Columbia Park Sunday, September 17. The committee has arranged the following races for newsboys and open events: Newsboys—One mile run, over sixteen years old; one-half mile run, under sixteen years; 100-yard dash, handicapped; five-mile bicycle race. Open—Ten-mile bicycle race, ten-mile motorcycle race. There will be a band concert afternoon and evening and a fireworks display to finish up.

Valuable Aid in Circulation Work

One of the best little papers devoted to carrier boys that comes to our desk is the Portland (Ore.) Telegram Jr. The last issue received consists of twelve neatly printed pages jammed full of the kind of stuff that will interest live boys. Although it carries several general articles the most of the matter is purely local. Such papers as the Telegram Junior ought to help circulation managers a whole lot.

The Richmond (Va.) Evening Journal is now located in its new quarters at the corner of Fourth and Broad Streets.



NEWSPAPER ACTIVITIES IN MANY CITIES

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

The Co-Operator, the monthly bulletin issued by the service bureau of the Chicago Tribune, designed to help the smaller storekeepers to solve their advertising problems, contains in its September issue much practical matter of a service nature. There are articles on "Advertising the Store's Policy," "Making One-Cent Sales Pay," "Increasing Shelf Room," "Using Circular Letters," etc. Under the head of "Ready-Made Advertisements" a collection of snappy headings and selling arguments for various lines of business and commodities is found.

The "dress up" campaign starts this year on September 30 and continues until October 14. This idea, originating with Men's Wear one year ago, has attained immense vogue as a stimulant of public interest in the question of wearables. In the spring campaign it is estimated that "dress up" propaganda copy was featured in more than 4,500,000 lines of newspaper advertising. Dress-up day was observed as a city-wide fête in 264 cities. Two Governors and 42 Mayors dignified the campaign by officially recognizing it and urging the people to participate. As with "dollar day," the idea is most successful in cities where merchants cooperate fully and make use of generous newspaper advertising space.

The Forth Worth (Tex.) Record runs on Sundays a page of advertising cards, printed in red and black, on which it focuses reader-attention by mis-spelling a number of words, and offering cash prizes amounting to \$10 each week to the readers who discover and correct these errors—the awards being determined by the neatness and originality of the answers as well as by their correctness. Some of their readers have shown surprising ingenuity in dressing up their answers in the guise of floral designs, in composites of clipped illustrations and headlines so pasted together as to make amusing display ads, etc. Sixty-eight business firms use uniform space and display on this special page.

The Columbus (O.) Dispatch, of which Harvey R. Young is advertising manager, on Sunday, August 27, issued a twenty-page illustrated section devoted to the new Hotel Deshler. The advertising with which its columns were well filled, came from the firms that supplied the material entering into the construction and furnishing of the hotel, and the text matter described its various attractive features. This is the largest single hotel section that has come under our notice.

C. D. Bertolet, general advertising manager of the Clover Leaf publications, Chicago, is sending to prospective advertisers a life-size artistic card representation in colors of a prairie chicken, upon the back of which is printed information concerning the papers. Here is one of the statements: "The Open Season is at Hand. The cost of a license to hunt in the Clover Leaf field advances to \$1.50 an agate line October 6, 1916. The first in the field will get the pick of the shooting this season. For guides, ammunition, and equipment—designed to get the most results at the least cost, address," etc.

More than \$700 in prizes was distributed by the Cleveland (O.) Plain Dealer to winners in the 1916 contest, at the exhibition of products of the contestants at Old City Hall. Judges in the contest were City Forester John Boddy, and five prominent business men of Cleveland. In addition to the prizes offered by the Plain Dealer a prominent real estate firm offered three lots, outside the city, for leading contestants. W. R. Rose, editorial writer of the Plain Dealer, made the presentation addresses to the prize winners. J. W. Love, of the Plain Dealer staff, managed the contest.

"Cleveland's Commercial Interests" is the title of a group advertisement that made its initial appearance last Saturday in the Cleveland News. The plan is to give all manufacturing and commercial interests, the big institutions of the city, a chance to tell their stories, and thus win the confidence and goodwill of the people. Indirectly this is expected to revert to the financial betterment of these concerns.

The summer campaign of the Baltimore Evening Sun for its milk and ice fund for the benefit of the children of indigent parents, to date, has resulted in the collection by that newspaper of contributions to the amount of \$13,875.96; and a similar campaign carried on by the Baltimore News for money to give children of poverty-stricken families of the city a summer outing resulted in the collection of the sum of \$13,414.89. The sum received by the Evening Sun was paid in to the charity department of that paper direct by individual contributors. The fund of the News was raised almost entirely through the efforts of boys and girls who solicited contributions and others who held "block fairs," the children of a block forming a sort of juvenile organization and contributing for the purchase of cold drinks, ice cream, candies, and sundry other articles which were sold at the "fair" on the sidewalk in front of the home of one of the children.

The Dallas (Tex.) Evening Journal, the afternoon publication of A. H. Belo & Co., has issued a "Statement of Facts" in the form of a handsome announcement reviewing its progress during the two and one-half years that it has been in existence. The publishers claim the largest evening circulation in the city, 36,688.

A "Who-What-Where" contest, with \$1,500 in prizes, is being offered to the readers of the Pittsburgh Press. One hundred and eight merchants of the city are cooperating with the paper. Several stores are designated only by some advertising phrase. The names of others are given, and the reader is asked to supply some well-known phrase used in advertising the store. In several instances the stores have been so filled with people who have wished to get news relative to the contest that the storekeepers have telephoned the Press saying they have not enough help to handle this stimulated business.

For the purpose of emphasizing dealer cooperation, in other words the aiding of the national food advertiser and the grocers of St. Paul and the Northwest, the service department of the Dispatch and Pioneer Press this month published

the first of a series of Service Bulletins. The September number is a four-page paper containing items of interest to local and Northwestern grocers, and reports of retail grocers' association meetings, plans, and St. Paul Store news.

Among the announcements in the first issue of the Bulletin is the offer of \$50 in cash prizes for the best September window display of advertised food products or household accessories. The offer is made to any grocer of St. Paul or the Northwest, the prizes being: First prize, \$25; second prize, \$10; third prize, \$5; fourth prize, \$3; fifth prize, \$2; next five, \$1 each.

In addition to the announcement of the window-display prizes, there is a story covering local grocery changes, a list of newspaper advertisers in the St. Paul field, a miniature reproduction of current advertisements of food products and household accessories appearing in the Dispatch and Pioneer Press, and a list of a number of firms which furnish window displays. In addition, there are stories of interest to the grocers and other news of national advertising. The Bulletin also is starting a mail-bag department, to which grocers of St. Paul and the Northwest are invited to write their experiences, and in which they may ask questions. These questions the service department will attempt to have answered by experts.

Editor Kline's 47th Anniversary

Forty-three years ago last Sunday W. J. Kline became the owner of the Amsterdam (N. Y.) Democrat, then a weekly paper. Thirty-seven years ago the Amsterdam Daily Democrat, which afterward became the Evening Recorder and Daily Democrat, was established. Mr. Kline's conduct of the paper has been eminently successful. The Democrat is known throughout its section as an enterprising and ably edited daily newspaper. In his declining years Editor Kline has the able services of his son, Gardiner Kline.

Canadian Dailies Raise Prices

TORONTO, September 5.—The action of the London (Ont.) dailies in raising their subscription rates from two to three dollars has been received with much satisfaction by the publishers of other western Ontario dailies. Already it is understood that the two Brantford dailies, the Courier and the Expositor, have virtually come to an agreement on the matter, and will soon announce an increase to \$3 for outside delivery and to \$4.20 for inside delivery. Papers in St. Thomas, Galt, and Guelph also have a similar proposition under consideration, and other cities are expected to fall in line. With the city dailies advancing in this way, it will be much easier to persuade the country weeklies to stiffen up their rates.

Advertising in Peru

The Bureau of Foreign and Domestic Commerce has received from Commercial Attaché William F. Montavon, at Lima, copies of circulars issued by a local advertising agency outlining its facilities for handling the advertising of American firms in Peru, together with copies of the announcements of advertising rates established by the different periodicals circulating in Peru. It is believed that these will be of interest to American firms desirous of extending their sales in Peru, as well as to advertising agencies interested in the foreign field. Copies of the circulars will be loaned upon application to the Bureau of Foreign and Domestic Commerce, Washington. Refer to file 1,706.

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

SPECIFY
CLINE-WESTINGHOUSE
Motor and Control
Equipments
FOR WEB PRESSES
SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

THE SAME
CENTRAL PRESS ASS'N

which supplied national convention reports by William J. Bryan, Irvin S. Cobb, and Samuel G. Blythe, furnishes day in and day out a practical, sensible illustrated matrix service. Ask for samples and prices. Write either to our eastern office in the New York World building, or our central office at Cleveland.

USE
UNITED
PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

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

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.

CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service this week.

Charles M. Pepper, formerly Trade Advisor to the United States Department of State.

Svetozar Tonjoroff, Author of "Bulgarism and the Treaty of Berlin," "Russia's Struggle for an Outlet."

Rear Admiral Robert E. Peary, Chairman National Aero Const Patrol Commission.

Wilfred H. Schoff, Secretary, the Commercial Museum of Philadelphia.

Maggie Barry, Chairman Rural Schools' Committee, General Federation of Women's Clubs.

Write or wire for rates

NATIONAL EDITORIAL SERVICE Inc.
225 Fifth Avenue, New York

The McClure Method

Our features are sold on their 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 definite 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

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

PREMIUMS

Manufacturers, Publishers, Sales Promoters, Advertising Agencies, can secure a premium for every need by writing International Premium Headquarters.

S. BLAKE WILLSDEN
1606 Heyworth Building
CHICAGO, ILLINOIS

Women's Features

Ask for samples of the following:

Olipphant's daily fashion service. Rheta Childre Dorr's editorials. Zoe Beckley's "Her Side—and His." "Problems of Everygirl."

The Evening Mail Syndicate
203 Broadway New York

Rebus and Hidden Puzzle

Double value—half space—low cost
An unusually attractive daily feature

The INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

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.]

ASSOCIATED ADVERTISING

Indianapolis, August 30.

THE EDITOR AND PUBLISHER:

It surely must be a long time since the man who wrote your editorial of the August 26th issue on the influence which advertisers have with newspapers, worked on a newspaper. In your editorial—that one based upon the fact that a Western newspaper had suppressed the name of the maker of an automobile whose axle broke, resulting in the death of four people. You suggested that the business office or advertising department does not control the editorial department.

So far as any direct control is concerned, you are quite correct. But my experience in the newspaper business and out of it, has not indicated that you are correct so far as actual results are concerned.

I will grant you freely that no editorial department could or would be controlled to the extent of making it possible to forbid the use of information concerning advertisers or prospective advertisers derogatory to them, but, nevertheless, the editorial department does, more or less voluntarily, bring about a result which is just about equivalent to that.

The fact is that on the average daily newspaper the editorial department has more or less feeling for the interests of the counting room and that a great many things which might offend advertisers are not published.

This refers particularly to that great mass of comparatively unimportant news—much of it of a feature character—which either can or need not be used without materially affecting the paper either way.

In the absence of strong leadership and positive and frequently given instructions to the contrary, the editorial department of any newspaper has a feeling in favor of the protection of its advertisers, and this feeling has grown out of the fact that on a great many occasions, when things are printed concerning advertisers, the advertiser raises such a howl and the editorial department hears from the matter to such a degree, that considerable precaution is only the most natural thing in the world.

There may be a few newspapers in some of the very large cities which have reached that idealistic state described in your editorial, and I only wish that there were a great many newspapers like that, because that would be better for the newspaper business, the advertiser and the publisher. In the long run, but the fact is that most of our newspapers are not so constituted.

And yet, what a wonderful progress the newspapers of the country are making!

CARL HUNT.

NEW PUBLICATIONS

SAN FRANCISCO.—T. J. Fitzsimmons, who has had years of experience as an editor and publisher of mining periodicals, has begun the publication of the Western Mining Journal, in San Francisco, with offices in the Mechanics Institute Building. S. F. Harris is the business manager of the new publication, which is a successor to the Mining & Engineering Review, which was edited by Fitzsimmons, several years ago and was considered a reliable authority on Pacific Coast mining enterprises.

PHELPS ISLAND, Minn.—Phelps Island will hereafter have a newspaper. It is called the Phelps Island Review, and is published by Bernard E. Ericsson, who is also the publisher of the Minneapolis Post. Phelps Island is situated in the centre of the famous Lake Minnetonka district.

Some men in business believe that Nature exacts too high a toll—and so they sit around waiting for a day when Nature will hold a sale.

CHANGES IN INTEREST

MONMOUTH, Ill.—James W. Grubb, of Galesburg, Ill., has purchased the half interest of Frank C. McElvain in the Daily Atlas, this city, and has taken the position of business manager. Mr. McElvain, whom he succeeds, expects to leave with his company for San Antonio, Tex. During the twelve months he served on the staff of the Daily Atlas the paper has increased its business and has prospered to a high degree. Mr. Grubb was formerly connected with the Register-Leader at Galesburg. H. F. Henrichs, the newspaper broker of Litchfield, Ill., negotiated the sale of the half interest.

SANTA MARIA, Cal.—The Vidette has been sold to E. T. Ketcham by J. Charles Rhodes. For the past twelve years Mr. Ketcham has been postmaster of this place.

MANGUM, Okla.—Elmer Jesse, until recently assistant secretary of the State Election Board, has purchased the Star and the Greer County Democrat, in partnership with Mayor Border, of this city. The plants of both newspapers were destroyed in a fire that recently swept the business district. The Star will be published as a daily.

MINEOLA, Tex.—The estate of J. A. Thomas, deceased, has sold the Mineola Monitor to W. S. Davis, formerly editor of the Rockport (Tex.) Enterprise. Mr. Davis will make the fifth editor for the Monitor within the last fourteen months, or since the death of Editor J. A. Thomas, in July, 1915.

WAPANUCKA, Okla.—Fred Kaiser, well-known Oklahoma newspaper man, recently of Ada, has purchased the Wapanucka Press.

NEW YORK CITY.—The Missionary Review of the World, considered the standard interdenominational missionary paper of the Protestant world, beginning October 1, will pass into the hands of the new Missionary Review Publishing Company, of which Robert E. Speer is president and Frank I. Brown vice-president. The office now is at No. 156 Fifth Avenue, in the Presbyterian Building. The editorial management will continue in the hands of Delavan L. Pierson.

NEW YORK CITY.—Changes in the ownership and staffs of the old theatrical weeklies this week, together with the news that the Dramatic Mirror is for sale, caused considerable gossip along Broadway. The members of the staff of the Clipper, the oldest of theatrical publications, have been told that the Frank Queen Publishing Company will not have any further need of their services after September 9, as on that date the Clipper will pass under the control of John Edwards, who had charge of the music department of the paper for several years. It is said that Leo Feist, music publisher, will be interested in the Clipper.

The Dramatic Mirror is owned by the Williams Printing Company, and it is said that the price asked by the owners for the paper is \$100,000, but no purchaser at that figure has appeared as yet. Lynde Denig succeeds Fred Schrader as editor of the Mirror, which is expected to give more attention to motion pictures in the future. Mr. Denig recently was editor of the Motion Picture News.

CALDWELL, Ida.—The Gem State Rural and Live Stock Journal, of this place, have been consolidated with the Idaho Farmer, one of the three State papers forming the Pacific Northwest Farm Trio. The Gem State Rural was established twenty-one years ago. A. E.

Gipson, the founder, will continue as the editor of the publication.

NEW INCORPORATIONS

NEW YORK CITY.—Louis Kram, Inc., capital stock, \$10,000; advertising business; directors, Louis Kram, William Kram, and Michael Kram, New York.

NEW YORK CITY.—Clipper Corporation, capital stock, \$25,000; printing, publishing newspapers, periodicals, trade journals; directors, Orland W. Vaughan, Frederick C. Muller, and John F. Edwards, all of New York city.

NEW YORK CITY.—Scott & Scott, Inc., capital stock, \$1,000; general advertising business; directors, Louis N. Vause, of New York city; George W. Vause, of Brooklyn, and A. D. Nielsen, of Morris Park, L. I.

PHILLIPSTOWN, N. Y.—Sackett & Wilhelms Corporation, capital stock, \$140,000; printing and lithographing; directors, Clinton S. Lutkins, William B. Davenport, and H. B. Davis, all of New York city.

TRENTON, N. J.—R. C. Scott Advertising Company; capital stock, \$2,000; to conduct advertising business in all branches; directors, J. F. Bangham and Salda D. Bangham, of Trenton, and J. H. Morris, of Morrisville, Pa.

SPRINGFIELD, Mass.—The Buchholz Company, capital stock, \$140,000; to do general advertising; incorporators, Herman H. Buchholz, Oscar H. Buchholz, both of Springfield, and Robert F. Brinker, of Windsor, Conn.

MARIETTA, O.—Central Advertising Agency Company, capital stock, \$5,000; advertising; incorporators, Robert H. Gerke and others.

CINCINNATI.—The Lammers Advertising Service Company, capital stock, \$25,000; incorporators, Stanley A. Kreis and others.

ST. PAUL DAILY CHANGES HANDS

South St. Paul Reporter Taken Over by a Newly Organized Company.

The South St. Paul Daily Reporter Company, Inc., on September 1 purchased from the G. F. Swift estate the South St. Paul Daily Reporter, a daily stock-yard paper, which was founded in 1891. Mr. Swift became owner in 1900.

E. L. Ogilvie, the present manager, was placed in charge during the latter part of 1900, and since that time has turned a losing proposition into a highly profitable one.

With the new incorporation Mr. Ogilvie acquires a considerable interest in the property. W. M. Fisk, who has been for six years in charge of the editorial end, will continue in that position. He also acquires an interest.

The officers of the new company are William Magivny, president; J. H. Blandford, secretary and treasurer, and E. L. Ogilvie, director and manager.

Receiver for Jewish Newspaper

BALTIMORE, Md., September 5.—Martin J. Kohn has been appointed receiver for the Jewish Comment Publishing Company, publishers of the Jewish Comment newspaper. The company's indebtedness is placed at \$5,000.

Wagoner's Assailant Pleads Guilty

William M. Greenwood, editor and publisher of the Paris (Ark.) Express recently pleaded guilty in Circuit Court to a charge of assault on John W. Wagoner, editor and publisher of the Paris Progress, and was fined \$100 by Judge James Cochrane. Several months ago Wagoner was shot several times, the shooting being the outgrowth of a newspaper fight.

NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

University of Washington

Lee A. White, for two years a member of the department of journalism faculty, has been appointed acting head of the department, taking the position made vacant by the resignation of Frank G. Kane. Frank Goss, city editor of the Seattle Post-Intelligencer, has been engaged for one semester, and will take over the instructional work of the former head.

Professor White is a graduate of the University of Michigan. Before going to the University of Washington he was one of the big men on the Detroit News. He will continue to give courses in editing, features, syndicates, short story, and the history and principles of journalism.

Mr. Goss was born in Blackrock, Ireland, and came to America in 1895 when sixteen years old. He has been engaged in newspaper work eighteen years, and has served as editor of the Morning Astorian, Astoria, Ore.; the Olympia Recorder, the Everett Record, telegraph editor of the Anaconda Standard, and political editor of the Tacoma Ledger. He owned and edited the Saturday Review, a political weekly newspaper, published in Seattle. He served in the Washington State Legislature as Representative from the Forty-fifth District of King County, sessions of 1911 and 1913.

University of Wisconsin

A new course will be given in the department of journalism the coming season on "The Country Newspaper." Taken in connection with the present courses in reporting, editing, and advertising it will prepare young men and women for positions on small daily and weekly papers. It is believed that the course will be exceedingly helpful to the students as most of the graduates will devote their lives to country rather than city journalism.

Boston University

The first issue of the Boston University News Weekly will appear September 25 and every week thereafter during the college year of thirty-two weeks. It will be four pages in size and five columns in width, the columns to be seventeen inches long. The paper will cover the social and educational news of all departments of the University. It is to be written and edited by the students of the journalistic course.

In a talk with a representative of THE EDITOR AND PUBLISHER, Harry B. Center, the instructor in journalism, said:

"The Weekly will be, in every sense of the word, a real newspaper. While we may print a few essays or special articles, especial attention will be paid to the collection and printing of the news of the College. The copy will be written, edited, and headed in real newspaper style, and advertising will be solicited for the advertising columns in just the same manner as it is done on the big dailies."

Journalism Students Dine

Students of the summer session of the Pulitzer School of Journalism at Columbia University gave a testimonial good-

by dinner to Franklin Matthews, of the staff of instructors, a few nights ago. After the dinner a silver match-holder was presented to Mr. Matthews, K. C. Penn Wang, of Shanghai, making the presentation speech in his native tongue, later giving the English version. The class also gave M. Lincoln Schuster, secretary to Mr. Matthews, a silver pencil. Miss Mabel Janet Scott, of Riverside, Cal., was spokesman. Telegrams, some in verse and some in prose, addressed to Mr. Matthews, were read.

Just as True Today

Henry Ward Beecher's description of a newspaper is just as true in this generation as in the last, and will stand study and analysis. He said: "The newspaper is an ever-unfolding encyclopedia, an unbound book forever issuing, never finished and always new. Did you ever stop to think that millions have no literature, no school and almost no pulpit but the press? Not one man in ten reads books, but everyone of us, except the very helpless poor, satiates himself every day with the newspaper. It is the parent, school, college, theatre, pulpit, example, counsellor, all in one. Every drop of our blood is colored by it."

Resigns After Twenty Years Service

Samuel W. Goldberg, who, on September 7, completes twenty years of service with the American Hebrew, has resigned to go into business for himself. The resignation takes effect October 1. Mr. Goldberg, who was recently elected second vice-president of the paper, started work as advertising solicitor in 1896, and has since held the offices of advertising manager, director, secretary, and vice-president.

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, Detroit, 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 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., R. 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, Manhattan (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to subway; Brentano'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. Rau, 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—Powell's Book Store, 27 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 Market.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

ADVERTISING SOLICITOR for daily in Kansas. Must be first class salesman and copy writer; one who is able to produce and sell pulling copy and personally qualified to make and keep friends. Must furnish clean record that will stand investigation from all standpoints, as well as good references. No man that cannot show clean record of past performances need apply as we have no time to devote to apprentices or to fool with "game ducks." Permanent position and good salary to right man. Address giving record references and salary desired. T. P. C., care Editor and Publisher.

SALES MANAGER AND ADVERTISING MANAGER, experienced, with Credit and Collection experience and with executive ability and training, wants to shoulder responsibility for some concern in which an interest may be secured after adaptation and personal qualifications are proven. Any location and any line of real activity considered. "Real Interest," care Editor and Publisher.

WANTED—A high-class, clean-cut advertising solicitor who can close specified space contracts for newspapers. He must be able to approach business men and intelligently present facts, keeping in mind that this proposition requires no coloring or misrepresentation. Position involves travelling. Commission basis. If you are industrious and your record will stand investigation write J. BERNARD LYON, 116 W. 32d St., City.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

ADVERTISING MAN, well and favorably known in the New York Newspaper Advertising field, is open for engagement. Can supply very satisfactory references. Thoroughly competent and reliable. Best of references. Medium salary if permanent. Write to-day, M. 3030, care Editor and Publisher.

ADVERTISING AND BUSINESS MANAGER, 13 years on leading New England and Southern dailies, expert copy writer and solicitor, wants newspaper situation. Thoroughly competent and reliable. Best of references. Medium salary if permanent. Write to-day, M. 3030, care Editor and Publisher.

AN EXPERIENCED NEWSPAPER MAN, with a good record for developing business, seeks position in either news or business department of responsible publishing firm. Best of references. I can instill sufficient "pep" into your news and ads to greatly increase your circulation and advertising. If you want an aggressive, energetic ad man, reporter, city, telegraph or sporting editor, drop me a line for further particulars. Scott Laird, Dixon, Ill.

ADVERTISING MAN—Experienced, alert solicitor, with creative ideas, who is a real salesman and an expert copy writer, desires permanent position with progressive daily, smaller cities in New York, Pennsylvania, Connecticut, or Massachusetts preferred. Other locations considered. Record and references. Address A-No. 1, care Editor and Publisher.

ADVERTISING MAN—Young, aggressive; age 34—17 years' experience on classified foreign and local display. Nine years as classified manager for two of New York's leading dailies with a record for results that is exceptional. Highest class references as to ability and character. Would consider proposition in New York or out of town. Address K, 3028, care Editor and Publisher.

CIRCULATION MANAGER and assistant looking for live proposition in town of 100,000 or over. Have made good as organizers and circulation builders. If your proposition is an opportunity write us. C. M. A.—300, care Editor and Publisher.

CIRCULATION MANAGER—Have had several years' experience on both large and small papers. Can furnish the best of references. A man not afraid of work. Member of I. C. M. A. Address K, 3021, care Editor and Publisher.

COPY READER—American author prose, verse, story and biographical writer. Sober, reliable, wishes position as copy reader for publication. Age 44. Good personality. Known in fraternal circles. Address M, 3031, care Editor and Publisher.

EDITOR—Experienced on telegraph, financial, city, or State, heads and layout. Feature and editorial writer. Flawless record. Ten years at game married. Absolutely no booze or tobacco. Now employed but desires location in Central States or East. Exceptional references. Address M, 3037, care Editor and Publisher.

EXPERIENCED EDITOR of juvenile stories wants position on enterprising newspaper as manager of young people's department; will give services first two weeks free to prove value of the department as an advertising attraction. FREDERICK B. HAWKINS, Box 163, Westwood, N. J.

FINANCIAL EDITOR—Opening wanted by experienced editor and newspaper man. An opportunity is sought with a daily newspaper, trade publication, or other periodical by a high-grade man, familiar with every phase of editorial and newspaper work. Am 35 years old, married, college graduate, steady, conscientious, and have worked from reporter to editorial staff of various large metropolitan dailies. Have edited and managed several prominent trade journals. Am a strong, fluent writer, with brisk, breezy style. POLITICAL, FINANCIAL AND COMMERICAL SUBJECTS A SPECIALTY. Reasonable salary desired. Address M, 3033, care Editor and Publisher.

IF YOU WISH TO CUT DOWN THE COST of your print paper employ an efficient paper expert. A man who thoroughly understands the manufacture of print paper and has had wide experience with a large morning and evening newspaper desires a position. Address M., 3034, care Editor and Publisher.

No. 934x SPECIAL

A \$40,000 newspaper, one of Central West's best properties, offered on quick action for \$27,350, \$20,000 cash and \$7,350 deferred; or for \$35,000, \$15,000 cash and \$20,000 deferred; or for \$40,000, \$11,000 cash and \$29,000 deferred. Best retail city in state. 25,000 population. Prosperous, growing business; new \$30,000 equipment.

I heartily recommend this property to the consideration of intending buyers. Please submit financial references.

H. F. HENRICHS
Newspaper Properties,
LITCHFIELD, ILL.

\$20,000 Cash

Available as first payment upon Middle West or New York or Pennsylvania daily newspaper property. This customer is an experienced daily newspaper publisher. Quick response necessary.

HARWELL, CANNON
& MCCARTHY,
Newspaper and Magazine Properties.
Times Bldg., New York

\$8,000 buys Eastern Newspaper and Job Business. \$5,000 cash necessary. Owner might sell an interest to a practical printer or newspaper man who had \$2,000 or more cash to invest. 1915 net profits \$3,000. Proposition O. E.

CHAS. M. PALMER
Newspaper Properties

225 Fifth Ave., N. Y. City

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.

NEWSPAPER PRESSMAN—Thoroughly competent, who has made a special study of pressroom conditions, the handling of paper cost and waste, seeks employment. Have executive ability, can assume charge of a plant and produce results. Fifteen years a foreman; especially good on color work. Highest references. Address Pressman, care Editor and Publisher.

YOUNG MAN, twenty years of age, having four years' advertising experience in a large New York agency, desires to secure a position in a growing company where good work is appreciated. Is good proof reader, can write copy, order insertions, tabulate results, etc. Address K, 3027, care Editor and Publisher.

BUSINESS OR ADVERTISING MANAGER of more than twelve years' experience, good education and address, live, wide-awake, a friend maker and business builder and producer, desires to make connection where hard work and results will show him profit and advancement. His experience has been the principals of the business office, and all branches of the advertising department, foreign, local, and classified. Knows how to minimize expense, and build up on a staple profit basis, by his experience and systematic work. Experienced in lay-out, copy, and campaign work. Want position as business manager, assistant business manager, advertising or assistant advertising manager. Willing to accept on salary basis, salary and classified. Has had experience in towns from forty to more than two hundred thousand people. This is a LUCKY FIND, and if you want a live-wire business builder and producer get in touch with me. Can furnish very best references. Address LUCKY FIND, care Editor and Publisher.

REPORTER—Young man, 21, now on daily in Eastern city of 50,000, desires position on progressive paper with chance for advancement. Four years' experience, both abroad and in U. S. Feature and general reporting; also desk work. Will go anywhere. Small salary. Address M., 3034, care Editor and Publisher.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

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

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type 4, 6, 8 or 10 page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.

Plainfield, N. J.

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

60-62 Warren , New York City
Established a Quarter of a Century.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4922-4

FORTY YEARS WITH THE MAIL

Death of Henry A. Jackson Recalls Brilliant Career.

HENRY A. JACKSON, one of the foremost financial writers of a generation ago and for forty years a member of the editorial staff of the Evening Mail, as well as the Mail and Express, its predecessor, died on Tuesday at his home, at Larchmont Manor, N. Y. He was eighty-two years old. He retired from the Evening Mail two years ago. Mr. Jackson, who had been on the staff of the Mail, became financial editor of the Mail and Express at the time of their consolidation. He later became managing editor of the combined publication, and was a leader in editorial agitation for a gold plank in the Republican national platform of 1896.

OBITUARY NOTES

JOHN MCFARLANE, sixty-three years old, veteran newspaper man of Manitowoc, Wis., and managing editor of the Daily News, is dead. He had been ill two weeks, the recent hot spell having undermined his health. He was a native of Manitowoc and formerly connected with the Racine Journal.

N. F. DOUGLASS, editor of the Mill Valley (Cal.) Record, was found drowned in the bay off Sausalito, Cal. He had just bought the paper and his wife and children were on their way there from Montana.

PAUL HALSTED, only son of Mr. and Mrs. Herman G. Halsted, died at his home, Newport and Oxford Avenues, Rockaway Beach, L. I., N. Y., on Friday, September 1, of infantile paralysis. H. C. Halsted is the vice-president of Paul Block, Inc.

HAMILTON GORDON LAMB, for ten years business manager of a Los Angeles newspaper, died of pneumonia on August 22, at the age of forty-three, at his home in Los Angeles.

DAVID ABERCROMBIE, for sixty-one years a newspaper man in Baltimore, and manager and cashier of the Baltimore News Company, a newspaper distributing agency, until his retirement three years ago, died last Saturday. At the age of eight he began life as a newsboy in Baltimore and educated himself. At twenty-one he was manager of a large newspaper distributing concern, the predecessor of the present company. In 1863 he was made a partner in the business, then known as Henry Taylor & Co., and which in 1870 became the Baltimore News Company.

MAJOR WILLIAM HENRY SCANLAND, aged seventy-three years, for fifty-seven years editor and publisher of the Bossier Banner, published at Benton, La., died August 30. Major Scanland was regarded as the oldest active newspaper man in the State. He served in the Confederate army during the Civil War, was a member of the General Assembly of Louisiana for seven consecutive terms, and was for many years Bossier Parish treasurer and Superintendent of Education.

SAMUEL J. HOPPER, aged forty years, editor and manager of the Southern Poultry Journal, published at Dallas, died in Dallas on August 28. Mr. Hopper had been engaged in newspaper work in Texas for several years, having been employed on several of the large dailies.

FREDERICK A. CHURCHILL, who died recently in New York of infantile paralysis, was one of the first graduates of the department of Journalism at the University of Washington. After serving for some time with the Town Crier

in Seattle, he went to Cleveland, O., to an editorial post with the Iron Trade Review, and later came to New York city.

THOMAS MAXWELL POTTS, aged eighty years, died in Canonsburg, Pa., a few days ago. He founded the Canonsburg Herald in 1872 and published it regularly until 1888, when the property was sold. He was a genealogist of note, and was the author of several historical books. Mr. Potts was born in Chester County, Pa., of Quaker ancestry.

DAVIS COOKE FARRAR, aged thirty-six, president of the Farrar Advertising Agency, Pittsburgh, died at Eaglesmere, Pa., last week. He was a past president of the Rotary Club of Pittsburgh; a member of the Chamber of Commerce, the Pittsburgh Publicity Association and the Sons of the American Revolution.

HIRAM N. WHEELER, seventy-two years old, probably the oldest newspaper publisher in Illinois, and editor and publisher of the Quincy Journal since 1883, died in Jacksonville, Ill., on September 3. Mr. Wheeler was a member of the Ford peace party that went to Europe last winter.

ALBERT TURNER, publisher and owner of the Health Culture Magazine for twenty-two years, and forty-five years a resident of Passaic, N. J., died at his home there last Saturday. He was seventy-two years old.

GEORGE WRIGHT HERBERT, a prominent Chicago advertising man, died suddenly at Kansas City last week. As manager of the Standard Farm Paper Association, representing fourteen of the largest agricultural papers in the country, he built up a business of considerable proportions, and was widely known throughout the West. He was forty-six years old, and for the last sixteen years had been a dominant factor in the farm paper field. For ten years previous to his entrance into that work he had been connected with the advertising departments of several metropolitan newspapers.

JOHN FREDERICK WALLBERG, for twenty-eight years an employee in the composing-room of the Brooklyn Daily Eagle, died on Monday at his home in Brooklyn, in his fifty-fourth year. Mr. Wallberg was a native of Sweden. He was a thirty-third degree Mason, and a member of the New York Typographical Society and the New York Typographical Union No. 6.

MRS. HUGH MCATAMNEY, wife of a well-known New York advertising man, died on September 6. Mrs. McAtamney was forty-seven years old, and was born in Iowa, a granddaughter of the abolitionist Jesse Harriman. She was a critic on the staff of the *Musical Courier* at one time and before that was with the New York Tribune.

MRS. JEAN HAYWARD, wife of Walter B. Hayward, assistant editor of the New York Times Sunday Magazine, died on September 1 at her home, Staten Island. Mrs. Hayward was a native of Staten Island, where her father was well known as a composer of church music.

WALTER A. EVANS, forty-nine years old, for several years political writer on Kansas City papers, mainly the Star, who was widely known throughout Missouri in political circles, died at his home in Kansas City, Mo., last week. At one time he was State coal oil inspector.

MILTON BARDE, a former newspaper man and the father of a family of newspaper men, died at his home in Sedalia, Mo., September 2. His death was due,

it is stated, to grief over the recent death of a son, Fred, a newspaper man at Guthrie, Okla. William L. Barde, managing editor of the Springfield (Mo.) Republican, and Charles Barde, advertising manager of the Tulsa (Okla.) Times, are his sons.

WEDDING BELLS

Announcement is made of the approaching marriage of George E. Constant, city editor of the Owensboro (Ky.) Messenger, and Miss Della Aloysius Wood, of that city, on September 19.

After being kept secret for more than two weeks, the marriage of Miss Alice Dorothea Alden Thompson, the daughter of Frederick Shepard Thompson, to Herbert Brande, one of the Chicago Tribune's City Hall reporters, has become known. Mr. Brande, around the Press Club, is being referred to as the first war bridegroom. The bride, who is gaining some attention as a writer of fiction, is the secretary of the National Service School Camp at Lake Geneva. When the girls in khaki started out a few weeks ago for the training camp, Miss Thompson and Mr. Brande were married. Immediately after the ceremony, like a true soldier, the bride left with the rest of the girl "rookies."

Hollis Edwards, city editor of the Columbia (Mo.) Daily Tribune and a former Kansas City newspaper man, and Miss Ruth Kackley, of Topeka, Kan., were married on August 27, in Kansas City. Miss Kackley was formerly a stock-company actress.

William Bardsley, a reporter on the New York Tribune, and Miss Doris Olsson, twenty-four years old, of 133 Lefferts Avenue, Brooklyn, are shortly to be married.

August Semmelroth, of Belleville, Ill., and Miss Bertha Miller eloped from that St. Louis suburb last week and were married in Springfield, Ill. The wedding was a complete surprise to their closest friends. Semmelroth is a member of the publishing firm, which issues the Morning Record and the Belleville Post and Zeitung.

May Sell Newspapers on Half-Holidays

By a recent enactment of the Legislature of British Columbia, which made it an offense for merchants to sell goods on weekly half-holidays, it would have been illegal for newsdealers to sell newspapers and periodicals, during the prohibited time. The prohibition, however, was merely an oversight, as it was apparent that it would never do to stop the sale of newspapers in this way. Accordingly, a minute of council has just been passed, which states, "That the trade or business of selling newspapers and periodicals shall be exempt from the provisions of the Weekly Half-Holiday act as to a weekly half-holiday." The minute goes on to say, however, that "as to shops which would otherwise be subject to the provisions of the act, the exemption hereby made shall not apply in any case where any goods or merchandise, other than newspapers and periodicals, are sold therein during the time when such shop, except for such exemption, would be required to be closed under the provisions of the act."

Aids to Newspaper Circulation

The Rialto (Cal.) Record has brought its subscription contest to a successful close. Miss Grace Bemis, who received 5,653,000 votes, won a 1917 Maxwell touring car as the first prize. A \$200 phonograph and sixteen other prizes were awarded to others, according to their respective standings in the contest.

New York State Pays Over 33% of the Total Income Tax of the United States

MANUFACTURERS, merchants and jobbers who spend their money for advertising with a view of getting a hundred per cent. return for every dollar expended, concede to The New York State Newspapers the premier place.

These Newspapers are accorded **FIRST PLACE** because they are **FIRST IN GETTING AND MAINTAINING RESULTS.**

This is proved by their record.

And again, these New York State Newspapers circulate primarily among people of exceptional buying capacity.

This fact looms tremendously large in the U. S. Government Report of income tax receipts, which for the whole country in 1915, were \$80,190,694.80.

Of this amount, \$41,046,165.61 was from individuals and \$39,144,529.19 from corporations.

In these big figures, New York State played the leading role.

Her individuals paid **\$17,417,537.60**

Her corporations paid **\$10,221,206.65**

making a grand total of

\$27,638,744.25!

In other words, New York State paid over 33% of the total income tax of the United States

These figures explain the immense wealth of the State and emphasize the extreme value of The New York State Newspapers as Advertising Mediums.

To omit the New York State Newspapers from any Advertising Campaign, whether it be small or large, is like omitting the leaven from bread.

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).....	38,514	.06	.06	New York Sun (M).....	185,000	.39	.36
Albany Knickerbocker Press (S).....	33,580	.06	.06	New York Sun (S).....	137,000	.39	.36
Brooklyn Eagle (E) 3c.....	44,776	.16	.16	New York Sun (E).....	170,464	.31	.29
Brooklyn Eagle (S) 3c.....				New York Times (M).....			
Brooklyn Standard Union (E).....	60,841	.15	.15	New York Times (S).....	334,744	.50	.45
Brooklyn Standard Union (S).....	63,666	.15	.15	New York Tribune (M & S).....	93,848	.25	.21
Buffalo Courier-Enquirer (M & E)...	105,839	.14	.12	New York Telegram (E).....	207,663	.285	.27
Corning Evening Leader (E).....	8,023	.0173	.015	New York Telegram (S).....		.20	.18
Elmira Star-Gazette (E).....	20,432	.035	.03	New York World (M).....			
Gloversville Leader-Republic (E)...	15,576	.0143	.0108	New York World (S).....	391,831	.40	.40
Gloversville Herald (M).....	15,130	.02	.015	New York World (E).....	398,727	.40	.40
Ithaca Journal (E).....	6,512	.035	.015	Oneonta Star (M).....	6,242	.0136	.0107
Newburg Daily News (E).....	8,257	.0358	.0214	Poughkeepsie Star (E).....	6,318	.0215	.0115
Mt. Vernon Daily Argus (E).....	6,304	.0214	.015	Rochester Union & Advertiser (E)...	38,452	.10	.06
New York American (M).....	276,635	.40	.38	Schenectady Gazette (M).....	20,680	.06	.04
New York American (S).....	690,499	.60	.57	Tray Record (M & E).....	18,401	.035	.035
New York Globe (E).....	175,267	.28	.27				
New York Herald (M).....		.40	.40				
New York Herald (S).....	92,853	.50	.50				
N. Y. Journal of Commerce (M).....	18,054	.18	.15				
New York Evening Mail (E).....	144,381	.32	.29				
New York Evening Post (E).....	21,151	.18	.16				
					3,836,259	7.1159	6.6194

Ratings Government Statements, April, 1916.

*Estimated.

†Statement to A. B. C.

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.

	1916	1915
April	191,419	188,300
May	200,010	198,284
June	220,794	187,894
July	212,014	182,825
August	210,676	182,737

The New York Globe

Now apparently established on a basis of over 200,000 net paid circulation per day and about 30,000 ahead of the previous year

Journal	4,319,227 lines
Globe	3,811,242 "
Sun	3,579,381 "
World	3,063,598 "
Mail	3,014,875 "

Shows the Globe to stand second among New York's evening newspapers in volume of advertising for the first eight months 1916

The Globe carries a larger volume of advertising from New York's sixteen leading retail shops than any New York newspaper

The Globe carries more Food Advertising (nearly twice as much as any other newspaper) than any New York newspaper

Because

The Globe's constituency consists of the largest quantity of the readers of the money-to-spend class

Now Over
200,000

THE NEW YORK GLOBE

Member
A. B. C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

